



University of California

Agriculture and Natural Resources ■ 4-H Youth Development Program

Marketing and Public Relations Committee

The Marketing and Public Relations Committee is a volunteer committee serving under the direction of the Marketing and Public Relations Director. The Marketing and Public Relations Committee is responsible for building awareness of the 4-H YDP and developing and implementing new marketing initiatives under the oversight of the Youth, Families, and Communities (YFC) Communications Specialist and the Associate Director of 4-H Program and Policy. It is comprised of a representative and diverse group of youth and adult to collaborate and plan the marketing and public relations initiatives for that year. The scope will include:

- Increase public awareness of the 4-H YDP
- Expand marketing and public relations efforts through various channels
- Promote opportunities in 4-H YDP
- Build member and adult volunteer participation in 4-H YDP through marketing and public relations efforts
- Integrate new marketing initiatives from National 4-H Council, USDA/NIFA and the State 4-H Office, while utilizing the information to enhance local 4-H activities
- Manage media communications for major initiatives

The committee, under the direction of the Marketing and Public Relations Director, provides leadership and guidance to:

- Develop the annual Marketing and Public Relations plans
- Develop the timeline and delivery of key marketing and public relations initiatives
- Provide marketing and public relations training to disseminate best practices

Responsible to: the Marketing and Communications Director and Management Board and under the oversight of Suzanne Morikawa, Youth Families, and Communities (YFC) Communications Specialist, morikawa@ucanr.edu and Shannon Horrillo, Associate Director of 4-H Program & Policy, sjhorriilo@ucanr.edu.

Committee Member Responsibilities:

- Support all aspects of Marketing and Public Relations plans
- Attend all scheduled Marketing and Public Relations Committee meetings
- Gather feedback and input from constituents and stakeholders to share with the Committee
- Complete action items assigned at meetings and participate in subcommittee work
- Hold discussions confidential, so that decisions can be disseminated using appropriate protocol
- Gather input on agenda items before meetings
- Provide input on various Marketing and Public Relations issues and opportunities for the UC ANR 4-H YDP

Committee Membership:

The Marketing and Public Relations Committee is comprised of up to 15 members, including:

- Marketing and Public Relations Director
- Area Directors or designee from each area committee
- Stakeholders of state events that require marketing efforts
- Program partners and collaborators with expertise in marketing and/or public relations
- Youth and adult volunteers that provide specific expertise such as:
 - Marketing and Public Relations experience in nonprofits
 - Expertise in social media and/or media relations

Meetings

Must be able to attend a minimum of four face-to-face/virtual meetings throughout the year to address issues and conduct subcommittee work and attend trainings and events as needed.

Term of Appointment

Youth shall serve a one-year term and adults shall serve a two-year term, with eligibility to apply for reappointment to another term.