

Lesson 10: **Knowing the Basics About Clubs**

What is a 4-H Club?

The 4-H club serves as the primary means of delivering youth development programming in 4-H. It has the advantage of providing long term involvement with the support of “caring” adults. Surveys of youth who have been involved in out-of-school youth programs report the importance youth place on knowing that these programs will continue over many years. Youth are reluctant to take ownership in groups or establish relationships with leaders when they appear temporary. 4-H clubs are organized and supported to “be there” for youth throughout their developmental years. While other delivery methods used in 4-H are effective, the more in-depth experiences occur in and through the club.

Because of the key role clubs play in 4-H delivery, it is important to have a clear definition of what a 4-H club is. The goals and structure of 4-H clubs vary according to the needs of the members they serve. Some clubs focus on one project or one project at a time that the entire membership experiences together at the club meeting. Some clubs offer a selection of projects delivered through project meetings held at times outside the club. Some clubs have a singular focus such as community service clubs, or they target a specific audience such as tribal reservation clubs or after school clubs or home school clubs. But there are components and characteristics that are common to all 4-H clubs and these commonalities provide the definition of a 4-H club.

A 4-H Club:

- Is an organized group of youth.
- Has a planned program that is ongoing throughout all or most of the year.
- Is advised by adult staff or volunteers.
- Typically elects officers.
- May meet in any location.
- Includes opportunities to learn skills through a wide variety of project experiences.
- Offers opportunities for leadership, citizenship/community service, and public speaking.

Criteria for 4-H Youth Development Programming Including 4-H Clubs USDA/CSREES

While each state has its own policies governing 4-H clubs, these policies must be in line with criteria governing all youth development programming delivered through 4-H as set by national (CSREES/USDA) headquarters.

- 4-H programs, curricula, and procedures are based in research and are developmentally appropriate.
- 4-H programs are based on the needs of children/youth and their parents.
- 4-H provides access to resources of Land Grant University Cooperative Extension System. 4-H provides members access to county, state, national 4-H opportunities.
- 4-H membership is open to all youth.
- 4-H program delivery employs experiential learning strategies.
- 4-H encourages active involvement and participation by children/youth and adults in all aspects.
- 4-H relies heavily on youth and adult volunteers/staff leaders to provide a critical support system for 4-H.
- 4-H provides training for volunteer/staff leaders recognizing that training is essential for effective 4-H programs.
- 4-H adapts to and supports mobility of children/youth and parents.
- 4-H clubs comply with national 4-H name and emblem policies and policies of the state.



Enrollment

Information on state specific criteria for enrollment of clubs, members, and volunteers should have been provided for county personnel during new-hire orientation training. If it was not, it will be important that you contact your state office to obtain that information. If you are partnering with 4-H, the 4-H agent in your county will help you meet county requirements.

Enrolling A 4-H Club

Each state has established criteria that may vary to some degree for enrolling as an official 4-H Club. Some states have a formal process for chartering a club. Official enrollment as a 4-H Club and/or receipt of a 4-H Club charter gives the club the authority to use the 4-H name and emblem. Examples of what may be necessary for official enrollment are as follows:

- The local club has a set number of members with completed enrollments
- The club is organized with youth officers
- There are one or more appointed and trained club leaders
- An initial meeting place is secured for at least several consecutive months
- An official club name is chosen
- Club rules, which may be in the form of by-laws, are established. By-Laws will be discussed more fully in Lesson 11.
- At least six or more regular meetings plus project meetings are scheduled
- A written educational plan for the club program and activities is presented to the county 4-H office

A copy of the club enrollment is kept on file with the local 4-H office.

Enrolling Members

Enrollment of members, volunteers and leaders is required for participation in a 4-H club. This enrollment is done through the county and submitted to the state office. The county 4-H office has the necessary forms and instructions for completion. Most 4-H offices use a computer enrollment system, which means the forms must be filled out completely and accurately. The 4-H program year is considered to operate from October 1 through September 30 or from January 1 through December 31 depending upon individual states.

All members and volunteers must enroll annually. The enrollment due date for members of 4-H clubs will be determined by the county 4-H agent. Enrollment forms of new members and volunteers who join the club during the year, will be submitted immediately to the county 4-H office by the club leader. Enrollment forms may include releases for use of photographs, agreements for non-discriminatory membership, and other mutual agreements as determined by individual states. Often a state 4-H membership code of conduct and/or a list of leader expectations must be read and signed and submitted with the enrollment form.

Eligibility for competition and some project involvement requirements are often determined by birth date or grade in school. Contact your county 4-H agent for accurate information for your state.

Enrolling Volunteers

Most states require that volunteers complete a screening and training process prior to serving as an official 4-H leader and working directly with youth. Position descriptions that outline leader responsibilities are usually provided. This topic will be discussed in greater detail in Lesson 15. Throughout the year, youth and staff/volunteers who participate in special programs beyond the club level (e.g. County 4-H Camp, State 4-H Conference, State Leader's Forum, National Technology Conference) may be required to complete additional forms such as health information, parent/guardian permission, code of ethics, etc. which relate to the specific event.

Fiscal Requirements

Tax Exemption

4-H Clubs are exempt from the payment of income taxes. The ruling was issued to the Department of Agriculture by the Internal Revenue Service on April 24, 1946, which recognized that 4-H Clubs were exempt from federal income tax under section 101(6) of the Internal Revenue Code of 1939, which corresponds to section 501(c)(3) of the 1986 Code.

Member Fees/Dues

Some states require 4-H members to pay membership dues, and some states do not. Sometimes counties will assess fees to cover the cost of insurance, newsletters or other specified items.



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Insurance

Liability and accident insurance coverage varies within each state as well as within local 4-H programs and for partners participating with 4-H. This information should have been provided for county personnel during new-hire orientation training. If it was not, it will be important that you contact your state office to obtain the information. Ensuring proper coverage for members and volunteers is extremely important and protects you and the organization. If you are partnering with 4-H you will want to ask your county agent for information and forms concerning insurance coverage available to your 4-H club. And work with that office to complete the paper work.

Reporting

County 4-H Agents report data to CSREES/USDA in an annual statistical report of summarized demographic data regarding members and volunteers. This information includes the numbers of clubs in the county, member enrollment and narrative information about the program. Staff training in each state prepares county 4-H agents to complete the required report. If you are a youth development professional working with a 4-H club within an organization outside Extension, your county agent will need to include data on your club in this report.

The information you supply the county 4-H office may well be the same information your organization requests.

In addition to the statistics gathered about your club, you will want to evaluate the success of the club in providing the support youth need. In other words, you will need to be able to state how well the club is contributing to the growth and development of its' members. This assessment involves more than gathering numbers. While the numbers of youth participating does indicate a level of success in reaching youth (they keep coming, or drop out), there are other indicators that will help you assess what is happening for youth in your club. Leaders who schedule time throughout the year to come together to review their clubs as compared to the Indicators of Successful Clubs Check List find it easier to say on target.



Lesson 11: **Getting Clubs Started**

This lesson is intended to serve as a guide for starting a 4-H Club. Each state has policies and procedures for starting clubs and these may differ somewhat from state to state. However, the process presented in this lesson uses steps that are common to most state procedures and these steps cover the basic elements you need to get started. If you are starting a 4-H club within another organization, it is essential that you involve and work closely with the 4-H Agent in your county to follow the proper procedures. The following steps, however, are common to the process in all states.

Steps in Establishing a 4-H Club

If you are a youth development professional organizing a 4-H club within your youth program, start with Step 1. If you are an extension youth development professional, it is assumed that you know the county and state policies, and should begin with Step 4.

Start here if you are representing a partnering organization

1. Contact the county 4-H agent
2. Attend local 4-H volunteer/leader training
3. Obtain county and state 4-H policies and guidelines

Start here if you represent Extension

4. Assess youth, parent and community needs and interests
5. Recruit potential club members
6. Conduct Organizational meeting
7. Recruit project leaders and distribute curricula
8. Complete and submit enrollment and other appropriate reports
9. Assist with club by-laws preparation

STEP 1: Contact the county 4-H Agent

The 4-H Agent is your main source of help and the link to the county, state and national policies and guidelines. He or she is located in the 4-H/Cooperative Extension Office in your county or city. In addition to providing help in getting your club started and getting the enrollment forms you will need, the 4-H agent will support you in managing the club. You can expect help in solving problems that arise, advocating for the growth of the club and individual members, and gathering the curricula and resources you need. Your 4-H agent will also



connect you with additional opportunities for youth and volunteers that are available through extension.

