

Diversity in the 4-H Youth Development Program

The 4-H Program must ensure that its policies and procedures open doors and create opportunities for all youth. To achieve this goal, affirmative action requires the 4-H program to follow policies and procedures that make minority and disabled youth and their families feel welcome. All 4-H clubs are required to mirror the ethnic makeup of their communities.

Compliance: A club is in compliance if more than half of the under-represented youth present in the school district which the club serves, are within 80% of the ethnic composition of the community.

Under-Represented Groups: More than half (greater than 50%) of the under-represented groups present in a school district for the following populations:
 American Indians
 Asians
 Blacks
 Hispanics

Determining Compliance: Club enrollments are compared against the latest available school district enrollment figures for your community.

Club Data:

| | Total | White | Black | American Indian | Hispanic | Asian | Not Specified |
|---|-------|--------|-------|-----------------|----------|-------|---------------|
| # | 45 | 23 | 0 | 0 | 22 | 0 | 0 |
| % | 100% | 51.11% | 0% | 0% | 48.89% | 0% | 0% |

School District Data:

| | Total | White | Black | American Indian | Hispanic | Asian | Not Specified |
|---|-------|--------|--------|-----------------|----------|-------|---------------|
| # | 7366 | 1222 | 782 | 45 | 4923 | 203 | 191 |
| % | 100% | 16.58% | 10.61% | 0.61% | 66.83% | 2.75% | 2.59% |

Compliance at 80%?

| | Total | White | Black | American Indian | Hispanic | Asian | Not Specified |
|--------------------------|-------|--------|-------|-----------------|----------|-------|---------------|
| Additional Needed | | 0 | 5 | 1 | 8 | 1 | 1 |
| % needed | | 13.24% | 8.48% | .48% | 53.46% | 2.2% | 2.07% |

Is this club in compliance?

1. Of the under-represented groups, how many are represented in this school district? **4**
2. Does the club have more than half (51%) of the under-represented groups in its enrollment? **No, they have 1 (Hispanic) out of 3 needed.**
3. Of the under-represented groups present, is the club within 80% of the ethnic composition of the school district for each under-represented group? **No (53%)**
4. To be in compliance, this club must mirror the population in at least three of the four under-represented groups.

How do we get into compliance?

1. Enroll more under-represented youth in your club.
2. Conduct "All Reasonable Efforts" to improve the compliance status of the 4-H club. All Reasonable Efforts in the philosophy of taking the 4-H Youth Development Program to

underserved populations by seeking the individuals out and providing them with program information, including information on how to join 4-H and the benefits of the program.

All Reasonable Efforts Reporting

The phrase "all reasonable efforts" refers to a standard that outlines the minimum effort that 4-H Clubs must make to include diverse populations in their clubs in order to reach parity.

4-H Community Clubs are required to report their "reasonable efforts" annually to the UCCE Office. **Clubs are responsible for utilizing at least three of the first four methods in order to demonstrate that "all reasonable efforts" have been made.**

1. Mass media, including radio, newspaper, TV.
2. Newsletters, posters, flyers, announcements.
3. Personal letters to minorities and/or females (Potential members and leaders)
4. Personal contacts (phone, in person) with potential minority or female members and leaders.
5. Community and school groups contacted with information, or through community service. Membership drive or promotion to reach underrepresented minorities or women
6. Membership drive or promotional programs to reach minorities and females. (eg. Festivals, fairs, displays)
7. Other

Community Clubs are required to report their "All Reasonable Efforts" by completing the form at the end of the club secretary book and attaching copies of newsletter and newspaper articles, promotional flyers and personal letters written to non 4-H club members.

Ideas:

1. Mass media, including radio, newspaper, TV.:

- Contact local radio and television stations and make arrangements for members to be interviewed about what they are learning in 4-H and how others can join.
- Write regular articles in your local newspaper describing what 4-H is doing in your community and encourage others to join.
- Use the media to celebrate your community service.
- Utilize the media to "catch" young people doing something positive in their communities.

