

2020-2021

## UNIT PLAN OF WORK

(TO IMPACT GRAND CHALLENGES/STATE PRIORITY ISSUES)

**PURPOSE:** *TO PROVIDE AN OVERVIEW OF*

- *STATE PRIORITY ISSUES THAT STAFF WITHIN THE UNIT PLAN TO IMPACT IN LOCALLY RELEVANT WAYS*
- *INCLUSION PLANS FOR REACHING UNDERREPRESENTED AUDIENCES FOR PROGRAMMING AND COMMITTEE/COUNCIL RECRUITMENT AND RETENTION*

**DEADLINE:** COUNTY DIRECTORS WILL POST THE UNIT PLAN OF WORK TO THEIR UNIT'S BOX FOLDER BY **NOVEMBER 30, 2020**

## Illinois Extension's Grand Challenge Goals and State Priority Issues

<p><b>(ECONOMY)</b>  <b>Grow a Prosperous Economy</b></p> <ul style="list-style-type: none"> <li>• Workforce Preparedness/Advancement</li> <li>• Financial Wellbeing</li> <li>• Economic Vitality</li> </ul>	<p><b>(FOOD)</b>  <b>Maintain a Safe &amp; Accessible Food Supply</b></p> <ul style="list-style-type: none"> <li>• Food Access</li> <li>• Food Safety</li> <li>• Food Production</li> </ul>
<p><b>(COMMUNITY)</b>  <b>Support Strong and Resilient Youth, Families, and Communities</b></p> <ul style="list-style-type: none"> <li>• Involvement and Leadership</li> <li>• Connectedness and Inclusion</li> <li>• Thriving Youth</li> </ul>	<p><b>(HEALTH)</b>  <b>Maximize Physical and Emotional Health for All</b></p> <ul style="list-style-type: none"> <li>• Chronic Disease Prevention and Management</li> <li>• Social and Emotional Health</li> <li>• Healthy and Safe Community Environments</li> </ul>
<p><b>(ENVIRONMENT)</b>  <b>Sustain Natural Resources in Home &amp; Public Spaces</b></p> <ul style="list-style-type: none"> <li>• Enhancing and Preserving Natural Resources</li> <li>• Engagement with Home and Community Landscapes and Environment</li> </ul>	

Instructions: Complete each of the following tables.

Table 1: **Overview of State Priority Issues Targeted Across Unit**

Table 2: **Goals to Address the NEW Thriving Youth State Priority Issue 2020-2021** (4-H Club Goals)

Table 3: **Supplemental Issue-Focused Impact Plan**

ONLY IF staff in your unit will be devoting *concentrated effort* toward a state priority issue THAT IS NOT INCLUDED in an educator's issue-focused impact plan (e.g. due to a staffing vacancy or other unique circumstances)

Table 4: **Unit Councils/Committees Your Unit Plans to Target for Improved REG Representation**

Table 5: **Programming Audience(s) Your Unit Plans to Target for Improved REG Representation**

Table 6: **Progress Toward 2019-2020 Inclusion Goals (including successful actions)**

**UNIT OVERVIEW**

Complete Table 1 below to provide an overview your unit’s overall state priority issue-focused impact plans. Be sure to include all state priority issues targeted in educator plans of work, SNAP-Ed strategic plan for your unit, Thriving Youth (detailed in Table 2 below), and any state priority issues targeted in your supplemental impact plan (detailed in Table 3 below if applicable). Add more rows you need additional space to list the state priority issues targeted by staff within your unit.

<b>Table 1: Overview of State Priority Issues Targeted Across Unit</b>	
<b>Unit: 4—Carroll, Lee, &amp; Whiteside</b>	<b>County Director: Janice McCoy</b>
<b>State priority issue targeted</b>	<b>List each staff member who will be involved in addressing this priority issue for your unit. Include the staff member’s role (e.g. Educator, Extension Program Coordinator, Community Worker, County Director) and program area.</b>
<b>Maximize Physical and Emotional Health for All</b> <ul style="list-style-type: none"> <li>Chronic Disease Prevention and Management</li> </ul>	Karla Belzer, Family Life Educator Bruce Black, Horticulture Educator Martha Ebbesmeyer, Youth Development Educator Allie Johnston, 4-H EPC Kathy Book, 4-H EPC Molly Sedig, 4-H EPC Mary Finney, 4-H EPC
<b>Maximize Physical and Emotional Health for All</b> <ul style="list-style-type: none"> <li>Social and Emotional Health</li> </ul>	Karla Belzer, Family Life Educator Martha Ebbesmeyer, Youth Development Educator Allie Johnston, 4-H EPC
<b>Maintain a Safe &amp; Accessible Food Supply</b> <ul style="list-style-type: none"> <li>Food Access</li> </ul>	Bruce Black, Horticulture Educator Marilyn Kemmerer, ANR EPC Mary Nelson, ANR EPC

**Table 2: Goals to Address the NEW Thriving Youth State Priority Issue 2020-2021 (4-H Club Goals)**

**\*Each unit 4-H Team is expected to plan for at least 1 Club Member Retention Goal and at least 1 Improved Diversity/Equity/Inclusion goal for 2020-2021. Add more rows to outline additional goals if needed.**

\*\*Please note that Expansion and Review Committees are designed to help inform your goals related to growth and engagement with underserved audiences. Action plans outlined in this Plan of Work should enhance your current county expansion and review plans and outline intentional actions that will be taken this year. (refer to pages 5-11 in the 2020-21 4-H Policy Handbook).

