

Expansion and Review Committee

Function/Purpose: To expand the opportunities to all youth and volunteers in the UW Extension Waukesha 4-H. To Review the delivery methods, outreach, and other 4-H/Youth Development opportunities. One-third of the committee should be youth and committee should be representative of the county population. The make-up of the committee should be 4-H and external participants

Success Criteria: 4-H programs will be available to and reach all segments of the County's youth population.

Responsibilities:

- Help the UW Extension Waukesha 4-H identify underserved areas of population
- Review 4-H enrollment trends
- Compare participant data with census and school enrollments
- Assess programs offered and their appeal to underserved segments of the youth population
- Assist Extension in developing long-term 4-H expansion goals
- Identify and target geographic areas or segments of the youth population that are underrepresented (age, gender, racial/ethnic groups, economic groups)
- Recommend communities to target for expansion efforts
- Suggest programs that will attract underrepresented youth
- Propose priority needs to be addressed
- Work with Extension to create action plans to reach new volunteers and members
- Develop a marketing plan to secure volunteer leadership and attract youth in targeted areas
- Design processes to organize and support new groups
- Define roles for volunteers in recruiting of members and leaders, organizing new groups and supporting new leaders and clubs
- Assist in carrying out the action plans
- Review progress and revise priorities

Time Required: Up to four committee meetings per year. Additional time varies with the activities taken on by the committee.

Target Dates: Peak time for data gathering, review, and priority setting is August to October. Peak times for recruitment and new group formation are September to November and January to March.

Resources Available: Expansion and Review Committee Guide
4-H Enrollment Reports
Census Data
Market Analysis for 4-H Youth Programs

Training Opportunities: Expansion and Review Committee Training

Report To: 4-H Youth Development Educator & Waukesha Leaders' Association Board of Directors