

California 4-H Association

October 2014



University of California
Agriculture and Natural Resources

The California 4-H Association is committed to improving our professional skills and development, exchanging new program ideas, methods, and techniques, while getting to know 4-H Youth Development Program colleagues across the state.

Welcome



Hello and welcome to the latest edition of the CA4-HA Newsletter. We look forward to an exciting and prosperous year, filled with many opportunities for development, recognition, and more. During our September Board Meeting we set a goal of publishing four newsletters in the upcoming year. As we move forward with this goal, we would like to make sure that these newsletters are as interesting and beneficial as possible, so please feel free to share your feedback. Do you have any best practices that you would like to share with your fellow association members; is there someone whose efforts you'd like to spotlight? Just let us know, we would love to include your submissions and incorporate your ideas. Please direct your e-mails to our new Secretary, Nate Caeton at nwcaeton@ucanr.edu. Remember, this publication is for you. Thank you for reading and here's to a great year!

Be practical as well as generous in your ideals. Keep your eyes on the stars and keep your feet on the ground.

- Theodore Roosevelt

California 4-H Association Webinars

Our first informational webinar of the new CA4-HA year was hosted on October 2nd by Dr. Kendra Lewis and the topic was "Evaluation." If you missed this valuable presentation and would like to see it please visit this link: <http://uc-d.adobeconnect.com/p8l51xrqbqx/>.

We invite you to join us for our next webinars:

Thursday, November 6 – 10:00 a.m. Dealing with Difficult People presented by Linda Manton UCANR Executive Director for Staff Personnel and Affirmative Action

Thursday, December 4 – 10:00 a.m. Resourceful Uses of the UC ANR Survey Builder System presented by the staff of UCANR Communication Services and Information Technology



For 4-H Professionals: Innovation Starts With You

Hi, my name is Paul Hill and I just survived my county fair. As a County Agent, fair season is extremely time consuming and stressful. Every 4-H professional can relate. However, we absolutely love it or we wouldn't have chosen 4-H as a career, right?

What I love most about fair season is seeing all my people—the 4-H youth and club leaders who are so excited to enter their projects in the fair, show their project animals, and see their fellow 4-H'ers. I just love it; it's nostalgic. I'm energized by their enthusiasm for learning and achievement.

As I look towards a new 4-H year I have found that it is critically important to take the necessary time to enhance my county program with innovative ventures. For me, the time for innovative thinking, planning, and reflection happens to be right now.

Henry Ford said it best, "If you always do what you've always done, you'll always get what you've always got." While it's easier to just do the same thing you did last year, do you really want to? Sure, you can get by doing the same stuff, but you only get one career. Make it count and do something truly innovative. We're all in this to make the best better; doing so means being innovative and it starts with you—the leader.

Doing something new is uncertain. Last year's programs worked, and you're fairly certain they will work again (or you wouldn't do them...again). But how do you start something new and innovative?

Most 4-H professionals I have worked with and observed use predictive reasoning when trying to start a new venture. Here's what they do:

1. Make a prediction for what they think the future looks like; the impact they want to make, the size of the program.
2. Formulate several plans for achieving that future, then pick what they think the best one is.
3. Gather all the necessary resources (training, curriculum, funds, volunteers etc.) necessary to achieve the plan.
4. Finally, go out and execute the plan.

This was a very smart method when the world was more predictable. We live in uncertain times. Remember the funding you could always count on? It's either less or completely gone. The volunteers that were always there? They've moved. The resources you've always had access to? They're obsolete or worn out.

In today's uncertain times we need a different method to innovation. Here's a more entrepreneurial approach to innovation from the [Lean Startup](#):

1. Form a hypothesis and test it by **building** a minimum viable product (MVP) – this is a small step toward your vision of the future or the impact you want to make. It could be a small coding camp for girls, sewing camp for boys, or mountain biking club.
2. **Measure** what you learned by pausing for a moment and evaluating the MVP. Was your hypothesis correct? Was the MVP successful? What difference did you make?
3. What did you **learn**? This learning needs to be absorbed into what you do next.

This [Build—Measure—Learn](#) feedback loop is a process that is repeated until you are happy with the impact. You are creating the pilot and then adapting—repeating the process until you succeed, you no longer want to continue, you exceed your acceptable loss, or you prove to yourself it can't be done. Innovation is a learning process.

