

Grant County 4-H Promotion and Expansion Committee

Minutes • June 9, 2016

The Grant County 4-H Promotion and Expansion Committee met Thursday, June 9, 2016 at 7:00 p.m. at the Grant County 4-H Office. Introductions of members were completed. Committee members present were Kylee Mogen, William Karels, Nancy Meyer, Bill Steinlicht and Joan Czmowski.

The meeting started with a 2-minute ice breaker. Each committee member explain one fun fact about themselves. Sara Koepke, Grant County 4-H Youth Program Advisor explained the purpose of Grant County having a Promotion and Expansion Committee. Promotion and Expansion is under the direction of the county Extension office. The committee is in charge with strengthening and expanding 4-H opportunities for youth, particularly for youth who have not had full access to the program. The committee works to ensure that a plan of action is in place to increase minority participation and involvement.

Each committee member explain a personal professional goal. Goals were:

- Retire in four years, and to build a fan arbor.
- Bring new members to church and increase women's aid.
- To develop and start a grape vineyard.
- Go into computer research field and/or develop a makerspace in Milbank.
- Develop a youth animal showing workshop.

The first part of the committee is about promotion. Committee members discussed 4-H promotion ideas to create a positive voice and image for our county program. Grant County 4-H has two large events during the year: Grant County 4-H Achievement Days in August and National 4-H Week in October. Ideas generated were:

- Create television promotion to be displayed on ITC Public Access
- Do a webcast at school about 4-H – contact Nancy Pauli and Nancy Quade
- Feature display at High School, Middle School and St. Lawrence during National 4-H Week versus just at Koch Elementary.
- Develop podcast interviews and YouTube videos
 - o Research adult hobbies for interviews
- Decorate a city office glass display about history of Grant County 4-H
- Visit schools during National 4-H Week

One thing that gleaned from the discussion was light on community service. Our county 4-H clubs do many community service projects and how they can be showcased – through photography and video.

The second part of the meeting discussed about membership expansion. Two discussion questions were proposed; how can get engage 4-H alumni and increase youth involvement? In regards to involving alumni, committee members suggested doing feature alumni posters with their favorite memories and inviting them to Sunday night potluck during Achievement Days. Nancy Meyer inquired if there was a pin display banner for youth – something like what Boy Scouts and Girl Scouts use to display their accomplishments. Bill Steinlicht proposed a question to the youth present, how do you keep your interest in 4-H? Joan Czmowski stated that when someone wants to be involved, they will learn to make time for it. Kylee Mogen suggested during the school visits to find interest of the youth and do workshops tailored to those interest.

A few things discussed about youth involvement – making them feel like a team. During Achievement Days, Human Foosball to be a club event and they can display their club banners. During the rocket launch, to offer a “Ooh Factor Award” which will be judged by a Leader, PNE, Association and Commission member. Another activity would hold a GPS scavenger hunt around the 4-H Grounds. Each club will have a token and member will collect a button explaining different things you can do in 4-H. Meeting adjourn.

Next Promotion and Expansion Committee meeting will be September 22, 2016 at 7:00 p.m. at the Grant County 4-H Office.