Examples of potential actions to improve Diversity/Equity/Inclusion:

- Recruit a volunteer who is experienced in serving minority youth to lead an in-person and/or virtual club this year in a community or geography of your unit historically underserved by Illinois 4-H.
- Request equity dialogue training through the Youth Leadership Team and recruit youth/volunteers to participate in your unit.
- Facilitate equity dialogues with all club officers and/or volunteers and host local conversation about how to improve experience of inclusion and belonging for youth who are new to 4-H.
- Establish a new relationship with a funder or donor who has equity as an explicit goal in their work – to work together toward equity goals for youth in your community.
- Recruit youth for participation in a C.A.R.E.S SPIN Club in the winter/spring (could be staff and/or volunteer-facilitated).
- Identify youth/volunteers/club in your unit with interest in advancing DEI goals and design a local response (consider applying for DEI funds through State 4-H Office to support this new effort)

*What is your intended goal?	What actions will you take to meet the goal?	Intended outcomes or indicators of success (be specific as to how you will track or measure)	What unit staff will be working toward this goal or actions?
<p><i>Club Member Retention Goal:</i> <i>Maintain total enrollment of 75% of the 2019-2020 4-H year membership per county.</i></p>	<ul style="list-style-type: none"> <li>• Volunteer/Leader training – To be offered by local staff at leader meetings (1-2 per year) and at the regional level. These trainings will offer support and resources to leaders that will assist in fostering a better club experience.</li> <li>• Each EPC will offer 3 SPIN Clubs during the 2020-2021</li> </ul>	<ul style="list-style-type: none"> <li>• Membership threshold is at or above 75% of the 2019-2020 enrollment numbers</li> <li>• At least five youth will participate in each SPIN Club.</li> </ul>	<p>Unit 4 4-H Staff (4-H educators and program coordinators)</p>

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Examples of potential actions to improve Diversity/Equity/Inclusion:

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- Identify youth/volunteers/club in your unit with interest in advancing DEI goals and design a local response (consider applying for DEI funds through State 4-H Office to support this new effort)

*What is your intended goal?	What actions will you take to meet the goal?	Intended outcomes or indicators of success (be specific as to how you will track or measure)	What unit staff will be working toward this goal or actions?
	with at least five youth participating in each club.		
<p><b>**Improved Diversity/Equity/Inclusion Goal:</b></p> <p>Recruit youth for participation in a Your Thoughts Matter SPIN Club in winter/spring led by staff.</p>	<p>Staff will coordinate and market the YTM SPIN Club. 5 youth will participate in the SPIN CLUB.</p>	<p>Youth will increase understanding of mental health challenges faced by youth. Youth will be able to locate help for mental health issues. Youth will feel less marginalized. Youth will learn how to create inclusive environments for all 4-H members.</p>	<p>Martha Ebbesmeyer, Youth Development Educator Karla Belzer, Family Life Educator Allie Johnston, 4-H EPC Janice McCoy, County Director</p>
<p>Increase participation in Whiteside County 4-H</p>	<p>Our Bilingual 4-H EPC will conduct outreach and needs assessment for</p>	<p>1. We will have a written needs assessment by April 2021.</p>	<p>Mary Finney, Bilingual 4-H EPC</p>

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*What is your intended goal?	What actions will you take to meet the goal?	Intended outcomes or indicators of success (be specific as to how you will track or measure)	What unit staff will be working toward this goal or actions?
program by 3%—either through community clubs, community-based programs, or spin clubs.	programming with the Hispanic/Latino community	2. Trend data from year to year will be analyzed to determine 4-H participation.	Martha Ebbesmeyer, Youth Development Educator  Janice McCoy, County Director

**SUPPLEMENTAL ISSUE-FOCUSED IMPACT PLAN (IF APPROPRIATE TO YOUR UNIT)**

There are times when unit staff will target an issue with outreach that is not aligned with an educator’s plan (often due to vacancies in staffing). If there are *concentrated efforts* that are NOT covered in one of your unit’s educator plans but your unit staff will devote to address a state priority issue, complete **Table 2: Supplemental Issue-Focused Impact Plan**. Add more rows to Table 3 if you need additional space to outline the plan. Copy the table FOR EACH PRIORITY ISSUE if you expect to have *concentrated effort* devoted to more than one issue during the 2020-2021 Extension year. In Table 2, do not include issue-focused impact plans already outlined in an educator’s plan of work submitted within your unit.

Examples of types of programs/outreach activities you might include.

