



National Collegiate 4-H Advocacy Team

A committee of the Collegiate 4-H National Action Board

Advocacy Team agenda
August 6th, 2006
Sunday at 9PM CST

- Work Orders
 - Look over Sam's template and see if anything needs to be changed or added to make the forms usable
 - Get forms prepared to be placed on the National website so that work orders can start to be filled
 - Do we want to send them to NAB so that they can fill them out for their previous requests or do we want to skip the backstep?
 - Anything else?
 - We decided to use the work orders for digital media only. That way we reduce costs to NAB and the clubs can always print off their own media if they need it.
 - We are reducing the order form into a one page format
 - Deadline- August 21st, 2006

- Electronic Newsletters
 - Work on 2 templates
 - One for the initial email to be sent to the members that contains only the basic article names and links to each article
 - The second for the actual newsletter? Do we want to be fairly dynamic with the format, to include pictures and graphics if possible in order to keep the attention of the readers? How long to we want to make the articles? Should we keep them fairly short and then give links or email addresses to the people that can give them a more complete update or do we want to include all of the information in the newsletter itself?
 - We decided to keep club updates out of the newsletter and only include NAB, their committees, and the regional updates?
 - How long do we think it will take to get articles together for these newsletters? Do we want to assign a specific person to talk to each committee or more than one person? Who is willing to contact them? What content would we like to remind them to include in their articles for each newsletter, that way we have

specific questions to ask the committee chair to answer before we start.

- What dates do we want to set for deadlines on getting these newsletters out? Remember, one in the fall, one before the National Conference, and one after the conference as an update.
- We decided to look into putting graphics in with the newsletter, but avoiding html coding if at all possible as most emails that have html coding are recognized as spam. April is talking to the webteam about this.
- We decided to use the CCN format for the newsletters.
- We limited the length of the articles within the newsletter to 2 paragraphs maximum.
- We decided to provide a link to the news page in the email. The news page is a Blog and is easily uploaded so all the full articles will be accessible through the national page.
- The main goal with emails is to reduce the number of emails that we send out as much as possible.
- Sam is going to resend out the newsletter address and passwords.
- Deadlines-
 - Fall Newsletter-
 - All articles in by Sept. 15th, 2006
 - Newsletter mailed Sept. 30th, 2006
 - January Newsletter-
 - Newsletter mailed Jan. 26th, 2007
 - Spring Newsletter
 - Newsletter Mailed April 7th, 2007
- Included in newsletter (to be updated)
 - NAB information
 - Committee Information
 - Advocacy
 - Fall Newsletter
 - Applications for advocacy and web team
 - Powerpoint advertisement
 - Call for articles for newsletter at national conference
 - Ideas in motion advertisement
 - Media Kits
 - January Newsletter
 - All information for conference
 - Call for articles for newsletter at national conference
 - Spring newsletter
 - include P.A. positions for summer and any clubs needing help with jobs.

- Regional Updates
 - National Conference Updates
- Powerpoint
 - How is this looking? Do we have a proposed date of completion so that it can be placed on the national website and can be used? What else is needed to be finished with it?
 - Are we still looking for pictures for the regional activities slides? Do we want to request more specific information for each regional president to make the presentation more uniform?
 - Should we design an email to promote the powerpoint to the clubs?
 - We are gathering the final photos and confirming information with regional presidents.
 - The slide show is 33 slides long, members can delete slides if that is too many for their uses.
 - We will be posting an advertisement for the slide show in the fall e-newsletter
 - We will be posting the slide show to the national website.
 - Deadline- August 21st, 2006
- Hardcopy Newsletter for Nationals
 - Look over the template from last year. We can use the same email address as last year, so all articles can be sent there.
 - When do we want to start sending out emails to look for articles to come in? Do we want to design an email to include ideas for content to send out to the clubs? Should it include a link to the National site to see last year's newsletter? Perhaps include the boarder that Sam worked on for the powerpoint (that Patrick designed) in the email to make things look more official? (Just an idea to throw out there)
 - Last year's newsletter- the final draft was written up and printed on Feb. 21st, the Tuesday before conference. This was after an all night work session to get them all done.
 - The plan would be to have the final draft ready on the Monday before conference and do all of the editing.
 - Each person will have 1 region to edit and then one or two people will compile all of the information together for the final product.
 - The ways that we discussed to encourage people to send in articles were:
 - We ask personal contacts from schools that do not send in an article by the 3rd deadline to encourage them to write something
 - We talk to advisors to see if they will encourage their clubs to write something
 - We also have a club contact list to draw from
 - We decided to ask for articles 3 times through out the year, as well as getting people started in Sept. thinking about their articles.

- 1st reminder- with National e-newsletter Jan. 26th, 2007
- 2nd reminder- end of January
- 3rd reminder- 2 weeks before conference
- We decided to also announce the articles on facebook as well.

