



Northwest Florida 4-H Forecast



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*“The Foundation for the
Gator Nation”
an Equal Opportunity
Institution.*

Getting Involved in 4-H Legislature

Vickie Mullins, 4-H Agent in Santa Rosa County, is an expert when it comes to 4-H Legislature. She has been heavily involved in this youth~adult partnership for several years.

Why take on one more project in your county? Vickie says that in addition to helping teens gain confidence and learn leadership and public speaking skills, 4-H Legislature helps train your 4-H teens to become advocates for your county program. For example, in Santa Rosa county, 4-H

Legislature participants became a tool to acquire funding for a much needed 4-H van from county commissioners and other stakeholders. These youth also made it easier to develop a rapport with local representatives and senators in order to inform them about the impact 4-H programs have had on community youth.

Not sure where to start? Vickie recommends that you take a small delegation of potential participants to Legislature on Thursday to

simply observe the event in progress. That way, they can see how much fun this event it, and how much can be learned from other youth. The following year, ask a couple of youth from another county who have participated to come and speak to your group and offer some training to help them prepare.

Not only will this program better prepare youth for the future, it can pay off when it comes down to the next budget crisis!



Virtual Extension Symposium– May 6-8

Due to budget issues, the Extension Symposium has changed formats from a face-to-face conference in Gainesville to a “virtual” format. You can still participate in professional development sessions via Elluminate. To register, visit the PDEC website at <http://pitds.ifas.ufl.edu>. Here’s a list of sessions that pertain to 4-H Youth Development Professionals:

Course	Title	Date	Time
29079	Where does Education fit in at the Fair? Maximizing Impacts	5/06	9AM-12PM Est.
29080	Effectively Building Collaborations with Local Media to Market 4-H	5/07	9AM-12PM Est.
29081	Empowering Volunteers into Expanded Roles in County 4-H Programs	5/07	1:30-4:30PM Est.
29082	Strengthening 4-H Volunteer Orientation Programs	5/08	9AM-12PM Est.



Professional Development Awards– Apply Now!

Agents in the panhandle are known for doing innovative and scholarly work, so now is the time to apply for a professional development award! These awards are offered once a year and award amounts vary from \$500 to \$2,500. These awards can be used to help pay for study tours, classes, or to attend conferences. Applications are due May 1st!

ROA/POW Workday

Based on our “Doodle” survey, the best day for a district ROA/POW work day is August 27th. Time and location will be decided at the May 14th 4-H PIT meeting via polycom at 9:30AM Eastern time. This workday will help you write SMARRT objectives that tie together educational efforts and impacts. Time will also be spent on developing strong success stories for your report. Participants can expect to receive resources and examples of quality reporting and ideas for organizing their reports for maximum impact.

Resources to Help with County Programming

The following resources are available for use in your county programming. Make reservations via email at hckent@ufl.edu.

- Portable Video Production Lab (video camera, green screen, and production software for producing educational videos or podcasts)
- GPS/GIS Kit from Iowa Extension
- Florida 4-H Life Skill Banner Set

Professional development books/DVDs:

- *Thinkertoys: a handbook of creative thinking techniques*, by Michael Michalko
- *The Secrets to Masterful Meetings* by Michael Wilkinson
- *Great Meetings! Great Results* by Dee Kelsey and Pam Plumb
- *Presentation Zen* by Garr Reynolds
- *The Secrets of Facilitation* by Michael Wilkinson
- *Facilitator’s Guide to Participatory Decision Making* by Sam Kaner
- *Rapid Problem Solving with Post It Notes* by David Straker
- *Facilitating Multicultural Groups* by Christine Hogan
- *The 25 Best Time Management Tools and Techniques: How to get more done without driving yourself crazy* by Pamela Dodd and Doug Sundheim
- *ADD/ADHD Behavior-Change Resource Kit* by Grad L. Flick
- *Executive Marbles and Other Team Building Activities* by Sam Sikes
- *Team Building Activities for Every Group* by Alanna Jones
- *Instant Icebreakers: 50 Powerful Catalysts for Group Interaction and High Impact Learning* by Nancy Loving Tubesing
- *Teamwork and Teamplay* by Jim Cane and Barry Jolliff
- *Multicultural Games* by Lorraine Barbarash
- *50 Ways to Use Your Noodle* by Chris Cavert and Sam Sikes
- *Connecting Kids: Exploring Diversity Together* by Linda D. Hill



Brainstorming with Post It Notes

Need an idea to get teens creative thoughts flowing? Why not use Post-it notes for the next time you need to do some brainstorming with your camp counselors (or even adult volunteers)? After announcing the “problem,” give each member a stack of sticky-notes and something to write with. In a group, each person writes down one thought per note and sticks it to the wall or whiteboard. They should indicate on the note whether the idea is a fact (F), opinion (O) or guess (G). For the sake of explanation, we will use the example of planning county time for 4-H camp. One note might say “Play get to know you games, O.” Where another note might say “Needs to last 2 hours, F.” Members should not talk while they are doing this.

