



**DRAFT
MINUTES**

University of California
Agriculture and Natural Resources

4-H Youth Development Program

California 4-H Management Board Meeting

December 9, 2016

Teleconference

7:00 am-9:00 pm

Attendees: Curtis Ullerich, Sarah Lloyd, Sue Garcia, Brenda Vales, Kelly Violini, Trent Baldwin, John Trammell

State Office: Gemma Miner

Invited presenter: Kendra Lewis

Guests: Julie Ho, Ed Ho

Absent: Ryan Cleland, Joslyn Campos , Bailey Walvoord

Proceedings:

Meeting called to order by Chair, Curtis Ullerich, at 7:05 pm.

Introduction of Sarah Lloyd as Vice Chair: Curtis introduced Sarah and Sarah gave the Board a quick summary of her 4-H experience. She has been involved in 4-H for over ten years. She served as a State Ambassador and worked in the UCANR office while she attended UC Davis. After graduation, she moved to Los Angeles, she is originally from San Mateo County.

Curtis asked the directors if they received any questions about the leadership changes. No one noted any concerns. Curtis did receive some questions from people he knows, but no concerns.

Ratification of the Constitution and Bylaws:

Curtis asked the directors if there were any questions about the Constitution and Bylaws. Sue confirmed that the version we are approving included only the changes to use Democratic Rules of Order. Curtis asked if there is any discussion or concerns. Since there were no concerns, Curtis asked for a motion to ratify the CA 4H State Management Board Constitution and Bylaws.

Sue Garcia made a motion to ratify the Constitution and Bylaws. John Trammel seconded the motion. Curtis called for a voice vote. The directors voted Aye and the motion passed. Curtis stated

that the motion passed and the Constitution and Bylaws are ratified. Gemma will get the appropriate UCANR signature and file the documents. Approved Constitution and Bylaws will be posted on the state UCANR website.

Treasurer's Report: Brenda asked if there are any questions about the Treasurer's Report posted on Collaborative Tools. Curtis shared the document with the participants on the call. Kelly asked about the encumbered funds. She asked Brenda if the encumbered funds are used to balance the income and expenses. Will these funds remain encumbered in future years? Brenda confirmed that the encumbered funds were transferred from the section accounts. After one year the funds will no longer be encumbered.

Curtis asked for a motion to approve the Treasurer's Report. Kelly moved to approve the Treasurer's Report and Trent seconded the motion. The directors voted to accept the Treasurer's Report as presented.

The budget was the next topic for review. Curtis shared the budget with the participants. Brenda asked if there are any questions. Kelly asked how many counties have paid the \$200 fee. Brenda checked and said 17 counties have paid \$200 and one paid \$20. Kelly asked if there is a plan to follow up with the counties that have not paid. Brenda plans to re-contact the counties with a copy of the approved budget. She said there were many questions about how the funds would be spent.

Gemma asked Brenda to highlight what had changed in the budget since the original discussion in August. John said that there were several changes made to the amounts from the Southern Region events. Brenda also said that the director expenses were expanded. Brenda said the scholarship amounts were also changed and the projected payouts were increased.

Trent asked about the scholarships and if they are used for WRLF and SLF. Brenda confirmed that the scholarships were set up by the sections to help support volunteers who attended these conferences. Kelly asked how the scholarships were handled in the past. Brenda said each section handled them through their own process. She said North Central Section required scholarship recipients to report to a sectional meeting and summarize the benefits gained from attending the conference. Trent asked if the scholarships could be used to support youth participation in activities like California Focus. Curtis said he doesn't want to take scholarship funds from other volunteers. Trent asked about the purpose of the scholarship funds for State Ambassadors. John responded that the south section set it up to provide support for travel expenses for their ambassadors. Travel expenses are higher for those who have to travel further to events. Curtis suggested we retitle the budget for this expense as event scholarships. John said that we need to continue to provide the intended support for this year. Curtis suggested we keep the budget for SLF scholarships for this year.

Brenda explained that the Finance Committee has responsibility for managing the scholarship requests and they will work with the Area Directors to set up the process and application for the scholarship requests.

Kelly asked if she requested funds from the 4-H Foundation for scholarships, would the funds be used for adult or youth scholarships. Brenda asked if WRLF will have youth attendees. Gemma responded that there is a separate subcommittee working on WRLF and that group would have more details on the conference and who will attend.

Audience member Julie Ho asked if only 17 counties have paid the \$200 fee for 2016-17, what is the plan to deal with the budget gap. What programs will be eliminated to balance the budget? Brenda said we would have to go through the scholarships, Field Days and management board expenses. John said the encumbered funds will be spent as promised and any reductions would have to come from the rest of the budget. Curtis confirmed that we would start with the scholarships and management board expenses and then move to field days and events.

Curtis requested a motion to approve the revised budget. John made a motion to approve the revised budget and Kelly seconded the motion. Curtis called for the vote and the directors voted to approve the revised budget. Brenda said she would send the approved budget to Gemma for signature.

Brenda said she was aware of one event that was not going to be held this year and the Bay/Coast area has a need for additional funds to pay for a venue for an area Field Day/Presentation Day. Curtis asked for a motion to use \$3,056.28 from the NCS Skills Day encumbered funds for Bay/Coast Field Day. Curtis asked for a motion to approve using the Skills Day encumbered funds to support the Bay/Coast Field Day. Kelly make the motion if no one has opposition to the motion. Trent seconded the motion. The directors voted and approved the use of \$3,056.28 to support Bay/Coast Field Day and other events.

