



Orange County 4-H Advisory Council Meeting
January 30, 2018
Orange County Cooperative Extension, Food Lab
MINUTES

The meeting was called to order at 6:05 P.M.. Extension Agent for 4-H & Youth Development, Jonathon Smith, welcomed the group and introduced himself.

The Cooperative Extension non-discrimination statement was shared with the group.

We then went around the table and asked each attendee to introduce themselves. The following Advisory Council members were present: Charlene Campbell (Beyond Expectations), Katherine Cheek (Schley Grange), Rachel Hawkins (Schley Grange), Carol Lovingood (Hummingbirds 4-H Club), Tereasa Matthews (Hillsborough Police Department), Watt Parker (Orange Durham Cattlemen's Association), Daniel Roberson (Orange County Sheriff's Office), and Lori Rogers (Backroad Sharp Shooters 4-H Club). County 4-H Council Students Present: Emlyn Shopmyer (Council President) and Olivia Chapman (Council Secretary). Extension Staff Present: Jonathon (4-H Agent) and Shelia Beasley (4-H Program Associate).

Mr. Smith then explained the purposes of the Orange County 4-H Advisory Council and provided an overview of Orange County 4-H (see attached presentation for details).

Mr. Smith then presented the 2018 Orange County 4-H Calendar. He encouraged the Advisory Council members to be a part of upcoming events this quarter including the Central Piedmont Junior Livestock Show and the Paper Clover Campaign.

Mr. Smith then presented the Endowment Campaign Goal for Orange County 4-H. Orange County 4-H has the opportunity to set up an endowment with the North Carolina Agricultural Foundation, Inc.. Currently there are \$18,232.43 in the account. \$25,000 is needed in order to establish an endowment. Our goal for 2018-2019 is to raise \$6,767.57 to complete the endowment. It is anticipated that we will earn an annual return between \$2000 and \$2500 yearly through the endowment.

Mr. Smith explained some of the options we could have with an additional \$2500 in our budget yearly including sending five kids to Betsy-Jeff Penn 4-H Camp, providing grants to county 4-H clubs for operations, purchasing new school enrichment kits to loan out to county teachers, conducting a county trip to National 4-H Congress, funding our annual achievement night, and/or investing in training for our volunteer leaders.

Mr. Smith requested input on how 4-H should pursue raising these funds. The floor was opened for discussion on the endowment. The following points were made:

- Corporate sponsorships would be a good way to go.
- Reach out to local businesses. The Chamber of Commerce can provide a list of businesses.
- Mrs. Campbell mentioned that Beyond Expectations hosted a social media fundraiser at the end of 2017 that was very successful. By posting and asking other to promote the fundraiser by sharing, they raised about \$1000 for their nonprofit.
- Get in touch with community-based clubs such as Kiwanis Club, FFA, Rotary, Grange, Ruritan Club, Moose Lodges, etc.
- Create a letter to tell our 4-H story, why we want the money, and state our goals for the money. We can also share this information in person. Use the county student leaders to help.