- Templates for promotional materials
 - Ideas and suggestions? What are we looking to design? This project is of course on going. Set a date to complete each project? Work on diversity promotion ideas? What informational materials is NAB in need of the most right now?
 - Handbook updating, do we want to go over this and perhaps assign sections of the booklets to update and look over for editing? Do we want to add to the handbooks?
 - Do we want business cards (which we already have a template for?), magnets, pencils, etc to use for when we attend conferences (example NEA4-HA)? Materials for our own conferences or not use this idea at all?
 - Other ideas?
 - Deadline has not been set- ongoing projects
 - Template Ideas to get us started:
 - Diversity- Working with Laura from USDA
 - Flyers
 - Business Cards
 - Stock Photos to be used in presentations for clubs that do not have their own to use (new clubs that are just getting established, etc.)
 - Recruitment materials
 - Downloadable banners
 - Use of the correct clover- waiting on approval
 - Collegiate 4-H Week materials
 - We would like to see text descriptions about what collegiate 4-H is as well as using the new vision and mission statements (after conference)
 - PSA
 - Want to have one available for download in a radio use format as well as a newspaper format
 - Heather is working on this
 - Brochures- all downloadable
 - Want to have different themed ones
 - Want to make some that are complete and some that are fill in the blank formats
 - Power point
 - Background art (done)

Brochures for NEA4-HA and Training for the Conference

- What materials are we looking to use here?
- When is this conference held? How much time do we have to put together materials?
- Do we want to work up a training for this conference? How would we do this without insulting the club involved? Would they be willing to go through something like that?
- We need to have some materials available by October 5th for the Southern Region Leaders Forum!!
- We decided to provide materials on the website for clubs to use as well as offering a teleconference with the advocacy team in order to help clubs better represent the national organization
- Deadline- Oct. 1st, 2006
- We decided to design:
 - FAQ sheet for presenting the National organization to the general public
 - Hardcopy materials (subject to pricing)
 - To be given out in goody bags at conferences or for tables to hand out
 - We would like to use these items to steer people toward the website, as they are such small media we cannot include a great deal of information. The main information to be used:
 - Name
 - Logo
 - Website address
 - Magnets
 - Pencils
 - Stickers
 - Pins
 - For pin swaps during our conferences!!!
 - Brief overview of what collegiate 4-H is
 - Region information
 - Nationals information
 - Regional Conference information
 - Some things that clubs do
 - List of active clubs throughout the country
 - Printouts for display boards
 - Club Flyers
 - For clubs to use on campus to gather new members
 - Works well for the beginning of the school year
 - Graphics
 - Logos
 - General layouts for forms

- Brochures
 - Several versions to encompass whatever clubs might need
- Service project information
 - Explaining past and present projects

Parli-pro Materials

- Sam, can you go over this for us? Can you also provide us with some of the projects that you and Patrick are working on for the Conference in February? Are we to work with a group that's already doing this?
- We decided help Sam and the Nationals committee in anything that need for this project. (Act as test audience)
- They plan to design a 1 page handout that is tailored especially to collegiate 4-H members
- It will include:
 - Examples and definitions
 - Tables
 - They plan to provide a copy in everyone's registration packets, but are waiting to see how well it works to place the materials on the website
- Deadline- Feb. 1st, 2007

Diversity Promotions

- How do we want to do this?
- What did Laura Garner suggest to start us off with or has she been contacted yet?
- Any suggestions on specific materials to use?
- Where should we be promoting these materials?
- This is the national 4-H initiative that we would like to participate in
- We would like to promote diversity of:
 - Majors within clubs
 - Gender
 - Race
 - And much more!!
- We are waiting on the Strategic Planning Committee to decide how they want to approach this project.
 - As such no deadline has been set

Ideas in Motion Book

- Amy has some topics to discuss

- What community service projects are included already?
- Sam, do you have any materials for this already worked up so that we can gather information for the conference?
- What kind of questions do we want them to answer at the conference (so that the format all looks the same for the booklet, such as who does this service project target, etc.)
- Set Timeline- for after conference to get this completed.
- Amy designed a form to use for clubs to fill out their information on the national website so that we compile the information together before the conference.
 - We would like to design it to be an archive on the national site where anyone can go and see what other clubs have submitted.
 - We are trying to gather information before the national conference so that a booklet can be made for each club (one per club)
 - These booklets will be shown as an example to expand upon each year.
- Deadline- Sept. 1st – have the website and form up and accessible to the general membership
 - The website information will be included in the fall e-newsletter
 - Project is on-going and will be updated every year

Media Kits for National Collegiate 4-H Week

- Take a look at the website and present information at meeting
- Collegiate 4-H Week is the first week of October.
- Deadline September 1st, 2006
- We have decided to first promote the week among the general Collegiate 4-H membership and educate the general membership about what Collegiate 4-H week is.
- We have decided to provide a “booklet” of ideas that clubs can use to help them promote Collegiate 4-H during that week.
- Some ideas to be included the booklet
 - Service Project ideas
 - Talking to the president of the university and asking for the 4-H flag to be flown during that week
 - Cookies for officers in your extension office, state office, etc.
 - Provide cookies of thank you’s to the dean of the college of Ag
 - Web banners to help clubs promote the week on their websites as well as on personal websites
 - PSA & Press Releases
 - Sam and Heather will be working on this, but they need an idea of what should be included in the PSA to help promote Collegiate 4-H week.

Info for TV’s at National 4-H Conference Center

- Figure out what we want to put together for this. How many slides (2) and content of each slide, etc. How long will this take?
 - We decided to try for 2 slides with a picture background that quickly promotes Collegiate 4-H to current 4-H members.
 - Example: “4-H doesn’t stop at 19!”
 - We will include the website address on both slides
 - We decided that if the slides are changed often, then we would like to promote mainly during the months of April- July as it is peak time for people to be going through the center
 - Deadline- September 1st, 2006
- Other Topics
 - There will be an article coming out soon from the USDA about Collegiate 4-H and land grant universities.
 - We would like to have a link to it provided on the website
 - The article will only be viewed by a 4-H audience

Finalize Timeline

Decide What to Present to NAB that we think that we can accomplish and what we might need from them.

Any other Topics not yet discussed

Thanks everyone for all of your hard work!!!