

2024 Southern Region Biennial Conference

Sessions Summary

Clever Clover Marketing

Ashley Dingman

University of Arkansas

Arkansas 4-H has worked hard to increase the quality and quantity of their social media presence. It's important to engage the wide 4-H audience, be creative, and most importantly, plan ahead. In the session, I will talk about creating a year-long marketing plan, topical campaigns, taking advantage of National 4-H assets, tracking insights, and more!

e-Racin'

Amanda Welch, Ashley Dingman

University of Arkansas

Do you love medals? How about physical activity like running or walking? If you said yes to either or both - come learn about e-Racin'! This low-cost healthy living program has been a real winner in the Natural State over the last 4 years. We will share the mechanics of putting on a virtual race as well as the promotional materials and efforts made. Come race with us!

Living Together Peacefully at Camp

Bledsoe, Lori; Deal, Lee Anna

University of Georgia

Living Together Peacefully at Camp is a curriculum for 4-H staff to use prior to and during camp to reinforce positive youth development principles. During this session, participants will learn how to implement parent and youth orientations as well as participate in some of the activities from the curriculum.

Georgia 4-H Advisory & Leadership Groups: A multi-faceted approach to advocacy, leadership development, and engagement

Jenna Daniel, Lee Anna Deal, & Mandy Marable

University of Georgia

Georgia 4-H established a multi-faceted approach to engage internal and external stakeholders in advocacy, building a succession pipeline through leadership development, and engaging faculty and staff at the local level through four key advisory and leadership groups. This workshop will guide participants through the identification, organization, and development of a similar strategy for year-round organizational leadership. Participants will leave with tip sheets and worksheets to follow for implementation locally.

Pathways to Higher Education

Jenna Daniel

University of Georgia

Weekend in the Classic City was created with the understanding that higher education decisions and pathways are unique to each youth and works to provide broad and diverse seminars and show youth a comprehensive picture of the career options that are provided

in Georgia. Evaluation data following event demonstrates an increase in the participants' (1) knowledge surrounding aspects of campus life, (2) confidence in their ability to be a successful college student, and (3) future plans to prepare and submit an application to a higher education institution.

Integrating Global Programming Using Tennessee 4-H's "Global Connections" Curriculum

Lynne Middleton, Jamie Harris and Lori Gallimore

University of Tennessee

"... And My World" – Understanding cultures and traditions of people around the world is part of 4-H. While travel opportunities may be limited, much can be learned through 4-H. Join Tennessee 4-H as they share their new "Global Connections" curriculum -- 15 lessons to use in your programming efforts.

Telling the Story: Art of Annual Reports

Josie Smith

University of Georgia

Join colleagues to discuss successes and challenges of publishing a 4-H annual report. This session will include conversations about what content to include, how to spotlight events and stakeholders, and how to produce a report that reflects the excellence of your program.

Recruiting Contemporary 4-H Volunteers: Preparing for New Breeds and Varieties

Ken Culp, III

University of Kentucky

Society evolves faster than organizations, yet we continue to function using outdated methods and practices best abandoned last century. Organizations should be cleaner, greener, flexible, and efficient. This workshop will focus on 10 ways that volunteers are markedly different and will identify strategies that can be implemented to adjust to these changing expectations to expand 4-H and its programs. This workshop will present effective practices that will advance productivity when recruiting and engaging 21st century breeds and varieties of 4-H volunteers.

Work Ready Florida: Preparing Teenagers for Careers in Agriculture

Chris DeCubellis

University of Florida

Learn about the Work Ready Florida 4-H program in which teenagers from all over Florida learn about careers in Florida and US agriculture. Teens meet twice per month via Zoom. Participants learn basic agriscience concepts, participate in electronic and in person field trips, and prepare for AEST certifications.

Through the Looking Glass: Creating Meaningful Reflection Activities

Jenny Jordan, Harriett Edwards

North Carolina State University

When Alice peers into the looking glass, things are upside down and not the way they should be. When we offer meaningful reflection activities, we turn learning upside down and create new meanings. Our journey into reflection activities can be a little topsy-turvy. The session practices techniques to explore reflection.