- Mrs. Matthews expressed that events are a great way to raise awareness and money. She encouraged us to host some events like a golf tournament or booths at local businesses. She mentioned that the Hillsborough Police Department had much success with a “cream a cop” booth at Walmart. Car washes are another good idea.
- Have advisory council and county council members post on social media about the endowment fundraiser.
- Host a silent auction. Ask businesses to donate items. In addition to having a silent auction in person, we could also find a way to incorporate a way for individuals to bid on items over the Internet if they can’t attend in person.
- Ms. Chapman mentioned that social media and technology is big with youth. She mentioned that her school drama program recorded videos about the importance of the program and posted them online to help raise money. She volunteered to research this option and send Mr. Smith information.
- Post graphs to show progress toward achieving the goal.
- Go Fund Me may be an option.
- Mrs. Lovingood, a member of the Optimist Club, mentioned that we could assist with Hillsborough Hog Day by helping to create an area for children’s activities.
- Write letters and visit 4-H alumni. Send them letters and also take a young person to visit them. Ms. Lovingood mentioned that a database of alumni was developed several years back and should be accessible.
- Ms. Lovingood mentioned that timing is important when requesting donations. Now is a good time. After March, securing donations becomes more difficult.
- Look at grants available through Walmart, Home Depot, Lowes, Target, and NRA. Also research small community grants.
- Be specific in what you ask for.
- Advertise in News of Orange.
- Put together a variety of items to advertise to various age groups.
- Mr. Roberson mentioned that the Orange County Sheriff’s Office has over 9000 Facebook followers and they would be willing to share information about 4-H through their page.
- Important to express how much 4-H gives back to the community. Mr. Roberson stated that people do want to help if they see the need and understand why.
- Share what the 4-H clubs are doing in the letter and on social media.
- Update website with current information. Mr. Smith shared that the current Cooperative Extension website structure is limiting.
- May need to create a Google Site to provide a good avenue for information about 4-H.
- Host activities to connect past members with current members to get them all together to meet and to generate funds and increase involvement.
- Include 4-H clubs in our fundraising effort.
- Ms. Cheek suggested a bake sale fundraiser. She said that bake sales can be very profitable. Important to include the baker/community member’s picture to show bidders that other community members are supporting 4-H as well.

Mr. Smith then shared the 4-H Advisory Council Committee Interest sheet and encouraged committee members to take stock of their strengths and let us know in the future if they can help us with some of the needs of 4-H including raising awareness of the program, advocacy, fundraising, etc.

The Council requested that Mr. Smith send out a Doodle poll to allow the Council members to give input on the next meeting date. He agreed and said he would send the poll out on January 31, 2018.

To conclude the meeting, Mr. Smith asked the advisory council members to answer this question: “What are the most pressing issues or challenges facing youth in Orange County today?” The following points were made:

- A recreation center that is open daily after school and weekly is a great need in the Hillsborough area. Hours that current community centers and Parks & Recreation activities are available do not reflect the hours that youth need these services.
- If youth aren't in a sport, they don't have something to do or somewhere to go like a YMCA, etc.
- Youth need places to go that are safe.
- Students need to learn to communicate other than on the phone or social media. Training in soft skills is important.
- There is a lot of division between kids that have resources and those that do not. The Council would like to see more kids from diverse socio-economic status (SES) coming together to learn.
- Affordability of activities for youth is a concern.
- Help low SES students get good opportunities.
- Economics cause division. We need to connect all kids regardless of economics.
- Kids are saying “we need something”.
- An avenue to help kids learn leadership and expose them to things outside of Orange County is important regardless of SES.
- The county and town have to be involved in it to change the situation.
- It is important for Commissioners to see the needs and the value of addressing these issues. Important to get Commissioners involved in the discussion.

Mr. Smith thanked the Council for the robust discussion and for their input.

The meeting was adjourned at 7:30 P.M..

NC COOPERATIVE EXTENSION



Welcome to the Orange County 4-H Advisory Council Meeting

January 30, 2018
6:00 P.M.
Orange County Center





NC COOPERATIVE EXTENSION

Non-Discrimination Statement

NC State University and N.C. A&T State University are collectively committed to positive action to secure equal opportunity and prohibit discrimination and harassment regardless of age, color, disability, family and marital status, gender identity, genetic information, national origin, political beliefs, race, religion, sex (including pregnancy), sexual orientation and veteran status. NC State, N.C. A&T, U.S. Department of Agriculture, and local governments cooperating.




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Introductions

- Name
- Organization Represented
- Past or current connections with 4-H, if any





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Jonathon Smith,
Orange County
4-H Agent



Shelia Beasley,
Orange County
4-H Program
Associate




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Why are we here?

- Council Mission:** To help Orange County Cooperative Extension and 4-H serve the needs of county citizens as a model educational delivery system.
- To provide advisory leadership for Orange County 4-H.
- To advise the program of community needs and help identify opportunities for 4-H to meet those needs.
- To make sure that local, regional and national needs, are reflected in programs that address identified issues.
- To help connect 4-H with youth-focused organizations and funders to encourage partnership and maximize resources.
- To be an advocate for Orange County 4-H.




