



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.

August 2010

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

DIRECTOR UPDATES

- **Putting Positive Youth Development Into Practice**

We all agree youth need positive, nurturing environments in which to learn and grow into healthy thriving adults. So, what does a positive environment look like? What are the characteristics of an effective program? I am sure you have thought about this question. The National Research Council of the Institute of Medicine was also interested. It undertook a 2-year review of theoretical research and promising programs to determine which features of positive developmental settings could be proven effective. What they found was that programs were more successful if they provided youth with:

- Physical and psychological safety and security
- Structure that is developmentally appropriate, with clear expectations for behavior as well as increasing opportunities to make decisions, to participate in governance and rule-making, and to take on leadership roles as one matures and gains more expertise
- Emotional and moral support
- Opportunities to experience supportive adult relationships
- Opportunities to learn how to form close, durable human relationships with peers that support and reinforce healthy behaviors
- Opportunities to feel a sense of belonging and being valued
- Opportunities to develop positive social values and norms
- Opportunities for skill building and mastery
- Opportunities to develop confidence in their abilities to master their environment
- Opportunities to make a contribution to their community and to develop a sense of mattering
- Strong links between families, schools, and broader community resources

As we move forward with our 4-H Thrive Initiative we will be exploring how our California 4-H Youth Development Program can assure that we are creating structures that support our 4-H members with key elements.

Watch for more to come!

Regards,

Sharon Junge, Acting Director
California 4-H Youth Development Program

CA 4-H FOUNDATION UPDATES

- **One simple step we can take to help raise \$1,000,000 for 4-H.**

Here's an easy (and free) way for us all to help support 4-H... If everyone involved in California 4-H would take this simple step we could raise up to \$1,000,000 for 4-H programs across California.

Currently, HBO is teaming up with Network for Good to promote an inspiring documentary film "A Small Act" by giving away FREE \$10.00 Good Cards to donate to charity. Our California 4-H family has a unique connection to this inspiring film. It was made by Jennifer Arnold, the stepdaughter of Santa Barbara County 4-H Advisor Michael Marzolla and is currently playing on HBO. Check out the website at: <http://asmallact.com>.

For a limited time, while supplies last, everyone can get a FREE \$10.00 gift card to donate to The California 4-H Foundation and designate it to support the 4-H program of your choice within California.

It's VERY SIMPLE to get a FREE \$10.00 Good Card. Simply go to <http://itsh.bo/yoursmallact> to get your Good Card. It will take 48 hours for your Good Card and Good Card Redemption Code to be delivered to you via e-mail. Then Follow these EASY steps to donate your \$10.00 Good Card to The California 4-H Foundation AND designate it to your local 4-H program.

To Redeem You Card and Donate to 4-H:

1. Go to www.networkforgood.org
2. Click on Donate
Charity name = 4-H
State = California
3. Click on Search
Choose the link 4-H Clubs and Affiliated 4-H Organizations in Davis, CA 95617 (This is The California 4-H Foundation)
4. Click on Donate Now
5. Click Redeem Good Card
6. Fill out the form, under Designation put you specific County or program of choice (ex. Statewide Shooting Sports Program, or Yolo County 4-H Club Program)

It is that simple! When we receive our monthly distribution of all donations made on behalf of 4-H from Network for Good, we will sort by program and distribute the funds directly to the appropriate county or program director. The California 4-H Foundation will distribute 100% of funds raised distributed to the programs designated. As with all designated donations, we retain no processing or administrative fee. Help your favorite 4-H program Grow and Thrive!!

- **Annual Recap** - July 2010 marks the beginning of a new fiscal year for the California 4-H Foundation after what has been one of the biggest growth and change years in our history. As state and county budgets continue to shrink, the role of the Foundation becomes more critical in mobilizing capacity building resources across the state. I wanted to take a moment to recap some of the highlights of this past year and share some of the exciting plans going forward.

