

2020-2021

UNIT 24 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>(ECONOMY) Grow a Prosperous Economy</p> <ul style="list-style-type: none"> • Workforce Preparedness/Advancement • Financial Wellbeing • Economic Vitality 	<p>(FOOD) Maintain a Safe & Accessible Food Supply</p> <ul style="list-style-type: none"> • Food Access • Food Safety • Food Production
<p>(COMMUNITY) Support Strong and Resilient Youth, Families, and Communities</p> <ul style="list-style-type: none"> • Involvement and Leadership • Connectedness and Inclusion • Thriving Youth 	<p>(HEALTH) Maximize Physical and Emotional Health for All</p> <ul style="list-style-type: none"> • Chronic Disease Prevention and Management • Social and Emotional Health • Healthy and Safe Community Environments
<p>(ENVIRONMENT) Sustain Natural Resources in Home & Public Spaces</p> <ul style="list-style-type: none"> • Enhancing and Preserving Natural Resources • Engagement with Home and Community Landscapes and Environment 	

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.

Table 1: Overview of State Priority Issues Targeted Across Unit	
Unit: 24	County Director: Angela Messmer
State priority issue targeted	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.
Economy – Workforce Preparedness / Advancement	Melissa Bramlet Wilson – 4H Youth Development, Educator Nancy Lambert, Paula Hatfield, Amy McCarty, Kathryn Scates, Kendra Vaughn – 4H EPC’s
Food – Food Access	Melissa Bramlet Wilson – 4H Youth Development, Educator Bronwyn Aly – Local Food Systems and Small Farms Educator Julie Zakes – Ag Gardener Jennifer Warren, Nancy Lambert, Paula Hatfield, Amy McCarty, Kendra Vaughn, Kathryn Scates – 4 H EPC’s Pamela Haywood – SNAP EPC
Food – Food Production	Bronwyn Aly – Local Food Systems and Small Farms Educator Melissa Bramlet Wilson – Educator Julie Zakes - Ag Gardener Jennifer Warren – ANR EPC Paula Hatfield, Amy McCarty, Kendra Vaughn – 4H EPC’s
Environment – Engagement with Home and Community Landscapes and Environment	Bronwyn Aly – Educator Melissa Wilson – Youth Development Educator Jennifer Warren – ANR EPC
Health – Healthy and Safe Community Environments	Pamela Haywood – SNAP EPC Robin Johnson – SNAP Community Worker Ashley Gilmore – SNAP Community Worker

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> .Retain 80% of 2019/2020 community club members</p>	<ul style="list-style-type: none"> • Ensure consistent lines of communication with 4H families • Increase positive attitudes towards project virtual engagement • Increase workshop opportunities for current members 	<ul style="list-style-type: none"> • 80% of 2019/2020 enrollment – monitor enrollment quarterly and adjust outreach efforts accordingly 	<p>Melissa Wilson – 4H Educator Paula Hatfield, Nancy Lambert, Amy McCarty, Kathryn Scates, Kendra Vaughn – 4H EPC’s Angela Messmer – County Director</p>

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?
Valued Volunteer Series	<ul style="list-style-type: none"> • Volunteers ages 19 and up that have been screened and certified through the background check process will participate in a series of workshops to increase involvement and participation 	<ul style="list-style-type: none"> • Increase number of volunteer participants from previous years • Participant success stories on their involvement with 4H • Increase in 4H enrollment due to more involvement of volunteers 	<p>Melissa Wilson – 4H Youth Development Educator</p> <p>Paula Hatfield, Nancy Lambert, Amy McCarty, Kathryn Scates, Kendra Vaughn – 4H EPC’s</p> <p>Angela Messmer – County Director</p>

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 2019-2020 4-H clubs and volunteers, while also stabilizing membership</i></p>	<ul style="list-style-type: none"> • Create a new 4-H Family Toolkit, designed to help improve communication and retention of first year 4-H families. • Support current volunteers and families with additional training and resources to engage families in a virtual format. 	<ul style="list-style-type: none"> • Distribute a 4-H satisfaction survey to 1st year families following implementation of the new 4-H Family Toolkit. * • 4-H families will report an increase of enrollment, exhibition, and completion of 4-H records due to increased training. 	<p>Melissa Wilson, Nancy Lambert, Paula Hatfield, Amy McCarty, Kassy Scates and Kendra Vaughn.</p>

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>**Improved Diversity/Equity/Inclusion Goal:</p> <p><i>The Unit 24 Expansion & Review committee membership will be reflective of community demographics across our six county Unit.</i></p>	<ul style="list-style-type: none"> • Pull Headwaters Economics and Census Data to study updated demographics. • Work with local community partners and share our DEI goals. • Connect with 4-H volunteers and stakeholders to offer inclusion training. 	<ul style="list-style-type: none"> • 4-H membership will become cultural reflective of the communities we serve. • Gather informal feedback through conversation and surveys with minority groups to identify barriers to 4-H participation. 	<p>Angie Messmer, Melissa Wilson, Nancy Lambert, Paula Hatfield, Amy McCarty, Kassy Scates and Kendra Vaughn.</p>

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

**Table 3: Supplemental Issue-Focused Impact Plan (if appropriate for your unit)
COMPLETE ONE TABLE PER STATE PRIORITY ISSUE YOU PLAN TO ADDRESS**

Identify the state priority issue to be targeted (see [Illinois Extension's Grand Challenge Focus Areas and Related State Priority Issues](#)):

Unit staff collaborating on/contributing to planned outreach addressing this issue:

<p>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.</p> <p>List each program or group of activities that are intended to target the same audience(s) and outcome(s) in a separate row.</p>	<p>Describe the audience(s) you will target with each planned outreach program or group of activities</p>	<p>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:</p> <ul style="list-style-type: none"> • Increase awareness/knowledge in... • Increase positive attitudes towards... • Participants report intent to change/adopt... • Increase/decrease in behaviors/practices such as.... • Changes in policies/environment such as.... <p>(also indicate with an asterisk * any outcomes you plan to measure)</p>

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)			
Unit:		County Director	
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. Extension Council	Increase diversity, equity and inclusion of Extension Council Members	<ul style="list-style-type: none"> • County Director will work with Educators and EPC's to identify appropriate members • County Directors and Unit 24 Staff will be involved with community committees, events and other arenas that will provide access to potential members and volunteers. 	<ul style="list-style-type: none"> • Evaluation of membership rosters • Increased involvement and community support
2.			

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)			
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. Club leaders and volunteers	<p>Increase diversity, inclusion and equity training for clubs, leaders and volunteers</p> <p>Increase membership to be reflective of REG representation</p>	<p>Provide training that is research based and designed for intended audience</p> <p>Increase recruitment efforts to community</p>	<p>Document a communications plan to evaluate the efforts</p> <p>Review data to ensure an increase in REG and adjust efforts accordingly</p>
2.			

Table 6: Please review your 2019-2020 intended goal(s) to improve REG representation and share your progress (including successful actions).

Representation improvement goal from your 2019-2020 Unit Inclusion Plan	Was this a programming goal or council/committee 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)?