



Sutter-Yuba Counties 4-H Youth Development Program
4-H PROGRAM DEVELOPMENT BOARD
COMMUNITY OUTREACH AND VISIBILITY COMMITTEE

General Description

The Community Outreach and Visibility Program Development Committee is responsible for promoting awareness of the 4-H program, finding volunteers, and organizing outreach events.

The activities/programs that come under the Community Outreach and Visibility category are:

- Media relations
- Community events liaison
- Farm Day
- Parades
- Development of outreach and public relations plan
- Tractor Supply Co Paper Clover Campaign

Objectives of Committee

1. To develop, coordinate and direct public relations activities to: a) increase awareness of 4-H in the community, b) to promote opportunities in 4-H, c) to encourage and increase member and adult volunteer participation and d) to recognize individual and group efforts.
2. To develop, coordinate and direct internal and external representation on behalf of the county 4-H YDP.
3. To ensure that all 4-H events and programs which are a part of this program area will have chairpersons and adequate youth and adult volunteer support to carry out the event, activity or program.

Specific Responsibilities of Committee

1. Responsible for both annual and long range event/activity planning that will increase program visibility in the community.
2. Organize and coordinate community outreach events/activities with the various event/activity committees.



3. Identify and provide external representation and support on behalf of the county 4-H YDP (e.g., fairs, events, school groups, community boards).
4. Evaluate current outreach events/activities and make recommendations concerning them.
5. Screen, evaluate and recommend the purchase of outreach materials and how the items should be used.
6. Make recommendations to the 4-H Program Development Board and Management Board for community involvement opportunities.

Membership

No less than seven members with a majority of senior 4-H members. All geographic areas and ethnic diversity of the county should be represented as much as possible.

Specific Skills

1. Either an understanding of or a willingness to devote the time necessary to learn about the 4-H YDP and the ability to communicate it to others.
2. Interest in sharing the 4-H philosophy and promoting 4-H in the community.
3. Ability to relate to and work with youth and adults from a wide range of socio-economic and ethnic backgrounds.
4. Enthusiasm, patience and understanding.
5. Strong public speaking skills.
6. Become a 4-H Adult Volunteer prior to serving on the committee. Becoming a 4-H Adult Volunteer includes: enrolling in 4-H and paying the enrollment fee, completing fingerprinting, and attending New Volunteer Orientation.

Specific Responsibilities

1. Attend the meetings and be an active participant of the Community Outreach and Visibility Program Development Committee.
2. Follow through on any committee or sub-committee work.

Relationships

The members of the committee will be responsible to the Community Outreach and Visibility Key Leader. The committee members will cooperate with one another. Members will also work with the Expansion and Review Committee.

Time Involved

The time needed for committee members to do the job varies throughout the year. It is estimated that, on the average, no more than 4 hours per month throughout the year would be required.

Term of Appointment

Two-year term with option for one-year reappointment.

I have reviewed this agreement and am willing to volunteer and to serve on the Sutter-Yuba Counties 4-H Community Outreach and Visibility Committee.

4-H Adult Volunteer

Date

Community Outreach and Visibility Key Leader

Date

This document was developed by Rita Boyes, 4-H Program Representative in Sutter-Yuba Counties. It is based on materials originally developed by Richard P. Enfield, 4-H Youth Development Advisor and County Key Leader in San Louis Obispo & Santa Barbara Counties and Richard L. Mahacek, 4-H Youth Development Advisor in Merced County.

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