



National Association  
of Extension 4-H Agents

## 2016 JCEP Leadership Conference

### NAE4-HA Planning Conversation: Regional Focus Group Overall Results

#### **1. What's important to you about NAE4-HA and why do you care? (WHAT matters most?)**

- NAE4-HA is the Agents' voice to ECOP, NIFA, and National 4-H Council.
- Collaboration
- Make connectios across nation.
- Networking x 5
- Professional Development x 7
- NAE4-HA is required to bring together the vast number of elements of the organization nationwide. The organization keeps everyone together as we move forward.
- Provides for member recognition.
- Provides for networking and communications among professionals and between states and national.
- Opportunity for communication with National 4-H Council.
- Serves as a uniting organization.
- Opportunities for professional development – program sharing among states.
- Diversity – Not reflective of what 4-H is. / It isn't Inclusive. / We're going to have to strip the "uncomfortable" away.
- NAE4-HA website is not user-friendly.
- Networking – Get ideas form other 4-H agents from around the nation to take back to community.
- NAE4-HA allows us to connect with the professionals we serve on a daily basis and reminds us why what we do is important/makes a difference.
- Increasing leadership skills.
- Networking & idea sharing with other YD professionals.
- Advocating for 4-H & Extension.
- It allows us to collaborate and network with other Extension professionals.
- WE care because the youth are our future and we want to give them the resources to succeed.
- Recognition / professional development opportunities / networking / moral support /mentorship / career development.
- It makes me a better agent with a stronger commitment – helps keep me going.
- Enhancing our program needs/ideas by understanding what's occurring on a national level.
- Connection maong like minded professionals.
- Professional development / networking
- Linkage between all state level programs.
- Opportunity to extend personal leadership skills.
- Online & webinars for ALL membership to be involved & engaged.
- Resources
- 4-H network with other states.
- Professional development opportunities.
- Fellowship/support from others who have shared expriences.
- Ways to learn about new programming.
- Learning from other states.
- Showcase work done.

- Opportunities for recognition.
- Guidance for our own (state) association / role models from national leadership.
- Sharing ideas / different perspectives / national & regional trends / national network / leadership opportunities / connections – real people.
- Networking across state lines.
- Being part of a much larger group (more than just state association).
- “The bigger voice.”
- Professional development / Awards & recognition
- Opportunity to connect & network with other youth development professionals and utilize as support & resource.
- Opportunity for professional development.
- National umbrella for 4-H program
- “Voice” for 4-H/YD professionals.
- Applicable professional development and networking/program sharing & learning. Important to be current & relevant in my role as agent and continue to offer current & valuable programming.
- Professional development & networking with colleagues across the country at NAE4-HA Conference.
- An opportunity to share & learn about scholarly work.
- An opportunity to be with others who understand our work.
- Opportunity to learn new ideas for programming.
- Opportunity to meet and create relationships with other educators.
- Assist in developing initiatives and goals for the 4-H program with agents & partners.
- Chance to reflect on the successes of our program.
- Opportunity to develop resources for program use.
- Professional development
- Building relationship with other professionals.
- Communication vehicle to transmit information from our national partners.
- Voice – NAE4-HA is a voice for PYD professionals.
- Networking / Opportunities to meet others and share ideas through national meetings.
- A link/connection to national headquarters.
- Opportunity for professional development and growth serving on national committees.
- Matters Most – Growth & development opportunities. / Opportunity to voice & serve in regional/national roles.
- The association is the avenue to be part of our profession. Looking for education, relevant research happening/results that relate to own work.
- Look to association to be the provider of what is current and guidelines where to go.
- Relationships formed/strengthened by attending NAE4-HA events.
- Learning new ideas/tricks/stories/etc from those in the same field.
- Gaining lessons to take home to be able to immediately use.
- Learning stronger leadership tactics as I grow as a professionals.
- Being able to be involved with something that I care very deeply about.
- NAE4-HA provide me professional development; multi-state programming opportunities; and resources & information. Why do I care? – All of this helps me improve my profession at a county & state level. It allows me to be “that” leader for my colleagues.
- Professional development
- Opportunities to present to peers nationally.

