



National Association
of Extension 4-H Agents

2016 JCEP Leadership Conference

NAE4-HA Planning Conversation: Regional Focus Group Overall Results – Western Region

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

- 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.



National Association
of Extension 4-H Agents

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
Partnership Development/Fund Development	<ul style="list-style-type: none"> ➤ Expand partnerships with national corporations, afterschool coalitions, youth serving entities, etc. 	11
	<ul style="list-style-type: none"> ➤ Work closer with National 4-H Council/NIFA/ Be the “voice of the field” with national partners 	0
	<ul style="list-style-type: none"> ➤ Secure new donors to the association to offset costs to members 	2
	<ul style="list-style-type: none"> ➤ Would it be advantageous to begin a partnership with the ag-teachers association? 	1
	<ul style="list-style-type: none"> ➤ Encouragement of multi-state/regional collaborations on program development and event management 	3

Events/Professional Development	➤ 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	2
	➤ State Visits/ Host regional day meetings	0
	➤ 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.)	6
	➤ Training for district/regional/state staff that have administrative responsibilities (admin/hr/etc)	0
	➤ Increase virtual Youth Development training (webinars/blended)	0
	➤ Encouragement of multi-state/regional collaborations on program development and event management	1
	➤ Provide access to latest youth development research and best practices/make Journal accessible	2
	➤ Training to target multiple generations issues within workforce and with volunteers	2
	➤ Training to meet millennial learning style/needs	1

** Added to this region by participants – Diversity/cultural competency building (3 votes)

Member Engagement	➤ ID meaningful reasons for Life members to contribute time/resources & increase engagement with them	0
	➤ 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.	0
	➤ ID meaningful ways to glean knowledge/skills/support from late career members for dissemination	0
	➤ Engage members who don't attend national conference/Possible virtual /web-based options	7
	➤ Use membership surveys	0
	➤ Future youth development /where are we headed	6
	➤ Mentoring/New Member career development support/resources	3
	➤ Increase communications related to committees and task forces	0
	➤ Salary Study	1
	➤ Idea corner or swap in the magazine	0

Expanded Communications & Branding	➤ 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?	3
	➤ Help members understand relevance of federal partners	0
	➤ Identify member benefits to non-conference goers and new employees	5
	➤ Get impact message out to general public	6
	➤ Outreach to other countries doing youth development	2
	➤ An idea sharing blog where you can post and be able to search by topic area.	0

Member Recruitment	➤ Collegiate 4-H and Extension Ed graduate students	2
	➤ Recruitment beyond 4-H employees	10
	➤ International memberships with other youth professionals	3

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

Each member selected one of the following:

Big Ideas	VOTING Results
Member Engagement & Support	12

Big Ideas	VOTING Results
Organizational Planning Developing a fundable strategic direction aligned with potential financial resources Identifying how we want to provide an ROI to the profession.	4

Big Ideas	VOTING Results
Organizational Communications Creating an inclusive culture.	0