

Grant County 4-H Promotion and Expansion Committee
Minutes • April 6, 2017

The Grant County 4-H Promotion and Expansion Committee met Thursday, April 6, 2017 at 7:00 p.m. at the Grant County 4-H Office.

The meeting started with a 2-minute ice breaker. Each committee member explains one thing that a napkin could be used for. Sara Koepke, Grant County 4-H Youth Program Advisor started the discussion of development of promotion plans, methods, and procedures. First item was how can we develop new SPIN (special interest) clubs for youth to be involved in. Bill Steinlicht commented youth are busy and weekends are filled. Finding leaders to encourage and participate may be difficult. We need to start to articulate the benefits of being involved.

Next item discussed various marketing options. Joan Czmowski mentioned about having a jazz band play at the 4-H Achievement Days BBQ. Kylee Mogen suggested a parade before Achievement Days. Other comments were being present in the shopper and media outlets at least once a month. Also, incorporate a Clover Patch News Staff and do streaming of events during Achievement Days.

How can we be inclusive to all non-profit organizations, such as Boy Scouts, Girl Scouts, Christian Service Council? The group consensus was to promote just not "Milbank". We need to off more to schools in our county.

Each committee member was given a needs assessment. Sara explained this needs assessment is being used to see how much you know about the 4-H program and the community. These will be used to find our priorities for the 2017-2018 4-H year.

The committee moved their conversation to membership expansion. The question was proposed how can we reach more alumni. A suggestion was made to compile a list of pervious members. Window clings that say "I'm a 4-H Alumni!" would be a great way to promote.

Lastly, discussion on ended on how to increase youth involvement. The question that was raised to committee members was, "what made you want to go to 4-H?" Suggestion was to complete class presentations during National 4-H Week. Find more fun stuff, incorporating more camping, and possible snowshoeing.

Next Promotion and Expansion Committee meeting will be September 14, 2017 at 7:00 p.m. at the Grant County 4-H Office.