

4-H Recruitment and Retention Committee

- Introductions
- Purpose and mission
 - Focusing on three main areas: recruitment, retention, marketing
 - Starts with a vision, ends with a tangible plan
 - Build a strong program that will impact the next generation
 - We believe in the product so how can we sell it?
 - *Make the best better*
- Kyle's Vision and goals
 - Brainstorm ideas to build and maintain the Adams County 4-H Program
 - Dream BIG
 - Provide guidance and support to county agents, organizational leaders, project leaders, superintendents, and other 4-H committees

Ideas, Expectations, Goals, and Focus for this committee – Casting Vision

There are so many routes we can go with this committee. What makes the most sense, what is the most urgent, and what is the most realistic?

Ask questions, begin to think about....

Who, What, When, Where, Why, How

- Recruitment
 - Who is this product benefiting?
 - What makes this program unique?
 - Why do we believe in this program?
 - How do we stand out?
 - Who are our competitors?

- Retention
 - Ask good questions to families.
 - What is the biggest reason for leaving the 4-H program?
 - How can we make this program stronger?
 - What gaps in the program/curriculum are we missing?
 - What can we learn from Generation Z and adapt our program to serve that generation? They want to be seen, they want to be known, they want authenticity.

- Marketing – Internally and Externally
 - Who is our target audience?
 - When is the best time to market our program?
 - Where do we need to marketing our program?
 - Why do we believe in the program? Tell a story!

We may not be able to accomplish ALL these things at once BUT we can take steps to make improvements. Dream BIG but make tangible and achievable goals.