



**AGRICULTURAL
EXTENSION
SERVICE**

*North Carolina State University
School of Agriculture and Life Sciences*

Office of 4-H and Youth Development
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March 31, 1987

MEMORANDUM

TO: Extension 4-H Agents
Selected Extension Specialists
4-H Task Force Chairmen
District Extension Directors

FROM: *Dalton R. Proctor*
Dalton R. Proctor
Assistant Director, Extension State 4-H Leader

RE: 4-H Long-Range Plan of Work

Enclosed are two items for your review and use. I thought it might be helpful to share with you the problems as identified by the 4-H and Youth Development Department. These problems are not ranked. The second list of problems were submitted by counties. These will give you some idea of concerns on a statewide basis.

The long-range planning process often seems long and drawn out, but it can make a difference in the lives of youth and our future. Remember 4-H is a team effort and each Extension employee can (and should) play a role in helping to achieve success for the youth of our state. 4-H continues to have three major functions:

- knowledge transfer
- youth development and
- volunteer leadership development

We carry out these functions in a variety of delivery methods and in a large number of different areas of subject matter. The curriculum is based within the University. It should also reflect the current needs of the youth in our state.

I, again, urge you to continue to recruit and utilize master volunteers in delivering an educational program for youth. The maximum utilization of the volunteer is the only way we are going to achieve the success needed for the youth of our state. It also can -- and does -- provide a great growth experience for the volunteer. Sharing these opportunities with residents of our communities can be a significant tool for leadership development for both youth and adults.



Extension 4-H Agents
Selected Extension Specialists
4-H Task Force Chairmen
District Extension Directors
Page 2
March 31, 1987

Please call on our staff or the Task Force Chairmen if you have concerns.
We'll be glad to assist.

DRP:hjt

Enclosures

cc. Extension Administration
State 4-H Staff

County Priority Problems - Long Range Plan

x	Increase 4-H visibility, stimulate public interest, provide incentive for increase of membership, use media to enhance 4-H image, increase public awareness of services provided	49
x	Image building, lack of self esteem, improvement of self concept, positive reinforcement, motivating youth, value development	44
x	Family awareness and participation in the program, communication within the family unit, parents commitment to the program, use family as a valuable resource	44
	Lack of exposure to the value of Agriculture and Home Economics, increase vocational training, relay importance of Environmental Education and Conservation, provide 4-Hers with access to resource farms and related areas	38
	Life skills training including, money management, communication and decision making skills, consumer education, government and citizenship training, goal setting	38
	Target and recruit new adults, volunteers, leaders, alumni, obtain committed volunteers	33
	Educate volunteers with leadership and programming skills, strengthen volunteer efforts, keep established volunteers motivated and committed to the program	33
	Teen-Age substance abuse, excessive alcohol and drug problems	29
	Teen-Age pregnancy and sexuality	25
	Establish good nutrition and health habits, proper recreation and fitness programs, more recreational and safety programs	25
	Career training, career exploration, preparation for job interviews and employment	19
	Increase enrollment, start new clubs, boost program participation, reach more youth	17
	Improvement of leadership skills for adults and youth, need officer training	17

Resource development, financial and educational program support, develop community involvement	17
Need for after school learning experiences, provide educational and recreational programs to fill leisure time	16
Retain and use more senior 4-Hers, train and provide programming for older teens	14
Expand special programming, special interest groups, egg performing arts, teen programs, juvenile delinquents, etc	12
Financial burden, "share the cost", transportation and registration fees becoming a problem	11
Peer pressure, lack of programs on stress and moral values	11
Focus on "latch key" youth	11
School drop out problem, keeping kids on the education track	8
Employing teen-agers, job hunting, time management, summer employment	7
Use role modeling	7
Decrease of participation in traditional 4-H activities, records, demonstrations, etc.	7
Strengthen and in some cases establish a 4-H leader organization, provide activities for these groups	6
Reach urban and inner city youth	6
Reach low income youth	6
Increase number of males, leaders and adults	6
Target specific age groups	6
Build "Human Capital" and people resources	5
Aids	5
Suicide (teen)	5
TRY program and promotion	4