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Orange County 4-H Overview

- Three major focus areas
 - Community 4-H Clubs
 - Six active community clubs serving over 100 students between the ages of 5 and 19.
 - Clubs attend 4-H Horse Shows, Hunter Skills Tournaments, etc.
 - New club beginning at A.L. Stanback Middle School. Chartering planned for February 12.
 - Livestock 4-H Club chartering tentatively scheduled for February 19.
 - Outdoor Activities Club being considered as well.




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4-H Focus Continued

- School/Community Enrichment
 - Afterschool programs provided by Program Associate Shelia Beasley in both Orange County Schools and Chapel Hill/Carrboro Schools.
 - Expanded Food and Nutrition Education (EFNEP) Youth Program- Provides in-school education programs to youth in the county. Program Assistant position currently vacant.
 - Partnership programs with other county organizations and departments
 - Ex. Fishing Rodeo with Parks & Recreation
 - Central Piedmont Junior Livestock Show & Sale
 - Orange County Earth Evening
 - Farm to Table




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4-H Focus Continued

- 4-H Camps and Conferences
 - Summer Sizzle- June to July 2018. Focused on middle school students.
 - Betsy-Jeff Penn 4-H Camp- For students between the ages of 8 and 14. Residential camp provided through North Carolina 4-H.
 - 4-H Congress
 - Leadership Workshops (Winterfest, Teen Retreat, Healthy Living Summit, Citizenship Focus, etc.)





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4-H County Council

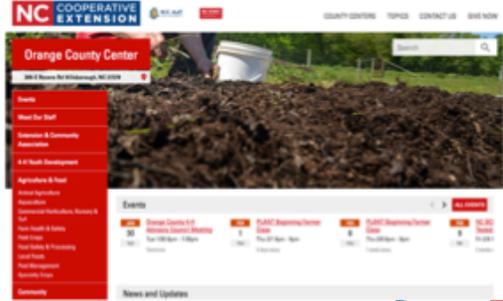
- 4-H County Council
 - Four student officers
 - Representatives from all county clubs participate
 - Plan county-wide activities and service projects





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<http://orange.ces.ncsu.edu/>





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Orange County 4-H Calendar

- See your folder insert.





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Endowment Campaign 2018

- We need your help!
- Orange County 4-H has the opportunity to set up an endowment with the North Carolina Agricultural Foundation, Inc.
- Funds currently in account: \$18,232.43
- **Goal: \$6,767.57 (for total of \$25,000)**
- Estimating average of \$2000-2500 return each year.




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Endowment Campaign 2018

- What could we do with \$2500/year?
 - Send 5 kids to Betsy-Jeff Penn 4-H Camp.
 - Provide \$300-\$400 grants each year to our county 4-H clubs to purchase supplies and fund trips.
 - Purchase new school enrichment kits to loan out to local teachers for use in their classrooms.
 - Conduct a county trip to the National 4-H Convention.
 - Fund our annual achievement awards night and also send 10 county volunteers to training (shooting sports and Volunteer Leaders Conference).

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Endowment Campaign 2018

- How do we reach our goal?
 - Corporate Sponsorship?
 - Individual Contributions?
 - Fundraisers?
 - Other ideas?

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Committee Interest Selection

Orange County 4-H
ADVISORY COUNCIL COMMITTEES

Instructions: Rank advisory functions in accordance to your personal preference [1, 2, 3, 4].

| ADVOCACY | MARKETING | PROGRAMMING | RESOURCE DEVELOPMENT |
|---|---|--|--|
| <ul style="list-style-type: none"> Build and nurture relationships with elected officials and key leaders at all levels. Report on 4-H programs and | <ul style="list-style-type: none"> Market programs to targeted audiences and communities. Recommend best practices for marketing 4-H. | <ul style="list-style-type: none"> Assist with needs assessment. Advise on current and emerging issues. Help with program design. Assess program | <ul style="list-style-type: none"> Identify potential resources for 4-H programs. Join the agent in meetings with potential donors when requested. |

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Final Thoughts?

- Next meeting date



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Thanks for attending and helping us “make the best better”!