2. Newsletters, posters, flyers, announcements:

- Whenever your club is out in the community participating in events, functions or community service, be sure to identify yourselves as 4-H. Have posters, flyers or business cards that provide information about how to join 4-H.
- Newsletters, flyers, posters and announcements must always include the UC affirmative action statement, as well as local contact information.
- Develop a club newsletter to send to potential new members, community sponsors, collaborators and donors.
- Develop recruitment flyers and brochures to post in your local schools, libraries, youth, recreation and community centers and places of worship.
- Work with your local newspaper or other regularly published periodicals to develop a "4-H Happenings" series, where youth from the club write regular articles to educate others and promote the program.
- Check with the UCCE office to see what resources they have available to assist you with promotion and recruitment.

3. Personal letters to minorities and/or females: (*Potential members and leaders*)

- Read the local paper to see "who has special skills" that could enhance the 4-H program. Send them a personal letter and ask them to get involved.

- Have a “4-H Sign-Up Sheet” at your table when you participate in community events. Contact all of the sign-ups with a personal letter inviting them to your next club meeting, event or function.
- Follow-up each phone call or personal interaction regarding the 4-H program with a personal letter. Include copies of your club newsletter, a project photo or informational brochure about the 4-H program.
- Pay attention to what’s going on in your community and neighborhood. Watch for opportunities to make connections with new families in your school, place of worship or neighborhood.

4. Personal contacts (phone, in person) with potential minority or female members and leaders:

- Hold project meetings during business hours at businesses related to the project so the community can “experience” 4-H.
- Hold a “bring a friend” event in your 4-H club, where members bring a friend to your 4-H function or event as a way to introduce them to 4-H and the opportunities available.
- Think about 4-H in a non-4-H context. Invite people you know from work, school, your community, places of worship to attend a meeting or 4-H function. Look outside the members and families already in the program for potential members and volunteers.

5. Community and school groups contacted with information, or through community service:

- Work with leaders and other youth in your community to improve where you live. Work together to address community needs and issues through service and education.
- Make appointments to visit classrooms in your local schools to promote 4-H opportunities and to encourage new membership.
- Work with your schools to have a display at your annual school open house so that parents are aware of 4-H opportunities in your community.
- When conducting community service, always have enrollment information available for people participating in the community service event.
- Have a presence at community events.

6. Membership drive or promotional programs to reach minorities and females. (eg. Festivals, fairs, displays):

- Conduct demonstrations about 4-H projects at local events and festivals.
- Have a recruitment table at your Back-To-School-Night, have 4-H materials available in multiple languages.
- Develop a “Welcome to the World of 4-H Night” open house and invite community members and dignitaries.
- Place a “help-wanted” ad in your local newspaper.
- The beginning of the school year is an excellent time to conduct membership drives. By developing flyers and posters for distribution at your local schools, you will have a prime opportunity to attract new members and leaders.
- Have an “Open House” at your September or October club meetings, to feature and highlight the unique and special opportunities available to members in your club.
- Celebrate National 4-H week (October 5 – 12) by conducting a membership drive in your community by developing posters and flyers for display in local businesses, libraries, and places where young people hang-out in your community.

Maximum Enrollment:

Clubs have the opportunity to set a maximum number of members, provided that they follow these guidelines:

1. Maximums can only be set for the following reasons:
 - a. Building capacity
 - b. Safety

- c. Appropriate adult to member ratios
- 2. Club maximums must be clearly identified and voted upon by the club annually and included in the by-laws.
- 3. A process needs to be developed for how enrollment will take place in the event that you have members interested in joining your club, but you have reached your maximum.
 - a. Always inform the 4-H Office when your club has reached its maximum number.
 - b. Always refer interested members to another club.
 - c. Keep a dated list of interested members, so new members can join as space becomes available.
 - d. Have two enrollment deadlines. One for returning members, the second for new members.
- 4. If there is considerable interest in a specific geographic area, new clubs may be formed.