

Title: 4-H Program Delivery and Administration

Project Leader: Sherrie Guyott

Project Overview:

The United States is falling behind other nations in developing its future workforce of scientists, engineers and technology experts. More than 22% of the population of Massachusetts is under age 18. These young people are the future workforce and leaders of our state and our nation. The healthy development of these youth cannot be left to chance. With Cooperative Extension's direct connections to 106 land grant universities and the National 4-H curriculum system, MA 4-H is well positioned to assist 4-H members to develop critical knowledge and skills in the area of science.

Since 1919, the Massachusetts 4-H Program has provided support, resources and educational opportunities to Massachusetts youth. The mission of Massachusetts 4-H is to prepare youth to become independent and contributing members of society by providing them with the tools they need to be successful. A statewide network of hundreds of dedicated volunteers and leaders serve as mentors and role models to 4-H youth throughout the state. Volunteers lead a variety of clubs, school enrichment activities and special interest programs that emphasize experiential learning and help youth build valuable life skills. 4-H Educators collaborate with volunteers to plan and deliver local programs, such as animal science, visual presentation programs, and community service projects that have a lasting effect on youth and a positive impact on the future success and vitality of Massachusetts.

Activity Summary – 2017

- 4-H Club Community Service Projects (1609)
- 4-H Youth Leadership Program (498)
- 4-H Records (527)
- 4-H Volunteer Mentoring System (11)
- Citizen/Leadership Development Programs (7)
- Massachusetts statewide 4-H club program (225)
- Produce 4-H newsletter to communicate information to all 4-H families (20)
- Promotional exhibits/recruitment events (172)
- School enrichment programs: plant science and embryology (457)
- Science Camps (7)
- Science Education & Technology youth programs (11)
- Short term programs in babysitting, plant science, general science and nutrition (690)
- Support local 4-H advisory and program councils (96)
- Visual Presentation Program (1014)

- Volunteer and member recognition programs (11)
- Volunteer screening, orientation and placement (95)
- Volunteer training sessions (20)
- Youth project exhibitions at fairs (1016)

Total Educational Contacts

	Youth Contacts	Adult Contacts
Direct	26201	19467
Indirect		4200

Narrative Summary and Impact

The mission of the 4-H program is to assist youth in developing life and work skills that will prepare them to be capable, caring and confident citizens of a democratic society. Youth work in partnership with caring adults on projects of interest with the goal of developing critical life and work skills such as decision making, team work and communication skills. In 2016-2017 the MA 4-H program reached 22,975 youth through 4-H clubs, special interest programs, school enrichment programs and 4-H camps. 2404 volunteers worked with these youth.

MA 4-H continues to work closely with the MA 4-H Foundation to fund existing programs and new projects to grow 4-H. The Foundation continued to fund a part time staff position to support 4-H clubs in many counties/regions across the state. Foundation funding continued for a part time Program Assistant to work in Springfield with under-served audiences. New this year was increased Foundation funding for the summer STEM Ambassador Program. This is all in addition to \$80,000 in program support and \$100,000 gifted to UMass to fund a portion of the salary of the 4 Regional Educators. Finally, the Foundation funds one half of the cost of the 4-H Engagement campaign and designates a portion of a Foundation staff member's time to work on this effort on behalf of MA 4-H.

The Dairy Milk Ambassador Program, funded by the MA Department of Agricultural Resources, was a success this year. Nine Ambassadors were selected and worked with the 4-H Animal Science Specialist to hone their speaking and promotional skills and fan out across the state to educate the public about dairy. One of the Ambassadors was selected to represent MA 4-H at Ag Awareness Day, held at the Statehouse. He spoke to an audience that included the governor, Commissioner of Agriculture, Senators and Representatives and members of the MA Agriculture community.

STEM continues to be a focus area of MA 4-H. We grew the STEM Ambassador program from two locations to four locations this year, reaching a total of 126 youth. The Animal Science Academies that we hold at UMass Amherst continue to be popular with members. We added some new tracks to the Summer of Science - Explore UMass program held on campus in June. This year we received a grant of 30 Chrome Books from Google and are working on plans to incorporate them into program efforts in the coming year.

One of the premier 4-H programs continues to be Visual Presentations where members learn public speaking skills at the club level. They are judged and receive constructive feedback and awards at competitive events. The state level event started in 1955 as State Demonstration Day in Amherst and later changed to Visual Presentation Day and was moved to the eastern part of the state. Sixty two years

and still going strong!! Nearly 300 youth were selected to compete at State Visual Presentation Day from a pool of 600 that competed at one of nine county competitions held around the state. In addition to this, sixty youth were selected at a county Visual Presentation Program to represent MA 4-H at the Big E on the New England Center stage. It is amazing to see what skilled and poised public speakers they are. A team of four 4-H'ers will represent MA in the presentation portion of the National Horse Round Up in Kentucky this November.

MA 4-H participates in the 4-H Engagement Campaign with National 4-H Council. We have completed our first year and highlights include adding 242 new alumni contacts to our MA database, developing a media partnership with CBS radio and the opportunity to use a variety of professional marketing materials developed by National 4-H Council.

Collaborating Organizations

- **(4-H) FFA (Formerly Future Farmers of America)**
- **(4-H) Massachusetts 4-H Foundation**
- **(4-H) Massachusetts Envirothon Committee**
- **Whitman-Hanson Public Schools**
- **North Adams Public Schools**
- **Pittsfield Public Schools**
- **Northampton Mayor's Council**
- **Joint Base Cape Cod**
- **Independence House for Domestic Violence**
- **Greenfield YMCA**
- **Citizens for Citizens of Fall River**
- **Wood Housing Development of Wareham**
- **WPI**
- **Springfield Public Schools**
- **Holyoke Public Schools**