

TEAM ACTION PLAN 1

Partnership Staff Development

Goal Statement:
By October 2007, the "Partnership Staff Development" work team will develop/refine tools and training so 4-H staff will be better equipped to develop partnerships that will expand the 4-H experiences to new audiences.
Observable Indicator/Outcome: Breeze Training, with tools, October 2007
Members of Team:
* MN - Tamie Bremeseth & Samantha Grant plus members of the MN "Grow Green" team who are not participating in the conference
* IA - By 2/27/07 IA will determine if staff will be involved in the development of these materials with Minnesota and if so, who the contacts will be: Marisue Hartung and Judy Levings
* WI - WI will select key staff to participate in the Oct 2007 Breeze presentation.

Steps to reach this goal:	By Whom? Or what group?	By when?
Determine who will participate in the development of the training and tools (MN or MN/IA)	Marisue will contact Tamie.	2/27/07
Gather by conference call to refine the steps and how each step will be accomplished – by whom?	Tamie - All other steps hinge on who is involved.	3/07
Develop clear definition of characteristics associated with a club (club like) experience		
Clearly define Partnerships - levels of partnerships, difference between coalitions and partnerships, how partnership can grow the 4-H experience, benefits of partnering with 4-H, expectations of partnering with 4-H (non-negotiable and flexible aspects)		
Develop a toolkit that reflects definitions of "club" and "partnerships" and appropriate tools (i.e. Memorandum of Agreements for utilizing with potential partners)		
Develop a process (on Breeze) for educating 4-H staff on utilizing partnerships to grow the 4-H program		
Invite staff from the tri-state area to participate in the training		
Deliver training		10/07
Evaluate results and implement locally		

TEAM ACTION PLAN 2

Partnerships

<p>Goal Statement: Explore a research study measuring 4-H club contributions to their communities</p> <p>Members of Team: Bob Matysik, Dorothy Freeman, Kim Reaman, Judy Levings, Chuck Morris</p> <p>Members to be Recruited:</p>		
Steps to reach this goal:	By whom? Or what group?	By when?
Possible sources: NC Regional Rural Development Center Ag & Home Econ. Experiment Station USDA	IA members will connect with NC Region Rural Development Center staff to explore the possible.	March 2007
Form regional task force to design	Ask representative from NCRDC to attend the summer 4-H NC Program Directors meeting to be held in Iowa.	
Questions: Does participation in 4-H Club make a contribution to their communities?		
<p>What is the value of 4-H Clubs to their community?</p> <ul style="list-style-type: none"> • Experiential learning related to citizenship/leadership situations • Government, democratic values – other parts of this life • Volunteer training provided through Extension 4-H to community • Are youth involved with community issues? • Measure value of ed. learning in a club to the community <ul style="list-style-type: none"> - Parliamentary procedure - Leadership Roles 		
Invite folks to summer director's meeting to explore, gain commitment (Nebraska city meeting)		
Remember TUFFS study concepts		
Share results		
Develop marketing strategy		

TEAM ACTION PLAN

Recruitment Track

Goal Statement:

By Fall 2007, the "Recruitment" work team will work on objectives listed below.

- Explore professional assistance/internal expertise/funds/willingness to share marketing pieces across the three states.
- Review and design a targeted marketing strategy.
- Design and train staff in sales/making the ask.

Members of Team:

Vanette Grover, Carol Ehlers, Earl McAlexander, Jeff Macomber, Kia Harries, Becky Harrington, Katy Forsythe, Judy Kennedy, Chris Viau, Anita Walz

Members to be Recruited:

Objectives	By Whom? Or what group?	By when?
<p>Marketing Plans—</p> <ul style="list-style-type: none"> • Explore professional assistance/internal expertise/funds/willingness to share marketing pieces to extend the resources of all three state 4-H programs through a formal shared agreement with each of the state program leaders. <ol style="list-style-type: none"> 1. Cost/Benefit of marketing pieces—use funds and time for the greatest impact. 2. Explore professional assistance in looking at targeted marketing/recruitment strategies and impact of marketing/ recruitment pieces. • Review and design a targeted marketing strategy. Hold focus groups to assess the impact of marketing pieces and recruitment endeavors on the client. <ol style="list-style-type: none"> 1. Emphasis on youth and volunteer input. 2. Marketing and recruitment via technology. <p>Training Plans-</p> <ul style="list-style-type: none"> • Design and train staff in sales/making the ask. Resources for training identified are: Steve McCurley as a speaker and reprinting <i>4-H PR: Blueprint for Expansion</i>. 	<p>Carol and Anita</p> <p>← Ask State Leaders</p> <p>Judy, Vanette, Kia</p> <p>Vanette, Kia, Jeff</p> <p>Chris and Katy Judy and Sue Pleskac Earl and Carol</p>	