These opportunities might include:

- volunteer/leader training opportunities
- recognition opportunities for both volunteers and youth
- county and state competitive and noncompetitive activities and programs, such as fairs, that provide many opportunities for exhibiting projects to showcase the 4-Her's knowledge and skill development and conferences for project training, leadership, and citizenship development
- national events and experiences
- opportunities for individuals and groups to get scholarships or small grants

STEP 2: *Attend local 4-H volunteer/leader training*

Although you are a youth development professional, by attending local 4-H volunteer/leader training, you will learn about the policies and procedures of the county program, as well as the specific 4-H opportunities in that county and state. Participation in this training also offers you the opportunity to network with other 4-H club leaders and the county 4-H staff and to receive and review training on principles of youth development, the experiential learning model and specific 4-H curricula.

STEP 3: *Obtain county and state 4-H policies and guidelines*

This 4-H 101 handbook is intended as an overall guide on how to start 4-H Clubs. It is important that you work closely with the 4-H Agent to ensure that you are following the proper guidelines for your county. Obtaining these policies will let you know how you need to proceed in terms of enrolling the youth as 4-H'ers, whether or not you need to officially charter your club, and appropriate use of the 4-H name and emblem.

STEP 4: *Assess youth, parent and community needs and interests*

As a youth development professional, you probably have a good sense of the needs and interests of the youth currently in your program. You may also be familiar with the kinds of activities parents want their children involved in, and the other out-of school options available for youth in the community. All of these factors will give you direction in determining whether there is a need to start a club, and if so, the kind of club that will meet the needs of your community. Before deciding on how to get the 4-H club going, meet with youth who are currently enrolled in your program as well as potential members and ask for their input into understanding the



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demographics of your community.

Determine what days and times of day are best for meetings, what age groups might be interested. Look at what is already being offered to the youth in your program, and look for ways to integrate this potential club into your overall program.

Step 5: *Recruit potential club members*

Based upon your assessment of the community, identify potential youth and families and invite them to an “exploring possibilities” meeting for potential youth members and their and families. You will need to be very upbeat about 4-H in this invitation. Remember that before you start “spreading the word,” you need to have a thorough understanding of what an exciting, appealing program you have to offer. Your enthusiasm is the key to any marketing efforts!!

Plan the presentation about 4-H that you will make at this meeting based upon what you have learned about the demographics of your community. Tell them a little about 4-H and then ask them lots and lots of questions: What are their interests and needs? How can you match their interests with the options available to you through 4-H?

Plan your presentation to answer these questions youth often ask.

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| Why should I join 4-H? | Can my friends join too? |
| What will we do that is fun? | Can I stay in 4-H if I move? |
| Will I be able to help plan club activities? | What will I learn? |
| What exciting new experiences will I have? | How much will it cost me? |

If I go to one meeting, is there enough cool stuff that I will want to come back to another meeting?

Young people join groups to have fun, do interesting things, meet other youth, and have new experiences. They even want to learn new skills! You will need to show that a 4-H club offers a way to do those things.

Remember that you have great flexibility through 4-H. Projects (photography, youth technology, etc.) are all designed to be very adaptable. For example, if you find that youth want to do hiking and canoeing, that could be the primary focus of

a Community Club – or it could be an important aspect of a photography project/group that documents the trip.

Community resources can be incorporated into the experiences offered through the club. If youth want to hike and you have people with technical expertise in your community who would like to help young people gain access to Global Positioning Systems, you can have a great learning experience. A 4-H Citizenship Club might want to do a community clean up project or work with another community group in an existing community service activity. The county 4-H program may have Teen Ambassadors who could partner with teens in your club who are new to 4-H.

At this exploring meeting, you will also want to gather some information from those attending that will help you with the next step in forming a club. Record the interests surfaced from the group. This will help you identify the curriculum materials that support these interests so that you can have them ready to share with the club at their first meeting. Find out what days and times for meetings work best with this particular group. Determine if any of the adults attending the meeting would be interested in serving as leaders of the group. Find out the best means for contacting the youth and adults attending this meeting regarding future meetings. You will want to leave the meeting with a complete roster of names, street addresses, phone numbers and e-mail addresses. If sufficient interest is shown in starting a club at this meeting, you are ready to move on to step 6.

STEP 6: *Conduct an organizational meeting*

Recruit an adult volunteer to serve as the club leader for your new club before holding the first meeting. With that leader, plan and schedule an organizational meeting for the club. Invite all the youth and parents who showed interest in joining the club at your exploring meeting and encourage them to invite friends who might also be interested.

A detailed description of effective 4-H meetings is offered in Lesson 12. Use that information to prepare for this first meeting of the club. In brief, you will want to:

Prepare a welcoming space with plenty of room to do some interactive activities.

Greet youth and families as they arrive and introduce people to one another. Lead some introductory group building activities to begin the trust building process.

Share the conducting of the meeting with the new club leader.

Help the group to:

- Determine the kind of club they want to form—single project or multi project. (*You will need to be able to explain these club styles well*)



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- Identify the project or projects they want to study (see step 7). By using the interest survey you took at the exploring meeting you can be prepared to share project curricula with the group to help them make these choices.
- Set some ground rules for working together and determine how they will go about establishing a name and by-laws for the club.
- Determine how and when they will elect officers.
- Determine dates and times for regularly scheduled meetings.
- Experience an activity from one of the sets of project materials that surfaced as an interest. Youth need to leave the meeting having done something that makes them want to return.

STEP 7: *Recruit project leader/leaders and distribute curricula*

Information to help recruit and train volunteers will be covered in Lesson 15. It is important to remember though, that project leaders can be recruited most easily if they are aware of the project curricula they can use and how easy it is to use. Because there are a wide variety of curricula available for your 4-H Club, there truly is something for everyone! 4-H 101 Training has highlighted some of these project options, but there are over 100 curricular options offered in age appropriate formats in the national juried collection of youth curricula administered by the 4-H Cooperative Curriculum System (CCS). In addition, states often have project curricula that address topics specific to state needs.

Youth will also find information on available curricula helpful in planning their 4-H experience. Show them the curricula that correspond to the interests they have expressed and encourage them to explore this material.

Most county offices maintain a resource library that is open to the public. These libraries usually have at least one copy of all of the project curricula that the county supports. Many offices have a copy of all of the CCS project curricula as well as their own state specific curricula. If you are a county 4-H agent, you will want to make sure that you have an up to date library at your county office. The more materials you can have available for the public to see, the better you will be able to explain your program and help youth plan meetings that keep them coming back. If your county can't afford to purchase display copies, you could keep lots of copies of the



CCS catalogue on hand to share with your club members. Look on the CCS web site for more information—www.n4hccs.org.

If you are partnering with 4-H, your 4-H agent will work with you to provide a way for your members to browse through the 4-H curricula. You will also want to find out the cost of the materials. Some curricula is available free of charge through your county office, and others may have a nominal fee.

STEP 8: *Complete and submit enrollment and other appropriate reports.*

Each club is responsible for completing any necessary paperwork and submitting it to the county office as required. Counties must provide an annual report to the state office related to the number of youth involved in 4-H, and the ways in which they are participating. States, in turn, must report to the federal headquarters at CSREES/USDA. If you are forming a club within an organization outside Extension, the information your county agent needs for the annual report will be information that will help you justify the club in your organization as well. Work with your county 4-H Agent to determine what paperwork needs to be completed and the due dates.

Data gathered is also used to generate county or state mailing lists for newsletters and distribution of other pertinent information via postal or electronic mailings to the membership and volunteers. Enrollment data verifies eligibility requirements for local, state and national competitions. A privacy statement is frequently included explaining how the data will be used and what the consequences may be if the data is not provided.

Step 9. *Assist with club by-laws preparation*

It is important to make sure that all members of the club agree upon the way in which the club will operate. Putting this understanding into writing lessens the chance that conflicts will arise during the course of the year and will assist in handling disagreements that do arise. 4-H clubs typically prepare by-laws to serve as this written agreement.

