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| **North Central Regional 4-H Youth Development Program Leaders**  **September 5-7, 2012**  **NCCEA Annual Conference**  **Report to Directors** | | |
| Item | Notes |  |
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|  | Revenue Changes:   1. Decreased public funding in general and specifically NIFA and CYFAR; significant increases in funding from state agencies, federal agencies, corporate partners, and fees for service. 2. 4-H YD has made a shift away from fund raising and towards focusing on business propositions with Impact Buyers (corporate partners, upstream consumers, service providers, social investors, and beneficiaries). 3. Funders want to be more engaged in program design, delivery, and measurement. 4. Role of National 4-H Council in brokering relationships is exciting. States are doing less grant-seeking and more application writing for funds that have already been secured. 5. Heightened accountability to fulfill grant requirements and funder expectations. |  |
| Revenue Challenges | 1. Complex fiscal systems 2. Communicating with traditional stakeholders as we focus on new programming 3. Nimble staffing structures 4. Workload of current staff combined with funds for programs but not staff 5. Some staff focused on activities and events rather than impact 6. PI’s getting tapped out |  |
| Cross-Program Revenue Opportunities | 1. More discussion across program areas at the State and Region level 2. At the table early on research projects 3. Deeper and richer conversations 4. Explore further the cross-program opportunities associated with our work in *Feeding the World* |  |
| Battelle Study, 2011 | 4-H YD Educators are advancing the following agenda:  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.   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 Outcomes   * No items to report against in current NC document * Following data is, or could be, available   + % of youth with intent to pursue post-secondary education (8 states)   + Club’s contribution (hours, dollars, in-kind donations) to their communities (12 states)   + Value of volunteer’s time leveraged against public dollar invested (12 states)   Engagement Banner Outcome   * No items to report against in current NC document * Following data is available   + Hunger Relief Grants (5 states)   + Rural Development Grants (4 states)   + Citizenship Common Measures (12 states collecting data in 2013)     - 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   * Following item to report on Water Resources   + Item # 5 Volunteer monitoring efforts – data collection stream-side and bodies of water (2 states)   Health and Wellness Banner Outcomes   * Using anticipated Healthy Living Common Measures (data collection to begin in 2013), all 12 states will be able to report against the following:   + Choose food consistent with the Dietary Guidelines [items 3b,c,d]   + Improve physical activity practices [item 3e] * The following data will also be available:   + Assess and regulate their emotions and behaviors   + Establish and maintain healthy relationships |  |