Make specific programs more visible, for egg. TRY, leadership and incentive opportunities offered	3
Train 4-H Council	3
Network 4-H and various other	3
Increase handicapped programs	3
Increase numbers and strength of 4-H and youth committee, reorganize structure	3
Coordinate activities	2
Increase use of senior citizens	2
Awareness of child abuse	2
Adequate child day care	2
Obtaining facilities	2
Examine "Mentorship" non-family guidance	1
High tech education	1
Community beautification	1
Redundancy in plan-do-review	1
Increase number of participants in Master Leader Program	1
Curriculum, change and adapt for 4-Hers as they grow older	1
Camp attendance, money problems, etc	1

PRIORITY PROBLEMS - LONG RANGE PLAN

Department: 4-H & Youth Development

Specialist-in-Charge: _____
(signature)

Directions: Prioritize and list problems to receive attention by your department. List in form of a descriptive sentence. If the problem is specifically related to the Limited Resource (LR) Audience put an "X" in the LR column.

Problems	Relevant State Major Programs	LR Audience
1. The high percentage of mothers who work outside the home has decreased their available volunteer time. Curriculum packages must be designed for implementation in short time frames.	4-H Volunteer Development 4-H Home and Family Resources 4-H Resource Development and Marketing 4-H Animal Science 4-H Plants and Soils 4-H Environmental and Natural Resources 4-H Home and Family Resources 4-H Leadership, Citizenship, Community Development, Communications 4-H Mechanical Science	
* 2. Today's high technology (video tape players, interactive video, lasers, computers) provides youth with options for spending leisure time. 4-H must develop curriculum which utilizes technology while combining personal involvement of volunteers.	4-H Animal Science 4-H Plants and Soils 4-H Environmental and Natural Resources 4-H Home and Family Resources 4-H Leadership, Citizenship, Community Development, Communications 4-H Mechanical Science 4-H Volunteer Development	

Submit two copies to Associate Director by March 15, 1987

Problems	Relevant State Major Programs	LR Audience
3. Research indicates that today's youth are unconcerned with a personal responsibility to community, are apathetic towards a democratic government, and are unconcerned about world involvement.	4-H Leadership, Citizenship, Community Development, Communication	
4. Urban youth do not understand food production from the farm to the grocery store.	4-H Animal Science 4-H Plants and Soils 4-H Environmental and Natural Resources 4-H Home and Family Resources	
5. Today's youth (teens) demonstrate apathy towards physical fitness and have less body strength than did teens 10 years ago.	4-H Home and Family Resources 4-H Volunteer Development	
* 6. Declining discretionary income has left today's teens on farms with fewer resources and the knowledge and skills to make farm related decisions.	4-H Animal Science 4-H Plants and Soils	
* 7. There is a need to change the attitudes and behaviors of adults working in 4-H toward the youth audience. 4-H at all levels needs to plan more systematic involvement of teens in program planning.	4-H Volunteer Development	X
* 8. There is a need for more packaged leader training materials that can be delivered in a variety of settings by agents or other volunteers. <i>continue.</i>	4-H Home and Family Resources 4-H Resource Development and Marketing 4-H Animal Science 4-H Plants and Soils 4-H Environmental and Natural Resources 4-H Home and Family Resources 4-H Leadership, Citizenship, Community Development, Communications 4-H Mechanical Science	

Problems	Relevant State Major Programs	LR Audience
* 9. Agents are not willing to take the risk to empower volunteers to perform middle management roles.	4-H Volunteer Development	X
10. The volunteer leader corp is too small and is being overworked. There is a need to identify more middle management volunteer roles and to include special audiences as volunteers.	4-H Volunteer Development	X
11. 4-H agents still have difficulty organizing community clubs. There is a need to work on attitudes toward the club as a delivery mode, methods of organizing and skills in packaging information to recruit leaders.	4-H Resource Development and Marketing 4-H Volunteer Development	X
12. 4-H agents are not convinced that certain people will volunteer for special volunteer roles (i.e., clerical, middle management and fund raising).	4-H Volunteer Development	X
resources * 13. Traditional volunteer leaders exclude leaders who serve in special roles. There is a need to bring divergent roles together for their common good.	4-H Volunteer Development	
14. A substantial deviation from the traditional nuclear family structure and a high percentage of working mothers has extended the amount of time in which youth are responsible for their own welfare.	4-H Leadership, Citizenship, Community Development, Communication 4-H Home and Family Resources 4-H Volunteer Development 4-H Resource Development and Marketing	
15. A high percentage of todays youth have three or more identified heart risk factors that are directly related to diet and exercise.	4-H Home and Family Resources 4-H Leadership, Citizenship, Community Development, Communication 4-H Volunteer Development	X
16. North Carolina has a high national ranking in teenage pregnancy, and of additional concern, is the high percentage of infant mortality in North Carolina.	4-H Home and Family Resources 4-H Leadership, Citizenship, Community Development, Communication 4-H Volunteer Development	X