By-laws for 4-H Clubs reflect the standards and procedures that the 4-H club's members and leaders are going to follow. They may be very simple or more detailed and complex but, in whatever form, they will describe when and where the club meets, who may join, what officers the club elects, and what criteria are used for a member to remain in good standing. They will also include a non-discrimination statement that is used by the local 4-H office. A copy of the club by-laws must be on file with the local 4-H office



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and is a pre-requisite for most club charters. If changes are made, a new copy must be sent to the local 4-H office.

If you are an Extension youth development professional you will want to find out the state and county guidelines, if any, for club by-laws. If you are a youth development professional representing an organization outside Extension, your county 4-H agent can give you any requirements that you might need to meet with your club's by-laws.

All members, parents and leaders should receive a copy of the by-laws. On an annual basis, club members, parents and leaders should review the by-laws to be certain that everyone is aware of the expectations for club membership. Often new goals or objectives for members are included in the club program plan as well.

Writing and Approving By-Laws

The entire 4-H club is responsible for writing and approving the by-laws. It is important that members, parents, and leaders have input into the way the club is operated. Language should be appropriate to the age of the members and policies should be written from a positive viewpoint. A committee should review and update the by-laws annually for the club.

The local 4-H agent will review and approve the club by-laws and assure that there are no restrictions to membership such as dues or uniform requirements and that the attendance expectation requirements are reasonable and inclusive. Often times new goals or objectives for members are included in the club program plan as well.



Example of By-Laws

By-Laws of (name) 4-H Club

Article 1 - Name

The name of this organization shall be the _____ 4-H club.

Article 2 - Purpose

The purpose of this 4-H club is to support the development of its members through club meetings, project work, demonstrations, fairs, and other activities.

Article 3 - Policies

The club will meet regularly to conduct business. Meetings will be held once a month no less than 6 times during the year. Any major decision of the club must be voted upon by 2/3 of the membership.

Article 4 - Membership

Section 1 – Any youth, without regard to race, color, sex, disability, religion, age, or national origin, who is age 8-18 as of January 1, of the current year may become a member of this club.

Section 2 - To become a member, a person must attend three meetings, complete an enrollment form with parent/guardian signatures, agree to abide by the 4-H code of conduct, and know the 4-H pledge.

Section 3 - Members must attend 50% of the club meetings held to remain in good standing to exhibit at the fair. The leader, with the executive committee, shall review the reasons for absence to determine whether a member's name is removed from the roll.

Article 4 - Officers, Elections, and Duties

Section 1 - The elected officers of this club shall be president, vice-president, secretary, treasurer, and reporter. The appointed officers shall be recreation leader, song leader and historian.

Section 2 - Officers shall be elected annually in the month of November and shall begin the term of office in January. Other offices will be appointed. In January the executive committee will appoint other officers.

An officer shall have been a member in good standing of the club for three months prior to election.

Officers shall not succeed themselves.

A nominating committee of three members shall be named one month prior to election of officers for the following year. This committee will consist of the president and two appointed members.

The nominating committee shall submit at least one nominee for each elected office at the meeting in November. Nominations from the floor shall follow the report of the nominating committee.

Section 3 – Officers shall perform duties as set forth in the 4-H Club Officer’s Handbook. Vacancies other than the President shall be filled by a vote of the members at the next regular meeting or appointed by the executive committee.

Elected Officers:

The **president** shall preside at all meetings of the club and have in mind at all times the best interest of the club. The President is also given the responsibility for any Executive meetings and will call these meetings in cooperation with the leader.

The **vice president** shall perform the duties of the President in his or her absence. He or she shall serve as chair of the yearly program committee. An annual club program plan will be submitted with the leader to the county extension office. The vice-president shall succeed to the presidency if such a vacancy occurs.

The **secretary** shall keep a record of the proceedings of the club and an accurate attendance count of the membership.

The **treasurer** shall keep club financial records and follow financial procedures with guidance from the leader. An annual club audit will be submitted to the local 4-H office as requested.

The **reporter** shall write news articles and take pictures to submit to the local newspaper or community newsletter of club activities and member accomplishments.

Appointed Officers:

The **song leader** shall be prepared to lead the group in singing at club meetings and social events.

The **recreation leader** shall be responsible to provide team building and cooperative recreation activities (encouraging all to participate) at club meetings and activities.

The **historian** shall keep a scrapbook of the clubs activities, events, and participation of members in other 4-H or youth activities. The scrapbook may be electronic.



Article 5 - Committees

Section 1 - Executive Committee

The executive committee shall consist of the elected officers and a leader.

The duties of the executive committee shall be to transact any absolutely necessary business that comes up between regular meetings and any other business referred to it by the club members.

The executive committee shall meet between regular meetings as necessary.

Section 2 - Standing and Special Committees

Standing committees shall be appointed by the president as necessary and shall serve to the end of the club year.

The committee shall consist of a chair, co-chair, and enough members to carry out the specific assignment.

Special committees shall be appointed by the president and shall serve only as long as needed

The vice-president shall be a member of all committees except the nominating committee. The vice-president is the chair of the program planning committee.

Article 6 - Meetings

Section 1 - Annually there shall be a minimum of 6 club meetings to begin promptly at 4 p.m. on the first Wednesday of each month.

Section 2 – Excused absences will be given for illness and other reasons agreed upon by the local leader and the executive committee, provided they are reported to a club officer or leader before the club meeting.

Section 3 – Members will be required to attend club meetings and project meetings in accordance with the club membership requirements.

Article 7 - Club Reports and Forms

Section 1 – The written club program plan shall be adopted no later than the two meetings of the new club enrollment year.

Section 2 – Enrollment forms for members and volunteers, by-laws new and revised, 4-H code of conduct, animal code of ethics, volunteer expectations, volunteer agreements and position descriptions, fair entries, financial reports and other forms or reports are due to the local extension office upon request.

Article 8 - Amendments

The by-laws may be amended at any regular meeting by a 2/3 vote of the membership provided they do not conflict with the required article.



Lesson 12: **Conducting Club Meetings**

The next three lessons are designed to provide a general overview of the procedures involved in maintaining a 4-H Club. As with starting clubs, each state has its own policies and procedures for ongoing support of clubs. The following tend to be common procedures.

1. Involve youth and leaders in planning and conducting the meetings
2. Involve club members in preparing a yearly club plan
3. Promote or market the club
4. Help youth transition to new communities when families move

Lesson 12 will focus on the first of these procedures:
Involving youth and leaders in planning and conducting the club meetings.

Planning Meetings that Reinforce Life Skills

While there are many avenues within a 4-H club that offer opportunities to learn life skills, this lesson will focus on the club meeting and the life skills that can be addressed through the club meeting. A well-planned and conducted meeting can offer opportunities to practice skills in many competency areas. These include skills leading toward mastery in

Leadership	Communication
Responsible Citizenship	Goal Setting
Decision Making	Problem Solving
Planning/Organizing	Cooperation
Managing Feelings	Character
Accepting Differences	Social Skills
Critical Thinking	Keeping Records
Learning to Learn	Teamwork
Community Service	Volunteering
Sharing	Marketable Skills
Self-esteem	

You will remember that these are skills that require sequential learning experiences and many opportunities for practice. One of the reasons 4-H clubs have proved effective in helping youth develop these life skills is that the club brings

youth together on regular basis and provides time for the interaction and practice necessary for mastery. The club meeting is the primary structure for this coming together. What happens at that meeting, then, is critical to the success of the club. And what happens at meetings will depend upon the planning that has been done before the meetings.

Supporting Youth in Planning Meetings

Youth should be highly involved in planning and conducting their club meetings. Club leaders are expected to assist youth in this planning. In order to do this effectively, leaders need to understand the role the club meeting plays in supporting life skill development, and to recognize and reinforce the skills that can be delivered through the club meeting. With this knowledge they can help youth identify the skills that they choose to target and the experiences that will support those skills. The following information regarding the planning of meetings should be a part of leader training for club leaders. It will also be helpful information for club parents.

Meetings offer a variety of experiences for youth. Meetings contain business, project work, educational programs, community service, recreation, and social activities. All of these may not be a part of every meeting, but each should be included during the year for a well-balanced program. Help youth determine what is going to happen in each segment of the meeting and who will be responsible for each of the pieces planned for those segments.

