

## DIVERSITY & INCLUSION

This article is the third in a series to increase awareness of and promote diversity and inclusion in the 4-H Youth Development Program. The university is committed to diversity, and to having programs and participants represent the diversity of the community. Links to University of California information regarding outreach and diversity are at the end of this article.

The following highlights are taken from the second diversity and inclusion presentation given at winter council meetings. The information focuses on State 4-H Affirmative Action reporting requirements for county clubs and councils. The presentation included last year end's county enrollment data, and suggestions with examples of outreach efforts.

These requirements have been updated and include:

- Financial report by each club and council
- Program planning guide (PPG) for each club
- Club outreach form
- Expansion & Review (E&R) Committee for each county

Forms are to be completed and updated as appropriate throughout the program year, with final reporting to be completed after the end of the year. All of the forms are available on the state 4-H website or from the county office.

- Financial reporting continues to be submitted. The Program Planning Guide outlines the minimum requirements for each club to maintain its charter, along with program goals in which clubs can earn seals. The club outreach form lists nine methods, with columns for date(s), numbers reached, and comments. The methods are listed below, with 3 of the first 4 required:
  - Mass media, including radio, newspaper, TV
  - Newsletters, posters, flyers, announcements
  - Personal letters inviting select people to participate in the program (potential members and adult volunteers)
  - Personal contacts (phone, in person) to inform them about 4-H and encourage their participation (potential members and adult volunteers)
  - Community and school groups contacted with information, or through community service
  - Joint activities that resulted in integrated programs
  - Membership drive or promotional programs to reach minorities or females (e.g., festivals, fairs, displays)
  - Adult volunteer recruitment and/or volunteer development/training
  - Meeting places selected to encourage minority or female participation
  - Other

Many clubs have demonstrated excellent outreach. For example:

- In Marin County in June, a YouTube video was created, entitled “This is Marin County 4-H,” featuring members and leaders in action. The video is available at: <http://www.youtube.com/watch?v=SomanRgoYbE>
- In Napa County for National 4-H Week in October 2013, the Napa Monticello Club had a large display in the children’s room at the Napa County Library, with a brief announcement of the display in the *Napa Valley Register* newspaper (October 15, 2013 issue). The club was one of nine that created National 4-H Week public displays.
- At their fall council meetings, both Napa and Marin County 4-H Councils distributed a sample letter of invitation in English/Spanish. The personal letter targeted potential youth members who may have Spanish speaking family members.

In addition to club and council requirements, each county program is expected to have an Expansion and Review (E&R) Committee to review and assist with planning and implementing an effective outreach program. This committee is comprised of non4-H as well as 4-H representatives, and may interface with other 4-H entities such as council or a management board. Napa County 4-H has begun organizing this committee with membership by the entire council executive board. Two immediate actions were:

- Supporting a bus for transporting a group of Latino school youth to the annual County Ag in the Classroom event.
- Emerald Star proposal by All-Star Kelly Brady to update the Spanish 4-H pamphlet for adults & teenagers, as well as a coloring book for elementary school age children.

The Marin County Council is currently recruiting members for their E&R Committee. If you or someone you know may be interested in this committee, please contact the 4-H Office.

What are your club’s and council’s next steps for diversity and inclusion? Here are some questions that might help provide direction:

1. What are we doing well?
2. What areas need improvement?
3. Who is missing?

Remember...***the most successful way to recruit participation is by personal invitation.***

State 4-H website link: <http://4h.ucanr.edu/Administration/Policies/Chapter3/>