



The One-Page Business Plan

UCCE Santa Barbara County 4-H YDP

Why does this program exist?

To inspire youth living in Santa Barbara County to learn, lead and succeed.

Who do we need to be to do that?

A diverse, passionate, and competent 4-H community dedicated to empowering our youth.

Big Goal
(BHAG- Big Hairy Audacious Goal)

By June 30, 2016, we will provide more than 16,000 opportunities annually for school-aged youth (aged 5-19 years) in Santa Barbara County to participate in 4-H Youth Development Programming, including special interest programs, organized military 4-H clubs, school enrichment programs, out-of-school programs, and organized 4-H clubs..

What are we building to accomplish this?

(vision)

Continue to build the UCCE Santa Barbara County 4-H Youth Development Program with annual funding of \$399,117 to provide diverse youth-focused programs, youth development expertise, and volunteer training for our community.

Strategy 1: Sustain current levels of high-quality programming to retain active youth membership and adult volunteer participation.

Strategy 2: Develop new programs through a variety of delivery modes (e.g. special interest programs, organized military 4-H clubs, school enrichment programs, out-of-school programs, and organized 4-H clubs) in underserved areas within our county to increase member diversity (c.f. <http://4h.ucanr.edu/Resources/Policies/Chapter3/>).

Strategy 3: Develop a required Expansion & Review Committee, whose purpose is to ensure a nondiscriminatory, balanced expansion of the 4-H YDP and to help strengthen approaches to 4-H YDP delivery for ethnically diverse youth and families.

Strategy 4: Refine volunteer recruitment, training and retention strategies to develop and sustain a growing team of high-achieving volunteers with passion and expertise in both subject matter and youth development.

Strategy 5: Maintain existing and develop new relationships with local funders to support programmatic growth.

How will we build this program?

1. Develop a minimum of six priority trainings to address needs identified in the 2013-2014 UCCE SBC 4-H YDP needs assessment (e.g. finances, diversity, policies, camp administration, programmatic areas, etc.).
2. Identify and establish entry point programming in communities with underserved and ethnically diverse youth populations.
3. Identify and recruit four community leaders who serve ethnically diverse youth and families to join the Expansion & Review Committee, as well as two 4-H YDP adult volunteers and two 4-H YDP youth members with the interest and knowledge of increasing ethnic diversity. Hold a minimum of two Expansion & Review Committee meetings in the program year.
4. Identify and recruit 19 adult volunteers to fill critical Management Board and Program Development Board positions.
5. Develop a fundraising committee to obtain a minimum of \$185,400 in order to ensure program continuation through 09/2016 and support the UCCE SBC 4-H YDP 5-year Fund Development Plan.

What is the work to be done in the coming year?

Measurable Outcomes
(September 30, 2016)

- 1a. # of priority trainings offered for staff, youth members, and/or adult volunteers
- 1b. % of participants who indicated knowledge gained as a result of participation in trainings
- 1c. % of youth members retained each program year
- 1d. % of adult volunteers retained each program year
- 2a. # of new programs in these communities
- 2b. # of youth reached through these programs
- 3a. # of Expansion & Review Committee members
- 3b. # of Expansion & Review Committee meetings held in program year
- 4a. # of volunteers serving in critical board positions
- 5a. \$ amount obtained