Problems	Relevant State Major Programs	LR Audience
17. Research indicates teens have an increase of personal discretionary funds and available credit that allows instant purchase power to satisfy their instant gratification trademark.	4-H Home and Family Resources 4-H Leadership, Citizenship, Community Development, Communication 4-H Volunteer Development	
* 18. Boredom of youth involved in 4-H creates a responsibility for developing opportunities which will change them.	4-H Animal Science 4-H Plant & Soil Science 4-H Mechanical Science 4-H Leadership, Citizenship, Community Development, Communications 4-H Environmental and Natural Resources 4-H Home and Family Resources 4-H Volunteer Development 4-H Resource Development and Marketing	
* 19. Economics, whether on the production or consumer side, is challenging youth to increase both their subject matter knowledge and decision making abilities.	4-H Animal Science 4-H Plant and Soil Science 4-H Mechanical Science 4-H Natural Resources & Environmental Education 4-H Volunteer Development	
* 20. Lack of training in needs assessment and purpose prior to planning special interest programming has left agents frustrated.	4-H Animal Science 4-H Plant and Soil Science 4-H Mechanical Science 4-H Leadership, Citizenship, Community Development, Communications 4-H Natural Resources & Environmental Education 4-H Home and Family Resources 4-H Volunteer Development 4-H Resource Development & Marketing	

Problems	Relevant State Major Programs	LR Audience
21. Environmental concerns versus special interest groups is creating a need for increased knowledge concerning the ramifications of the management decisions made.	4-H Leadership, Citizenship, Community Development, Communications 4-H Natural Resources & Environmental Education	
22. Technological advances are occurring at ever-increasing rates in a multitude of areas to which curriculum needs to respond toward positive mechanisms of utilizing the technology.	4-H Animal Science 4-H Plant & Soil Science 4-H Mechanical Science 4-H Leadership, Citizenship, Community Development, Communications 4-H Natural Resources & Environmental Education	
23. Inadequate funds to make needed improvements to the camp facilities.	4-H Resource Development & Marketing	
24. Insufficient year-round staffing at some camps to provide needed maintenance, facility improvement and marketing.	4-H Resource Development & Marketing	
25. Only 3 percent of 4-H members attend regular junior camps each year.	4-H Leadership, Citizenship, Community Development, Communication	
26. There is a lack of sufficient volunteers and of properly trained camp volunteers from the counties.	4-H Volunteer Development	
27. There is a need to develop new and to adapt present special and regular camp programs to meet the societal, personal and leadership needs of todays youth.	4-H Leadership, Citizenship, Community Development, Communications 4-H Natural Resources & Environmental Education	
28. Lack of camp revenues to offer salaries attractive to many top candidates for camp staff positions.	4-H Resource Development & Marketing	
29. Need for packaged county-wide public awareness/marketing efforts and communication on 4-H program value to individuals, families and communities.	4-H Resource Development & Marketing	

Problems	Relevant State Major Programs	LR Audience
30. Targeting and packaging 4-H to involve parents in 4-H.	4-H Resource Development & Marketing	
31. Building self-confidence in teens.	4-H Volunteer Development 4-H Home and Family Resources 4-H Resource Development and Marketing 4-H Animal Science 4-H Plants and Soils 4-H Environmental and Natural Resources 4-H Home and Family Resources 4-H Leadership, Citizenship, Community Development, Communications 4-H Mechanical Science	
32. Minimum resource development at the county and state levels.	4-H Resource Development & Marketing	
33. Lack of standard test and instruments that agents can use in their evaluation processes.	All State Major Programs	
34. 4-H research questions have not been identified or prioritized for N. C.	All State Major Programs	
35. A statewide organized support base for 4-H does not exist. A 4-H Alumni Association needs to be established.	All State Major Programs	
36. Minimal computerization of data collection, ES-237 and other evaluation data. Use of technology in the area of evaluation needs to continue.	All State Major Programs	