Department of 4-H Youth Development

K-State Research and Extension, KSU

Vision 2025 Strategic Plan

**Our Vision: Youth in 4-H will grow and develop into healthy, caring adults prepared to meet the challenges and opportunities of a globally connected world.**

**Our Mission: 4-H Youth Development engages youth in reaching their full potential through partnerships with caring adults.**

**Our Purpose: The Department of 4-H Youth Development provides leadership for 4-H youth development programs and is a valuable partner in developing and delivering educational programs and initiatives that prepare youth to reach their full potential. The Department is also a partner in addressing the grand challenges identified by KSRE, including water, global food systems, health, vital communities, and leadership for tomorrow.**

**Our Goals**:

Goal 1: Build the quality and sustainability of 4-H Youth Development programs across Kansas.

Goal 2: Increase pathways and positive youth development opportunities that help all young people reach their full potential.

Goal 3: Prepare youth to enter the workforce with 21st century knowledge and skills, in fields’ critical to a competitive global economy.

Goal 4: Plan for and leverage areas of credible influence in which Kansas 4-H, KSRE and KSU are viewed as global leaders in preparing youth for the future.

Goal 5: Attract and keep talented professionals with the skills and attributes that contribute to a high quality, sustainable youth development program.

Goal 6: Pioneer new ways for youth and adults to volunteer their time, talent and service to accomplish the goals of 4-H youth development.

Goal 7: Diversify funding sources and increase revenue generation towards targeted 4-H youth development initiatives.

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| **Key Strategies** | **Short Term Key Outcomes**  **What can we expect to happen by 2015?** | **Medium Term Key Outcomes**  **What can we expect to happen by 2020?** | **Long Term Key Outcomes**  **What can we expect to happen by 2025?** |
| **Goal 1.** Build the quality and sustainability of 4-H Youth Development programs across Kansas. | -Youth protection standards are fully implemented across the organization.  -Build on learning and delivery models through pilot efforts, replicating proven practices, validating promising approaches, and testing innovative models. | -Volunteer middle management systems are in place and operational in local Extension units.  -4-H structures are continuously monitored to serve the needs and interests of today’s youth and families and leads to a high quality experience. | -Youth in 4-H have positive experiences and build positive relationships, within a positive environment for growing and developing into healthy, caring adults. |

