



UPDATES FROM THE CALIFORNIA STATE 4-H OFFICE

The University of California 4-H Youth Development Program engages youth in reaching their fullest potential while advancing the field of youth development.

July 2010

[Statewide 4-H Online Calendar](#)
[4-H Science, Engineering and Technology Updates](#)

DIRECTOR UPDATES

- In the past three issues of the 4-H UPDATES I have shared elements of the 4-H Thrive Project and the Step-IT-Up-2-Thrive model; Sparks, Growth Mindset, and Thriving Indicators. The fourth and final element centers on goal management and the development of life skills, based on the work of Dr. Richard Learner's team at Tuft University's Institute of Applied Research in Youth Development. Just like a car's navigation systems helps you get to where you want to go, so the GPS of goal management. Caring adult volunteers nurture youth through the process of:

G - Goal Setting and Selection - "Where do I want to go?"

P - Pursuit of Strategies - "What is the best way to get there?"

S - Shifting Gears - "How do I shift gears or change course when the road gets rough?"

The California 4-H Youth Development Program will be launching the 4-H Thrive Program over the coming months. 4-H staff and volunteer teams will be receiving extensive training and resources to implement the program in their 4-H clubs and county events. 4-H members attending the State 4-H Leadership Conference later this summer will be introduced to the first element, Sparks!

We look forward to your involvement in assuring all of our youth are in a positive journey towards Thriving!

Sharon Junge

Acting Director, Statewide 4-H Youth Development Program and Center for Youth Development

CA 4-H FOUNDATION UPDATES

- Alumni Re-engagement Takes a Leap Forward!

Our articles for the past few months have focused on the importance of re-engaging members of our 4-H family (alumni members, former volunteers and 4-H family members.) These folks are often our most effective ambassadors in communicating the impacts created by 4-H by telling their stories of how 4-H has helped shape their life choices. I am happy to report that The California 4-H Foundation is taking a giant leap forward in our efforts to re-engage our alumni by adding a new position designed to do exactly that. Amy McGuire joins the Foundation staff on July 1 as the Director of Annual Giving/Alumni Relations. Amy brings with her a wealth of experience in working with volunteer and membership organizations as well as fundraising experience. Most recently she worked with UC Davis College of Engineering managing their annual fund. She also brings a rich history of working with alumni groups, volunteer-based organizations and youth-focused community-based organizations. Amy ! is just completing her masters in Community Development at UC Davis and is a former 4-H'er. Welcome Amy!

HEALTHY LIVING INITIATIVE

- Since its inception over 100 years ago, 4-H has become one of America's premier youth development programs dedicated to **promoting healthy living among youth and their families and is a leader in addressing the importance of health and healthy behaviors**. Today, 4-H Healthy Living Programs reach approximately 2.5 million youth in the United States. In California nearly 60,000 4-H youth are engaged in a range of Healthy Living Projects.
- A **4-H Healthy Living Resource Guide** was recently released from National 4-H Council and is intended to promote and articulate common resources and strategies for staff and volunteers to support the delivery of 4-H Healthy Living programs across the Cooperative Extension Service System. The guide provides links to 4-H Healthy Living professional development, curriculum, strategic planning evaluation, and marketing information for Extension staff, volunteers, and youth. It also includes a Healthy Living curricula checklist. The resource guide can be found at http://www.national4-hheadquarters.gov/about/4H_HealthyLivingResourceGuide.pdf
- The **USDA, National Institute for Food and Agriculture** has partnered with the **American College of Sports Medicine American Fitness Index** and released an in-depth report of cities nationwide that rank locations based on the criteria of nutrition, physical activity and health. To find your city or area and learn more, click [here](#). You may also visit the USDA NIFA site for further details, http://www.nifa.usda.gov/nea/food/part/health_new_resource_acsm.html.
- **WellPoint Foundation funding** is now available for local and national initiatives that aim to address key health issues (childhood obesity, diabetes prevention, adult physical activity) included in the State Health Index. Sites are required to demonstrate measurable, sustainable impacts and should be able to implement large-scale program interventions. For more information on eligibility and requirements, visit <http://www.wellpointfoundation.org/home.html>. Quarter Three/Four 2010 applications are due no later than **Sunday, August, 8, 2010**.

