Strategic Plan Briefing

Purpose: Align the vision, mission and strategies of the Iowa 4-H Youth Development Program with the land-grant mission of Iowa State University and ISU Extension & Outreach.

Iowa State University Vision: Create, share and apply knowledge to make Iowa and the world a better place.

Iowa State University Extension and Outreach Mission: Build partnerships and provide research-based educational programs across the state.

4-H Vision: Preparing Iowa’s youth to be successful, contributing members of society.

4-H Mission: Empower youth to reach their full potential through youth adult partnerships and research-based experiences.

Guiding Principles

The 4-H Equation is the program development framework for Iowa 4-H. The graphic has been updated to reflect a revised mission and Communication and the Arts has been added as a Program Priority.

4-H will continue to utilize positive youth development principles and practices through multiple delivery modes to reach youth with research-based content from Iowa State University and other land-grant institutions.

- 4-H will focus on the needs of youth and our state as identified by youth, Iowa State University Extension and Outreach, Iowa State University, Iowa’s Governor and 4-H National Headquarters.
- 4-H connects the research-based resources from Iowa State University and other land-grant universities to the young people of Iowa.
- 4-H will strengthen its relationship with Iowa State University colleges and departments.
- 4-H extends its reach through a continuum of short-term to long-term experiences with youth through afterschool programs, camps, clubs, events and schools.
- 4-H will be fiscally responsible in developing, implementing, and evaluating 4-H programming.
- 4-H will support staff, volunteers and partners with quality professional development learning opportunities.

ISU Extension & Outreach
4-H Youth Development
**4-H Priorities**

The outreach efforts of the Iowa 4-H Youth Development Program will be grounded in the 4-H Priorities and be guided by the strategic plan. 4-H youth program specialist staffing in the regions will not change dramatically in the near future. Campus 4-H youth staff have been restructured to provide programmatic, foundational and operational support.

**Program Priorities**

The Iowa 4-H Program’s four program priorities align with Iowa State University, Iowa State University Extension & Outreach, 4-H National Headquarters and statewide initiatives.

The program priorities are cross-disciplinary as opposed to independent programs.

Current curricula and delivery modes have been reviewed and identified as either core or supplemental programs.

Core programs meet all five requirements including resource availability, impact, reach, relevance and priority/niche, and are featured in the ISUEO Program Catalog.

**Delivery Modes**

While all delivery modes have been offered in the past, more intentionality will be given to providing priority topic programming through multiple delivery modes in order to reach more youth.

The 4-H Club delivery mode continues to have the most impact on youth’s long-term learning experiences and will continue to be supported.

**Foundational Support**

The Iowa 4-H Program will be purposeful in providing resources to support and sustain the 4-H program through:

- **Volunteer & Partnership Development** - Volunteer management system; training; child protection; and program capacity building support.
- **Curriculum Development** - Vision and mission; program development: planning, implementing, evaluating and reporting; research-based curricula; positive youth development principles and practices; and contracts and grants.
- **Professional Development** - ISUEO core competencies; PRKC model (Professional Research, Knowledge and Competency)

**Operational Support**

Operational support needs have initially been identified as Risk Management, Marketing, Data Management, Instructional Technology and LEAN Processes.

**Timeline and Approach**

The 4-H Strategic Plan will be a living document that continuously evolves over the next five years. There will not be a “final version” as it will continually be updated.

The 4-H Equation and 4-H Priorities are the guiding documents for resource and time management.

**Program Development Process**

The Iowa State University Extension and Outreach program development process (below) will be used to identify needs and resources, develop and deliver quality programs, and evaluate and report private and public value impact.

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**Program Development Process**

1. **Needs Assessment & Resources**
   - Research, Knowledge and Competency (PRKC) model
   - Positive Youth Development Principles & Practices
   - Operational support needs

2. **Program Planning**
   - Professional Development - ISUEO core competencies
   - Curriculum Development - Vision and mission
   - Volunteer & Partnership Development - Volunteer management system

3. **Schedule Programs (Program Catalog)**
   - Afterschool Programs
   - Camps
   - Clubs
   - Events
   - Schools

4. **Deliver Programs**

5. **Evaluation & Reporting**

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