- Belonging to a national organization that works to help its members.
  - What's important? – Exchange of idea through workshops. / Networkin / Why do I care? – Because of professional development...to better myself.
  - Professional development / sharing programs & ideas
  - Facilitates opportunities to see 4-H programs in other states.
  - Facilitates opportunities to work with colleagues in other states to develop needed materials/curriculum.
  - Gaining new ideas – bring back new educational ideas/programs and improving current programs.
  - Professional network – meeting our state 4-H Agents and then those from other states.
  - Learning the latest trends and ideas in youth development.
  - We can do more collectively than we can by ourselves.
  - Meeting colleagues – networking.
  - Continued networking with colleagues that provides new ideas, programs, etc.
  - Monthly newsletters that keep us in the loop of what is happening behind the scenes.
  - Professional development opportunities, face-to-face conferences, and technology options.
  - Professional development is extremely important...with relative topics (i.e., such as not trending behind in our communities with important topics).
  - Regional/national support system (list serv to share with colleagues) so we can stay connected and not to have to re-invent the wheel.
  - Professional development – best resource to receive info directly related to 4-H.
  - Member engagement & support – opportunity to share ideas & information across states.
  - Networking with others.
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- Networking at professional development opportunities. -- 4x
  - Program ideas and resources. – 3x
  - Professional development – 9x
  - Extended education
  - Common connections
  - Networking & learning from other agents
  - They get my life.
  - Opportunities to collaborate with and learn from others experiences, particularly in areas such as: increasing diversity in local and statewide programs.
  - Diversity/cultural competency building
  - Collaboration
  - Positive youth development research
  - Open communication regarding direction of 4-H program at National level; shared with 4-H Agents, etc.
  - Looks good on P & T.
  - Good programming ideas – nice to see what others are doing.
  - A vacation
  - Opportunity to talk with 4-H Educators & Agents to learn how Council can help.
  - Scholarly opportunities
  - Advocate for program at National level
  - IDEAS – don't work in a vacuum
  - Opportunities past state level in professional development.
  - Perspective
  - A connecting point and good place to start for new agents.
  - Provide up-to-date research & best practices in Youth Development.
  - Give professionals a place to connect with other youth development professionals.

- Rejuvenate my soul! Being with my people!
- BMIG: B – A sense of belonging to a group of YD professionals. / M – Gives me a chance to develop skills in program development & assessment. / I – Increases my skills inside & outside of my state and region. / G – Gives me the chance to share and develop with other professionals.



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## 2. Are there opportunity areas where the association needs to take advantage of or leverage our strengths?

*Each member could vote once per category (e.g, Partnership Development).*

Big Ideas	Strategies	Current Priorities/VOTING Results
<b>Partnership Development/Fund Development</b>	<ul style="list-style-type: none"> <li>➤ Expand partnerships with national corporations, afterschool coalitions, youth serving entities, etc.</li> </ul>	21 Votes (4 Regions)
	<ul style="list-style-type: none"> <li>➤ Work closer with National 4-H Council/NIFA/ Be the “voice of the field” with national partners</li> </ul>	13 Votes (3 Regions)
	<ul style="list-style-type: none"> <li>➤ Secure new donors to the association to offset costs to members</li> </ul>	10 Votes (2 Regions)
	<ul style="list-style-type: none"> <li>➤ Would it be advantageous to begin a partnership with the ag-teachers association?</li> </ul>	2 Votes (2 Regions)
	<ul style="list-style-type: none"> <li>➤ Encouragement of multi-state/regional collaborations on program development and event management</li> </ul>	20 Votes (3 Regions)

