

National 4-H Partners Memorandum of Understanding
between
United States Department of Agriculture-National Institute of Food and
Agriculture (USDA-NIFA), and
Cooperative Extension Section (CES) of the Association of Public and Land-
Grant Universities (APLU) Board of Agricultural Assembly as represented by
the Extension Committee on Organization and Policy (ECOP),
In Collaboration with National 4-H Council

4-H YOUTH DEVELOPMENT

The birth of the 4-H Youth Development Program (4-H) in the United States is generally attributed to A. B. Graham who started a youth program in Clark County, Ohio, in 1902, although T.A. "Dad" Erickson of Douglas County, Minnesota, also started local agricultural after-school clubs and fairs that same year. The United States Department of Agriculture (USDA) first used the term 4-H club in 1918 and legally registered the four-leaf clover emblem in 1924. In 1948, the 80th Congress legislated the "4-H Club Name" and Emblem as the legal title.

When Congress passed the Smith-Lever Act in 1914 and created the Cooperative Extension within land-grant institutions, it included work of various boys' and girls' clubs involved with agriculture, home economics and related subjects. The Act effectively nationalized the 4-H organization. By 1924, the Cooperative Extension System organized these clubs as 4-H clubs, and adopted the clover emblem. The Cooperative Extension System is a unique partnership between the National Institute of Food and Agriculture (NIFA) within the U.S. Department of Agriculture, the 109 land-grant universities (in every state and territory) and approximately 2,900 county offices.

4-H's research-based programs develop responsible young people—better prepared to lead in work and life. 4-H is the largest youth development organization in the United States with more than 6 million 4-H youth who live in urban and suburban areas as well as rural America.

4-H VISION: *A world in which youth and adults learn, grow and work together as catalysts for positive change*

4-H MISSION: *4-H empowers youth to reach their full potential, working and learning in partnership with caring adults.*

PARTIES

USDA-National Institute of Food and Agriculture: The National Institute of Food and Agriculture is an agency within the U.S. Department of Agriculture, part of the executive branch of the Federal Government. USDA-NIFA, through the Division of Youth & 4-H (DY&4-H), 4-H National Headquarters, is responsible for the organization, supervision and administration of the 4-H Youth Development Program (4-H) at the national level. 4-H is the only federally funded and protected-status youth development program of USDA-NIFA.

Cooperative Extension Section (CES) as represented by the Extension Committee on Organization and Policy (ECOP): The Cooperative Extension Section is composed of organizations within the Land Grant Universities (LGUs) established by the first Morrill Act, second Morrill Act, and the Equity in Educational Land-Grant Status Act of 1994. A publicly funded, non-formal collaborative national educational network, CES provides research-based information, non-formal educational programs and technical advice directly to individuals, families and communities, enabling them to be self-reliant and improve their lives. 4-H is the youth development program of CES. The Extension Committee on Organization and Policy, a committee of the Cooperative Extension Section of the Association of Public and Land Grant Universities (APLU) Board of Agricultural Assembly, is the governing committee for the CES. ECOP represents CES for the purposes of setting policy, negotiating agreements, defining appropriate roles, establishing program direction and evaluating collective program impact at the national level.

National 4-H Council: National 4-H Council (Council) is an independent, not-for-profit, 501(c)(3) charitable organization incorporated in the state of Ohio and governed by an elected Board of Trustees. Council exists to do those things for 4-H that USDA-NIFA or CES/ECOP cannot or chooses not to do for itself—including, but not limited to, building and managing financial resources, and fostering national reputation and brand awareness for 4-H. Council seeks, receives, holds and distributes funds or property to augment, enhance and support the mission of 4-H.

PURPOSE

This Agreement among USDA-NIFA, CES/ECOP and Council, is established to clarify the roles and responsibilities of each party with respect to the 4-H Youth Development Program. It is the intention and objective of the parties that coordinated, collaborative and cooperative behavior will enhance communication and management of national 4-H policies and procedures affecting state and local programs.