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| **Goal 2.** Increase pathways and positive youth development opportunities that help all young people reach their full potential. | -Engage underserved youth and their families, in safe and active learning experiences grounded in positive youth development.  -Establish new clubs in which youth fully participate in 4-H and engage in relevant and age appropriate programming.  -Increase volunteer recruitment from new audiences by 20% over 3 years.  -Develop and pilot models for reaching new audiences that can be replicated and scaled across Kansas, both rural and metro. | -Increased participation of new and underserved youth in 4-H programs by 25%.  -Increase volunteer and leader recruitment from new audiences by 25%.  -Youth in 4-H have positive experiences, build positive relationships within a positive environment.  -Youth in 4-H set and achieve their goals and aspirations for the future.  -Youth and adults involved in 4-H value a cultural sense of place.  -4-H serves the needs and interest of diverse youth and families. | -4-H is viewed as a welcoming, inclusive, vibrant, youth development organization.  -Youth grow and develop into healthy, caring adults.  -As adults, individuals involved in 4-H demonstrate well-informed, ethical behavior and are active in their communities. |
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| **Goal 3.** Prepare youth to enter the workforce with 21st century knowledge and skills, in fields’ critical to a competitive global economy.  Outcomes:   * Youth will demonstrate responsibility, critical thinking and problem solving skills through informed decision making. * Youth will demonstrate leadership efficacy. * Youth will demonstrate their ability to work effectively in teams. * Youth will demonstrate the ability to communicate through multiple methods and media. * Youth will see science in their future and recognize the relevance of science. * Youth in 4-H will aspire to post-secondary education. | -Focus on learning resources that intentionally lead to the desired outcomes for youth.  -Introduce a food, agriculture, science initiative to inspire and equip young people to meet KSRE grand challenges.  -Align grant funded projects to support local units focusing on critical 4-H mission area.  -Create, pilot and evaluate engaging content through digital media. | -Increased youth participation in science, healthy living, civic leadership or global food programs.  -Youth involved in 4-H will demonstrate an ability to prioritize and make informed decisions and apply them to real world situations.  -Youth involved in 4-H will demonstrate positive health behaviors and are physically, emotionally and socially competent.  -Increased participation in domestic and international learning experiences that build skills in cultural competence. | --Kansas will have a national reputation in preparing youth with 21st century skills and for jobs and careers critical to the future.  -Young people involved in 4-H will enter the workforce with 21st Century skills, in fields critical to a competitive global economy.  -The needs of employers are met with a well prepared, skilled workforce that is equipped to work in a global environment.  -Individuals involved in 4-H demonstrate well-informed, ethical behavior and are active in their communities. |
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| **Goal 4.** Plan for and leverage areas of credible influence in which Kansas 4-H, KSRE and KSU are viewed as global leaders in preparing youth for the future. | -Define, target and invest in strategic areas of opportunity  -Kansas 4-H will increase collaboration and connections with colleagues across the KSU system, North Central region and with its strategic partners.  -Engage youth and adults in areas that advance agriculture and fields related to global food systems.  -Establish 4-H as a partner in innovation, invention and entrepreneurship. | -Increased public and private partnerships.  -Increased opportunities for youth as partners in innovation, invention and entrepreneurship.  -Increase practice and application of STEM skills in the context of agriculture  -Increased opportunities to explore and pursue careers related to food, climate, natural resources  -Increase in youth in interdisciplinary and sciences and food related science degrees.  -Youth recognize their place in the global system. | -Kansas 4-H has a reputation as leaders in youth development and preparing youth for the future.  -Youth involved in 4-H are engaged in solutions that are critical to their future.  -4-H youth development is viewed as a long term solution to ensure food security and global economic stability. |
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| **Goal 5.** Attract and keep talented professionals with the skills and attributes that contribute to a high quality, sustainable youth development program. | -Identify state and NC region metro educators’ workgroup to focus on increasing 4-H in metro areas.  -Expand KSRE/4-H intern program to reach new audiences.  -Realign faculty/staff around critical issues and strategic goals.  -Coordinate 4-H YD professional development across KSRE via the YD Program Focus Team.  -Prepare staff to operate in different cultural settings.  -Hire Extension staff with capacity in YD, volunteer engagement and reaching new audiences. | **-**Staff demonstrates high performance and accountability, address changing needs.  -Adequate staffing is available to support the work and accomplishment of goals.  -Faculty specializes in topics that align with strategic goals.  -Staff and volunteers are prepared and skillful in operating in different cultural settings.  -Professional staff are recognized for their leadership in piloting new models and replicating promising practices that increase opportunities for youth development. | Kansas 4-H has a reputation as leaders in non-formal education, youth development and volunteer development.  -Increased pathways and positive youth development opportunities exist that help all young people reach their full potential. |
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| **Goal 6.** Pioneer new ways for youth and adults to volunteer their time, talent and service to accomplish the goals of 4-H youth development. | -Volunteers are screened, trained and prepared to work with youth.  -Volunteers are recruited to align with critical mission areas.  -Expand the # and % of 4-H volunteers representing new and underserved audiences  -Expand the # and % of 4-H alumni that serve in volunteer roles.  -Extension Boards and Program Development Committees are involved and committed to increasing opportunities for positive youth development. | -4-H volunteers reflect the demographics of local communities or populations.  -Volunteer middle management systems are in place and operational across local units.  -Extension Boards and Program Development Committees are recognized for their leadership in piloting new models and replicating promising practices that increase opportunities for youth development. | -4-H is distinguished for its high quality volunteer systems that provide safe places for youth to learn.  -Active, well-trained 4-H volunteers contribute to a high quality youth development experience and are recognized for their work.  -Increased pathways and positive youth development opportunities reach all youth reach their full potential. |
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| **Goal 7.** Diversify funding sources and increase revenue generation efforts towards targeted programmatic and 4-H youth development initiatives. | -Target and invest areas that support the critical mission areas of 4-H  -Grow corporate and foundation dollars in science, healthy living, civic engagement and ag and food science initiatives  - Prepare staff to be skilled in donor education, resource development and philanthropy.  -Increase/leverage the unique capacity of Rock Spring 4-H Center.  -Partner with Kansas 4-H Foundation and National 4-H Council to accomplish 4-H strategic goals. | --Increase investment in positive youth development through grants and contracts are dedicated to critical mission areas.  -Youth, volunteers and staff value and support Rock Springs 4-H Center.  -Common evaluation measures measure impact across all grant funded projects.  -Drive additional revenue by accelerating mission-based partnerships that address the KSRE grand challenges of water, health, vital communities, food production and leadership. | -Kansas 4-H programs are high quality and sustainable through diversified funding sources.  -Kansas 4-H has a reputation for addressing challenges that are relevant and show impact.  - 4-H youth development is viewed as a long term solution to preparing young people to address challenges and opportunities of a globally connected world. |