Mix meetings up with lots of variety to keep youth interested, encourage learning, and provide fun. Keep the business section of the meeting as short as possible; effective and to the point. Meetings that focus only on Robert's Rules of Order are just as boring for kids as they are for adults. Keep the age of your club members in mind when working with Parliamentary procedure. Until the age of 12 youth are very concrete thinkers and will not engage well with the abstract concepts of parliamentary, procedure. An older "business buddy" may be helpful for young members for those meetings that may require procedures more difficult than making and passing simple motions.

Adults can encourage youth to be involved in setting up the meeting space in a way that makes them comfortable and that is visually appealing to them. Their meeting space should be inviting. It should have plenty of light, be kept at a comfortable temperature, and provide adequate space and facilities for the activities that are planned. The way the room is arranged should support the activities planned for that meeting. Seating should be configured so that everyone in the group can see and hear everyone else during discus-



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sions or demonstrations. A semi circle or circle arrangement works well. Providing tables and chairs for officers may give them support and confidence. Help youth determine what equipment and supplies will be needed for the activities that they have planned and assist them in making sure that these needs are readily accessible at the meeting.

Using an Agenda for Planning

The following agenda will be helpful in planning a club meeting.

BUSINESS: No more than 1/4 the meeting time (*15-20 minutes of 90 minute meeting*)

The business section should demonstrate democracy in action. Members learn how to express themselves in a group, listen to the views of others, come to consensus and reach a decision, and abide by majority rule. It is important to keep business meetings interesting and educational. Unless it is an annual business meeting, it is important not to let the business component become the heart of 4-H club meeting.

Typical business agenda:

Call to order.

Pledge of Allegiance and 4-H Pledge

Roll call - answering in any way the group decides.

Minutes of the previous meeting.

Treasurer's report

Committee reports

Old business

New business

Adjournment

EDUCATION PROGRAM: Schedule at least half of the meeting for the Educational Program (*45-50 minutes of a 90 minute meeting*)

“Learning by doing” is one of the 4-H program’s unique strengths. This is the place for members to give demonstrations, work on projects or participate in tours, community service and other activities. Use a variety of activities to involve members in program planning, self-esteem development, and decision- making. Ingenuity and creativity can make this section of the meeting interesting and active.

RECREATION AND SOCIAL ACTIVITIES: Approximately 1/4th the meeting time (*20 minutes of 90 minute meeting*)

A variety of physical activities add enthusiasm and enjoyment to the meetings. Some clubs have a different recreation

committee for each meeting, while others elect recreation officers for the year. A few ideas include: games, charades, relays, sports, puzzle challenges, parties for parents or families, picnics, and hikes. Refreshments can be a part of recreation, with different members responsible through the year.

Support materials to help officers plan the club meeting and conduct the business of the club are found in Lesson 12.

Creating a Meeting Environment that Meets the Needs of Youth

The primary role of adults in the club is to assure that the environment of the club meets the needs of youth. Youth Development professionals must help adult leaders understand these needs and implement these elements into their clubs. The list of developmental needs from our review of youth principles will provide a guide for this role.

- Safety and structure
- A sense of belonging and membership
- Closeness and several good relationships
- Experience with gaining competence and mastering skills
- Independence and control over some part of their lives
- Self awareness and ability to act on that understanding
- Self worth and the opportunity to contribute

Club meetings provide environments that meet the basic needs of youth when they:

Promote Feelings of Acceptance and Belonging

Youth join clubs and organizations because they want to be an active part of a group, but sometimes they need help in finding their niche. If they do not feel they are welcome or that they “fit in” they will very quickly stop coming. Often, groups do not intentionally leave out members, but simply overlook new or quieter members. Provide group-building activities at every meeting. Through these activities, young people can be pulled into the group without feeling singled out.

Provide Opportunity to Develop Relationships

It is impossible to develop relationships without talking to one another. Club meetings that do not provide lots of opportunities for youth to talk with one another do not take advantage of one of the unique learning opportunities a club meeting can provide. Some simple ways to provide structured interaction beyond get-acquainted activities are team-building activities, small group discussions, and committee work. Remember to include unstructured interaction time as well.



SECTION III: Starting and Maintaining 4-H Clubs

Provide Safety and Structure

Youth feel safe in a group when they know the behaviors that are expected of them. To clarify these behaviors it will be important to lead the club through a process of identifying the standards of behavior they all agree they want for their club. These can be written in the form of Club Rules and posted in a place where everyone can see them.

Club rules help members monitor their own behaviors and decrease the need for the adult leader to control behavior. Posted rules also help prevent misunderstandings between members and adults and leaders about appropriate behavior at club meetings and events.

In addition to club standards, 4-H members must be informed of and agree to any Code of Conduct that the state 4-H office requires for state and national events and activities.

Provide Opportunities to Contribute to the Group

A sense of belonging to any group, whether family, school, community, or club, is formed when there are opportunities to contribute to that group and when it is clear that those contributions are essential to the group. Clubs meetings must offer ways for all members to contribute and see themselves necessary to the success of the club.

Adult leaders can be vigilant in identifying the skills and talents of all members that can be employed to help the club. If youth are given new responsibilities, it is up to adult leaders to make sure they are properly prepared to fulfill them. Training and mentoring are often needed for new leadership positions.

Before electing club officers, allow the youth to get a taste of the 4-H Club experience. The first meetings should help members get a sense of what the 4-H Club will be like, and whether or not they would even like to be an officer. Some clubs ask several youth to assume leadership responsibilities and rotate them through different positions fairly often.

Promote Competence and Independence

Help youth plan and conduct their meetings. Provide opportunities at age appropriate levels to have input into the design of the meeting and to provide leadership for the meeting. Prepare youth for the leadership roles they assume and provide support as they practice these roles. Help members evaluate their plans and use that information in future plan-

ning. Assist youth in developing plans for future meetings. The initial work for a 4-H meeting takes place long before the actual gathering.

Lesson 13 will focus on helping youth and their adult leaders prepare an annual club plan for all of the opportunities that will be offered during a club year.

Adapted from: Effective 4-H Club Meetings, Chuck Hill and Molly Gregg, 4-H Program Specialists, Alabama Cooperative Extension.



4-H MEETING GUIDE

Pre-Meeting Activity:

Have something for the early arrivals to do.

Opening Activity:

The purpose of this activity is group building. The Pre-Meeting activity can lead right into this or one activity can sometimes serve both purposes. This is especially important with new groups, but still important for a continuing 4-H Club to do.

Business Meeting:

The organizational leader (or leader in charge of the business meeting) should meet or speak with the President ahead of the meeting so that the President has an agenda prepared. Give the president as much information as you can so he (or she) can run the meeting. Use the 4-H Club Agenda sheet for help in making out an agenda. The agenda should include:

Call to Order	Treasurer's Report
Pledges	Reports
Communications	Leader's Report
Roll Call	Old Business
Introduction of guests	New Business
Minutes of the last meeting	

Educational Program or Activity:

The educational program at regular club meetings can be one of the most important parts of the 4-H meeting for members. This part of the meeting provides an opportunity for the members to join in a group learning experience. The learning experiences may take many forms including demonstrations, guest speakers, movies, tours, learning games and hands-on doing activities, such as crafts and project related activities. The program or activity should be fun, interesting and a learning experience for the members. Well planned programs and activities take into account the needs, ages and interests of young people and contribute greatly to the value of the meeting.

Recreation:

Youth (and most adults) come to meetings to have fun and get something done. Include some recreation in every meeting. The recreation can be placed anywhere in the meeting schedule. Just be sure it is there someplace. Ideas for recreation include:



Games
Music
Stunts

Group Activities Thought for the Day
Stories and Story Telling
Drama Activities

Refreshments:

Youth like to eat, so be sure to have refreshments. If the meeting is right after school, refreshments should be the first activity on the agenda.

Delegation:

Almost all of these parts of the meeting can be delegated to teens, parents and other interested adults. The more people you can get involved contributing to and feeling a part of the club, the better the club will function and then better you will feel about it.



