

St. Croix County 4-H Programming Committee Meeting

July 28, 2017 @ 6:00pm

UW-Extension Office

A group of youth and volunteers to a look at 2017 4-H and county statistics to help analyze existing countywide 4-H programming (non fair). Each program was discussed and the group addressed strengths, weaknesses, and areas for improvement. The group did not discuss any new programs outside of the ones listed below. Overall the group would like to have all countywide programming dates set at the beginning of the 4-H year in September so that they can be advertised well in advance. In addition marketing ideas were discussed on how to promote these events.

Po-Croix-Bar 4-H Camp

Strengths

- 75% of campers are from St. Croix County
- 3rd – 8th graders

Weaknesses

- Location
- Need to advertise more
- Not open to non 4-H youth

Areas for Improvement

- Camp by ourselves
- Research alternate locations
- Create Jr. Counselor positions for 7th & 8th graders

Cloverbud Day Camp

Strengths

- K-3rd grade
- Two locations (New Richmond and Baldwin)
- Open to non 4-H youth

Weaknesses

- June dates conflict with summer school and other camps
- More advertising needed

Areas for Improvement

- Get rid of June dates and just do camps in August
- Possible new location would be Glenwood City
- Evaluate after this summer

WI Tour

Strengths

- 5th – 8th graders
- Youth learn about Wisconsin
- Youth learn life skills

Weaknesses

- Needs more advertisement

Areas for Improvement

4-H Cooking Expo

Strengths

- Open to all youth
- Central location

Weaknesses

- Needs more advertising

Areas for Improvement

- Create more of an Arts Lab experience where youth can sign up for tracks for the day
 - Track 1 – Culinary Arts
 - Track 2 – Photography
 - Track 3 – Performance Arts

Mini Talent Explosion

Strengths

- Opportunity for youth to explore the Communication Arts projects

Weaknesses

- Not many participants
- Kids who would do it are already involved

Areas for Improvement

- Kids need motivation (district, state fair contests)
- Partner with other counties (Polk or Pierce)

Clover College

Strengths

- Highly attended
- Targets younger audience
- Kids can explore multiple project areas
- Creation of fair projects
- Tapping into resources

Weaknesses

- Needs committee / group leadership

Areas for Improvement

- Need more advanced planning
- Define target audience

Leaders Banquet

Strengths

- Honors leaders in a positive way

Weaknesses

- Location
- Date
- Is it worthwhile?
- Are plaques necessary?
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Areas for Improvement

- Move to club banquets (these are more important to the kids)
- Have Heather come to clubs and present the club awards
- Instead of plaques give the kids alternate prizes like an ice cream party

M.E. Process / Trips

Strengths

- Great learning opportunities for youth
- Outside people used as judges for interviews
- Application process

Weaknesses

- M.E. forms are too intense...need to simplify

Areas for Improvement

- Change M.E. forms to align with state trip applications
- Change M.E. forms to real world skills (Cover letter, resume, record book)

Education Corner

Strengths

- Promotion and education

Weaknesses

- Location

Areas for Improvement

- Needs to be make and take activities (no more than 5-10 minutes per kid)

4-H 5K

Strengths

- Fundraising / 4-H promotion

Weaknesses

- Location
- Date

Areas for Improvement

- Evaluate in a year or two

Clover Store

Strengths

- Fundraising / 4-H promotion

Weaknesses

- Location

Areas for Improvement

- Advertising
- Staffing