

2. Goal: Diversity

The National Collegiate 4-H Organization needs to increase member and service diversity on a national level.

Diversity:

- 1890 and 1994 Institutions
- Increase Club Diversity
- Urban Youth
- National Conference Diversity Activity

Establish 5 New Collegiate 4-H Clubs at 1890³ & 1994⁴ Institutions

Completion Date: 2012 National Collegiate 4-H Conference

1. Establishing one new club each year
2. Regional Presidents should begin contacting student organization offices/extension offices at 1890 and 1994 institutions by the 2007 National Collegiate 4-H Conference, and attempt to recruit on campus (club fairs, flyers, events). If possible pair the school with a local existing Collegiate 4-H club.
3. A report should be given at each National Collegiate 4-H Conference until 2010

Final Outcome: Within 5 years, the National Collegiate 4-H Organization will have established 5 new Collegiate 4-H clubs at 1890 and 1994 institutions through promotion by regional presidents and pairing schools with existing Collegiate 4-H clubs.

Increase Club Diversity Through Recruiting Non-Traditional Audiences

Completion Date: 2010 National Collegiate 4-H Conference

1. Create and distribute a membership form online including number of total club members, gender, ethnicity, majors, and prior 4-H experience by National Collegiate 4-H Week of each year.
2. Documentation including club numbers submitted to the business manager each year with the Club Establishment Guidelines.
3. By 2007 National Collegiate 4-H Conference, we will have compiled necessary data to determine a reasonable annual percentage increase goal to achieve by the year of 2010.
4. Encourage clubs at 2007 National Collegiate 4-H Conference to host annual open house meetings to recruit members from other diverse organizations and non-agricultural majors.
5. Encourage clubs at larger universities to recruit on non-agricultural campuses.

Final Outcome: Within 4 years, the National Collegiate 4-H Organization will have encouraged clubs to recruit from audiences that bring diversity to the

³ 1890 Institutions: "The seventeen traditionally black land-grant institutions in the southern states" that are part of the land-grant system (Seevers, Graham, Gamon, & Conklin, 1997, p.236).

⁴ 1994 Institutions: "The addition in 1994 of twenty-nine tribal community colleges" to the land-grant system (Seevers, et al, 1997, p. 236).

organization, in respect to academic concentration as well as cultural/ethnic background, and level of 4-H experience.

Increase Involvement with Urban Youth Through Service Projects

Completion Date: 2009 National Collegiate 4-H Conference

1. Change National Club of the Year application by adding a category for recording the number of diversity service projects that the club completed prior to 2007 National Collegiate 4-H Conference.
2. Beginning at 2008 National Collegiate 4-H Conference, collect data from all clubs on number of diversity service projects completed in the previous year.
3. Following the 2008 National Collegiate 4-H Conference, this diversity service project data would be tracked on an annual basis to measure progress of the programs.

Final Outcome: Within 5 years, the National Collegiate 4-H Organization will have encouraged community service with urban youth by recognizing those participating club's efforts through the National Club of the Year award.

National Conference Diversity Activity

Completion Date: 2012 National Collegiate 4-H Conference and continuing

1. National Conference Planning team should consider providing at least one activity or speaker promoting diversity when choosing keynote speakers, workshop topics/presenters, and tours for the National Collegiate 4-H Conference.

Final Outcome: Effective immediately the National Collegiate 4-H Organization will implement a National Collegiate 4-H Conference Diversity Activity carried out at the annual national conference to increase member diversity awareness.