4-H CLUB MEETING AGENDA WORKSHEET

_____ 4-H CLUB
_____ DATE

Pre-Meeting Activities

Business Meeting

Call to Order

Pledge to the Flags

American

4-H pledge

Roll Call

Welcome and Introduce Guests

Reading and Approval of Minutes

Other Officer Reports

Announcements and Other Communication

Committee Reports

Project Reports

Leader Report (Optional)

Unfinished (Old) Business

New Business

Adjournment of Business Meeting

Educational Program

Program / Demonstrations / Presentations

Social/Recreation/Program

Refreshments



4-H Club Meeting Check List

Use this checklist to do a quick evaluation of your 4-H Club's meeting

	<i>GOOD</i>	<i>AVERAGE</i>	<i>NEEDS IMPROVEMENT</i>
1. The meeting was well planned.	___	___	___
2. Each officer did his/her job well.	___	___	___
a. The President used an agenda.	___	___	___
b. The Vice-President organized the program.	___	___	___
c. The Secretary had minutes prepared.	___	___	___
d. Other officers had reports prepared.	___	___	___
3. The business meeting moved along well.	___	___	___
4. All members took part in discussion.	___	___	___
5. The meeting place was set up for the meeting before members began to arrive.	___	___	___
6. The meeting place was comfortable.	___	___	___
7. A program of presentations and/or other activities were part of the meeting.	___	___	___
8. The program or activity was interesting.	___	___	___
9. Recreation was part of the meeting.	___	___	___
10. The recreation was well led.	___	___	___
11. Refreshments were served.	___	___	___
12. Each member participated in the meeting.	___	___	___

Adapted from materials developed by Colorado State University Cooperative Extension , Southeast Area.





PARLIAMENTARY PROCEDURE FOR 4-H CLUBS

Why Do We Use Parliamentary Procedure?

We use parliamentary procedure in 4- H business meetings because it provides:

- an orderly way to conduct a meeting.
- a fair way to make a group decision.
- a method that respects everyone.
- a means for everyone to have a chance to speak.
- a method that allows majority rule while protecting the minority.
- a way to learn a method of business that is common to many groups.

Business Meeting Procedure:

Conducted by the President or Presiding Officer.

Members must be “Recognized” by the President before speaking.

Members must stand up to speak.

Only one person may speak at a time.

Only the subject under discussion may be addressed by the speakers.

Decisions are made through “Motions”.

Motions require a second.

Motions will be discussed until all members have had a chance to speak.

Decisions will be made by voting using; Voice Vote, Show of Hands or Secret Ballot.

Motions:

Main Motion

To start a discussion about some proposed action, a main motion is used. It is the type of motion you will use most of the time in your 4-H club. There can be only one main motion at a time. It is made by saying, “I move....” For instance, “I move our club visit the Nursing Home on the day before Thanksgiving” or “ I move we donate \$50.00 to Special Olympics.”

Someone must SECOND the motion by saying “ I second the motion” before it can be discussed. No thirds, fourths or fifths are required or desired.

At this time the presiding officer will say “ It has been moved and seconded that ____ (state the motion again). Is there any discussion?”

At the conclusion of the discussion the group will vote on the motion.

Other Types of Motions:

There are over 30 different types of motions. The main motion and the following two motions are the basic ones you need to know for a 4-H club. Contact the 4-H office if you want to learn more about Parliamentary Procedure.

Motion to Amend

To amend means to change. The motion to amend is made if you want to change the main motion. You can change the main motion by adding something to it, changing some words or taking something out of the motion. For example, "I move to amend the motion by [adding][changing][deleting] what you want changed." The motion to amend requires a second. Discuss the amendment only. Vote on the amendment only.

If the amendment passes then the main motion is changed—if it does not, then the main motion is not changed. Then discuss the main motion (as amended if the amendment passed). Vote on the main motion.

Motion to Adjourn:

To end the meeting, a motion to adjourn is needed. It is worded "I move to adjourn this meeting."

A motion to adjourn needs a second but does not have a discussion. It must be voted on as soon as it is made.



President's Guide to Conducting Business Meetings

Use these phrases to conduct a 4-H Business Meeting.

AGENDA ITEMPHRASE

- Call to Order "The meeting will come to order."
- Pledge to the Flags "Name and name will lead the pledges."
- Roll Call "The Secretary will please call the roll."
- Reading of the Minutes ... "The Secretary will read the minutes of the last meeting."
- Approval of the Minutes ... "Are there any additions or corrections to the minutes?" If not, "The minutes stand approved as read." OR "Is there a motion to approve the minutes?"
- Treasurer's Report "The Treasurer will present the treasurers report." Does not need a motion to approve.
- Committee Reports..... "The _____ Committee will report."
- Leader's Report (Optional)
Project Reports (Optional)
- Unfinished (Old) Business..Present any old business you know about.(You have that information from the secretary) Then ask, "Is there any more old business?"
- New Business Present any new business you know about. Then ask, "Is there any more new business?"
- Adjournment "Do I have a motion to adjourn the meeting?"
- Take a vote and declare the meeting adjourned if the motion is passed
- Voting Repeat the motion and call for a vote.
"It has been moved and seconded to..."
"All those in favor say 'Aye'."
"Those opposed, 'Nay'."
State the motion again and add,
"The motion passed." or "The motion carried." Or "The motion is defeated."
or "the motion did not pass."

Adapted from materials developed by Colorado State University Extension, Southeast Area.

Secretary's Guide for Recording Minutes

The secretary is the record keeper of the club. The secretary records and keeps information about attendance and about the business conducted by the club. These minutes are the official record of decisions made by the club. They become official when they are “approved” at the next meeting.

It will be important to take complete and accurate minutes of each club meeting. During the meeting, the secretary should make a note about everything that happens. It is not a good plan to trust memory for accurate records as it is easy to forget details. The minutes written from these notes will provide the record of what happened at each meeting so that when people forget, or remember things differently, there is a clear and accurate record to refer to. Here is a sample outline for the Minutes:

BUSINESS MEETING

CALL TO ORDER:

Who called the meeting to order? When was the meeting held and where was it held?

ATTENDANCE:

How many members and guests were present?

PLEDGES:

Were the Pledge of Allegiance and 4-H pledge made? Who led them?

MINUTES FROM THE LAST MEETING:

Were the minutes read? What action was taken (were they approved or changed and then approved)? Was there a motion to approve? If so, who made it and who seconded it? Did it pass?

TREASURER'S REPORT:

How much money does the club have? (You may want to ask the treasurer to have this information in written form for you rather than trying to copy it all down as it is read.)

ANNOUNCEMENTS:

Record a brief summary of any announcements.

COMMITTEE REPORTS:

Did any committees report? If so what did they say? (Briefly record the major points)



OLD BUSINESS:

What was the old business? What motions were made? Who made and seconded the motions and were they passed? Put in all motions. You may include key discussion points, but this is optional.

NEW BUSINESS:

What was the New Business? What motions were made? Who made and seconded the motions and were they passed? You may include key discussion points, but this is optional.

ADJOURNMENT:

Who moved and who seconded the motion to adjourn. Note that the motion passed and record the time the meeting was adjourned by the president.

EDUCATIONAL PROGRAM

PROGRAM OR ACTIVITY:

What was the program and who lead it? These notes can be brief.

SOCIAL/RECREATIONAL PROGRAM

RECREATION:

What was the recreation activity and who lead it? Can be brief notes.

REFRESHMENTS:

Who provided the refreshments?

Adapted from materials developed by Colorado State University Extension, Southeast Area.

TIPS FOR CONDUCTING EFFECTIVE MEETINGS

- Have fun.
- Start and stop on time.
- The club officers and leaders set the standard for the group. Well-planned activities can hold interest, reach goals, and be fun.
- Have a clear agenda for the meeting.
- Let the officers fulfill their responsibilities.
- The president calls the meeting to order and is in charge. Let other officers and committee chairpersons do their assigned jobs.
- Leaders should help officers develop confidence in their abilities by providing guidance, while remaining in the background.
- Encourage the use of parliamentary procedure. Democratic participation takes place when members have a chance to express themselves. Basic parliamentary procedure is an orderly way of making this possible.
- Communicate upcoming events, dates, and responsibilities.
- Provide opportunities for all youth to be involved in the program and recreational parts of the meeting – and have refreshments available, too.
- Be well prepared – have all the necessary supplies for project activities.

