



ALBERTA 4-H COUNCIL BUSINESS 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

OUR MISSION

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

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

OUR BUSINESS PLAN

GOALS, STRATEGIES, AND RESPONSIBILITIES

Goal 1

To lead policy development, implementation and governance

Strategies

1. Review and update all policies and procedures, with one third being reviewed annually.
2. Review, develop and adopt new policies as required
3. Ensure policies are available to all clubs and councils

Who is Responsible

- The Policy Review Committee
- The Alberta 4-H Council as a whole

Goal 2

To govern the grievance process and act as a last level of appeal

Strategies

1. Provide information and guidance to 4-H clients regarding the appeals process
2. Act as the final level of appeal
3. Be available to attend grievance hearings as representatives of Council as required

Who is Responsible

- The Council Appeals Committee
- The Council as a whole

Goal 3

Increase the public awareness and knowledge of 4-H.

Strategies

1. Initiate and implement a marketing advisory committee with representation from Council, Foundation and the Branch and all the regions in the province.
2. Have the marketing committee respond to the needs of 4-H leaders and members by creating ways to market 4-H and improve and increase the membership.
3. Research market opportunities.
4. Promote at local, regional and provincial levels
5. Ensure awareness and consistent use of our 4-H Brand and Canadian trademarks.

Who is Responsible

- The Alberta 4-H Council,
- The Marketing Advisory Committee
- 4-H members, leaders, clubs and councils.

Goal 4

Ensure long term stability and a vibrant future for Alberta 4-H.

Strategies

1. Initiate and establish a formal Advocacy Committee to generate strategies toward assuring the placement of the 4-H Brand and Partnership at the forefront of private and public sector consciousness.
2. Liaise with and provide feedback and direction to Minister responsible for 4-H.
3. Liaise with all levels of government, industry and stakeholders.

Who is Responsible

- The Alberta 4-H Council,
- The Advocacy Committee

Goal 5

To provide leadership to the 4-H program by being a medium whereby needs and concerns of members and leaders can be communicated through district and regional councils to the Alberta 4-H Council.

Strategies

1. Assist regional and district councils to voice policy changes and recommendations through the appropriate channels
2. Effectively communicate and support the decisions of Council to the regions, members and leaders
3. Provide feedback and direction to the Alberta 4-H office regarding the needs of 4-H members, leaders and alumni
4. Provide feedback and direction to the 4-H Foundation of Alberta regarding needs of the 4-H Family
5. Liaise with partner groups and committees and provide two way communications between the Alberta 4-H Council and the Partner/Committee.

Who is Responsible

- Each elected or selected representative on Council
- Executive Committee

Goal 6

To promote 4-H and encourage increased involvement of the 4-H Family and potential members, leaders, and sponsors in programs and opportunities.

Strategies

1. Serve as an ambassador of 4-H to each community and enthusiastically promote 4-H programs and projects at all levels
2. Assist the 4-H Partners with the promotion of 4-H
3. Encourage leader and member participation and involvement in 4-H activities.
4. Assist potential members and leaders in establishing contacts with local clubs, key leaders and 4-H specialists
5. Encourage public support of the 4-H program
6. Refer potential sponsors to the 4-H Foundation of Alberta
7. Provide accurate information regarding 4-H to the media and other interested individuals through the 4-H Communications and Marketing Specialist

Who is Responsible

- The Council as a whole
- The Partners Committee

Goal 7

To provide an effective risk management process for the 4-H Family in Alberta.

Strategies

1. Ensure adequate and cost efficient coverage is in place for 4-H volunteers, leaders and members.
2. Promote effective risk management protocols and procedures.

Who is Responsible

- The Council as a whole

Goal 8

To support funding initiatives of the 4-H Partners

Strategies

1. Support applications made on behalf of the 4-H program when applicable.
2. Provide feedback to the 4-H Foundation on funding initiatives in which 4-H participates.

Who is Responsible

- The Council as a whole
- Fundraising Committee