This is a different approach to taking action in the face of uncertainty.

Posted by Paul Hill on 8/25/2014 at <http://www.4-h.org/4-H-Today/For-4-H-Professionals--Innovation-Starts-with-You/>

Top Ten List for Successfully Working with Volunteers

Volunteers are an integral part of many organizations, including 4-H. How much thought are you putting into the people you depend upon to run a successful program? Let's take a moment to look at some tips for successfully working with your volunteer group.



1. Have a personal volunteer philosophy. Take some time to clarify your own beliefs about working with volunteers. Why are volunteers important and what is your role and commitment to working with them?
2. Target your recruitment efforts. Know what it is you are looking for before you begin recruiting. Volunteer role descriptions are critical. Never put out an "all-call" for volunteers. Take time to interview perspective volunteers. This is the best way to make a proper match for both the volunteer and the organization and can save a lot of time in the long run.
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4. Be a good listener. Listen more, talk less.
5. Be flexible. Volunteers are real people with real lives. They choose to share some of their time with your organization.
6. Be a resource. Pride yourself on making yourself available and being willing to provide training, suggestions, and help to find additional resources to support your volunteers. What can you do to help them succeed in their role?
7. Provide meaningful recognition. Not everyone wants the 10, 15 and 20 year pin! Know your volunteers, see the difference they make, and find the reward that will let them know you value their efforts.
8. Advocate for your volunteers. Be able to articulate why volunteers are important. Communicate with directors, boards, and collaborators about how volunteers extend the reach of the organization's work.
9. Be willing to work odd hours. Volunteers are not required to fit the 9-5 time frame. Evenings and weekends are more often the norm in the world of volunteerism.
10. Be an active volunteer yourself. This helps to provide you with a deeper understanding and appreciation of volunteers.

List by Jen Loble, M.ED, CVA—Extension Educator for Volunteer Development at the University of Maine Cooperative Extension

<http://volunteermaine.org/blog/top-ten-list-for-successfully-working-with-volunteers>



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Did You Know?

Membership in the CA4-HA increased by 175% last year! The Association had 44 active members in 2014—that's 28 more than in 2013. As we move into a new year, let's keep those memberships active, as well as encourage additional memberships and participation.

New Officer Bios

John Borba, President-Elect

John Borba is a 4-H Youth Development Advisor for the University of California Cooperative Extension (UCCE). He received a Bachelors of Science from California State University, Fresno and a Master of Science in Human Resources from Chapman University. His professional experience in youth work has taken him through a wide variety of positions which includes a stint in Germany working with the dependent youth of military personnel to youth programming for the City of Visalia. John began his career with 4-H and UCCE in 1992 as a 4-H Program Representative in Tulare County. He spent one year in Oregon as a 4-H Agent in Klamath County and returned to California in 2000 where he has since been the 4-H Youth Development Advisor for Kern County. He also served as Interim County Director for the University of California Cooperative Extension in Kern County from 2010-2013.



Nate Caeton, Secretary

Nate Caeton is a 4-H Community Education Specialist for the University of California Cooperative Extension (UCCE), covering Shasta and Trinity Counties. He received an Associate of Arts in Social Science from Shasta College in 2013 and is currently working towards a Bachelor of Arts in Social Science at California State University, Chico. Having participated in 4-H, FFA, and Boy Scouts as a youth, Nate can personally attest to the positive impact of meaningful and well delivered youth development programs. Nate joined UCCE in August of 2013 and looks forward to many successful endeavors with the University and the 4-H Youth Development Program. He also continues to be involved with Scouting as an Assistant Scoutmaster and Committee Member with Boy Scout Troop 37 in Redding, CA.



Looking for Additional Resources?

Visit [eXtension.org](http://www.extension.org) to learn more about what they call "an interactive learning environment delivering research based information emerging from America's land-grant university system." Ask an expert, visit blogs, attend webinars, and connect with other extension professionals from across the nation. Upcoming webinars include: *Evaluating Social Media Activity in Extension Educational Programming*, *Community-based Social Marketing*, and *Basics of Poultry Processing*. For More information or to get your eXtension ID, go to: <http://www.extension.org/>.

