



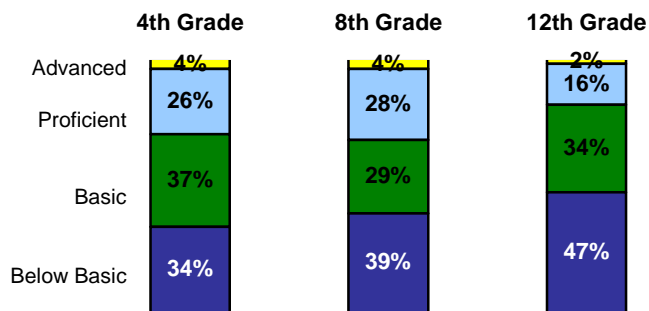
National 4-H Science, Engineering & Technology Initiative

Addressing America's Critical Need

America faces a critical challenge. Many young people are not proficient in the science, math and workforce skills necessary to be successful in the 21st century. Only 18 percent of high school seniors are considered advanced or proficient in science* and only five percent of college undergraduates earn degrees in science and engineering.**

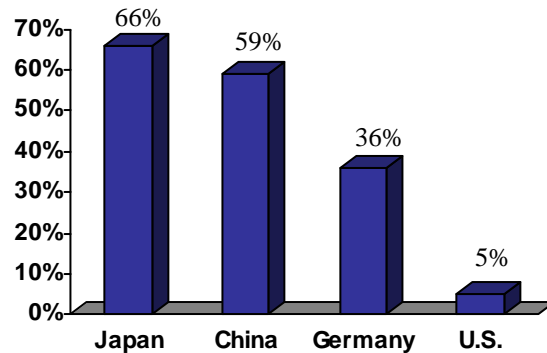
*Student Achievement Level in Science

Source: 2000 National Assessment of Education Progress



**Undergraduate Degrees in Science & Engineering

Source: Rising Above the Gathering Storm, 2006

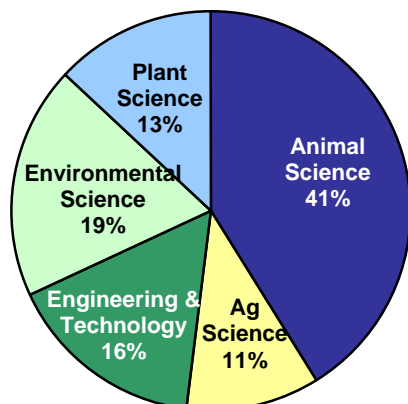


4-H is uniquely positioned to develop America's future generation of scientists and engineers.

By 2013, the National 4-H Science, Engineering & Technology (SET) Initiative—building on 4-H's 100 years of informal science education expertise—will prepare **1 million additional young people** to excel in science, engineering and technology and expose them to a multitude of potential SET careers. 4-H's connection to cutting-edge research from the nation's 106 land-grant universities provides a strong base from which we will develop new 4-H SET clubs, camps and after-school programs, create innovative curriculum for national dissemination, and provide SET training opportunities for **3,500 4-H professionals** and more than **540,000 volunteers**.

5.9 Million in 4-H Science, Engineering and Technology

The 4-H SET program – currently reaching 5.9 million youth in 50 states – provides hands-on learning opportunities that foster exploration, discovery, and passion for the sciences.



Total Youth in 4-H Science

5.9 million

Animal Sciences	2,337,000
Environmental Science	1,283,000
Engineering, Technology & Other Sciences	912,000
Plant Science	741,000
Agriculture	627,000



National 4-H Science, Engineering & Technology Initiative (cont.)

Representative Projects

SET projects in 4-H allow young people to discover new interests. The connection to the land-grant university system provides opportunities for 4-Hers to learn more about college majors and careers in SET fields. For 5.9 million young people, 4-H is their first college science, engineering or technology course. Projects such as:

Aerospace

Alternative Fuels*

Animal Science

Aquaculture

Computer Science

Electronics

Food Science

GIS/GPS

Geospatial*

Hydroponics

Industrial Engineering

Physics

Plant Science and Crop Protection

Precision Agriculture*

Robotics

**new projects unveiling in 2007*



The National 4-H SET Initiative

The 4-H SET Initiative is the national priority of 4-H for the next five years. 4-H will address America's critical challenge by preparing 1 million new young people to excel in science, engineering and technology. Costing nearly 25 million dollars, this public-private initiative will improve science grades and increase the number of undergraduate degrees in science, engineering and technology. The primary components of the national 4-H SET initiative will include:

- Recruiting 1 million new young people to 4-H SET programs
- Developing new 4-H SET clubs, camps and after-school programs
- Creating new innovative SET curriculum for national dissemination
- Providing SET training for 3,500 youth development professionals and 500,000 volunteers

Our Corporate Partners

Corporate America recognizes that gaining competence in math and science is essential for young people to possess critical workforce skills for the 21st century. Many companies are facing the critical reality that replenishing a skilled SET workforce will be a significant challenge. Investing in the national 4-H SET initiative is good business. Our partners benefit from the following features:

- Alignment with the strong brand equity and recognition of 4-H
- Reaching millions of youth and their families in rural, suburban and urban communities where customers live and work
- National visibility for addressing a critical issue for America
- Investing in tomorrow's workforce today