



Placer County 4-H Youth Development Program Council Outreach Committee Description

General Description

The Outreach Committee is a volunteer committee serving under the direction of the Placer County 4-H Council. The Outreach Committee is responsible for building awareness of the 4-H YDP and developing and implementing new marketing initiatives under the oversight of the Council and the 4-H YDP staff. It comprises a representative and diverse group of youth and adult to collaborate and plan the marketing and public relations initiatives for that year. The scope will include:

- Increase public awareness of the 4-H YDP
- Expand marketing and public relations efforts through various channels
- Promote opportunities in 4-H YDP
- Build member and adult volunteer participation in 4-H YDP

Committee Member Responsibilities:

- Support all aspects of Outreach Committee plans
- Attend all scheduled Outreach Committee meetings
- Gather feedback and input from youth, volunteers, and 4-H families to share with the Committee
- Complete action items assigned at meetings and participate in subcommittee work
- Gather input on agenda items before meetings
- Provide input on various Outreach Committee issues and opportunities for the UC ANR 4-H YDP

Committee Membership:

The Outreach Committee comprises up to 15 members, including youth and adult volunteers.

Term of Appointment

Youth and adults shall serve a one-year term with eligibility to apply for reappointment to another term.

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