



ALBERTA 4-H PARTNERS STRATEGIC PLAN



OUR MOTTO

“Learn to do by Doing”

OUR PHILOSOPHY

4-H is young people and adults learning project and life skills, cooperating and having fun together, sharing leadership and learning to do by doing

OUR VISION

Alberta 4-H develops leadership, communication, technical and life skills of 4-H members and leaders to strengthen communities

PARTNERS MISSIONS

Alberta 4-H Branch Mission

To achieve the 4-H program vision by effectively managing resources

Alberta 4-H Council Mission

To enhance the Alberta 4-H program by encouraging and involving the 4-H family by leading policy development, implementation and governance

4-H Foundation of Alberta Mission

To seek, receive and administer resources to enhance 4-H in Alberta

OUR VALUES

- As a 4-H partnership, work together with respect, accountability, integrity and excellence
- Develop leadership, skills and knowledge in youth and adults
- Foster entrepreneurial skills in youth
- Develop and promote communication and effective teamwork skills among youth and adults
- Provide quality products, programs, and services using resources in the most cost effective manner
- Create self-reliant volunteers, leaders, clubs and councils to strengthen communities
- Create viable internal and external partnerships for mutual benefit
- Maintain our rural focus and agriculture heritage

Strategic Intention Marketing

Goal

To increase awareness and knowledge of 4-H

Rationale

To ensure long term stability and a vibrant future for Alberta 4-H

Broad Actions

- Build corporate and public awareness
- Develop a marketing strategy to recruit new members and leaders
- Educate about the diversity of the 4-H program
- Ensure awareness and consistent use of our 4-H brand and Canadian trademarks
- Promote at local, regional and provincial levels
- Research market opportunities

Strategic Intention 4-H Club Support

Goal

To provide the club with the tools and support to offer a positive 4-H experience

Rational

To increase awareness, accessibility, and understanding of available resources to improve the leader and member experience

Broad Actions

- Encourage greater use and provide support for the use of technology
- Increase effective communications
- Streamline programming support to effectively utilize grassroots and local resources
- Streamline transfer of information

Strategic Intention Technology

Goal

To responsibly use technology in all aspects of 4-H

Rationale

To improve effectiveness of administration, communication, service and training

Broad Actions

- Develop training programs
- Encourage online registration
- Utilize current media formats
- Utilize the internet

Strategic Intention Member and Leader Recruitment and Retention

Goal

To increase overall membership and tenure

Rationale

Retention and growth are key components for sustainability

Broad Actions

- Develop specific programs to recruit new members and leaders
- Establish collaborative relationships with other agencies/organizations
- Improve the value of the club experience
- Maintain and encourage a flexible, viable and sustainable program
- Provide opportunities for mentorship

Strategic Intention

Financial Resources

Goal

To ensure long term financial stability of the 4-H program

Rationale

To maintain the ability to adequately support current and future initiatives

Broad Actions

- Continue to access financial opportunities
- Continue to promote sponsor appreciation and recognition
- Ensure the cost effectiveness of procedures and practices
- Implement best practices methods
- Streamline club grant processes and applications

Strategic Intention

Goals, Measurement and Evaluation

Goal

To evaluate our strategic plan and the 4-H program

Rationale

To measure our progress and ensure timely adaptations

Broad Actions

- Address problem areas in a positive and timely manner
- Initiate a yearly business planning cycle by each of the three partners with reporting to the grassroots
- Initiate surveys and other research tools to measure client satisfaction