RESPONSIBILITIES

United States Department of Agriculture-National Institute of Food and Agriculture (USDA-NIFA) Agrees To:

Administer a cohesive and collaborative system with and through CES at LGUs to advance 4-H, including professional and volunteer development, research and evaluation, learning, policies and procedures.

Work with and through CES Directors and Administrators at the LGUs (1862, 1890, and 1994) through the Extension Committee on Organization and Policy (ECOP) to:

- Understand the most pressing youth development needs in the United States that can be addressed by 4-H and collaborate with ECOP and Council to set direction for 4-H programs.
- Conduct regular evaluations of progress and priorities, identify barriers and opportunities, and develop joint strategy for facilitating the success of the 4-H program.
- Facilitate and institutionalize matters of policy concerning 4-H.
- Establish system-wide leadership and coordination for professional, volunteer, and youth learning.
- Plan and facilitate a collaborative working relationship with LGU 4-H staff, 4-H program participants, and LGU faculty and subject matter specialists in collaboration with Council.
- Provide leadership to engage with other departments and agencies within the federal government and with Council to identify, seek, and leverage resources to support the 4-H youth development program.
- Provide leadership in measuring and sharing information that recognizes the programmatic impact of 4-H on youth to other units of the federal government and to other strategic national partnerships.
- Facilitate national sharing of best practices to improve the success of the 4-H program.
- Provide CES and Council with appropriate direction for use of the 4-H Name and Emblem consistent with its purpose under federal law. Final interpretation of the regulations in all cases of national interest shall be handled by USDA-NIFA, and/or its legal counsel.
- The NIFA Director will designate an ex-officio member of the National 4-H Council Board of Trustees.

Cooperative Extension Section (CES) as represented by the Extension Committee on Organization and Policy (ECOP) Agrees To:

Foster collaboration among State-level CES Directors and Administrators, 4-H State Program Leaders, USDA-NIFA and Council in order to:

- Develop and deliver relevant formal and non-formal outreach educational programs for the youth of the United States of America at state and local levels through their respective institutions within the framework of 4-H.
- Develop and deliver relevant professional and volunteer development resources in each state to support the effective delivery of the 4-H program.
- Manage the 4-H Name and Emblem at the state and local level according to the official guidelines and procedures.

- Promote the 4-H mission, and evaluate programmatic progress toward the achievement of national youth development goals.
- Develop financial resources at the state and local levels for program development, implementation, and evaluation to insure that each state has the capacity to develop, deliver, evaluate, and fund high quality 4-H programs.
- Determine the most pressing youth development needs in the country to be addressed by the resources of the 4-H program in each state.
- Assure regular evaluations of progress, identify barriers and opportunities, and develop joint strategies for facilitating the success of the 4-H program.
- Facilitate statewide and regional sharing of best practices to improve the success of the 4-H program.

National 4-H Council Agrees To:

Collaborate with USDA-NIFA and CES Directors and Administrators at the LGUs (1862, 1890, and 1994) through ECOP to:

- Comply with rules and regulations governing use of the 4-H name and emblem, per 4-H Name and Emblem regulations (5 U.S.C. 301; 18 U.S.C. 707).
- Serve as a facilitator of resource development from non-USDA-NIFA appropriated or reimbursable sources at the federal level, including soliciting, maintaining, and disbursing multi-state or national funds in support of 4-H programs. .
- Generate multi-state and/or national financial support from corporations, foundations, individuals and other private sector entities on behalf of 4-H, and in support of the collective goals of CES 4-H programs at LGUs.
- Develop fundraising plans to support national 4-H program priorities, goals and outcome measures; serve as the primary facilitator for all multi-state and/or national fundraising programs.
- Distribute acquired resources to LGUs throughout the United States in support of 4-H programs, and in support of the approved plans of work of the CES.
- Contract with other government agencies, corporations, and entities as needed to facilitate the development, implementation and evaluation of 4-H programs delivered through the LGUs in their respective states.
- Market and sell 4-H learning materials; participate in established processes and protocols for creating and producing national learning materials.
- Promote and help state 4-H programs to develop fundraising and marketing capacity to ensure the success of 4-H at the local level. Package and distribute marketing materials, training and messages for local use.
- Generate multi-state and/or national marketing and communications activities for 4-H Youth Development.
- Maintain ownership and operating accountability for the National 4-H Supply Service and the National 4-H Youth Conference Center.
- Assist in planning, implementing and regularly evaluating national program priorities.

