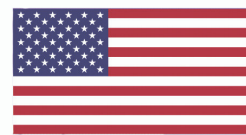


Action Plan

4-H Military Partnerships Project
MILITARY WORK GROUP



4-H MILITARY
PARTNERSHIPS



Methods

STRATEGIC PLAN OVERVIEW

In November 2018, Kansas State University's (KSU) College of Human Ecology and the 4-H Military Partnerships Project (4-H MPP) Team released a bid to solicit proposals for a Strategic Planning Consultant. From this competitive process, a contract for services was awarded to Kansas State University's Office of Educational Innovation and Evaluation (OEIE) to provide strategic planning support services. The agreement focused on developing and facilitating vision and mission statements, goals and objectives, and detailed action plans to guide progress towards 4-H MPP goals.

Eight Military Work Group (MWG) members, representatives of the Air Force, Army, Army Reserve & National Guard, Navy, and the 4-H MPP KSU team attended the two and a half day Strategic Planning Event on January 28-30, 2019 at the Hyatt Place Kansas City Airport Hotel. The event began with a facilitated group discussion of the 4-H MPP purpose and identification of target audiences, followed by a series of activities across the two days to stimulate discussion. Upon creation of the Strategic Plan, potential barriers to implementation and mitigation strategies were identified.

Discussion and brainstorming activities were designed to build relationships between the 4-H MPP MWG members through purposeful rotating group/seat assignments that allowed all participants to contribute to each aspect of the Strategic Plan. MWG members who were not able to attend the event in January were provided with results and given an opportunity for feedback at the MWG's regularly scheduled monthly conference call.

This report shares the results of the 4-H MPP Strategic Planning process, including detailed action plans, timelines and the committees tasked with implementing and monitoring the progress of these plans.

THIS MATERIAL IS BASED UPON WORK THAT IS SUPPORTED BY THE NATIONAL INSTITUTE OF FOOD AND AGRICULTURE, U.S. DEPARTMENT OF AGRICULTURE, UNDER AWARD NUMBER 2016-41520-25892.

Participants

Karly Black, North Central Region Representative, University of Nebraska - Lincoln

David Brittain, Air Force 4-H Youth Development Specialist, North Carolina State University

Meredith Butler, Project Director, 4-H MPP, Kansas State University

Nicole Deprez-Garrity, Youth Program Specialist, US Army, IMCOM Gg – CYS

Candi Dierenfield, Western Region Representative, University of Alaska – Fairbanks

Larry Dixon, Transition Specialist, US Army, IMCOM Gg – CYS

Harriett Edwards, Southern Region Representative, North Carolina State University

Denise Faison, School Age Care Program Manager, US Army, IMCOM Gg- CYS

Tanya Giroir, Southern Region Representative, Louisiana State University

Pam Gray, Northeast Region Representative, University of Connecticut

Mona Hamilton, Air Force Child and Youth Program Specialist, AFSVA/SVPY

Anissa Jepsen, North Central Region Representative, Kansas State University

Jenny Jordan, Navy 4-H Youth Development Specialist, North Carolina State University

Suzie Martin, Project Associate, 4-H MPP, Kansas State University

Joe Marton, Youth Program Manager, US Army, IMCOM Gg - CYS

Pat McGlaughlin, Northeast Region Representative, University of Illinois

Casey Mull, Air Force 4-H Youth Development Specialist, University of Georgia

Jessica Partida, Project Consultant, 4-H MPP, Kansas State University

Judi Patrick, Child & Youth Program Analyst, HQ, Department of Army

Vanessa Tranel, Western Region Representative, Colorado State University

Stacey Young, Deputy, Air Force Child and Youth Programs, HQ USAF, A1SOC

Vision and Mission

VISION

Military readiness through 4-H Positive Youth Development for youth, families, and communities.

MISSION

A collaboration of military and land grant university partners who intentionally integrate research-based programs and resources for military-connected youth, families, and communities to thrive.