The mission of the California 4-H Foundation is to raise dollars and other resources that will help sustain and grow 4-H programs across California. We have three main strategies to accomplish that mission:

1. Increase funding for programs and initiatives with statewide reach
2. Build capacity for individual counties to raise more dollars locally
3. Focus on consistent marketing and branding that reinforces the impact that 4-H has on individuals, families and our communities across California

Click [here](#) for a fact sheet about the CA 4-H Foundation that details the plans underway to achieve these strategies

Some highlights in the last year include:

- A \$1.4 million dollar multi-year partnership with the Thrive Foundation for Youth to support paid and volunteer staff professional development (For more information about Thriving in 4-H go to <http://www.ca4h.org/About/Thrive>)
- Over \$200,000 directly to counties to support local programming and to build leadership teams of volunteers, paid staff and youth to develop local fundraising plans
- \$440,000 in grants statewide promoting SET programming, Service Learning, Incentives and Recognition and State Leadership programming including support for State Field Day and 2009 and 2010 State Leaders Conferences.

- A restructuring of the Foundation accounting system which includes a separate fund for each county to create greater transparency and accountability for our donors.
- **4-H Traveling Display Debuts at State Fair** - In response to feedback from many conversations, surveys and written input from staff, volunteers, youth. Alumni and other supporters, the California 4-H Foundation has been working to develop both a graphic identity and key messages that accurately represent 4-H around the state. This will create consistency throughout the program in to answering the essential branding questions "Who we are?, What we do? How we do it? and, perhaps most importantly, Why should anyone care?" The most tangible outcome from these efforts is on display at this year's California State Fair in Sacramento. A full-color 10' X10' professionally-produced display visually captures the range and breath of what 4-H is, does and creates around the state. After the fair, this easily assembled portable display will be available to local 4-H organizations in California for use at county fairs, local conferences and conventions. For a link to the graphics Click [here](#).

This display is designed to reinforce the positioning statement developed in partnership with volunteers, staff, youth and donors over the past year. This positioning statement is a broad overview that in a few simple statements is designed to give us all some common language to use when talking about the 4-H program in California. Supporting information can be locally tailored to further explain the flavor that 4-H takes in each county.

Positioning Statement:

4-H is creating a workforce prepared to meet the challenges of the 21st century. 4-H is a public/private partnership helping young people in rural, urban and suburban California reach their full potential and thrive. By involving youth in hands-on projects related to science, agriculture, citizenship, the environment, and healthy lifestyles we develop focused, articulate, confident leaders engaged in their communities. We take pride in involving professionals, parents, volunteers and researchers in our work.

For more information about borrowing the traveling display or ways to use this display and build on the key messages promoted in the 4-H positioning statement, contact Annette Leeland, aleeland@ucdavis.edu.

- **Upcoming events and efforts include:**

Upcoming Trainings and Workshops offered by the Foundation

The California 4-H Foundation is offering the following workshops at this year's State Leadership Conference at UC Davis. Go to <http://www.ca4h.org/Programs/Conferences/SLC/SLCInfo> to find more information about SLC 2010.

- **4H Changes the World: Telling the 4-H Story in our Communities** - This fun, interactive workshop will provide youth and adults with the tools they need and the steps to follow in crafting a dynamic presentation about the power, breadth and scope of 4-H in our communities and across California. We will look at the key messages that we want to communicate, have the chance to create our own stories that reinforce these messages and take away a tool kit that allows us to share this presentation with donors, prospective volunteers, community partners and others to expand the 4-H family so that we have all the friends, partners, volunteers and money we need to create a sustainable future for 4-H.
- **Fundraising 101 Toolkit** - Few people enjoy asking for money yet individual 4-H members, 4-H Clubs, Councils and County offices are all engaged in fundraising. This workshop will explore how to make this necessary part of our program a joyful one for everyone involved- especially our donors. We will provide a brief overview of the fundraising process. We will examine the activities we are currently doing to raise money and develop strategies to improve their effectiveness. We will take away tools that will strengthen our abilities to make raising funds and raising friends for 4-H a fun and rewarding experience for everyone.
- **Planning for the California 4-H Centennial in 2013** - The UC 4-H Youth Development Program will celebrate its centennial anniversary in 2013 - 2014! The State Leadership Conference will celebrate its 100 year anniversary in 2013! While 4-H began nationally in 1902, 4-H in California did not start until several years later in Humboldt County. Please attend this workshop if you are interested in helping to start the conversation about planning for the California 4-H centennial celebration!
- **Details coming soon for more of our 2010-2011 training schedule-** some highlights: fundraising workshops at State Leader's Forum, upcoming webinar series on Fundraising Planning for County Directors, a session at the Fundraising Bootcamp at the 2010 NAE4-HA Annual Conference in Phoenix in October and