COLLABORATION

USDA-NIFA, CES/ECOP, and Council Mutually Agree That:

This Agreement takes effect upon the signature of the appropriate representative for USDA-NIFA, CES/ECOP, and Council and shall remain in effect for a period of five years from the date of execution, at which time it may be extended or amended upon written request of any of the three parties and the subsequent written concurrence of the others. Any of the parties may terminate this Agreement with a 90-day written notice to the other parties.

The success of this Agreement lies in maintaining proactive communication among the leadership of the three organizations. It is incumbent upon the representatives of each party to this Agreement to communicate within their respective organizations about this Agreement and develop a culture of regular, clear, and collaborative communication for the benefit of the national 4-H program.

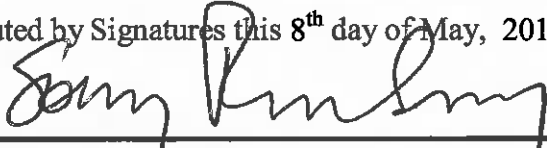
All parties will collaborate to develop and implement a comprehensive strategic plan that addresses 4-H program and resource development priorities, and will hold themselves mutually accountable to the goals of the plan. USDA-NIFA, as the responsible party for the organization, supervision and administration of the 4-H Youth Development Program (4-H) at the national level will take the lead to collaboratively move a strategic planning process forward. This plan will include active and aggressive strategies to increase participation among minority populations.

USDA-NIFA, CES/ECOP, and Council and their respective agencies, institutions, subsidiaries and offices will handle their own activities and utilize their own resources, including the expenditure of their own funds, in pursuing these objectives. Each party will carry out its separate activities in a coordinated and mutually beneficial manner.

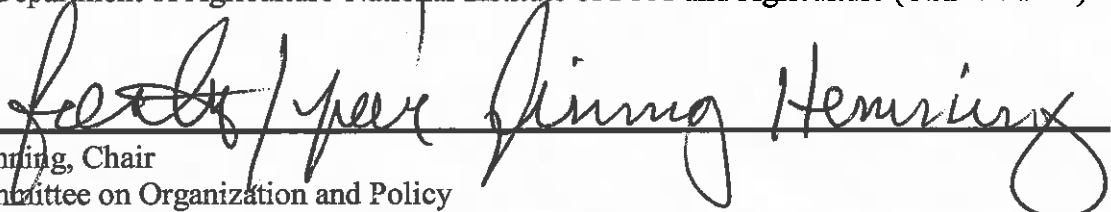
This Agreement does not establish any agency relationship among the parties. No party is authorized to sign contracts, correspondence, or other documents in the name of the other parties. Nothing in the Agreement shall obligate USDA-NIFA, CES/ECOP, or Council to obligate or transfer any funds. Specific work projects or activities that involve the transfer of funds, services, or property among the various agencies, institutions, subsidiaries and offices of USDA-NIFA, CES/ECOP, and National 4-H Council will require the execution of separate agreements and be contingent upon the availability of appropriated funds. Such activities must be independently authorized by appropriate statutory. This MOU does not provide such authority. Negotiation, execution, and administration of each such agreement must comply with all applicable statutes and regulations.

This Agreement is not intended to, and does not create, any right, benefit, or trust relationship or responsibility, substantive or procedural, enforceable at law or equity, by a party against the United States, its agencies, its officers, or any person.

Executed by Signatures this 8th day of May, 2014:


X 

Dr. Sonny Ramaswamy
United States Department of Agriculture-National Institute of Food and Agriculture (USDA-NIFA)

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Dr. Jimmy Henning, Chair
Extension Committee on Organization and Policy
Cooperative Extension Section of the APLU Board on Agriculture Assembly

In Collaboration With:

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Jennifer Sirangelo, President and Chief Executive Officer
National 4-H Council