



ECOP 4-H Leadership Committee

October 1, 2021 – September 30, 2022

Annual Plan of Work

Committee Mission

Provide leadership for Cooperative Extension's 4-H Positive Youth Development Program that is reflective of the vision and mission of 4-H. The purpose and role of the committee is to:

- Provide a forum for the primary partners in the 4-H positive youth development program, including Land-Grant University Extension Directors/Administrators and 4-H Program Leaders, National 4-H Council, and USDA-NIFA, to engage in regular and substantive dialogue, to align effectively on policy issues of national importance related to the Cooperative Extension System's 4-H program.
- Facilitate a strategic and systematic response to critical challenges and opportunities in front of 4-H, helping define a coordinated approach to the implementation of the national 4-H mission and vision.
- Provide recommendations to ECOP that inform collaborative efforts with USDA-NIFA and National 4-H Council and share those recommendations with all 4-H program leaders and Extension Directors and Administrators.

2021 Accomplishments

A summary of the Committee's accomplishments in 2021 can be found on page 6.

Committee Vision and Promise to America's Kids

By 2027, 4-H will reflect the population demographics, vulnerable populations, diverse needs, and social conditions of the country. This vision has the elements of inclusion, caring adults, serving at minimum 1 in 5 youth, and volunteers and staff who reflect the diversity of the youth population.

Major Goals and Core Activities of the ECOP 4-H Leadership Committee

Major Goal	Priority Activities
<p>1. Engaging more youth: Develop a bold vision and plan for engaging more youth in the 4-H program that also reflects the diversity of youth in the US.</p>	<ul style="list-style-type: none"> ● Expand 4-H Pathways Leadership Institute ● Support and align with Diversity, Equity, and Inclusion Strategic Direction Implementation Teams ● Guide 4-H at Home expansion (Pending New Name) ● Support National 4-H Conference scholarships to increase representation and diversity ● Build stronger collaborative relationships across land-grant institutions, inclusive of 1862s, 1890s, 1994s and insular islands and territories.
<p>2. Governance and Alignment: Align and coordinate national 4-H governance policies, programs, processes, activities, and events for effective delivery across the nation, reflective of the vision and mission of the 4-H program.</p>	<ul style="list-style-type: none"> ● Continual review and actualization of 2019 National Partners MOU ● Implement cascade communication strategy to align and strengthen shared leadership model ● Continue to move forward with 4-H data collection and management processes ● Review and revisit the National 4-H 2017-2025 Strategic Plan ● Explore connections between the ECOP Program Action Teams and 4-H ECOP Leadership Committee (4-H PAT) ● Explore connections for 4-H across USDA/NIFA

Major Goal	Priority Activities
<p>3. Marketing: Promote and market the 4-H program, building and sustaining a unified brand.</p>	<ul style="list-style-type: none"> ● Embrace as a system the Opportunity for All Marketing brand platform ● Advise and support National 4-H Council re: Events and Cause Marketing ● Provide recommendations on a national response to crisis communication situations as needed ● Review the ECOP Advocacy Toolkit for alignment with 4-H
<p>4. Resources and Fund Development: Generate new and enhance existing resources for the 4-H program.</p>	<ul style="list-style-type: none"> ● Re-establish ECOP BLC Subcommittee for 4-H Advocacy (e.g., capacity funds, AFRI) ● Leverage connections with USDA/NIFA to explore funding opportunities through other federal agencies ● Provide input on the annual National 4-H Council Fundraising Plan ● Advise and collaborate on donor stewardship, engagement, and alignment with National 4-H Council
<p>5. Staffing: Add staff capacity to support the ECOP 4-H Leadership Committee and develop 4-H priorities into system-wide opportunity.</p>	<ul style="list-style-type: none"> ● Hire, onboard, and support Executive Director of ECOP 4-H Leadership Committee ● Develop a long-term sustainability plan to support ECOP 4-H committee capacity ● Explore pipeline and system supports for 4-H Leadership positions

Major Goal	Priority Activities
<p>6. Name & Emblem: Modernize management of the 4-H Name and Emblem to increase resources for 4-H.</p>	<ul style="list-style-type: none"> Advocate for federal mark protection in partnership with APLU advocacy firm and National 4-H Council

Committee Membership

Membership of the ECOP 4-H Leadership Committee includes five 4-H Program Leaders and five Extension Directors/Administrators, selected by each of the regional associations of the five Cooperative Extension regions. Ex-officio, non-voting members include one from National 4-H Council, one from USDA-NIFA, one ECOP liaison, and one member of the Extension Executive Director/Administrator Team.

Groups Reporting to or Collaborating with the 4-H Leadership Committee

4-H Program Leaders Working Group (PLWG)

The 4-H PLWG is made up of ten 4-H Program Leaders (two per region), and ex-officio representative from National 4-H Council and USDA-NIFA and is chaired by a state 4-H program leader. It provides opportunities for communication, allows for rapid response, serves as a sounding board, as well as a feedback loop for the 4-H program. The PLWG charters all national 4-H activity working groups and committees; these groups all report to the PLWG. The PLWG provides a means to have inclusive, transparent, meaningful dialogue that provides direction, management and coordination for all national 4-H processes, activities, and events.

Diversity, Equity, and Inclusion Design Team

A team of five Extension Directors/Administrators and five 4-H Program Leaders representing each of the five Extension regions, a liaison from the ECOP 4-H Leadership Committee, and a representative from the Access, Equity, and Belonging Committee—with funding and staffing support provided by National 4-H Council. The team's purpose is to develop a framework and implementation teams to develop action plans that address access, equity, and inclusion that builds capacity and support for best practices and participation of underrepresented and un-served audiences in the 4-H program, while ensuring program quality.

4-H Pathways Project Leadership Team

The Pathways Project Leadership Team consists of representatives from the ECOP 4-H Leadership Committee, National 4-H Council, and Changing Our World consulting firm. The purpose is to develop a guiding framework for the 4-H system's efforts to meet the 4-H growth goals and vision of reaching 10 million youth by 2027, in addition to developing pathways for building leadership capacity among current and future administrative leaders of the 4-H program.

National 4-H Council Board of Trustees

National 4-H Council focuses on increasing investment and participation in Cooperative Extension's high-quality 4-H youth development program. Council's unique role involves convening the 4-H movement around important issues, telling the 4-H story nationally, and creating public-private partnerships that bring resources to Extension. Council's Board of Trustees and staff regularly engage the ECOP Leadership Committee in discussions around strategic fundraising objectives, to ensure that Council plans are fully informed by Cooperative Extension priorities.

BLC Subcommittee for 4-H Advocacy

The BLC Subcommittee for 4-H Advocacy officially reports to the ECOP BLC but is closely aligned with the ECOP 4-H Leadership Committee, and regularly reports to both Committees. The BLC Subcommittee for 4-H Advocacy includes representation from ECOP BLC, 4-H Program Leaders Working Group (PLWG), ECOP 4-H Leadership Committee, National 4-H Council, Cornerstone Government Affairs [or successors according to contract], ECOP Executive Committee, and the EDA Team. The Subcommittee is co-chaired by the ECOP BLC Chair and the PLWG Chair. The Subcommittee's goals are to: (1) increase capacity funds to Extension (through Smith Lever and 1890 Extension) through 4-H advocacy; (2) increase government funding outside of USDA for 4-H programs; and (3) attain legal reform through Congress to solidify laws on the 4-H name and emblem to support private sector funding.

ⁱ [National 4-H Partners Memorandum of Understanding](#); (National 4-H Council; ECOP/APLU; USDA-NIFA, 2019)