



University of California

Agriculture and Natural Resources ■ 4-H Youth Development Program

Communications Committee

The Communications Committee is a volunteer committee serving under the direction of the State Management Board Secretary. The Communications Committee is responsible for disseminating information statewide, as well as determining and implementing ways to strengthen the 4-H Youth Development Program's communication efforts. The Communications Committee serves and carries out responsibilities under the oversight of the Youth, Families, and Communities (YFC) Marketing and Communications Specialist, the State 4-H Program Assistant, and the Associate Director of 4-H Program and Policy. The committee is comprised of a representative and diverse group of youth and adults to work collaboratively to determine the best scope of work for the year and support statewide communication efforts. The scope will include:

- Provide short summaries of updates for publication in the State 4-H newsletter or other communications as appropriate
- Focus on communications efforts identified in the yearly planning process
- Provide input and implement ideas to support the dissemination of information statewide
- State Level - Assist the state program staff in disseminating information about special events statewide
- County Level - Train and work with 4-H Volunteer Management Organizations and 4-H units (e.g., clubs) to adequately disseminate information

The committee, under the direction of the State Management Board Secretary, provides leadership and guidance to:

- Develop the annual plan of work
- Develop and implement ideas to strengthen statewide communication efforts
- Provide communications trainings 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, Darlene Ruiz State 4-H Program Assistant, ca4h@ucanr.edu and Shannon Horrillo, Associate Director of 4-H Program & Policy, sjhorrillo@ucanr.edu.

Committee Member Responsibilities:

- Support all aspects of the Communications Plan
- Attend all scheduled Communications Committee meetings
- Express ideas and input of constituents and stakeholders
- Complete action items assigned at meetings and participate in subcommittee work
- Gather input on agenda items before meetings
- Provide input on various communication issues and opportunities for the 4-H YDP

- Role-model positive conflict resolution techniques and teamwork skills
- A willingness to support, at all times, the State 4-H Management Board Structure

Committee Membership:

The Communications Committee is comprised of up to 15 members, including:

- State Management Board Secretary
- Area Directors or designee from each area committee
- Program partners and collaborators with expertise in communications
- Youth and adult volunteers with an expertise or interest in communications

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.