fundraising training at the National SET Leadership training conference in December. Stay tuned for details.....

- **Appeal Letter Assistance** - The California 4-H Foundation will provide assistance to local 4-H groups in preparing direct appeal letters. We can provide coaching and tips to assemble a powerful database of donors, help you craft a locally focused powerful letter, provide support for printing and mailing, and offer assistance with donor stewardship. For more information contact: Amy McGuire, our new Director of Annual Giving and Alumni Relations at almcguire@ucdavis.edu.
- **Local Fundraising Planning and Support** - The Foundation is working intensively with several counties to develop fundraising teams to increase local fundraising. By developing and implementing local fundraising plans, communities will increasingly coordinate all the fundraising done by local 4-H groups and supporters to both maximize the existing efforts and to reach new donors. For a copy of a logic model that breaks down the thinking behind this effort. Click [here](#). For more information, contact Annette Leeland at aleeland@ucdavis.edu.
- **Sustainability Advisory Group Forming** - The California 4-H Foundation is seeking members who can provide guidance, feedback and direction on issues of marketing, branding and fundraising around the state. We are looking for alumni, volunteers, youth and staff to share their wisdom and talents in creating long term sustainability for 4-H across California. Individuals interested in applying or learning more should contact Annette Leeland at aleeland@ucdavis.edu.

HEALTHY LIVING INITIATIVE

- The Centers for Disease Control and Prevention's (CDC) has released the 2009 Youth Risk Behavior Surveillance Summary and the 2009 National Youth Risk Behavior Survey (YRBS) data. National, state, and local YRBS studies are conducted every two years among high school students throughout the United States. These surveys monitor health risk behaviors including unintentional injuries and violence; tobacco, alcohol, and other drug use; sexual behaviors that contribute to unintended pregnancy and sexually transmitted diseases, including HIV infection; unhealthy dietary behaviors; and physical inactivity. These surveys also monitor the prevalence of obesity and asthma. More than 16,000 U.S. high school students participated in the 2009 National YRBS. Results are available at www.cdc.gov/yrbss.
 - **Youth Online**, a web-based, YRBS data exploration system, has also been significantly updated and improved. Important new features include the ability to look at data across all sites simultaneously, to run t-tests for subgroup differences, and to filter data by grade, sex, or race/ethnicity. During the next few months, DASH will provide a series of webinars introducing the new Youth Online features and showing how they can be applied in program activities. More information about the webinars will be distributed soon. You may access the new Youth Online from www.cdc.gov/yrbss. Make sure to check it out!
 - Additionally, DASH has created the YRBS Data Widget, a small web program that you can put right on your agency's web page to help disseminate YRBS results quickly and conveniently. It displays YRBS results from the site you choose for selected behaviors and provides links to the new and improved Youth Online for users who want more details. More information about the YRBS Data Widget will be available at <http://www.cdc.gov/widgets/>.
- **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 newly redesigned **State 4-H Website launched on July 1, 2010!** This redesign will link branding with University of California and improve the functionality and usability of the website. Visit 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.
- The William T. Grant Foundation is pleased to announce the release of a new resource for mentors. **Pay It Forward: Guidance for Mentoring Junior Scholars** was jointly developed by the Forum for Youth Investment and the Foundation. This mentoring guide features knowledge gleaned from our work with current and former William T. Grant Foundation Scholars and their mentees, as well as a review of selected literature. The guide is available at the following link:
<http://www.wtgrantfdn.org/File%20Library/Publications/Pay%20It%20Forward%20Mentoring%20Guide.pdf>
- 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) and Humboldt County (9-11-10)**. 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.
- On July 28, Florida 4-H members invite 4-H'ers from across the nation to join them in a **4-H Day of Service** as part of "A New Century of Citizenship" Initiative! This day is designed to bring together 4-H members to take part in service projects that tie into the elements of the 4-H pledge: Head, Heart, Hands and Health. No matter where you are on July 28, you can give back to your community in some way and take part in this exciting program! You can connect to the event by RSVP'ing on Facebook. To do this, just log into your Facebook account and search for "A New Century of Citizenship – 4-H Day of Service"! On this event page you can connect with other participants and share your stories and photos from the Day of Service! For more information contact: Sean Russell, Florida 4-H State Council President at srussell92@comcast.net or Katherine Kaltenbach, State Council Secretary at katherinekaltenbach@yahoo.com. Resource materials are available at: http://www.florida4h.org/youth/youth_service.shtml.