IDEAS THAT WORK

- The **State 4-H Website** is undergoing a design and navigation revision, effective on **July 1, 2010!** This redesign will link branding with University of California and improve the functionality and usability of the website. On July 1, surf to www.ca4h.org to see the new look and navigation. Due to the redesign, please remember to check your links and bookmarks, as they will change. As part of this project, the State 4-H Office is no longer offering website hosting to 4-H clubs and groups. If you have any questions, please contact Steven Worker at smworker@ucdavis.edu.
- **Head, Heart, Hands, Health Growing Youth Who Thrive!** "Why do you volunteer or work in the 4-H YD program? We hope that at least in part your answer is "because I want kids to have more." That they have lives that are more than more than surviving, more than striving and even more than happiness. Until recently, we have not been using the words thrive and thriving as a part of the answer and that is the right word, exactly! It impresses upon us that 4-H does provide opportunities for youth to reach their true potential and thrive!

Over the past several months you have been hearing about the partnership between the California 4-H Youth Development Program and the Thrive Foundation for Youth. We have introduced the concepts of identifying sparks, creating a growth mindset, naming the 12 indicators of thriving, and developing goal-setting habits. The great news is that 4-H has been doing much of this all along. With the most current youth development research giving us a common language, we have the opportunity to evaluate the capability of the 4-H youth development model to grow youth who thrive.

As we develop the activities and trainings that will help volunteers and parents assure youth a lifetime of thriving, you will see the Thrive initiative team at sectional and statewide events and activities. At the State 4-H Field Day last month, youth created a mural of their sparks. We will be sponsoring a dynamic speaker, Jeremy Bates, at the State Leadership Conference. Jeremy will present a fast-paced, interactive keynote on Sunday that will give a deeper look at what helps youth thrive. We are looking forward to meeting you and

working with you. We hope you will join us on this journey to more thriving!

The Thrive Initiative Team
Gemma Miner and Ravi Rangji

- Counties wishing to participate in this year's **Tools of the Trade I. Giving Kids a Lifetime Guarantee! and Civic Engagement training** will receive \$500 (only UCCE county staff are eligible to apply) to assist in replicating the training in their counties. The funding can be used for travel, supplies and training materials to replicate the training with 4-H volunteers and afterschool staff. Train-the-trainer trainings will be held in **San Diego (8-17-10)**. You can register for the trainings on line at <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=4670>. If you would like to host a statewide training in your county, please call the state 4-H office 530-754-8518.

PROGRAMS

- For 4-H members: Have you completed your **My 4-H Story** from your **2009-2010 4-H Record Book**? If so, submit your My 4-H Story with an embedded photograph by **July 31** to be entered into a drawing for a \$25 gift certificate. The State 4-H Office will use stories to craft member spotlights highlighting the work of 4-H members across the state -- and you could be one of those highlighted! For more information and to submit your story, please visit <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=4879>

EVENTS AND DEADLINES

- The **4-H booth at the California State Fair** provides the fair-going public an impression of the wide range of projects and leadership opportunities that are available to youth through participation in the University of California 4-H Youth Development Program. 4-H members and leaders are invited to help staff the booth and share experiences and projects with the public. For each person that is scheduled for a two-hour shift, the State Fair provides a ticket for 1 day of admission and parking passes as needed. The parking passes are valid in the livestock parking lot Z behind the fairgrounds (gravel road with unpaved parking). For more information go to: <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=4887>.
- The **Statewide 4-H Youth Development Program (YDP) Advisory Committees** have extended the deadline for recruitment to **June 30, 2010** for some of the committees. If you are a 4-H member, recent alumni, adult volunteer, staff and have a desire to work in a collaborative team setting, you are encouraged to apply. Statewide 4-H YDP Advisory Committees offer insight, review and input for the operation and management of the Statewide 4-H YDP to the CA 4-H Director. For more information and access an application, visit, <http://www.ca4h.org/council/advisory.asp>.
- The **2010 4-H State Leadership Conference** will be held **July 29 - August 1, 2010 at UC Davis**. The conference - "Operation 4-H" - will provide over 500 high school aged youth and adult 4-H volunteers with an opportunity to engage in hands on learning experiences while developing citizenship and leadership skills. During the conference, participants can select a number of 4-H SET sessions focusing on animal science, engineering and technology, environmental education, and agriculture. Congratulations to Los Angeles for sending 27 delegates! Followed by San Benito County and El Dorado County with 20 a piece. Special mention should be given to San Mateo/San Francisco with 10 and Tulare with 13. Conference registration has closed as of June 14th. Please contact your county 4-H office if you have questions regarding your registration, <http://www.ca4h.org/conf!erence/slc/>.
- The **American Association of Museums**, in conjunction with the **National Endowment for the Arts** is offering free admission to various museums across the United States this summer to active duty military personnel and their immediate families. Although not all museums are participating, the link below is to provide you with the museums participating. Blue Star Museums is a partnership among Blue Star Families, the National Endowment for the Arts (NEA), and more than 700 museums in all 50 states to offer **free admission to active duty military personnel and their families** from **Memorial Day, May 31, 2010**,

