**4-H Statewide Working Group**  
**Progress and Goals 2014-2016**

1. **Develop a shared statewide 4-H vision** that establishes clear priorities that can guide local decision making and communication with stakeholders.

**Progress in 2014/15**

The SWG led the process of updating the NYS 4-H Mission, Vision and Values statements based on the input of 4-H educators through regional meetings. The statements have been shared with CCE Association Executive Directors and Board Presidents. Here is a [link](#) to the mission, vision and values statements that can be utilized locally.

**Questions, Goals and Next Steps**

How do we make sure the mission, vision and values become ingrained in our culture? How do we use the values as a tool for curriculum development and program evaluation, and create a culture where we can explore the gaps and opportunities for the program statewide? The SWG has created a working group (Alexa Maille, Patti Zellmer, Rachel Williams, and Brenda Carpenter) to develop a values specific checklist and outline of program expectations that integrates the work around defining the 4-H learning experience. Opportunities for input and discussion will be developed through regional and statewide 4-H meetings/conferences.

2. **Develop a contemporary 4-H image** leading to consistent and effective promotion of the 4-H brand. The branding effort should be tied to clear NYS goals for program growth.

**Progress in 2014/15**

We are working with National 4-H Council to develop a partnership agreement, outlining shared goals and strategies for growing the reach and impact of 4-H in NYS as part of National 4-H Council’s 4-H GROWS campaign.

**Goals and Next Steps for 2015/16**

The project will move forward in the coming year as the goals are refined and implementation begins. A work group (Andy Turner, Lucinda Benjamin, and
Vicki Giarratano has been formed to focus on this effort. There are a number of questions that need to be addressed, including:

- How can we overcome the hurdles that have prevented more unified marketing and branding efforts in the past?
- How do we build the sense of trust between NYS and National 4-H Council?
- Not all local 4-H programs are currently equipped for growth from the standpoint of staffing and funding. How do we address this in the planning stage?
- How do we increase the capacity of the NYS 4-H Foundation to help in this effort from a fund development and alumni support perspective? An SWG work group has also been established to work on this aspect of the issue (Andy Turner, Tim Davis, Jamila Simon, Linda Tripp)

3. Increase the levels of collaboration, both the quantity and quality, between campus, CCE 4-H educators and local 4-H programs.

Progress in 2014/15

The SWG process itself has vastly increased the dialogue and interaction between local programs and the State 4-H Office. This will continue in the coming year. In addition, the goal of increasing campus collaboration has influenced the development and agenda for the 4-H Club Management Conference this year and will again in 2016. Another development is the emerging collaboration between the Bronfenbrenner Center and NYS 4-H to create the Program for Research on Youth Development and Evaluation (PRYDE) with Tony Burrow, Assistant Professor in Human Development serving as the Research Director and Co-Director Jane Mendle, Assistant Professor in Human Development. More information on the initial goals of PRYDE coming soon!

Goals and Next Steps for 2015/16

A consistent message going all the way back to the 1999 4-H external review and renewed through the SWG process is the need for increased youth voice in the development and evaluation of 4-H programming at the local and state level. The SWG has formed a work group to focus on the development of a
state level youth voice initiative in the coming year (Jamila Simon, Rachel Williams, Jerome Christie, and Nigel Gannon).