



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

General Description

The 4-H Program Development Board Community Outreach and Visibility Key Leader is a middle manager and provides leadership to and coordinates the Community Outreach and Visibility activities for the Sutter-Yuba Counties 4-H Youth Development Program (YDP). The Community Outreach and Visibility Key Leader coordinates the Community Outreach and Visibility Management Committee and any related ad-hoc committee(s) and 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

1. To build and lead a Community Outreach and Visibility Program Committee that supports the program vision and plan.
2. To advocate on behalf of the county 4-H YDP.
3. 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.
4. To develop, coordinate and direct internal and external representation on behalf of the county 4-H YDP.
5. To stay informed of new developments from National 4-H Council, USDA/NIFA or the State 4-H Office related to Community Outreach and Visibility and utilize information to enhance county activities.

Specific Skills

1. Either an understanding of or a willingness to devote the time necessary to learn about the 4-H YDP.
2. Interest in administrative and management functions and tasks relating to Community Outreach and Visibility.
3. Strong leadership skills.
4. Demonstrated excellence in public speaking.
5. Ability to relate to and work with youth and adults from a wide range of socio-economic and ethnic backgrounds.
6. Enthusiasm, patience, understanding and the ability to motivate youth and adults.
7. Ability to resolve conflict in a timely manner.
8. Ability to communicate effectively.
9. Good organizational skills.
10. An understanding of the 4-H Management Board, Program Development Board, Key Leader and Key Leader concepts in the county and the ability to communicate it to others.
11. Become a 4-H Adult Volunteer prior to serving as a Key Leader. 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. Follow and abide by the 4-H Management Board Community Outreach and Visibility Key Leader Job Description.
2. Provide leadership to and manage the Community Outreach and Visibility efforts of the county 4-H YDP.
3. Collect data and analyze existing Community Outreach and Visibility efforts for effectiveness and to ensure all segments of the population are targeted, particularly underserved youth, families and communities.
4. Develop and oversee the Community Outreach and Visibility budget subject to approval by the Management Board. Authority to re-budget between line items or change budget as needed given the budget remains within the amount allocated.
5. Coordinate a Community Outreach and Visibility Management Committee.
6. Provide external communications with media (i.e., radio, newspapers, etc.).
7. Provide internal communications with members, participants, adult volunteers and staff.
8. Identify and provide external representation and support on behalf of the county 4-H YDP (e.g., fairs, events, school groups, community boards).
9. Identify and provide internal representation and support on behalf of the county 4-H YDP (e.g., sectional committees, state 4-H committees).
10. Serve as an active member of the 4-H Management Board and attend regularly scheduled meetings (at least 4 per year).
 - a. Help to carry out the responsibilities of the board.
 - b. Serve as an important link between the 4-H Management Board and the Community Outreach and Visibility Management Committee and any related ad-hoc committee(s).

Keep the board informed by giving reports as to their plans, what they are doing and how they are functioning.

11. Serve as the chairperson of the Public Relations and Visibility Management Committee. As chairperson, be responsible for:
 - a. Operation of the committee, including setting meeting dates, reserving the meeting room, meeting agendas and other items needed for smooth committee operation.
 - b. Recruitment, selection and orientation of committee members.
 - c. Providing leadership for training and support of 4-H units/groups in the Community Outreach and Visibility area.
 - d. Ensuring that any fundraising activities to support public relations and visibility activities are coordinated with the Resource Development Key Leader and within the confines of the overall fund development plan.
 - e. Special emphasis on Affirmative Action/Outreach.
12. Coordinate any related ad-hoc committee and work closely with the chairperson to ensure that members are recruited, timelines and policies are being followed and adhered to and the committee is functioning according to the instructions provided to them by the Management Board.
13. Work closely with the 4-H YDP and Office staff.
14. Attend scheduled orientation and training sessions for Key Leaders.

Relationships

The Community Outreach and Visibility Key Leader is responsible to the 4-H Management Board and the 4-H YDP. The Key Leader cooperates with the other Key Leaders and Key Leaders in the county, as well as other adult volunteers, members and participants in the 4-H YDP. The Community Outreach and Visibility Key Leader is expected to network, collaborate and cooperate with community groups, youth-serving organizations, industry groups, schools, fairs, internal and external agencies, interested individuals and local media. Key Leader orientation will be closely coordinated with the 4-H YDP staff to assure compliance with 4-H and University policies.

Time Involved

The time needed to do the job varies throughout the year. It is estimated that on average 12-16 hours per month throughout the year would be required to do this job well.

Term of Appointment

The Key Leader shall serve a two-year term, with eligibility for reappointment to another two-year term. There must be at least a two-year period after the second term before reappointment can be made to the same position. Applicants will go through an application and selection process.

I have reviewed this job description, and I am willing to volunteer and to serve in the capacity of the Sutter-Yuba Counties 4-H Community Outreach and Visibility Key Leader.

4-H Adult Volunteer

Date

4-H Youth Development Program Staff

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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