through Labor Day, September 6, 2010. The link to the website:
<http://www.nea.gov/national/bluestarmuseums/index.php>.

- The **2010 State 4-H Leaders' Forum**, with the theme of, "Upgrade! S.E.T. your system! Go!", will be held **November 5-7, 2010** at the **Asilomar Conference Center**. Portions of the forum will focus on sharing ideas about the various ways that 4-H educates its members in the Science, Engineering, and Technology initiative, facilitated by volunteers and staff. Workshop proposals are due **July 1** and forum registration is due **September 1**. More information is available at <http://www.ca4h.org/conference/sf>.
- The **first annual Big Tent Conference** will be held **November 18-20, 2010** in Houston, Texas. This year's conference theme is "Connected Communities-Thriving Youth." The conference will host keynote speakers, sessions, art, music, and entertainment. Each day will be packed with learning opportunities to encourage collaboration between participants and stimulate creative thinking focused on helping youth thrive. Register online at <http://www.bigtentconference.com/register-now> and take advantage of the early bird registration now through **October 1, 2010**.
- Applications are currently being accepted for the **2011 National 4-H Conference**, to be held on **April 2-9th**. Applications are due by **October 1, 2010**. Please check the state website for an application. The National 4-H Conference has been an amazing experience for the luck few that are selected every year for a trip back to Chevy Chase MD and the National 4-H Conference Center. The National 4-H Conference is a working conference in which youth and adults--at the invitation of the Secretary of Agriculture--assist in the development of recommendations to help guide 4-H Youth Development Programs nationally and in their communities. This event brings together youth, volunteer leaders, and state and county Extension staff members from across the United States, the U.S. Territories, and the Canadian Provinces. Applicants should be at least 15 years old. More information can be found ! at: <http://www.ca4h.org/conference/n4hc/> or please contact Quang "Hogan" Tong: 530-752-5644
- 4-H members involved in sheep projects may be interested to plan ahead and attend the **2011 National ASI Convention**, planned for **January 19-22, 2011** in Reno, NV. You may visit the American Sheep Industry site, http://www.sheepusa.org/Future_Convention_Dates for more information. Please note: There is currently no CA funding available to assistance with attendance.
- The **2011 Western Regional Leaders' Forum**, "Cruise to 4-H Excellence!", is planned for **May 7-14, 2011**, and will be held aboard a cruise ship and will be visiting Alaskan and Canadian ports as attendees participate and learn at the many workshops being offered. You can visit: <http://4h.wsu.edu/conferences/2011wrlf/index.html> for more information and registration details.

FUNDING OPPORTUNITIES

- Do you have teens in your county that are dependents of military personnel who are currently deployed and serving in the armed forces? If you do, we have a **funding opportunity** for them! We encourage you to recruit teens who's parent(s) are currently or have been deployed to attend **State Leadership Conference** at UC Davis from **July 29-August 1, 2010**. Fifteen slots are available for youth across the state and will provide a reimbursement to counties. The funding is for SLC registration, 4-H enrollment and transportation costs and will support up to \$500/youth. If you have youth who are interested, you must contact us prior to June 30th so that we can plan accordingly. If you have questions or need further clarification please do not hesitate to contact Russ Hill at rdhill@ucdavis.edu or (530) 304-8166.
- **Best Buy @15 Community Grants**- Through the @15 Community Grants Program, Best Buy teams across the United States to select non-profit organizations that provide positive experiences to help teens excel in school, engage in their communities, and develop leadership skills. This year, the Best Buy Children's Foundation will give \$2 million through their Community Grants Program to support programs that serve a diverse population of young teens in the areas of learning, life skills, leadership or relationship development. This is an annual grant program with applications accepted **June 1-July 1, 2010**. Maximum award is \$10,000. For details, please visit: www.bestbuy-communityrelations.com/local_donations.htm.