TEAM ACTION PLAN 1

Retention Track

<p>Goal Statement: Focus on Training for Paid and Volunteer Staff</p> <p>Observable Indicator/Outcome: Training Plan for Paid and Volunteer Staff</p> <p>Members of Team: Brenda Shafer, Bryan Whaley, and Jeanne Baum</p> <p>Members to be Recruited: None listed. Jeanne will be joining another team on data collection.</p>		
Steps to Reach This Goal	By Whom? Or what group?	By when?
<p>Focus on Customer Service: Using the train the trainer approach, provide training to a team from each state that will then provide training to 4-H Youth Development staff, potentially office support staff and possible other Extension professionals. Iowa and Wisconsin will send colleagues to Minnesota for training.</p>	<p>VMN, Community Vitality—Ext Service or permission</p>	<ul style="list-style-type: none"> • Brenda in MN will check with Leadership of Community Vitality Capacity Area who offers the training and outline the possibilities and next steps • Investigate if program leaders in each state will fund the training for staff in WI and IA. • Develop a timeline that will work for all
<p>Volunteer Leader Training: Have state post training modules on welcoming environment, supporting new members, project training, and customer service. A state team would select the ones they would use and prepare for each year.</p>	<p>All State will post</p>	<p>Post as soon as portal in place</p>

TEAM ACTION PLAN 2

Retention Track

<p>Goal Statement: New Member Focus</p> <p>Observable Indicator/Outcome: Provide and evaluate resources to support new families and members</p> <p>Members of Team: Jessica Jens, Karen Pattison, Kendra Crooks, Melissa Persing</p> <p>Members to be Recruited: None listed.</p>		
Steps to Reach This Goal	By whom? Or what group?	By when?
Sharing current statewide resources on portal site. <ul style="list-style-type: none"> • MN Family Handbook • MN Clover bud Newsletter • IA Clover kid Newsletter • WI Welcoming Environment Lesson Plans • WI PPT for new member orientation • WI new member handbook • MN Welcoming Environment Staff Training Packet • Lesson plans for Clover buds or new members 	All	As soon as portal is set
New Family Mentoring <ul style="list-style-type: none"> • WI work team results • Role Descriptions • Support materials for mentors • 6 Lessons from Kansas 	WI	
Transition clover buds and parents to a club setting	IA	
New 4-H Family Orientation Plan <ul style="list-style-type: none"> • Research best practices • 1 page newsletter to 4-H families • Build in check points with new family during the year 	MN	

TEAM ACTION PLAN 3

Retention Track

<p>Goal Statement: Data Collection and Retention Assessment</p> <p>Observable Indicator/Outcome: Data collection and retention assessment</p> <p>Members of Team: Mitch Hoyer, Trish Sheehan, Rosanne Schlieff</p> <p>Members to be Recruited: tech people, evaluation people, staff interested</p>		
Steps to Reach This Goal	By whom? Or what group?	By when?
Consistency of data collection <ul style="list-style-type: none"> • Identify the value of collecting data • What would data be used for? • Collection timelines • Saving info on initiatives • Evaluate data management systems 	Each state discuss and list they want to know	Determine if this would be workable for tri-state by Fall 07
Dissemination <ul style="list-style-type: none"> • Who needs it? • Templates to aid using it • What does this mean for your county—strategic planning? Timelines? 	Mitch: IA – Becky Nibe generate tools WI – Nancy Eisele MN – Todd Mehrkins	To follow action 2
Survey first year members that exit organization	Rosanne WI – Ellen Taylor-Powel	February
Parent Survey <ul style="list-style-type: none"> • Mail or Phone...Random Selection or all • Return rates—validity • Consistent questions • Yes—value to have data able to aggregated 	Trish MN Practice and inactives Technology	Early summer to conduct Dec/Jan 08