GOAL 1:

Integrating military-connected youth into county, state, & national 4-H opportunities resulting in a 10% growth of engagement in 4-H activities

OBJECTIVES

- Identify pertinent national 4-H and military events and dates with brief FAQ to share with military and extension partners.
- Develop an educational and promotional strategy to inform military-connected youth of county, state, and national opportunities.
- Develop an educational and promotional strategy for 4-H educators and volunteers to encourage and facilitate military-connected youth to participate in county, state, and national opportunities.
- Create enthusiasm and engagement around two promotional events: Purple Up! For Military Kids, April, 2019, and 4-H Spirit Day, October, 2019.
- Identify potential funding / scholarship sources for military-connected youth.

GOAL 2:

Staff and volunteers who are trained to effectively utilize positive youth development strategies with an understanding of military culture



OBJECTIVES

- Conduct an inventory of what exists and what is needed.
- Create professional development tools which are aligned with identified needs.
- Integrate staff and volunteers into existing professional development structures.

GOAL 3:

The 4-H Military Partnerships Project (MPP) will grow and strengthen collaborative partners on an annual basis

OBJECTIVES

- Draft and share a listing of all current and active collaborations with the full Partnership.
- Identify and share with the Partnerships any gaps in collaborative partners.
- Develop plans / efforts to engage with missing or inactive partners.
- Carry out plans to engage with missing partners.
- Report to Partnerships on the results of efforts to strengthen / sustain collaborative partners.



GOAL 4:

Develop a strategy to increase awareness of the 4-H MPP within one year

OBJECTIVES

- Seek professional expertise to guide the process of formulating a message that resonates as part of our "rebranding".
- Utilize / capitalize 4-H MPP members to be spokespersons for marketing.
- Identify and take advantage of existing marketing avenues (i.e., Month of the Military Child, 4-H Week, National Youth Science Day, 4-H MPP website and logo).
- Develop best practices to promote 4-H MPP at local and state levels.
- Develop a plan for sustainment.



GOAL 5:

With funding in mind, data will be collected from 100% of participating states and installations to demonstrate the effectiveness of the 4-H MPP as defined in the annual sub-award

OBJECTIVES

- Define the terms needed to create a shared meaning for military and extension partners.
- Develop a shared understanding for desirable and required data for justification of the Partnerships' funding.
- Conduct an economic return of investment study for the 4-H MPP.
- Create a system for outcome-based assessments for the 4-H MPP.



Committees

For more information, please contact a committee co-chair or a member of the Kansas State University Project Team.

Meredith Butler, Project Director
meredithb@ksu.edu (785) 532-1484

Jessica Partida, Project Consultant
jpartida@ksu.edu (785) 532-1943

Suzie Martin, Project Associate
suziem@ksu.edu (785) 532-1485

YOUTH INTEGRATION

Nicole Deprez-Garrity, U.S. Army
Pam Gray, University of Connecticut

PROFESSIONAL DEVELOPMENT

Mona Hamilton, U.S. Air Force
Anissa Jepsen, Kansas State University

DEVELOPING COLLABORATIONS

Stacey Young, U.S. Air Force
Karly Black, Univ. of Nebraska - Lincoln

COMMUNICATION / MARKETING

Jenny Jordan, Navy 4-H Specialist
Tanya Giroir, Louisiana State University

DATA

Joe Marton, U.S. Army
Vanessa Tranel, Colorado State Univ.

YOUTH INTEGRATION COMMITTEE

GOAL 1: Integrating military-connected youth into county, state, & national 4-H opportunities resulting in a 10% growth of engagement in 4-H activities

[illegible]

PROFESSIONAL DEVELOPMENT COMMITTEE

GOAL 2: Staff and volunteers who are trained to effectively utilize positive youth development strategies with an understanding of military culture

[illegible]

DEVELOPING COLLABORATIONS COMMITTEE

GOAL 3: The 4-H MPP will grow and strengthen collaborative partners on an annual basis

[illegible]

COMMUNICATION / MARKETING COMMITTEE

GOAL 4: To develop a strategy to increase awareness of the 4-H MPP within one year

[illegible]

DATA COMMITTEE

GOAL 5: With funding in mind, data will be collected from 100% of participating states and installations to demonstrate the effectiveness of the 4-H MPP as defined in the annual sub-award

[illegible]