- The American Medical Association Foundation has sponsored the **Healthy Living Grant Program**. Grants with a maximum value of \$5,000 will be awarded to public health projects that focus on one of three areas: Nutrition/Physical Fitness; Alcohol, Substance Abuse, and Smoking Prevention, and Violence Prevention. Eligible projects will focus on serving at-risk youth between 2-21 years old. For more information, visit: www.ama-assn.org/ama/pub/about-ama/ama-foundation/our-programs/public-health/healthy-living-grants.shtml.

INCENTIVES AND RECOGNITION

- Youth Service America (YSA) has created an **Everyday Young Hero Award program**. This is an opportunity to provide recognition to a dedicated individual involved in 4-H, age 5-25, that goes above and beyond to help their community. Award winners are recognized with a certificate, letter and a feature on the YSA website. The applications for awards recipients is an ongoing process. You may visit www.YSA.org/awards/hero that deserving 4-H'er today!
- The judging for the **Higher Educational Scholarships** are taking longer than anticipated. We would like to thank all applicants for their continued patience as our judges complete the review process for all 109 applications. The scholarship committee anticipates judging to be completed by June 21, 2010. Please direct questions to Quang "Hogan" Tong at qtong@ucdavis.edu or 530-752-5644.
- The **2010 4-H State Field Day** was an amazing experience once again. We estimate that we had nearly 1200 members, volunteers, and families attend. List of awards can be found on the state 4-H website: <http://www.ca4h.org/projresource/fieldday/>
A special thank you to judges, and volunteers: members as well as adults, who came out to make the day happen!
Presentation Day Coordinator - Jacki Zediker (400 participants)
Fashion Revue - Sue Moore (150 participants)
Horticulture - Terry Berke (thank you Delynda Eldridge for volunteering to be staff liaison - 130 participants)
Judging Contest - Mary Ann Smith (400 participants)
Logo Contest - Seth Washman
Exhibits and Displays - Steven Worker and Megan Reese
Photography Contest - John Trammel (175 participants)
Film Festival - Ashlyn Aiu
Lunch Provided by Jim Bennett and the Alameda County 4-H Camp Academy (800 meals served)
- We are pleased to announce the new **2010-11 California State Ambassador Team!**

Lacey Benefiel
Wendy Clark
Amelia Clyatt
Camber Corron
Hannah DeYoung
Karolina Draxler
Bryce Hayes
Kyle Kern
Kayla Louise
Nicole Marshall
Jaime Smith
Grace Tobias
Devon West
Carson Wignall

As most of you know the State Ambassador award is a serving honor; the team will be assisting at many county, sectional and statewide events and activities. The Ambassadors also will plan the State Leadership Conference 2011 and will be working on a statewide service project. Watch at this year's SLC, July 29-August 1, for the new team members and their announcement of the 2011's conference theme!

YOUTH DEVELOPMENT RESEARCH

- **Stability and Honesty are Key to Helping Youth Deal with Parental Deployment**
A recently released study through Army Child, Youth, and School Services reinforces the role of 4-H volunteers as competent and caring adults in the lives of youth. The report is based upon the small group interviews of 85 youth aged 11-18 at Operation: Military Kid camps during the summer of 2010. To read the entire report, visit http://www.fcs.uga.edu/cfd/news_060710.html.
- The **Afterschool Alliance** recently released a study, **America After 3PM Special Report on Summer: Missed Opportunities, Unmet Demand**, which focused on summer learning program participation and it's importance in supporting youth's engagement in learning throughout summer. Among the findings, only 25% of school-age children participate in summer learning programs. To read more about the study, visit www.afterschoolalliance.org/AA3PM_summer.cfm.
- Please visit the **4-H Center for Youth Development's** website, <http://cyd.ucdavis.edu/> to find the latest research findings and updates of ongoing studies in the field of youth development.

