

4-H Council of Alberta Business Plan

4-H Alberta Motto

“Learn to do by doing”

4-H Alberta 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

4-H Alberta Vision

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

4-H Council of Alberta Mission

Advocating for Alberta 4-H members, leaders and volunteers

4-H Alberta 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

4-H Council of Alberta Goals

Goal: To provide leadership to the 4-H program through progressive and relevant learning opportunities

Strategies

- Encourage and support 4-H programs where new ideas are accepted, welcomed and incorporated.
- Receive updates on projects, project event development, new opportunities
- Recommend, approve, manage and implement pilots

Measures

- Collect statistics from appropriate sources
- Conduct surveys to determine grassroots satisfaction

Goal: To provide leadership and direction to our Marketing Action Committee

Strategies

- Develop effective recruitment strategies
- Develop effective retention strategies
- Develop survey tool to reach the membership
- Ensure awareness and consistent use of our 4-H Brand and Canadian trademarks

Measures

- Annually review MAC initiatives
- Review data collected in annual report

Goal: To strengthen the relationship between Regional Councils and the 4-H Council of Alberta

Strategies

- Council communication plan
- Annual training for regional council executives
- Assist in developing productive, efficient and effective meetings

- Be more visible and accessible to the membership by increased communication to Regional Councils, District Councils and Clubs

Measures

- Review evaluation after AGM
- Review of anecdotal data

Goal: To provide youth with opportunities to have active and influential roles
Strategies

- Develop youth connection mechanism for feedback
- Annual training with youth
- Initiate communication with our YAC representative

Measures

- Report from YAC representative
- Review evaluation from youth training initiatives

Goal: To continue to improve and maintain communication
Strategies

- Liaise with all levels of government, industry and 4-H Partners
- Contributor at the partners table and Canadian 4-H Council
- Promote to future and potential directors
- Informed and involved in budgeting process

Measures

- Review feedback from all levels
- Review anecdotal data
- Level and quality of honest communication between partners

Goal: Lead policy development, implementation and governance.

Strategies

- Develop, and adopt new policies as required; review one third annually
- Ensure that current policies are relevant
- Ensure policies are available to all clubs and councils

- Provide information and guidance to the 4-H Family regarding the appeals process
- Act as the final level of appeal

Measures

- Policies are reviewed on a regular basis

Goal: To provide an effective risk management process for the Alberta 4-H Family

Strategies

- Ensure adequate and cost-effective insurance is in place for 4-H volunteers, leaders, members, directors and guests
- Management of insurance claims and inquires.
- Promote effective risk management procedures
- Collect, review and maintain incident/accident reports
- Management of online leader screening

Measures

- Just do it!

Goal: To provide leadership recognition

Strategies

- Administration of the Golden Clover
- Encourage leader recognition within regions
- Recognize retiring council members

Measures

- Review feedback from regions