



## COMMUNITY ENGAGEMENT AWARD CRITERIA

# KANSAS 4-H SCIENCE OF AGRICULTURE CHALLENGE

### PURPOSE OF THE COMMUNITY ENGAGEMENT AWARD

The Science of Agriculture Challenge is a program that is designed to engage 4-H youth in hands-on problem solving while connecting with agriculturally related careers. Teams identify local agricultural issues and work with community mentors to develop projects and potential solutions. To ensure that community members are aware of the innovative work that 4-H youth are engaged in, the community engagement award was developed.

Below are the ways that teams can accumulate points towards the community engagement awards. The team that has accumulated the most points by August 15, 2018, will win the award. Each member of the winning team will receive a \$100 cash prize\* at the 2018 Science of Agriculture Challenge awards reception. The winner will be announced during the awards reception and the winning team must be present to claim their prize. *\*Prize amounts are subject to final donations and sponsorships received.*

It is required that the local K-State Research and Extension Agent for each team be notified each time a team is submitting an article, press release, radio and/or TV interview, creating a Facebook video, or giving a presentation within the community. Notifying the local agent will ensure that policies and procedures required by the K-State Research and Extension and the Department of Kansas 4-H Youth Development are being followed.

### WAYS TO ACCUMULATE POINTS

**Teams must complete at least three of the following engagement methods, and accumulate a minimum of 40 points to be considered for the Community Engagement Award.**

- 1. Print Article in Newspaper = 10 points each**
  - ✓ Teams must submit copy of article(s) to Amy Sollock, [asollock@ksu.edu](mailto:asollock@ksu.edu) .
  - ✓ Not public service...things like announcement of the meetings.
  - ✓ The article must be interviewed and written by a reporter with quotes and be informative to the public.
  - ✓ The article must mention 4-H and K-State Research and Extension.
  
- 2. Print Article in non-newspaper publications - 10 points each**
  - ✓ Communications to patrons, employees, associations, etc. (i.e. Farm Bureau, Farm, Electrical or Telephone Cooperatives).
  - ✓ Teams must submit copy of article(s) to Amy Sollock, [asollock@kus.edu](mailto:asollock@kus.edu) .
  - ✓ The article can be submitted to the publication or written by a reporter.
  - ✓ The article must mention 4-H and K-State Research and Extension.
  
- 3. Picture in newspaper - 5 points each**
  - ✓ Teams must submit copy of newspaper with the picture to Amy Sollock, [asollock@ksu.edu](mailto:asollock@ksu.edu) .
  - ✓ KSRE/4-H branding must be visible in the picture.

- ✓ Include a caption describing the team's purpose and members.
- ✓ The photo can be submitted to the publication or taken by a reporter.

**4. Public Service Announcement/Press Release Creation**

- ✓ Announcement/press release must be created by the team members.
- ✓ Announcement/press release must inform the public about the team's project.
- ✓ The release must mention 4-H and K-State Research and Extension.
- ✓ Teams must submit copy of published release to Amy Sollock, [asollock@ksu.edu](mailto:asollock@ksu.edu) .

**Broadcast Public Service Announcement (radio & television)** - 10 points (maximum of 10 points)

- ✓ List broadcast stations aired and provide script to Amy Sollock, [asollock@ksu.edu](mailto:asollock@ksu.edu) .

**Print Press Release:** - 10 points (maximum of 10 points)

- ✓ List publications printed in and provide copy of submission to Amy Sollock, [asollock@ksu.edu](mailto:asollock@ksu.edu) .

**5. Radio Interview = 15 points per interview**

- ✓ The interview must mention 4-H and K-State Research and Extension.
- ✓ List broadcast stations aired and name of person who conducted the interview and submit to Amy Sollock, [asollock@ksu.edu](mailto:asollock@ksu.edu) .

**6. Facebook Video** - Posted to personal page, must use the following three hashtags: #KS4H, #4HScienceOfAg, #TrueLeaders = 30 points

- ✓ Team with the most reach (likes and shares) = 10 points
- ✓ KSRE/4-H branding visible in video.
- ✓ Video must inform the public about the team's project and proposed solution, and educational in nature.
- ✓ Video must mention 4-H and K-State Research and Extension.

**7. Face-to-Face Presentations with photo:**

- ✓ Minimum of two (2) members present at each presentation.
- ✓ Documentation required: Picture of the crowd and a picture of the youth team members giving their presentation, number of attendees, and the meeting/event agenda.
- ✓ Send all required documentation to Amy Sollock, [asollock@ksu.edu](mailto:asollock@ksu.edu) .
- ✓ Points allocation as follows:
  - **Event - Walk through event/booth** (i.e. health fair, farm show) = 20 points
  - **Groups: under 10**= 20 points
  - **Groups: 10-20**= 25 points
  - **Groups: 21 +**= 30 points

**QUESTIONS OR COMMENTS?**

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Kansas State University is committed to making its services, activities and programs accessible to all participants. If you have special requirements due to a physical, vision, or hearing disability, contact the Kansas State 4-H Office, 785-532-5800.

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