Why Partner with 4-H?

4-H Youth Development is the youth serving component of Cornell Cooperative Extension and Cornell University. We are present in every county across the state and every state in the nation extending the resources of the land grant university system. Given this charge there is opportunity and appeal for partnering with Departments and the University for reaching out to many new audiences. This document is intended to help create partnerships for new opportunities that will benefit the young people of New York State.

What can we do for you?

As the youth development arm of Cornell Cooperative Extension 4-H delivers programs to youth through school enrichment programs, after school programming, club programs, 4-H camps, statewide conferences and events in every county in New York State. We can help you connect to any of these options, to best suit your needs in a variety of different ways:

- **CURRICULUM DEVELOPMENT**: Help is available for those creating curricula for use in non-formal education/out of school time. Curricula meeting state and national 4-H criteria can also be promoted through the Cooperative Extension system or National 4-H.

- **RESOURCES**: Resources and citizen science opportunities suggested by your Department can be listed on the NYS 4-H Resource Directory, [http://www.cerp.cornell.edu/4h/](http://www.cerp.cornell.edu/4h/), so that the public, leaders, youth and educators will easily find your resources when they need it most.

- **FUNDING PARTNERSHIPS**: 4-H has successfully collaborated with several departments on NSF projects. We can provide access to Extension Educators across New York and Nationally as a way to extend the outreach mission of the University. Other funding opportunities are available through National 4-H Council grants and through the State 4-H Foundation.

- **4-H STATEWIDE EVENTS**: There are several statewide events that we encourage campus partners to participate in: **4-H Career Explorations** is offered for three days at the end of June to engage teens in learning more about the resources of the University. **NYS Fair** provides campus partners an opportunity to showcase youth related programs in a public venue. If resources and training are provided 4-H youth can be the vehicle for demonstrating activities. **4-H Staff Training programs** are held throughout the year to train county educator staff in the use of new curricula. **Volunteer Forums** are held regionally and statewide to train 4-H Volunteers. **STARR teen action training** takes place each spring with a focus on building leadership competencies and project skills with teens statewide. It is also possible to schedule separate local and regional events with 4-H leaders, staff and youth.
Opportunities to Communicate

There are a variety of newsletters and list serves available for communicating information about your program and department. Many of these communication tools are designed for CCE county offices, which further distribute your message to their contacts:

- **4H e-connect** – is an electronic newsletter used to keep educators up to date with program events and activities. Items for the newsletter can be sent to Adam Davis, afd7@cornell.edu. Short news items with a link are most appropriate.

- **CCE News** – A weekly electronic newsletter for Cornell Cooperative Extension. Send news blurbs to Lauri Whatley lhw6@cornell.edu.

- **Small Farm Quarterly (Cornell Small Farms Program organizes this)** – 4-H manages the Youth Pages, typically recruiting a county or a program (dairy/horse) to recruit kids to write articles. Suggestions for content and recruitment can be submitted to cjc17@cornell.edu. Published SFQ goes out to all (29,000) subscribers of Country Folks. All content with an agricultural focus is appropriate.

- **NYSACCE4-HA News & Views** – Also quarterly, this newsletter is distributed via e-mail to 4-H Educators across the state. The intent is professional development, so any article about best practices or successful programming is acceptable. Send news items to Angela Waligora at abw23@cornell.edu.

- **PRESS RELEASES**: Our staff can work with you to prepare and distribute press releases to our CCE staff and internally throughout Cornell. We send our releases to: the youth educator list serve (CCE-STAFF-YOUTH-L@cornell.edu) and to Blaine Friedlander (Cornell Press Relations) bpf2@cornell.edu, expecting that our county offices will adapt/personalize and get it to local media.

- **WEB SITES**: A few sites that you might want to link to: State 4-H Office site: [http://nys4h.cce.cornell.edu](http://nys4h.cce.cornell.edu), Resource Directory: [http://www.cerp.cornell.edu/4h/](http://www.cerp.cornell.edu/4h/), Events listing: [http://nys4h.cce.cornell.edu/program/events/TeenEventLinks.php](http://nys4h.cce.cornell.edu/program/events/TeenEventLinks.php)

What can you do for 4-H?

As a youth serving organization, the unique role of 4-H is to connect youth to Cornell. We are seeking your expertise to help extend resources for new and enriching program opportunities to our youth. We are anxious to partner with you in ways that will mutually benefit our common interest in educating today’s youth.

- **In return for providing opportunities and connecting you to youth and adults, the Cornell Cooperative Extension 4-H Youth Development Program requires recognition of our partnership. Partners must give acknowledgement to 4-H by use of the Cornell Cooperative Extension 4-H Youth Development logo on materials and web pages developed as a part of this partnership. Logo and identifying materials can be found at: [http://nys4h.cce.cornell.edu/WhoWeAre/images.php](http://nys4h.cce.cornell.edu/WhoWeAre/images.php).

- Please note that use of the clover on any materials (t-shirts, products of any kind) without approval is forbidden. We simply ask that you communicate with the state 4-H office while in the process of developing materials.

*CCE provides equal program and employment opportunities.*