FOR 4-H STAFF

- **For Staff:** The new State 4-H website will be launched on July 1, 2010. With the conversion of the site to Sitebuilder 3.0, the State website can no longer host 4-H club websites. To fulfill the increasing need for increased channels of communications with the public and at the same time adhere to UC guidelines and policies, the State 4-H Office is recommending that clubs work with their respective county offices to host club information on the UCCE county website. This will allow only authorized staff to administer the site, provides for consistent and accurate information, and protects the privacy of leaders and members. Club leaders and members can provide information to county staff. The new State 4-H website will be using this format and protocol to post information regarding the State and Sectional Leaders' Councils. If you have questions or need assistance with this transition, please contact Jane Chin Young, Regional Advisor, at jchin@ucdavis.edu or 415-499-4207.
- **For Staff:** California 4-H has been invited to participate in a National 4-H Council and 4-H National Headquarters at USDA marketing research project to help understand our current and potential volunteer base. The results will help determine what motivates volunteers so that we can grow and retain our volunteer force. In response will be the development of a **new 4-H Volunteer recruitment campaign** that will be provided to all states and territories. The State 4-H Office will be submitting a random sample of volunteers from the 2009 volunteer database, including name, city, phone number, email address, and year when individual became a volunteer (if available). The list will not be used in any other way, and not all of the volunteers on the list will be contacted. Volunteer participation is optional. Should you or any of your volunteers contacted have questions or comments, please feel free to have them contact ! Jane Chin Young, Regional Advisor, at jchin@ucdavis.edu.
- **For Staff:** The 2009-2010 program enrollment year will conclude on June 30, 2010. The state office will be sending out additional information and invoices to county offices regarding the process for **final enrollments and fees** associated for counties in this program year. Email Whitney Bell, webell@ucdavis.edu for additional questions.
- **For Staff:** With the beginning of the 2010 4-H YDP year, July 1st, **State 4-H program fees** will increase to \$15 per youth member. 4-H adult volunteer fees will remain at \$6. The Statewide 4-H program fees provide accident insurance for 4-H members and volunteers and a variety of program supports.
- **For Staff:** A "**Community of Practice**" is being offered to new 4H Youth Development Advisors hired within the last 5 years or those 4H academic advisors who have been on the job for a longer period of time would like peer input into their professional activities to enable them to develop strategies for succeeding in their unique academic role within ANR. If you would like to participate in this online peer working group opportunity or for more information contact Steve Dasher, hdsdasher@ucdavis.edu. Martin Smith reports that

communities of practice (CoPs) are organized networks of peers within a profession and represent a model for situated professional development whereby groups of educators work toward shared learning goals that arise through authentic practice (Buysee, Sparkman, & Wesley, 2003). The communities of practice have been implemented nationally as well as in California to the benefit of those who participated in them.

- **For Staff:** 4-H Program Representatives who have been hired in the last year and not received **orientation** contact Steve Dasher, hsdasher@ucdavis.edu to arrange an opportunity to receive information that should help them in their role. Those who did participate in the orientation in January 2010 will be receiving a 6 month follow up call at the end of June.
- **For Staff: Everyone's Ready@** is an online resource related to volunteer development and management that staff should find the time to review each month. This resource is made available to 4-H staff through a three year grant from Monsanto. Starting June 21st the monthly topic is: **Effective Delegation Skills**. This includes an online seminar with handouts and discussion opportunities to get help with your questions regarding the topic. The previous months' topics are archived for your use if you missed them. Through Everyone Ready you have free access to the e-Volunteerism Journal. There are also a variety of resources for you to take advantage of to strengthen your volunteer program. You can access the website through, <http://nextgeneration.4-h.org/volunteerism/>. You can even get a certificate of completion for participating in the monthly topic.
- **For Staff:** The latest issue of **Latino Briefs Digest** has been released and is available at: <http://ucanr.org/LatinoBriefsDigest>. The most recent issue provides information examining research on technology, media and health issues in Latino communities.

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