In Search of a Vibrant 4-H Program & Balanced Life

*Dr. Heather Kent, Dr. Andy Toelle, GERALYN SACHS, Brent Broaddus, & Vanessa Spero
University of Florida*

Leading 4-H county programs is overwhelming, and often leads to turnover. To address this issue, a comprehensive co-hort style program was developed to walk 4-H agents through the process of developing, executing, and evaluating a vibrant 4-H program that is also sustainable and aligned with their personal and career goals.

Navigating Grants with National 4-H Council

Sara Hutches

National 4-H Council

National 4-H Council provides millions of dollars in support to 4-H programs each year. Get a behind the scenes tour of the grant making process. Through this session we will equip 4-H professionals with the tools they need to navigate the granting process from start to finish.

Creating Events to Maximize Positive Youth Experience

Craven Hudson, Keri Hobbs

University of Georgia Extension

Youth participate in 4-H by presenting, competing, showing, and more. Youth thrive when we have created a safe, inclusive, equitable, and fun setting. This workshop will detail our strategy for creating events, setting guidelines, and preparing leaders that will maximize positive experiences for 4-H youth.

The Outdoor Skills Challenge: Programming for a Year

Creenna Bocksnick & Jesse Bocksnick

University of Arkansas

This session will introduce attendees to the Arkansas Outdoor Skills Challenge. This contest incorporates a wide variety of outdoor and life skills. While this is a competitive event, it was developed to provide counties with ideas for monthly programming that can be incorporated at the county or club level.

The Great American Seafood Cook-off: 4-H Edition

Ashley Powell & Esther Boe

LSU AgCenter

Come learn about this phenomenal experience for high school 4-H'ers from across the Southern region to showcase their culinary skills in New Orleans. This contest spans a weekend showcasing "The Big Easy" and offers 4-H'ers the opportunity to be crowned The Great American Seafood Cook-off: 4-H Edition champions!

Reel 'em In: Nurturing Life Skills through the Texas 4-H Virtual Sport Fishing Skill-a-thon

Jheri-Lynn McSwain, PhD and Larry Hysmith

Texas A&M University

Dive into the depths of experiential learning with the Texas 4-H Virtual Sport Fishing Skill-a-thon, where we explore how this dynamic program serves as a catalyst for youth development. This session will cast a wide net over the multifaceted benefits of engaging youth in the science of sport fishing all from each youths' own backyard pond, lake or along the coastal waterways.

Flying Drones & Electroshocking Fish: The Georgia 4-H Natural Resources Exploration Camp

Kasey Bozeman & Charlie Wurst

University of Georgia

The UGA Warnell School for Forestry & Natural Resources and Georgia 4-H offered a first-of-its-kind Natural Resources Exploration Camp in 2023. Youth traveled to UGA's main campus to participate in learning sessions, tours, and hands-on laboratories. Come learn more about the camp, campus partnerships, and even sample an activity!

Step Up and Lead

Kelle Ashley

University of Georgia

Step Up and Lead Conferences are a partnership with Georgia 4-H and GAESP and GAMSP featuring interactive workshops focused on strengthening communication and presentation skills, understanding leadership and personality styles, and team building and cooperation. Sessions are facilitated by 4-H youth development professionals to engage and empower youth for future leadership initiatives.

How the VRKC will Help Your Program Thrive – Part I and Part 2

4-H Volunteer Specialists from the Southern Region

(Keri Hobbs (GA), Ashley Dingman (AR), Candi Dierenfield (FL), Ashley Burns (SC), Karla Knoepfli (OK), Laura Huebinger (TX), Daniel Sarver (TN), Meggan Franks (LA), Ken Culp (KY), Hope Bragg (AR), Harriett Edwards (NC), Chad Proudfoot (VA))

The VRKC (Volunteer Research and Knowledge Competencies) Taxonomy is a fantastic resource for enhancing your work with volunteers. Southern Region 4-H Volunteer Specialists will team up in this session to offer professional enrichment on the VRKC by focusing on three of six domains – communications, organization skills, and 4-H Program Management.