The next phase is to get the information sorted into some sort of list. First, reduce the list by combining similar items and getting rid of low-priority items. Put higher priority notes at the top of the list, lower priority at the bottom (arrange in a vertical line on the wall). For more ideas about using sticky notes for brainstorming and planning in groups, read the book *Rapid Problem Solving with Post-it Notes* by David Stracker. This book is available from our district lending library, just contact your RSA to check it out!

Day Camp Planning Tips: MARKETING

You’ve planned a really innovative day camp this summer and even secured sponsors to keep it low cost, but so far, only 2 people have signed up! It’s extremely frustrating to do all of that planning and gathering of resources only to have a luke-warm response. Here are a few ideas to market your day camps (or any other program):

1. Most people associate the term marketing in a negative light, or compare it to self promotion. But if we are tired of being the “best kept secret,” then we need to get over that! Think of marketing as an extension of your educational goals (which can be reported under Goal 3, focus Team 2).
2. Remember that marketing is a year-long process. You don’t start promoting camp 2 weeks before the deadline. Develop a marketing plan at the beginning of the 4-H year. Two samples are posted to the NW 4-H PIT Share Point Site (one is more detailed than the other). A good plan will list specific tasks and a timeline.
3. Too late to develop a marketing plan for this year? Use a 4-H event that you already have planned to kick off your marketing campaign for summer. One idea is to have all of your camp brochures and packets ready and on display during your county-wide 4-H/Tropicana event.
4. Develop a key marketing message. To start with, the eight essential elements of 4-H are good marketing messages and are things parents want to hear (example: 4-H camp provides a safe, inclusive environment). You can also use stats such as the number of youth who return to camp each year, number of counselors or volunteers that return each year, ratio of

NOTE: our Northwest FL 4-H Website has been updated with all new info! If you have additional tools or information that you would like posted, please send them to: hckent@ufl.edu

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**A Newsletter for
4-H Faculty in
the Northwest
District**

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Regional Specialized 4-H Agent,
NW District

Day Camp Planning Tips: Marketing, continued

adult volunteers to youth, etc. If you have a science theme, include information about the 4-H SET initiative.

5. Use local collaborators or county offices to help market your camps. Utility companies will often allow you to include a slip of paper in the bills they send out to advertise your programs. Also, ask county payroll if you can include a flyer in the envelopes they send out direct deposit receipts in for
6. Make sure your displays or brochures look professional. IFAS communications will help you design these for free! You can even use EDIS dollars to print (just get an OK from your CED first). IFAS Communications can even help you design a logo for your summer programs.

county pay checks. Libraries or schools may also allow you to put up a poster or small table-top display.

Other information you will want to include is: contact information, camp location, registration costs and deadlines, safety related information, benefits of the experiences, 4-H and IFAS logos, and non-discriminatory statement.

Some sample marketing tools have also been posted to our Share Point site. Feel free to download and adapt for your county!

May 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Deadline for Professional Dev. Awards!	2 District 2 Events, Chipley; District 3 Events, Bristol
3	4 Early Childhood Autism in-service in Taylor County	5	6 <i>Maximizing educational impacts at the fair Polycom</i>	7 <i>Building Collaborations to Market 4-H Polycom</i>	8 <i>Strengthening volunteer orientations polycom</i>	9 <i>District 1 Events, PJC Milton</i>
10 Happy Mother's Day!	11 Online registration for Congress opens	12	13	14 NW FL 4-H PIT Meeting, 9:30AM Eastern, Polycom	15	16
17	18	19	20 New Agent Trng, Gainesville 4-H Online Update	21 New Agent Trng, Gainesville	22 New 4-H faculty Trng., Gainesville	23
24	25 Memorial Day Offices Closed	26 Final draft of P&T packets due to Dr. Vergot	27	28	29	30
31						