Use a variety of methods to communicate with to members and parents including phone, personal visits, media, written notes, newsletters, and phone chains. Keeping everyone well informed about meetings and upcoming events is very important.

Know what needs to be accomplished at each meeting. Make sure each member has a chance to do and learn something at every meeting. Keep youth involved and include lots of variety to help them learn and grow through club work. And most importantly, **HAVE FUN!!**



Lesson 13A: **Planning the 4-H Club Year**

Procedures for Maintaining Clubs

1. Involving youth and leaders in planning and conducting the meetings
2. Involving club members in preparing a yearly club plan
3. Promoting or marketing the club
4. Helping youth transition to new communities when families move

This is the second of three lessons focusing on maintaining clubs. This lesson addresses efforts to **involve club members in preparing a yearly club plan.**

Youth learn leadership skills by taking part in organizing the club, deciding what the club will do during the year, and writing the rules for group behavior. Young people will have more ownership in the activities and projects they have planned or helped plan and this ownership will increase their level of participation. In addition, the activities will likely be ones that they find interesting, and therefore the club will be more rewarding and fun for everyone. Adult leaders can facilitate this input by involving them in making plans for what the club will do during the coming year.

A well-developed Annual 4-H Club Program Plan gives guidance and direction to club leaders and members. This yearly plan will:

Clearly state the goals that the club has agreed to work toward.

Let everyone know what to expect from participation in the club.

Outline each person's responsibilities.

Provide each member with specific tasks during the year.

Give everyone ample time to prepare for meetings and events.

Promote a balanced experience with a variety of activities.

Help the group measure how successful they were in reaching their goals.

Help families to better participate in 4-H events.

Putting the Annual 4-H Club Program Plan Together

Participation in the planning of what will be offered during the year through the 4-H club is an important learning

experience for youth. Most clubs use a three-step method of planning for their year that allows youth to provide input in ways that are appropriate to their stage of development. The first step involves everyone in the club in identifying interests and desires for the club and the activities they would like to focus on during the year. The second step outlines the way in which these interests and goals will be carried out. As a rule the second step is handled by a planning committee made up of older youth and the club leaders. The third step is part of the implementation process and occurs throughout the year. Members and leaders should review their plans quarterly to determine how well the club is doing what it set out to do. This information should be used to make any adjustments that are needed to help the group in this with the assistance of the adult club leaders.

STEP 1. *Determining needs, interests and desires of the entire club*

Each member has different ideas about the club's program and it is important that they have a chance to express them. The activity in this lesson using a 4-H clover results in good program input from all club members. Additional suggestions for getting information from youth and parents include:

- Clover Survey – give each member a worksheet of a four-leaf clover that has one interest survey topic printed in each leaf of the clover. (“I am curious about”, “we could help our community by”, “my hobbies”, “just for fun we could”). Ask members to write or draw their responses to each of the questions in the space formed by each clover leaf. Facilitate a discussion of each survey question and record and post the ideas generated on newsprint. Help the group consolidate and select ideas that could fit into a club's yearly time frame. Collect the worksheets.
- Survey box – decorate a box or container and explain its purpose at an open house, general meeting, activity or event. Have a short form or blank pieces of paper for suggestions to be put into the box for the upcoming 4-H program year.
- Post a wall parking lot or sticky board - Tape a large sheet of poster board or a sticky wall cloth to an area easily accessible to the youth's height. As youth arrive ask them to write on a self-adhesive note or a brightly colored paper at least one thing they would like to do, to learn, or make in the 4-H club this year.
- Technology – ask teens to develop a web-based survey to gather information about interests from other youth – have the survey be creative and interactive.
- Collages – have members create collages suggesting programs,



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activities, and events they wish to participate in during the club year and explain the collages.

- Roll call – During roll call ask members to answer with a suggestion for a club activity, program, goal, etc. No response should be repeated.
- Place responses onto a poster pad for all to see.
- Brainstorming – Divide the club into small groups and make suggestions within the categories of
 - What do you want to learn?
 - What do you want to do for others?
 - How do you want to learn?
 - What do you want to do to promote a healthy lifestyle for yourself and others?

All ideas should be encouraged. Each group may list their ideas for each “H” on a sheet of paper and present the ideas to the group.

STEP 2. Putting the Suggestions into a Plan

The following planning methods have proved successful. However, no one way to plan a 4-H program is the “only” way and you may find other methods of accomplishing this planning process. The key is to be as inclusive as possible in preparing plans for the entire club. It is recommended that a club planning committee be formed. Some club planning committees take full responsibility for preparing the annual plan using ideas submitted to them ahead of time by the club. This model is suitable for a large club. Others function with the help of the entire club. In this case, members are divided into groups, each of which has responsibility for planning a specific part of the club plan (such as time, place, business agenda, educational programs, social/recreational activities and citizenship opportunities). The Planning Committee coordinates the efforts of the group and is responsible for getting their work into a written plan. In either approach, the proposed yearly plan is presented to the membership for approval.

–Select A Club Planning Committee

The membership of the Club Planning Committee should represent the interests of all people in the club. Older members may be efficient planners but may need help in remembering the interests of younger members. The diversity represented within the club should be seen within the committee. This diversity could include race, gender, disabilities, age or national origin. Youth members, parents and volunteers should all have a representative on the committee. The committee may be elected, selected or appointed in accordance with the club’s by-laws or guide-

lines. If a club is small, the entire membership may be on the program planning committee.

The vice president often serves as the youth chair of the planning committee. The youth chair and adult leaders will work with the planning committee to put the suggestions and input from club members into a practical plan for the year.

–Organize the Club Planning Meeting

The planning meeting provides a “hands-on” learning activity in group- process and assures that everyone will have a voice in what the group does during the year ahead. This participation increases the likelihood that the interests of everyone in the club will be addressed at some point in the year and that club members will stay involved. In addition, while deciding how they will make their ideas happen, youth develop skills in planning and management.

Good planning includes participation from all members and leaders on the team. Make sure the time, space and format that you are using for this meeting will encourage total group participation.

Gather information ahead of time to help the group. This might include:

- Ages of members, where they live, and what they do
- Activities and organizations outside the 4-H club in which members are involved
- Information about the community: schools, businesses, and people
- Suggestions on how 4-H can work with other groups to develop a good program and improve the community
- Information on the current emphasis in the county 4-H program, noting the training that is available, county or district events and activities, and emerging areas of interest and support

–Set Goals

Begin the planning process by identifying the club’s goals. Goals state what the club members would like to see the club accomplish during the year.

Goals should:

- be developed from the interests of club members and target life skills development
- be stated clearly so that it is easy to determine whether or not they were reached
- be realistic and achievable and measurable
- meet the developmental needs and interests of members
- promote cooperation and learning



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- promote learning and skill development
- provide individual and group achievement incentives for members
- provide opportunities for community service, leadership and communication

The following are examples of some possible club goals:

In (year)___ our club members will:

- Promote 4-H and recruit new members and volunteers
- Learn more about (health, computers, pets, etc)
- Participate in hands on learning opportunities in (project)
- Participate in (# or names) project educational programs
- Invite parents to share their talents with the members
- Participate in _(# of)_____ community service activities
- Train officers to conduct a monthly business meeting
- Participate in county and state activities
- Complete one project and its record form
- Give a demonstration or public speech on a selected topic
- Enter a photograph or expressive arts work in a contest
- Provide all 4-H club families with a calendar of events
- Recognize members for their accomplishment individually and as teams

-Create Action Plans

Once specific goals are defined, the planning committee must decide upon the kinds of experiences the club will offer to achieve each goal. The actions to be taken may include workshops, speakers, fieldtrips, recreational activities, business meetings, parent's night, recognition events, fundraising activities, and much more. Project work that is offered through the club should support the development of the skills youth have targeted through their goals.

The committee will then outline how these actions will be carried out. For example, to accomplish the goal of developing greater parent involvement, the group may decide to have a parents' night or plan visits with each parent at their homes.

A typical annual 4-H program action plan will include the following kinds of activities

- Meetings that take place on a fixed date every month.
- Educational field trips or presentations by special guests.
- Recreational activities (games, songs, etc.) for each meeting.
- Special events such as parties, dances, or picnics.