<b>Events/Professional Development</b>	<ul style="list-style-type: none"> <li>➤ Host a searchable web-based national library or reference archive of 4-H Curricula/programs/deliveries (from each state) and professional development that can be replicated for the whole system in order to increase access to persons in the field who cannot attend national training</li> </ul>	29 Votes (3 Regions)
	<ul style="list-style-type: none"> <li>➤ State Visits/ Host regional day meetings</li> </ul>	1 Vote (1 Region)
	<ul style="list-style-type: none"> <li>➤ Expand Professional Development beyond Annual Conference and to meet the needs of the career span of members (Multi-Day Academies for intense mid-career training, online training, blended, etc.)</li> </ul>	13 Votes (3 Regions)
	<ul style="list-style-type: none"> <li>➤ Training for district/regional/state staff that have administrative responsibilities (admin/hr/etc)</li> </ul>	0
	<ul style="list-style-type: none"> <li>➤ Increase virtual Youth Development training (webinars/blended)</li> </ul>	5 (2 Regions)
	<ul style="list-style-type: none"> <li>➤ Encouragement of multi-state/regional collaborations on program development and event management</li> </ul>	7 (4 Regions)
	<ul style="list-style-type: none"> <li>➤ Provide access to latest youth development research and best practices/make Journal accessible</li> </ul>	3 Votes (2 Regions)
	<ul style="list-style-type: none"> <li>➤ Training to target multiple generations issues within workforce and with volunteers</li> </ul>	5 Votes (3 Regions)
	<ul style="list-style-type: none"> <li>➤ Training to meet millennial learning style/needs</li> </ul>	1 Vote (1 Region)

\*\* One region had a post-it added "Diversity/Cultural Competency Building" to this category. Received 3 Votes

<b>Member Engagement</b>	➤ ID meaningful reasons for Life members to contribute time/resources & increase engagement with them	1 Vote (1 Region)
	➤ Put together a short-term task force of long-term members who have not been to the conference in five plus years. Don't ask them why they don't attend. Ask them how the organization can meet their other needs.	5 Votes (2 Regions)
	➤ ID meaningful ways to glean knowledge/skills/support from late career members for dissemination	1 Vote (1 Region)
	➤ Engage members who don't attend national conference/Possible virtual /web-based options	21 Votes (4 Regions)
	➤ Use membership surveys	0
	➤ Future youth development /where are we headed	9 Votes (2 Regions)
	➤ Mentoring/New Member career development support/resources	21 Votes (4 Regions)
	➤ Increase communications related to committees and task forces	4 Votes (1 Region)
	➤ Salary Study	3 Votes (2 Regions)
	➤ Idea corner or swap in the magazine	1 Vote (1 Region)

<b>Expanded Communications &amp; Branding</b>	➤ Within our membership – utilize digital media to enhance or create engaging communication pieces	0
	➤ Market that we are the largest youth organization in the nation. Tell the impact of 4-H nationally. What is our 4-H Story?	33 Votes (4 Regions)
	➤ Help members understand relevance of federal partners	3 Votes (2 Regions)
	➤ Identify member benefits to non-conference goers and new employees	12 Votes (4 Regions)
	➤ Get impact message out to general public	10 Votes (3 Regions)
	➤ Outreach to other countries doing youth development	2 Votes (1 Region)
	➤ An idea sharing blog where you can post and be able to search by topic area.	4 Votes (1 Region)



<b>Member Recruitment</b>	➤ Collegiate 4-H and Extension Ed graduate students	25 Votes (4 Regions)
	➤ Recruitment beyond 4-H employees	26 Votes (3 Regions)
	➤ International memberships with other youth professionals	10 Votes (4 Regions)

**Identify what you feel should be the association’s highest priority in the next 12-24 months.**

*Each member selected one of the following:*

<b>Big Ideas</b>	<b>VOTING Results</b>
<b>Member Engagement &amp; Support</b>	38 Votes (3 Regions)

<b>Big Ideas</b>	<b>VOTING Results</b>
<p><b>Organizational Planning</b></p> <p>Developing a fundable strategic direction aligned with potential financial resources</p> <p>Identifying how we want to provide an ROI to the profession.</p>	<p>18 Votes (4 Regions)</p> <p>11 Votes from Same Region had footnote “To address financials &amp; identify concerns.”</p>

<b>Big Ideas</b>	<b>VOTING Results</b>
<p><b>Organizational Communications</b></p> <p>Creating an inclusive culture.</p>	10 Votes (2 Regions)