Trent asked about new events the area wants to offer. How will these be funded if the area has not completed a budget for the event. Brenda asked about the Youth Council Trust Fund of \$1,320. She said the funds were raised by the North Central Section youth council a few years ago. Trent asked if the funds could be made available to any area. Curtis asked for a motion and Trent moved that the Youth Council Trust Fund of \$1,320 be moved into general youth development budget line. Motion was seconded by Sue. Curtis called for a vote and the directors voted to approve the motion to reclassify the encumbered funds for Youth Council Trust Fund to be used for youth development.

Communications Update: Sue reported that the Communications Committee has met and discussed the following key priorities for the next two years:

- Work with UCANR staff to update the statewide calendar of events
- Work with UCANR staff and tech resources, Public Relations and Area Directors to build consistency in websites and social media presence
- Customize communications for age-groups and audiences
- Identify cost effective communications options to reach different audiences

John mentioned that a possible email approach is under review. Sue will follow up with John. Gemma said there is a working group that has been working on communications for first year 4H families. Kendra Lewis is on that working group and they are working on a communication targeting this audience. Kelly asked if it will be bi-lingual. Kendra said the communication is under review both for language level and to translate it to Spanish. They are also working closely with the diversity pilot and identifying communication needs for this group.

Audience member Ed Ho asked if the Public Relations and Marketing Committee was aware of this because they were also talking about this need. Sue responded that she would talk to Bailey about this potential overlap. She also said that the focus of Communications Committee is current 4H members and volunteers and Public Relations and Marketing is focused on external audiences.

Essentials of Program Assessment: Curtis introduced Kendra Lewis from the State 4H Office. Kendra works as the evaluation coordinator and was invited to provide the management board with an overview of the types of evaluation and how it is used. Kendra said the primary purpose of evaluation in the 4H program is to make sure that 4H is helping youth. Evaluations allow us to find out if programs are effective and how they can be improved.

Kendra said there are two main types of evaluation; formative and summative. Formative evaluations are intended to improve the program. Summative evaluations are intended to measure the results of the program; for example, what the participants learned. Kendra talked about the purpose of evaluations. Sometimes evaluations are mandated by the terms of the grant. They are generally used to document program outcomes and advance research and publish results. Kendra reviewed the types of evaluation methods. Existing data can be used, like the enrollment data. You can also use quantitative data gathered from surveys. Qualitative data can be gathered from focus groups. Data can be gathered for a single point in time or a span of time. Kendra used the example of State Field Day evaluation. She reviewed the survey distributed to participants and the types of questions asked. Examples are “How satisfied are you with the Field Day?” and “Did you learn something new?”. Surveys can also be used to gather information on potential changes to events like the option of having State Field Day over a two-day period or having the event on a holiday weekend like Memorial Day.

Data can also be gathered through interviews. For example, if you want to find out what youth would tell other young people about 4H, using an interview approach can be effective. Kendra reviewed some tips about conducting evaluations. Think about what you are going to do with the information. Make sure the questions are appropriate for target audiences. Have someone review the questions. Make sure the questions are geared to the level of the audience. Avoid multiple part questions, keep it simple. First, decide what you want to know and then develop your questions.

Kendra suggested using open ended questions as they are most effective. She provided a list of resources we can use to further research the topic.

Kendra asked for questions and Trent asked if there was any current data at the state level. Kendra said that the County Advisors are supposed to do needs assessments. Trent also asked about consistency in surveys, should all four areas use the same questions. Kendra suggested having a core set of questions with area specific questions as needed.

Curtis said that we wanted to do a needs assessment quickly and we also need to work on a long-term plan. He and Sarah will contact Kendra after the meeting about the short term and long term needs for evaluations.

Kelly asked the Area Directors for a list of all the planned area events. She would like to see the budgets for these events to assess the funding gaps and potential fundraising needs. John said the former southern section had a detailed spreadsheet with all the events and budgets and his area is continuing to use the format and updating it. Kelly really liked this format and said she can reach out to the Area Directors and help them with sponsorships for events.

Gemma said that she would like to review any requests to potential donors for sponsorship. Kelly mentioned that there are lots of events in January and February and she would like to get the budgets quickly so she can work on fundraising.

Trent asked Kelly what specifically she needed to see. Kelly said that it looks like the events are cost neutral and not in need of fundraising. John said in his area they typically do a food booth to raise \$400 to cover expenses. Kelly said she would like to see the events for the year and the budget. She said she would reach out to Ryan and Joselyn. Trent said his area will be finalizing their event budgets in the next week or two. Kelly said John's worksheet is really helpful and asked if it can go into collaborative tools. John said it is a live document for his area and they need access to it. Curtis suggested posting a link to John's document from Google docs.

Curtis asked audience members to add items for the Open Forum at the end of the meeting through the chat function. He also reported on the meetings discussion he had with the Area Directors. Area Committees work on events. Budgets are proposed by event committees to the Area Director. Budgets are approved at Management Board meetings which are open meetings.

Curtis also said that recruitment for committees is still open. If directors need broader representation on their committees, continue to recruit. Curtis also mentioned that information on the events is distributed using Facebook groups and county list serves. Trent asked about posting on the management board section of the state website. Sue said that it makes sense for the Area Directors to report events directly since they are most visible contact in the area. Curtis updated the board on the Two Year Plan. The executive directors will work on the overall goals of the board and strategies. The executive directors met to work on the plan and will have a draft ready for the full board to review before the next meeting.

Curtis asked Sarah if there are any items for Open Forum discussion. She reported that no comments have been added. Curtis did a last call for discussion items. No items were added.

Curtis asked for a motion to adjourn the meeting. Sarah moved to adjourn and Sue seconded the motion. The meeting was adjourned at 8:17pm.