

# Action Plan

4-H Military Partnerships Project





# 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

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# 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

- 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.

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



- 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

- 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

- 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.





With funding in mind, data will be GOAL 5 Collected from 100% of participating the effectiveness of the 4-H MPP as defined in the annual sub-award

- 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.

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#### **YOUTH INTEGRATION**

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#### **PROFESSIONAL DEVELOPMENT**

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#### **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

Tasks	2019	2020
		J F M A M J J A S O N D
Identify pertinent National 4-H (and Military) events and dates with brief F		nsion) partners (Youth Programs,
School Liaisons, Reserve Component, etc. / 4-H state leaders, county educa	tors, volunteers, families, etc.)	
Compile list of 4-H events with brief fact sheet that military-connected		
youth can be integrated		
Compile list of military events with brief fact sheet that tie naturally into		
4-H programming for Extension Eduators		
Develop calendar of 4-H, Military and youth/teen pertinent dates where		
PYD program can take place		
Develop an educational and promotional strategy to inform military-conne	cted youth of county, state, and na	tional opportunities
Create e-newsletter template and social media platform (website, blogs,		
FB posts, tweets, etc.) in accordance with the 4-H MPP marketing		
strategy to provide pertinent information		
Identify and establish proper channels to disseminate information.		
Ensure information receives the widest dissemination possible and gets		
to the necessary audience		
Develop an educational and promotional strategy for 4-H Educators and Vo	lunteers to encourage and facilitate	e military-connected youth to
participate in county, state, and national opportunities		
Develop and distribute 4-H promotional material and social media blasts		
for Extension Educators to share with military outlets		
Create enthusiasm and engagement around two promotional events: Purp	le Up! for military kids, April, 2019;	and 4-H Spirit Day, October, 2019
Develop press releases and social media blasts for Month of the Military		
Child and Purple Up Day!		
Develop press releases and social media blasts for National 4-H Week		
Spirit Day!		
Identify potential funding / scholarship sources for military connected you	th	
Connect with 4-H funders to inquire about potential military scholarships		
to share with military partners		

# **PROFESSIONAL DEVELOPMENT COMMITTEE**

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

Tasks	2019					2020											
	J F	M A	Μ	JJ	А	S	O N	I D	J	F	ΛA	Μ	JJ	Α	S	0	N D
Conduct an inventory of what exists and what is needed																	
Design a needs assessment tool																	
Collect data																	
Analyze data																	
Share results with the partnership																	
Create professional development tools which are aligned with identified ne	eds																
Review and update 4-H 101 (print, on-line, with tracking for certification																	
of completion)																	
Locate and / or develop training regarding military culture																	
Review and update 4-H 201																	
Create a curriculum for a Military / DoD Institute for liaisons /																	
administrators to better understand the larger DoD structure																	
Create module and / or multi media tool to educate families on impact,																	
process and roles of being involved																	
Integrate staff and volunteers into existing professional development struc	ures							_			_						
Share results with administration to get buy-in for integrated approach																	
Create professional development "master calendar" of training options																	
and opportunities																	
On-boarding of new staff: adding to existed on-boarding of staff from																	
both extension and military																	

# **DEVELOPING COLLABORATIONS COMMITTEE**

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

Tasks	2019					2020												
	J F	M A	М	J	J A	S	0	NC	) ]	F	М	А	M J	J	А	S (	n c	I D
A listing of all current and active collaborations will be drafted and shared v	with t	he fu	ll pa	artn	ersh	ip												
Create a list of current collaborative partners																		
Develop a list of OSD / USDA collaborations already in place																		
Send list to Partnership to determine if there are any needed additions																		
Identify and share with the Partnerships any gaps in collaborative partners																		
Debrief / discuss list on monthly call																		
Collect additional information from partners not on the call for inclusion																		
purposes																		
Create the final list of identified partners and potential partners																		
Develop plans / efforts to engage with missing or inactive partners																		
Request input from Partnership regarding top 3 potential partners to																		
approach																		
Answer the Ws: who, what, when, where, why - and how based upon																		
each of the selected organizations																		
Carry out plans to engage with missing partners																		
Create a schedule of events - schedule dates for visits (phone, video, in																		
person)																		
Communicate / schedule with the needed networks for the visit																		
Complete all visits with identified organizations																		
Report to Partnership on results of efforts to strengthen / sustain collabora	tive p	artne	rs															
Develop article for 2nd Qtr Newsletter on the accomplishments made																		
the previous year towards growing and strengthening collaborations																		

# **COMMUNICATION / MARKETING COMMITTEE**

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

Tasks	2019					2020																
	J	F	м	A	M J	-	A	S	0	Ν	D	J	F	М	А	М	J.	J A	A S	0	Ν	D
Seek professional expertise to guide the process of formulating a message t	hat	re	son	ate	es as	s pa	art o	of c	our	"re	bra	nd	ing	"								
Recruit and hire marketing professionals																						
Complete a needs assessment																						
Social media plan and analytics																						
Review website analytics																						
Utilize / capitalize 4-H MPP members to be spokespersons for marketing																						
Identify 4-H MPP participants as 4-H military alum		T	BD																			
Publish / highlight military youth 4-H accomplishments																						
Identify and take advantage of existing marketing avenues (i.e., MOMC, 4-H	l We	eek	(, N	YS	D, 4	-H	MP	P w	ebs	site	e an	d l	ogo	)								
Redesign 4-H MPP Logo																						
Use media tools to promote awareness / event info / connects, etc.		Т	BD																			
Best Practices to promote 4-H MPP at local and state level																						
Develop focus group to determine best practices for 4-H MPP promotion																						
Plan for sustainment																						
Website kept up to date with timely postings / articles																						
Update promotional resources (make available)		Т	BD																			

# 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

Tasks	2019	2020
		J F M A M J J A S O N D
Define the terms needed to create a shared meaning for military and exter	ision partners	
USDA to provide the definitions of club membership versus participation		
Military partners to provide feedback on barriers to definition for their		
use		
Military partners agree on dosage formulas, reporting for purposes of		
funding		
Develop shared understanding for desirable and required data for justificat	ion of the partnership funding	
Identify the data currently collected by military and extension partners in		
regards to military youth outcomes and demographic data		
Military service partners agree on required data needed for justification		
of the partnership funding		
Ensure the partnership funding is inclusive of the total partnership (not		
just the sub-award funding to states) (i.e., camping, military service		
specialists, etc.)		
Conduct an economic return of investment study for the 4-H MPP		
Talk to Colorado liaison		
Create a system for outcome based assessments for the 4-H MPP		
Bring together the University of Nebraska-Lincoln (Common Measures)		
and MWG data / metrics team to discuss the feasibility of using common		
measures on the installations		
UNL and MWG initiate a DoD IRB secondary review of the 4-H Common		
Measure toolkit instruments		
MWG data / metrics committee shares toolkit(s) and best practices for		
how to use DoD IRB secondary review exemption with 4-H Military		
Liaisons and / or military CYP staff members		