



National Collegiate 4-H Advocacy Team

A committee of the Collegiate 4-H National Action Board

Advocacy Team Minutes
June 26th, 2006
Monday at 10pm eastern time

- National Newsletter
 - As the advocacy team, we are in charge of promoting the organization through a national newsletter. Now, it was my understanding that this newsletter would be a biannual event, one to be composed in the fall and one to be composed at each year's national conference. Apparently, this is not the case. This being said, we are now in charge of putting out a monthly update to the clubs across the country. I need help from the team in order to keep up to date information flowing in so that we can get the information sent out each month. I need:
 - People to contact Regional Presidents and get regional updates from them
 - Need a report from each committee to NAB
 - Need a report from the NAB president
 - Etc.
 - Decided to design a biannual newsletter for conference purposes, and a monthly newsletter for general information purposes.
- Banner
 - The banner, as far as I know, has been approved by NAB. I will have the banner printed as soon as humanly possible so that Jess can use it for her display in Nebraska.
 - The power point presentation that is designed to accompany the banner needs to be completed by July 10th. I realize that this is short notice, but I would at least like to see most of the slides done by then so that she has something to show at the conference. The final copy does not have to be completed right away, but I'd like to see it done as soon as everyone has time.
 - I sent out layout designs and slide counts to the advocacy team members, if you did not get a copy, please let me know and I will send one to you.
 - Decided to include a sheet and wooden dowels (if possible) in with the banner when mailed in order to project the powerpoint presentation onto it.

- Decided to keep the banner in a central location so that it could be passed along from year to year. The two people available to handle the task of keeping track of the banner's location are the NAB president and the Advocacy Chair. April Mendenhall will keep track of the banner for this year.
 - The Power point presentation is going along well. We decided on using the same background for every slide and using white lettering so that it's easier to see.
 - Decided to design a short version and a long version for different occasions.
- News for the website
 - The web team has asked me to talk to you about getting news articles from the clubs across the national. They plan to post them on the homepage of collegiate4h.org and they need to update that page every two weeks. I would like to try and cover the entire country with this and have a different article from each region every two weeks. I realize that this is an impressive feat, especially since last year's team had trouble getting info for one newsletter out at nationals. If you have any suggestions or comments please let me know.
- Promotion of the Service Projects
 - NAB has asked us to start work on promoting the service projects to the regions and general Collegiate 4-H membership. We are still waiting on information about both of these projects, so nothing can be done as of yet, however, be thinking of ways to remind the clubs that they need to participate in the projects themselves.
 - Once the projects have their information available, I will send out an email about them onto the listserv.
 - We also need to remind the Regional Presidents to have a workshop set up for the National Service project at each of their regional conferences.
 - Decided to keep all of the promotion for the projects limited to online databases of Collegiate 4-H members.
- Helping with the Handbooks
 - The web team has located some out of date handbooks on how to start up a Collegiate 4-H club, and are looking for help in rewriting them and updating the information contained within the handbook. If anyone is interested, please let me know.
 - Decided that this duty falls under the Advocacy team umbrella. April will talk to Jess more about this project and report back to the group.

- Teaming up with Web Team

- The web team would like help in adding content to the webpage about what clubs do, etc. April will talk to the Web Team and get more specifics.
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- Brochures
 - As this has become a very controversial issue, I'm sure there will be a great deal of discussion involved here. I would like to clarify a few things before the meeting:
 - The brochure is a very generalized pamphlet designed to appeal to several audiences all at once.
 - It is designed as an accompaniment to the brochure created by the Advocacy Team last year; it is not a replacement for it.
 - The main purpose of sending out this brochure is to make general 4-H clubs aware of the fact that Collegiate 4-H exists, not as a promotion for local clubs.
 - I am more than willing to provide a blank copy to all Collegiate clubs for them to personalize on their own if they so desire.
 - I will not customize the brochure for each club for them. It takes too long, and it's impossible to implement.
 - The plan is to send 99% of the brochures out through electronic means, email, clover corner, extension agents, etc. Anything that we can do to get a copy of it out to the general 4-H membership.
 - Lastly, if the grievance anyone has with the brochure is with me and not the team in general, please email me or call me. I am more than willing to discuss it, but please don't make the rest of the team sit through it if there's a problem that concerns just one person.
 - If there are any further questions, please email me or ask them at the meeting.
 - Decided to rework the brochures so that one applies to extension agents and one applies to new members (high school age)
 - Decided that the extension brochure would be a fill in the blank version so that each club can customize their own brochures.
 - Decided to try a digital version first before worrying about printing.

Thanks everyone for all of your hard work!!!