

# **ANR Cooperative Extension Risk Assessment Best Practices**

## **4-H – Viability**

### **A. Community Outreach**

1. Reach out to former alumni
2. Be involved in public and private sectors
3. Expound on youth development goals/accomplishments
4. Emphasize group enrollment activities to reach more youth
5. Collaborate with other youth serving organizations
6. Be consistent when using describing 4-H (e.g., 4-H Program, Youth Development Program, etc.)
7. Modernize and market 4-H clothing
8. Market 4-H logo at events and on education materials
9. Take advantage of promoting the 4-H logo, which is one the most recognized logo in the country
10. Hire a public relations firm to market 4-H program to mainstream and at-risk youth
11. Increase visibility in urban/suburban areas – 4-H is not only about rural farm activities
12. Highlight 4-H program accomplishments in developing youth leadership skills
13. Involve local government in 4-H events; e.g., awards night
14. Encourage well-known 4-H alumni in community to publicize program

### **B. Program Management**

1. Support the Statewide 4-HYDP Program Director's effort to modernize 4-H without gutting core values
2. Increase advisor/volunteer involvement with Youth Development Center on Davis Campus
3. Utilize new technologies and methods, such as, record books that are computerized
4. Allow volunteers to participate in fundraising activities
5. Provide necessary and appropriate program support
6. Hire 4-H Program Representatives to manage program
7. Provide contemporary and up-to-date resource materials
8. Provide easily accessible resource file of innovative projects, methods, and materials
9. Reward advisors/volunteers for further expansion/use of new information
10. Reward advisors/staff for enhancing traditional and non-traditional programs
11. Provide ongoing training and communication through county 4-H web sites linked to the ANR home page,

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(<http://ucanr.org/internal/indexi.shtml>), to allow linkage to the ANR calendar of events and other information

12. Involve ANR administrative staff in 4-H activities
13. Implement the 4-HYDP Mission and Director's Plan; evaluate and modify plan as needed