- At least one community service project.
- Two or three projects lasting at least two months each.
- At least one opportunity for each member to make a presentation.
- One club recognition activity.
- One promotional activity during National 4-H Week.
- One meeting to plan the program for the following year.

Identify the persons who will be responsible for carrying out the activities selected.

–Write the Yearly Club Plan

Write the plan for the year in simple terms with date, time, place, and the names of those responsible for each offering. Keep good minutes when planning. In considering the plan, the membership should be able to answer these questions with a “yes.”

Does the plan include experiences that involve all members?
Are the planned opportunities interesting and appropriate for all ages?

Can we realistically accomplish what we have planned?
Will the members have fun while learning?

Has the plan taken into consideration the activities outside of the 4-H club that members are involved in that could affect their participation?

Does the plan include opportunities for members to experience leadership, public speaking, service to the community ?

–Approve the Yearly Plan

The completed yearly plan should be presented in simple language and distributed to each member, parent, and leader. It should be discussed and approved by the club membership.

Step 3. Measure Club Success

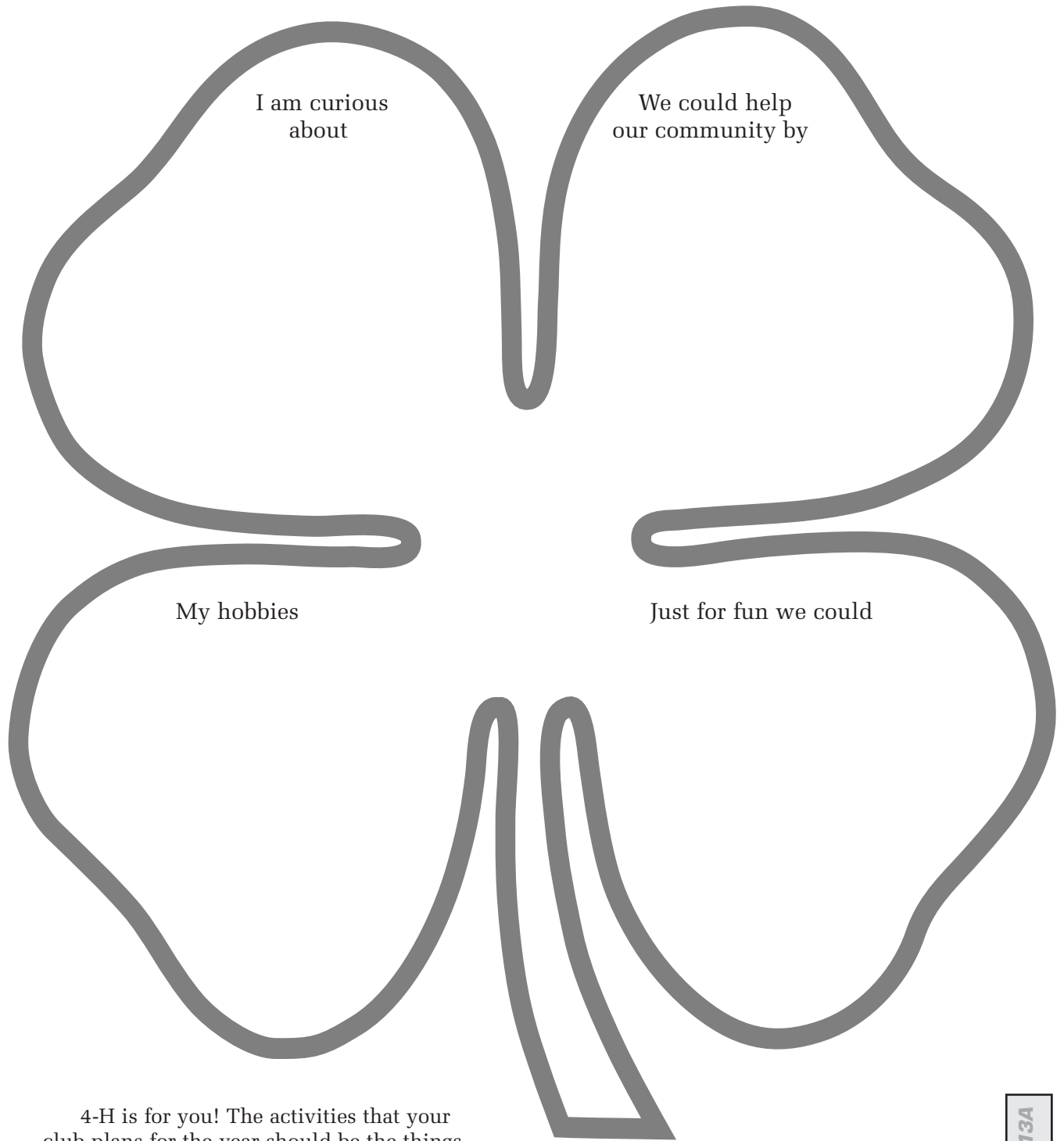
Throughout the year, leaders and members need to review the club plan to determine the progress they are making toward reaching their goals. This review does not need to be lengthy, but must involve all of the members of the group.

The planning process is fairly straightforward. As you implement it with youth and adults, you will want to be aware of the issues and concerns that may surface in the group if conflicts arise. Make sure that the final product has something for everyone in it.

In addition, it is important that club leaders and officers review the structure of the club quarterly to assure that the environment of the club is one that supports positive growth and development. A check -list to use in this review is provided in this lesson.



How to Design your own Clover



I am curious about

We could help our community by

My hobbies

Just for fun we could

4-H is for you! The activities that your club plans for the year should be the things the members of your club want to do. By writing your ideas on this clover you will help the planning committee.

In the upper left hand segment of the clover, write what you would like to find out about this year in 4-H.

In the upper right hand segment, write ideas you have for helping the community

In the lower left hand segment of the clover, list any hobbies you enjoy.

In the lower right hand segment, write ideas for activities that would be fun for you.





Indicators of Successful 4-H Clubs: Check List

- _____ Open communication exists between the local 4-H office and the leaders of the local 4-H club.
- _____ Membership and leadership show diversity.
- _____ Leadership responsibilities are shared among adults, youth and children.
- _____ The club's leadership is willing and able to be flexible and adaptable to individual situations.
- _____ Youth/adult partnerships are supported by:
 - Providing varied opportunities for adults and youth to work together toward a common purpose.
 - Recognizing individual interests, abilities, and assets, and factoring them into the club program plan.
 - Balancing the strengths and weaknesses of members and leaders when helping them select avenues of participation.
- _____ Rules contribute to positive youth development and focus on such fundamental issues as safety and respect.
- _____ A healthy balance exists between cooperation and competition among its members.
- _____ Volunteer and member accomplishments and contributions are recognized



Lesson 13B: **Roles and Responsibilities**

Just as clubs must have a team of players to assume responsibility for the tasks involved in carrying out the yearly plans, a successful county and state 4-H program requires the efforts of a team of players to assure a successful program. It is important to identify specific roles that must be filled to support successful and effective 4-H clubs and the responsibilities assigned to each of these roles.

The following list of responsibilities is a typical distribution of tasks. Obviously, many of these responsibilities can belong to more than one person. While some of these responsibilities are clearly associated with specific job descriptions, some are subject to discussion. Youth development professionals must use good facilitation skills to assist those who are involved in the program to clarify role responsibilities. It will be important to record and post these decisions so that everyone is clear about the responsibilities they have agreed to take on.