- Educational outreach onsite and online (direct education)
- Digitally and/or print-released information (indirect activities)
- Consultation and expert assistance for decision support
- Applied research
- Engaging in partnerships and coalitions to reach a common goal

<b>Table 3: Supplemental Issue-Focused Impact Plan (if appropriate for your unit)</b> <b>COMPLETE ONE TABLE PER STATE PRIORITY ISSUE YOU PLAN TO ADDRESS</b>		
<b>Identify the state priority issue to be targeted</b> (see <a href="#">Illinois Extension’s Grand Challenge Focus Areas and Related State Priority Issues</a> ):		
<b>Unit staff collaborating on/contributing to planned outreach addressing this issue:</b>		
What planned outreach will you conduct to intentionally address this priority issue? Specify the details e.g. name of programs, indirect intervention channel, focus of applied research, specific partnerships and/or coalitions you will engage with, etc.  List each program or group of activities that are intended to target the <b>same audience(s) and outcome(s)</b> in a separate row.	Describe the audience(s) you will target with each planned outreach program or group of activities	What are the specific intended outcomes that will result from this planned outreach? Consider the following types of outcomes when listing the intended, specific outcomes of your planned outreach program or group of activities: <ul style="list-style-type: none"> <li>• Increase awareness/knowledge in...</li> <li>• Increase positive attitudes towards...</li> <li>• Participants report intent to change/adopt...</li> <li>• Increase/decrease in behaviors/practices such as....</li> <li>• Changes in policies/environment such as....</li> </ul> (also indicate with an asterisk * any outcomes <b>you plan to measure</b> )





<b>Table 4: Unit Councils/Committees Your Unit Plans to Target for Improved REG Representation (add more rows if you plan to target more than two Councils/Committees)</b>			
<b>Unit:</b>		<b>County Director</b>	
Name of Council or Committee targeted for improved REG representation	What is your intended goal for improved REG representation?	What actions will you take to improve REG representation?	How will you document these actions?
1. Positive Youth Development Committee	<ol style="list-style-type: none"> <li>1. Establish a new committee to address positive youth development programming in the unit.</li> <li>2. Attempt to have 40% male and 60% female representation in year one.</li> </ol>	We intend to utilize members of the Whiteside County Healthier Communities Partnership and the Partnership for a Healthier Lee County to improve planning for positive youth development activities within Extension and the broader community.	We will document attendance at meetings and meeting minutes.
2. Council Members	1. Improve the number of male and minority members on the council.	<ol style="list-style-type: none"> <li>1. Actively recruit male members to the council.</li> <li>2. Actively recruit minority representation to the council</li> </ol>	Council Roster and meeting minutes

<b>Table 5: Programming Audience(s) Your Unit Plans to Target for Improved REG Representation (add more rows if you plan to target more than two audiences)</b>			
Describe each audience targeted for improved REG representation in your unit programming.	What is your intended goal for improved REG representation?	What actions will you take to improve REG representation?	How will you document these actions?
1. Hispanic/Latino	Increase participation in Whiteside County 4-H program by 3%—either through community clubs, community-based programs, or spin clubs.	Our Bilingual 4-H EPC will conduct outreach and needs assessment for programming with the Hispanic/Latino community	<ul style="list-style-type: none"> <li>• We will have a written needs assessment by April 2021.</li> <li>• Trend data from year to year will be analyzed to determine 4-H participation.</li> </ul>
2. Low socio-economic audience’s populations who fall at or below the federal poverty (income) threshold.	The goal is to provide a minimum of 15 programs offered by Unit Educators and volunteers to this population.	Increase direct marketing and partnering with other organizations who provide services to this population.	Keep copies of marketing efforts and the number of programs delivered.

<b>Table 6: Please review your 2019-2020 intended goal(s) to improve REG representation and share your progress (including successful actions).</b>			
Representation improvement goal from your 2019-2020 Unit Inclusion Plan	Was this a <b>programming</b> goal or <b>council/committee</b> representation improvement goal?	What progress were you able to make (if at all)?	What strategies/actions were most effective in making progress toward the goal(s)?
Extension Council-- continue working toward diverse representation based on race, age, ethnicity, gender, etc.	Council/Committee	COVID presented many challenges this year including the ability to recruit new and diverse members to our council.	None yet.
Expansion and Review	Council/Committee	Some—we utilized our council members and some outside community groups to gather feedback.  We also had a high school youth committee that provided important suggestions for our program.	Utilizing council was an effective strategy as they are already accustomed to analyzing data and guiding programming goals.
Increase participation in Whiteside County 4-H program	Programming	Yes, we were able to hire a bilingual 4-H EPC in October 2019. She offered one SPIN club in 2019-2020 and began to have some meetings with community members.	Meetings with community members have been helpful in determining the needs of the community.
Low Socio-Economic Audiences	Programming	Yes, our Horticulture Educator has presented 49 educational sessions in a low-income school district.	Developing a positive relationship with the middle school agriculture science teacher was the most beneficial in being able to deliver the programming.
Women in Agriculture	Programming	Yes, we currently have 211 people on our ANR mailing list and of those almost 80% are women.	Developing a mailing list that can be used with email plus.

		Some of these people might only be interested in the horticulture material we send out through the list.	
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