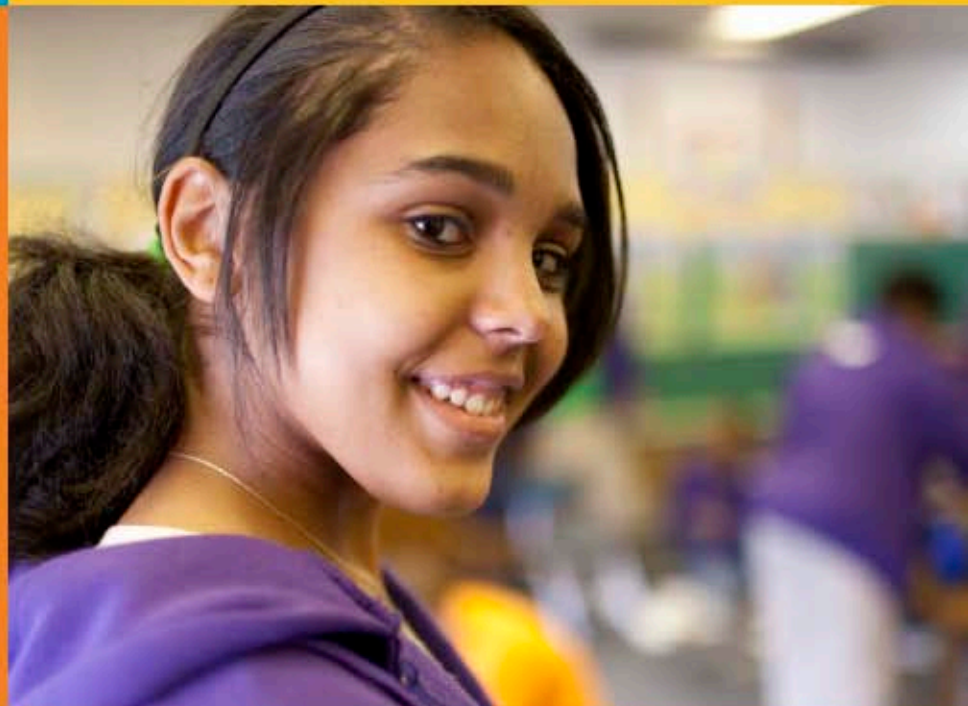




What if ...



Revenue Changes



public funding
NIFA/CYFAR



federal agencies
state agencies
corporate partners
fees for service



Revenue Changes

- Impact Buyers (corporate partners, upstream consumers, service providers, social investors, beneficiaries)
- Engaged Partners
- Role of 4-H Council in brokering relationships
- Heightened accountability



Revenue Challenges

- Complex fiscal systems
- Communicating with traditional stakeholders as we focus on new programming
- Nimble staffing structures
- Workload of current staff combined with funds for programs but not staff
- Focus on activities and events rather than impact
- PI's getting tapped out



Cross-Program Revenue Opportunities

- 4-H YD at your table and you at our table
- At the table early on research projects
- Ample table-talk
- Table conversation about *Feeding the World*



Preparing the Next Generation to Feed the World (Battelle Study, 2011)

Convergence of 4-H YD capabilities and Ag Companies' Pain Points

- Ag Pain Point: Redefine Agriculture
- YD Goal: 4-H will help young people understand and articulate the value of food, agriculture, and rural life and its connection to feeding 9 billion by 2050.



Ag Pain Point: Build a Talent Pipeline

YD Goal: 4-H will build a strong talent pipeline and workforce with a command of technology and science.

4-H YD Pain Point: Intentional work with older youth

YD Goal: 4-H will build a 4-H science and technology learning agenda that addresses the connection between food, climate, and natural resources and their interactions.



Preparing the Next Generation to Feed the World

Outcomes

- Youth convey a knowledge of food, climate, and natural resources
- Young people self-select towards science and technology as a career
- Increase in youth in interdisciplinary sciences
- Increase in BS degrees in food-related sciences
- Increase in young adults in food-related, science and technology workforce



Economic Banner Outcome

[no items to report against]

- 1) % of youth with intent to pursue post secondary education (8 states)
- 2) Club's contribution (hours, dollars, in-kind donations) to their communities (12 states)
- 3) Value of volunteer's time leveraged against public dollar invested (12 states)



Engagement Banner Outcome

[no items to report against]

- 1) Hunger Relief Grants (5 states)
- 2) Rural Development Grants (4 states)
- 3) Citizenship Common Measures (12 states)
 - Awareness of community and community issues
 - Appreciation of cultural diversity
 - Engagement in community and engagement with community issues
 - Understanding of the democratic process



Environment Banner Outcome

Water Resources:

Item # 5 Volunteer monitoring efforts – data collection stream-side and bodies of water (2 states)



Health and Wellness Banner Outcome

Healthy Living Common Measures (12 states)

- Choose food consistent with the Dietary Guidelines [items 3b,c,d]
- Improve physical activity practices [item 3e]
- Assess and regulate their emotions and behaviors
- Establish and maintain healthy relationships



What if ...

