Since 2019, Iowa 4-H has implemented a strategic plan that has engaged all members of the Iowa 4-H organization. The process began in November 2019, and resumed in Fall of 2020 with virtual work sessions engaging more than 150 4-H staff from across Iowa. In this process, four strategic directions were identified. Action teams have been identifying and supporting work throughout the department to continue to work towards our collective vision.

VISION
Iowa 4-H strives to be the largest youth-serving organization in Iowa by being relevant, welcoming, and inclusive as we partner with youth to help them find their passion.

MISSION
4-H empowers youth to reach their full potential through youth-adult partnerships and research-based experiences.

STRATEGIC DIRECTIONS

- **ESTABLISHING RESEARCH-BASED STANDARDS FOR 4-H PROGRAMS**
- **IMPLEMENTING CONSISTENT AND COLLABORATIVE STRUCTURES THAT VALUE ALL VOICES**
- **DIVERSIFYING AND EXPANDING OUR REACH TO YOUTH AND ADULTS**
- **DEVELOPING STATEWIDE MARKETING STRATEGIES**

To foster belonging, mastery, independence, and generosity in young people, we utilize experiential learning, positive youth development, 4-H thriving model, and targeting life skills to deliver research-based programming to Iowa youth.

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