

Madison 4-H Advisory Leadership Council Minutes 2015

The meeting was held at the Madison Parish Extension Office and called to order at 11:35 a.m. by Ann Keene serving as group facilitator. Members present were: A'Liseya Allen, Betty Bedgood, Margaret Carter, Nathan Clark, David Dixon, Janayah Harvey, Myra Harris, Serenity Horsely, Sierra Horsley, E'lisia Johnson, Ann Keene, LeKesha Powell, Roslyn Randle, Ja'Zarria Rollins, Darrell Sims, Sarah Sims, Conley Smith, Tristen Street, Ava Thornton, Luci Thornton and Dexter Wiley.

The pledges were led by Tristen Street and Sierra Horsely. Sierra Horsely volunteered to serve as recorder. Following the pledges, members introduced themselves around the room. Teen leaders read aloud the Goals of the Advisory Leadership Council. After reviewing the Roles and Responsibilities, members signed and submitted their service contracts.

4-H Agent Karol Osborne reviewed several documents provided as handouts, including the current Madison Parish 4-H Assessment and Focus on 4-H Youth Development overview. Key points of interest included the trend in enrollment decline, increasing need for funding and scheduling difficulties for club meetings. A brief break was called to serve lunch before discussion continued with Dexter Wiley presenting a summary of the discussion from the 4-H Teen Advisory Leadership Council meeting held on Thursday, March 26.

Taking up where the teens left off, this group discussion began with a brainstorming session with three more areas of interest added for a total of nine topics for discussion. First, members identified any other emerging issues that had not surfaced in the previous meeting, resulting in the following list: (on white paper)

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| <p>Member Enrollment</p> <ul style="list-style-type: none">• Lack of leadership at some clubs• Declining membership• General apathy• Communication in general• May not know what it is all about | <p>Fundraising</p> <ul style="list-style-type: none">• Dedication to task• Completion with other fundraisers• Limited resources available | <p>Marketing</p> <p>Make it BIGGER</p> |
| <p>Club Meetings</p> <ul style="list-style-type: none">• Time limitations• Participation• Commitment | <p>Contests</p> <ul style="list-style-type: none">• Not advertised enough• Not enough teens | <p>Service-learning</p> <p>Need to find something that is relevant to teen interests</p> |
| <p>Volunteer Support</p> <ul style="list-style-type: none">• Community isn't well informed on volunteer info• Not enough time | <p>Camp Enrollment</p> <ul style="list-style-type: none">• Parents don't have the money• Lack of encouragement | <p>Programs & Projects</p> <ul style="list-style-type: none">• Teens participation down, especially in summer• Tied up with other things/don't have time• Not talked about enough |

The brainstorming session continued with members posting comments and ideas (on green paper) and identifying potential barriers (on blue paper). A discussion on marketing and communication about 4-H events dominated much of the discussion. Mr. Sims discussed using the newspaper to not only advertise and report on 4-H, but pointed out that it is a historical record of all that occurs in the community. With social media being used extensively, much of that sort of record is getting lost if it isn't printed in the paper. Mrs. Osborne also discussed the changing status of news reporting and the increased emphasis on advertising determining the space available, as well as difficulty

getting articles published. She also talked about attempts to use the Remind app and other social media, as youth were not using it the same way as adults, so it isn't as effective. It was determined that new approaches were needed to not only let parents and the community know what is going on, but also engage youth in utilizing various technologies to connect to the program. Greater efforts to update Facebook, use Twitter and Instagram may help to engage more followers. Innovative marketing ideas that focus on hands-on involvement are needed to attract new members as well. Other discussion included funding to support incentives and scholarships, utilizing teens more to work with youth and in community service, and attracting adult volunteers to support new program initiatives such as shooting sports and livestock projects. Ideas were grouped as follows: (on green paper)

Member Enrollment

- Increase communication through a variety of digital means, including school websites, texting, email, Facebook, Twitter, Instagram, as well as traditional methods, such as flyers and newspaper.
- Alternative to paying dues (opportunities to earn membership through participation in something)

Fundraising

- Taste of Madison event
- Utilize other communities
- Food/snack sales
- Color run
- Car wash & Kona ice
- Rock Wall at festivals
- Gumbo sale
- Dress down day
- Food/plate sales (crawfish)

Marketing

- Promote social sites: Facebook, Twitter, School websites, Remind app, City website
- Back 2 School Day Camp & Carnival
- Theme/song
- After school meetings & workshops
Record book scholarships

Club Meetings

- Teen teams as teachers
- More teen involvement
- Disruptive members/discipline/teacher intervention

Contests

- Increase incentives (money, food, trips)
- Team contests/club contests

Service-learning

- Sub-For-A-Day for teacher appreciation
- Serve as interns:
 - City beautification
 - Madison Tourism
 - Library
 - Afterschool workshops
 - School Garden
 - Refuge

Volunteer Support

- Spotlight on leaders in newspaper and on social sites
- Spotlight needs on school sites
- Enroll more chaperones

Camp Enrollment

- PowerPoint/videos
- 4-H Day on the campuses
- Take a tour of camp
- Teens promote it
- Class reward

Programs & Projects

- Summer job internships
- Project Days
- Shooting Sports

Potential barriers that would/could interfere with implementation of these ideas were identified as follows: (on blue paper)

Member Enrollment

- Communication
- School/teacher support
- Money

Fundraising

- Rules and regulations of school

Marketing

- Funding
- Facility

Club Meetings

- Testing

Contests

- Money

Service-learning

- Member participation

Volunteer Support

- Work schedules/time management

Camp Enrollment

- Home sickness
- Summer jobs and summer school
- Finances

Programs & Projects

- Volunteer support
- Resources

Through a group facilitation process, the ideas presented were prioritized as follows:

1. Increase marketing and communication efforts utilizing new technologies and social media, traditional news media and flyers, and school-based and community volunteers to increase/expand enrollment and participation.
2. Identify, train and utilize youth and adult volunteers to support community-based projects designed to bring more people together to meet local needs and reach local people and support community growth and development.
3. Utilize teens as teachers in school and community-based programs to promote 4-H Youth Development programs and engage youth in fun activities to increase hands-on participation.
4. Fundraising efforts to be increased to support youth opportunities and provide incentives.

The meeting was adjourned at 1:11 p.m.