



National 4-H Partners Memorandum of Understanding

Between:

United States Department of Agriculture,
National Institute of Food and Agriculture (USDA-NIFA);
Cooperative Extension Section (CES) of the Association of Public and Land-grant
Universities (APLU) Board of Agricultural Assembly (BAA) as represented by the
Extension Committee on Organization and Policy (ECOP); and
National 4-H Council

4-H YOUTH DEVELOPMENT

The 4-H Youth Development Program is the youth outreach program of land-grant universities and the Cooperative Extension System and the United States Department of Agriculture.

4-H Vision

A world in which youth and adults learn, grow, and work together as catalysts for positive change.

4-H Grows: A Promise to America's Kids

In 2025, 4-H will reflect the population demographics of the country. This vision has the elements of inclusion, caring adults, serving at minimum 1 in 5 youth, and the volunteers and staff reflect the diversity of the population.

4-H Mission

4-H empowers youth to reach their full potential, working and learning in partnership with caring adults. The mission of 4-H is to provide meaningful opportunities for all youth and adults to work together to create sustainable community change. This is accomplished within three primary content areas, or mission areas – civic engagement and leadership, healthy living, and science. These mission areas reiterate the founding purposes of Extension through agriculture (e.g., community leadership, quality of life, and technology transfer) in the context of 21st century challenges and opportunities.

PARTIES

USDA-NIFA: 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 is responsible for the organization. Supervision and administration of the 4-H Youth Development Program (4-H) at the federal level. 4-H is the only federally funded and protected-status youth development program of USDA-NIFA.



Cooperative Extension Section as represented by ECOP: The Cooperative Extension Section is composed of organizations within the Land Grant Universities (LGUs) established by the first Morrill Act of 1862, second Morrill Act of 1890, and the Equity in Educational Land-Grant Status Act of 1994. A publicly funded, non-formal collaborative national educational network, CES provides science-informed, 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 (ECOP), a leadership 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, volunteer 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 the 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

4-H empowers young people with skills to lead for a lifetime. Every child has valuable strengths and real influence to improve the world around them. As America's largest youth development organization—empowering nearly six million young people across the U.S. with the skills to lead for a lifetime—4-H has a responsibility to provide opportunities to all youth.

To achieve a collective national goal reaching of 10 million 4-H youth by 2025, a collaborative effort is needed. 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 coordination, collaboration and cooperation will enhance communication and management of national 4-H policies and procedures affecting state and local programs.

RESPONSIBILITIES

USDA-NIFA agrees to:

- Provide CES/ECOP and Council with appropriate direction for use of the 4-H Name and Emblem consistent with its purpose under federal law and the 4-H Name and Emblem regulations.
- Provide leadership in funding development and identify and seek funding opportunities through eh federal enterprise to leverage resources to support the 4-H youth development program.
- Provide leadership to advance system-wide coordination for professional, volunteer, and youth learning.



- Conduct regular evaluations of progress and priorities, identify barriers and opportunities, and develop joint strategies for facilitating the success of the 4-H program.
- Provide leadership in measuring and sharing information that recognizes the programmatic impact of the 4-H on youth to other units of the federal government and to other strategic national partnerships.
- Facilitate opportunities at the federal, regional, multistate, and state levels to provide for continuous communications, visibility and formal stakeholder input.
- Support the promotion and implementation of Mission Mandates in collaboration with CES/ECOP (including the 4-H Program Leaders Working Group (PLWG) and Council) and periodically review for relevance and emerging issues.
- Designate an ex-officio member of the National 4-H Council Board of Trustees, and Liaisons to the ECOP 4-H Leadership Committee and the PLWG.

CES/ECOP agrees 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.
- Maintain fiduciary and legal accountability and liability for 4-H youth, staff and programs run by their institutions.
- Manage child protection policies and procedures in accordance with federal and state laws and LGU policies.
- 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 ensure 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.
- Ensure participation in the ECOP 4-H Leadership Committee from Director/Administrator and State 4-H Program Leader representatives of the five regions.

National 4-H Council agrees to:

- Generate and distribute 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, in collaboration with USDA/NIFA.



- Where appropriate, manage and monitor the use of the 4-H name and emblem at the multi-state and national level, for the purposes of promotion and generating financial support, in collaboration with CES/ECOP and per 4-H Name and Emblem regulations.
- Where appropriate and feasible, facilitate resource development from non-USDA-NIFA the federal level.
- Generate multi-state and/or national marketing and communications activities to promote and raise the visibility of 4-H Youth Development among national, state and local audiences.
- Develop state 4-H program fundraising and marketing capacity to ensure the growth of 4-H at the local level. Package and distribute marketing materials, training and messages for local use.
- Maintain ownership and operating accountability for the National 4-H Supply Service; market and sell 4-H learning materials in collaboration and consultation with USDA-NIFA and CES/ECOP.
- Maintain ownership and operating accountability for the National 4-H Youth Conference Center; market and host national 4-H and youth mission-driven convening, including but not limited to, Citizenship/Leadership Washington Focus and the National Youth Summit Series.
- Act as fiduciary for national Extension and 4-H programs and priorities, including, but not limited to: National 4-H Congress and National 4-H Conference.
- Ensure participation of Council leadership in the ECOP 4-H Leadership Committee.

COLLABORATION

USDA-NIFA, CES/ECOP and Council mutually agree that:

This Agreement takes effect upon the signature of the appropriate representatives 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, including the ECOP 4-H Leadership Committee about this Agreement and develop a culture of regular, clear, and collaborative communication for the benefit of the national 4-H program.

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 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 statutes. 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 ^{9th} day of ~~April~~, 2019:

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Mr. Stephen L. Censky, Deputy Secretary, United States Department of Agriculture

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Dr. J. Scott Angle, Director, National Institute of Food and Agriculture, United States Department of Agriculture

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Dr. Edwin Jones, Chair, Cooperative Extension Section Extension Committee on Organization and Policy

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Jennifer Sirangelo, President and CEO, National 4-H Council