Youth

- Participate in meetings and activities
- Provide input into 4-H club and project offerings
- Carry out responsibilities as needed by the group
- Interact with other members of the group
- Gain skills leading to competence
- Promote 4-H to other youth

4-H Club Leader

- Serve as the first contact for the club
- Inform county 4-H office of club plans
- Ensure 4-H'ers are being recognized
- Discuss agenda with officers prior to each business meeting
- Make arrangements for meetings
- Ensure supplies and materials are available
- Assist youth in developing life and project related skills

County 4-H Youth Development Professional (Agent)

- Meet with county program development committee
- Share 4-H curriculum options
- Provide training on county and state 4-H programs and policies
- Develop articles recognizing 4-H'ers accomplishments
- Assist youth in developing life and project related skills
- Recruit volunteers for 4-H clubs
- Provide recognition for 4-H volunteer leaders
- Assist with 4-H Enrollment
- Ensure 4-H clubs have necessary supplies and materials

Club Officers

- Promote 4-H to other youth
- Mentor younger members
- Conduct 4-H business meetings
- Provide leadership for 4-H Club
- Work with 4-H club leader to plan meetings and program

Parents

- Volunteer to assist with 4-H projects and activities
- Provide transportation for members to 4-H activities
- Attend club meetings and activities
- Encourage participation in 4-H program

Program Development Committee/Advisory Board

- Work with County youth development specialist to plan the overall Extension youth development program
- Assure county program is delivered as planned
- Meet with county 4-H youth development professional (agent)

Project Leader

- Know and use 4-H curriculum
- Find out youth's interests
- Plan and conduct project meetings
- Assist members in setting goals and planning the project
- Assist youth in developing life and project related skills

State 4-H Specialist

- Submit state 4-H Club data to on-line reporting system
- Coordinate efforts of 4-H clubs in their state
- Support county 4-H youth development professionals (agents)
- Promote and support 4-H initiatives statewide
- Train staff on use of 4-H curriculum
- Submit quarterly 4-H update form

County 4-H Office Secretary

- Submit county 4-H club data to on-line reporting system
- Process 4-H enrollments
- Provide information on county and state events

Events Coordinator

- Coordinate member involvement in presentations, demonstrations and county events
- Coordinate 4-H events in the county
- Assist youth in developing life and project related skills

Area/District Youth Development Specialist (where appropriate)

- Coordinate 4-H Activities for the Region
- Provide Technical Assistance on 4-H
- Train staff on use of 4-H curriculum
- Support county 4-H youth development professionals (agents)



Lesson 14: **Marketing 4-H Clubs**

Procedures for Maintaining Clubs

1. Involving youth and leaders in planning and conducting the meetings
2. Involving club members in preparing a yearly club plan
3. Promoting or marketing the club
4. Helping youth transition to new communities when families move

This lesson will address the last two procedures in maintaining clubs; **promoting or marketing the club and helping youth transition to new communities**. The focus is on methods for attracting youth and families to 4-H clubs and groups and retaining them in 4-H.

Promoting or Marketing the Club

When the 4-H club is organized and functioning well, members can begin to plan ways to publicize their club. It is important to note that publicity requires a product. That is, the club must have something to tell about before efforts to promote it can take place. Someone has defined publicity as “doing good things and telling the world about it”. Youth might translate that to “doing cool stuff” and telling others how they can be a part of it.

Promotional efforts should be designed to inform and involve the community with your club and should be a planned part of your group’s ongoing activities. While good publicity may help the group attract new members, the real strength of engaging the group in publicizing their club lies in the opportunities youth are given to learn skills in marketing and promoting their club work. Preparing press releases, web sites or Power Point presentations are great “learn by doing” opportunities for young people.

Marketing is not about slogans, it is about seeing needs and meeting them. Flyers are not sufficient marketing tools in this day and age of technological advances. It is important for our marketing strategies to be appealing to our audience—the youth that we want to participate in 4-H. We need to think of new, different and creative ways to reach out to them.

The key to all marketing however, is to remember that



youth don't join 4-H because it is well publicized. They join because the clubs and meetings are interesting and enjoyable. And they initially come to 4-H because someone—another youth or an adult—personally invited them!

Ideas for Marketing Your 4-H Club

Forming a publicity committee is a great method for expanding community involvement in your club program. Recruit people from the community who work in communications or who do a great job of keeping the community informed. Young people should be involved in all phases of promoting and publicizing your 4-H club.

Have special events that are high profile and lots of fun. Open them up to all kids, whether they've signed up for 4-H or not. These are officially considered "4-H events" (so you can count the numbers in your reporting) and they provide a good introduction for your club program.

Use technology to help promote the 4-H program. Encourage 4-H'ers to create a web site that highlights your 4-H Club activities.

Ask the newspaper to do a tabloid or special feature on 4-H with lots of action pictures of your 4-H'ers. Find success stories about local 4-H'ers, volunteer leaders, and 4-H alumni.

Your county Extension office has promotional 4-H videos. Show them at various locations during the year. See if the local cable company will run a video on a regular basis.

Provide local radio and television stations, including the cable channel, with public service announcements about 4-H.

Have 4-H'ers recognized as a group during special events or before adult service clubs. Long time 4-H'ers (and adults who were in 4-H) could give testimonials on the positive influence of 4-H in their lives.

Create a proclamation declaring a 4-H Appreciation Week.

Put up bulletin boards about 4-H wherever young people gather in the community; fast food shops, shopping areas, video stores, theaters etc.

Have a 4-H club enrollment drive. Set up a booth with information about 4-H and what's available to youth at schools in your community. Create rewards or recognition for kids who help recruit other kids to join.



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Ask a volunteer to write an article about 4-H community service events and promote it through various newspapers/newsletters.

Announce special events with banners around the community.

Have 4-H volunteers and 4-H'ers address civic club meetings.

Carry out a community project, such as reading to youngsters during story time at the library or a school; cleaning up a street or highway; recycling cans or newspapers; participating in a food drive; helping with a blood drive or presenting an entertaining program in a nursing home. Make sure that good photos are taken, and work with local media to "toot your horn."

Have 4-H announcements made at school during morning announcement time or during an assembly program.

Plant a tree or wildflower garden to honor 4-H in your community.

Have 4-H'ers, 4-H staff, or community volunteers promote 4-H on a stretch of radio morning shows, television talk shows, and local news broadcasts. Ask the cable company to do a video message board (crawl) promoting 4-H.

Arrange for the public address announcer at Friday night football games to read a public service announcement promoting 4-H membership.

Work concessions at ballgames to raise funds for local programs. Wear your 4-H t-shirts while working.

Create and wear buttons that say "Ask Me About 4-H" during National 4-H Week.

Adapted from: Publicizing National 4-H Week and Other Special Events, Donna Reynolds, Extension Communications Editor, News and Public Affairs, and Chuck Hill, 4-H Program Specialist, Alabama Cooperative Extension.

Helping Youth Transition to New Communities When Families Move

Marketing includes keeping existing members involved and active. Continued participation becomes more difficult to



support, however, when youth move to a new community. A strategy to retain members through this transition is an important factor in a youth development program. Today's families are much more mobile than families were when 4-H first began. Many youth will experience a move to a new community several times during their childhood and teen years. The advantage of belonging to 4-H, an organization that provides programs to youth in every county in the United States and its territories and to youth on military installations throughout the world, is that a move to a new community should not result in losing club or group membership.

While long time involvement with the same group of people is a positive factor for healthy development, youth can experience some of the benefits of longevity through participation in clubs that are similar in structure and goals. State 4-H programs may vary, but the basic concepts and formats of 4-H clubs are familiar to new members with past 4-H experience. Therefore, 4-H can provide some continuity in out-of-school opportunities for youth who are new to a community.

If you are an extension 4-H youth development professional, you will need to facilitate connection to agents in the new county. You will be expected to provide information to help 4-H youth who are moving to new communities connect with 4-H programs in those communities. You should have a listing of the phone numbers for all of the state 4-H offices in the U.S. We have included a listing that is current at the publication date of this handbook in the Appendix. Your state 4-H office can give you this list as well. By contacting the state 4-H office in the state to which a youth is moving, you can obtain the county 4-H office phone number for your 4-H'ers new community and provide the youth/family with that information. This will facilitate connection to 4-H in the new community. You can increase your level of assistance by making a phone call to the agent in that county to alert them to the arrival of a transitioning 4-H member.

If you are a youth development professional from a partnering organization, your county 4-H agent can provide you with the information you need to help youth transition to another 4-H program. If you are a military partner, your extension liaison person will also have this information.

In addition, you will want to be sure that the adult leaders in your community are aware of the transition connections available to 4-H members and that they refer youth who will be moving to your office or work with you to make these connections themselves. 4-H Club leaders can assist youth who are moving away by helping them gather all of their 4-H records and paperwork to take to their new community.



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Club Leaders should assist youth who are new arrivals to the club by making sure new members have the information they need to succeed in this new club. Taking time to talk with young people about the club they have just left and the experiences they have had with 4-H will give the leader the information needed to help youth become a part of the community.