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>
- **4-H and First Lady Michelle Obama, Supporting Military Families** – First lady Michelle Obama issued a special message from the White House on July 4th urging all Americans to support the nation's military families. "Our military families are tested each day," President Obama said on Independence Day. "Multiple and extended deployments mean that children often don't see their moms or dads for long periods of time. Civilian spouses juggle the demands of work and family without their partners for long stretches of time. You can also support military families through Operation: Military Kids, 4-H clubs on installations, babysitter training and more. Visit <http://ca4h.org> for more information or www.4-hpartnerships.org to see the big picture.

EVENTS AND DEADLINES

- The 4-H booth at the **California State Fair (July 14 - August 1)** 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 4-H 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. This is a great opportunity for 4-Hers to share their experiences with the public. For more information, and to sign up for a session, visit <http://ucce.ucdavis.edu/survey/survey.cfm?surveynumber=4887>. Information about the state fair can be found at <http://bigfun.org/>.
- 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.
- PBS Kids is hosting the **2010 Trash to Treasure Competition**, an opportunity for youth ages 5 through 19 to display their talent and creativity. The competition requires that applicants take old trash and recycle, reuse, or reengineer their everyday items into a new invention that can either protect the environment, move things or people, or be used for play. The competition deadline is **September 5, 2010** at 12:00 noon (ET). For more details, complete rules, and online registration, visit <http://pbskids.org/designsquad/contest/index.html>.
- 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/slf>.
- A **shooting sports volunteer training course in the shotgun discipline** will be offered at 2300 Vichey Springs Rd Ukiah, CA 95482 on Saturday **October 23, 2010** 8:00 a.m. – 5:00 p.m. and Sunday, **October 24, 2010** – 8:00 a.m. – 5:00 p.m. Upon successful completion of this course, 4-H leaders will be certified Trainers in the shooting sports discipline of Shotgun. They will be certified as Trainers and be eligible to serve as a Trainer for other shooting sports leaders in Shotgun. There is a \$30 fee for the course. To get more information or register for the class contact Linda Edgington at lgedgington@ucdavis.edu or call 707-463-4495.
- 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**. 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/Programs/Conferences/N4-HC/> or please contact Quang "Hogan" Tong: 530-752-5644.

- Applications are also currently being accepted for the **2011 National 4-H Conference Operations Team**. Interested youth and adults may apply at: <http://4hconf.4-h.org/operationsteam.aspx>. The deadline to apply is **August 20, 2010**.
- 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

- CommunityMatters has partnered with Changemakers to announce **Strong Communities: Engaging Citizens, Strengthening Place, Inspiring Change**. This program is an opportunity for organizations to share how they have created new projects that help strengthen their communities. Visit <http://www.changemakers.com/strongcommunities> to submit and entry for the chance to win up to \$5,000 for a winning entry. Submissions are accepted **June 16, - August 11, 2010**.
- Are you addressing a current issue in your community? Do you have a new idea that will help solve a local problem? If you have the ideas and the manpower and need some money to make your project happen, submit an application through the Service-Learning RFP Program. You could receive financial assistance up to \$5,000 for your service-learning project. Funds are awarded on a competitive basis and applications are due **September 15, 2010**. Apply for funding to support your community. Applications are on-line at: <http://www.ca4h.org/Projects/Citizenship/> at the bottom of the page in either Word or PDF Format.
- Are you initiating a new project in your county or does your existing project need additional financial help? **Funds can be requested by 4-H clubs to enable youth to develop citizenship, leadership, or life skills.** New and innovative projects are encouraged but existing 4-H work that expands the reach of 4-H or increases public awareness of the program is also eligible. Applications are online (<http://www.ca4h.org/Resources/FundingOpps/Legacy/>) and due by **September 15, 2010** to Pat English in the State 4-H Office. Check out past projects that have received funding.

INCENTIVES AND RECOGNITION

- The **Tootie Fruity Nutty Buddies**, a 4-H club from Gold River in Sacramento County has been awarded as the **National Junior Master Gardener Group of the month**. They most recently have harvested oranges and lemons and donated all the fruit to the local community food closet. Please join us in congratulating them for their creativity and hard work as Junior Master Gardeners!
- 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. Application submissions for awards recipients is an ongoing process. You may visit www.YSA.org/awards/hero that deserving 4-H'er today!

YOUTH DEVELOPMENT RESEARCH

- **For Staff:** If you have conducted a 4-H research study, graduate or undergraduate thesis or dissertation, please contact Dr. Jan Scholl at jscholl@psu.edu to have these included in either of **two searchable on-line**

databases created for 4-H research studies. If you are interested in searching the databases for more information on the work of others, you can visit: "Making the Best Even Better: Searchable Database of Over 800 4-H Research Studies, Agricultural Experiment Station Projects, Journal Articles and Proceedings and Other Papers," is available at the following link: http://apps.libraries.psu.edu/agric/state_national_search.cfm or the 2nd database: "Making the Best Better: Searchable Database of 1700 4-H Graduate Studies," is available at the following link: http://apps.libraries.psu.edu/agric/thesis_studies_search.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: VOLUNTEER ORIENTATION QUIZ**

As a resource for county staff, a volunteer orientation quiz of twenty questions has been developed to accompany the new leader orientation video. This quiz was introduced to staff at the July virtual brown bag call. Based on county versions developed by advisors Shelley Murdock and Charles Go, the quiz is a sample and can be adapted by staff as needed. The quiz is available to staff to two ways. The quiz is posted as a pdf on the staff section homepage of the State 4-H web site under "Other Resources" at:

<http://www.ca4h.org/files/24250.pdf> The quiz is also available in Survey Tool for copying from the master survey site. The master version includes a sample intro with links to other support resources for new leaders. In order for staff to copy this survey online, they will need to become temporary administrators on the master site by contacting Jane at: jchin@ucdavis.edu. Interested staff will receive instructions on how to copy the survey. Please feel free to contact Jane for more information or for assistance in using Survey Tool.

- **For Staff - The Convergence Partnership, Healthy People Healthy Places Webinar Series** is on Tuesdays (Monthly, 2:00 p.m. Eastern) **July 27 - September 21, 2010**. This five-part webinar series will lift up various activities, strategies, and resources aimed at creating healthy and safe environments for all. To learn more about this series and to register, please click here <http://reversechildhoodobesity.us1.list-manage.com/track/click?u=0dbac5f26ad18ac67959e871d&id=97fd09e662&e=34c09ece99>
- **For Staff:** The new State 4-H website was 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 concluded 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:** 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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