

# REGIONAL SPECIALIZED 4-H AGENTS NEWSLETTER

NOVEMBER 18, 2010



## What is All Reasonable Efforts?

By: Heather Kent, Northwest RSA

All Reasonable Efforts (ARE) are defined as the minimum efforts required of county Extension paid and non-paid (volunteers) staff to integrate Extension educational programs conducted in interracial areas. The phrase "All Reasonable Efforts" refers to federal civil rights requirements. This requirement specifically refers to extension Home and Community Educator (HCE) and 4-H Clubs that are serving interracial communities.

### Who is Responsible for All Reasonable Efforts?

All paid and non-paid Extension staff are required to implement ARE when a club's membership does not reflect the racial composition of the community they serve. To determine whether or not a club needs to conduct ARE, you will need to compare the club's racial composition (as documented through enrollment records) with their community racial composition. The community racial composition should be calculated by using the club boundary maps. Club boundaries are usually drawn based on suburb or town limits or by political or school districts. If a 4H project club serves the entire county, then the county borders serve as the club boundary.

For example, if the club's racial composition is 50% white, and 50% African American but the community the club serves is 50% white, 30% African

American, and 20% Hispanic, then that club is required to conduct all reasonable efforts in order to recruit Hispanic members.

### How is All Reasonable Efforts Conducted?

There are multiple ways you can encourage underserved audiences to become involved in 4-H clubs; however, there are three methods that are specifically required and must be documented:

- Use of mass media to inform potential participants (includes radio, television, newsprint, flyers, newsletters, brochures, tabloids, and circulars).
- Personal letters to potential participants living within the club boundary. Letters should be addressed to individuals who fall within the underserved audience and should include specific dates, times, and locations of club meetings or events.
- Personal visits to potential participants. Club leaders should work with their Extension agent and other club members to identify individuals living within the club boundary who are not represented by

*Efforts (cont'd on page 6)*

# HOW PROFESSIONAL ARE YOU?

By: Judy Butterfield, Central RSA

Professionalism in the workplace is more than how we dress. It is certainly about how we dress, but also more importantly about how we talk, act, write and work. All of these combined will determine if you are truly a professional or an amateur. Unfortunately society does not emphasize the importance of professionalism (just look around at the varied modes of dress as well as attitudes), so people tend to believe that less than perfect work is normal – “just getting by” is the norm in a lot of businesses. Where do you fit on the scale of being an amateur or a professional? Are you professional in your dress, in your actions? What about your attitude? All of these come into play when defining professionalism in the workplace.

So why is professionalism important for our Extension jobs?

- It ensures a good work performance by everyone. If we feel the organization promotes professionalism, then everyone will do the best they can in their job.
- It is required to promote good team spirit – working together helps the group promote and value the organizations goals. Pitching in to help someone finish a job or task is very important rather than saying “it’s not my

job”. This is probably more important than ever when we all are doing more with less.

- It keeps employees motivated. When we feel valued and appreciated – yes this has been documented through various studies, productivity goes up – we want to do a good job – the intrinsic motivator kicks in. “I want to do a good job” regardless of the reward.
- It helps maintain the right amount of communication – everyone knows his or her job and what is expected of them – it also ensures that everyone’s voice is heard.
- It helps us define where to draw the line of being a friend or a professional.

Being professional in the workplace is responsible for a positive environment, yet on the flip side lack of professionalism can be responsible for creating a negative environment. Some of these negatives are:

- Lack of motivation often leads to lack of professionalism – such as being a clock watcher, coming in late all the time when not necessary, dropping the ball on assignments and having others have to pick up the slack.
- Can lead to higher attrition rates – higher turn-over in organizations where

professionalism is not a priority.

- Lack of loyalty – I’m just here to get the job done. This can lead to a dysfunctional organization or office.

As Extension professionals, we all need to be aware of the professional image we project to our clientele as well as your co-workers and peers. The old adage “first impressions are the lasting impressions” is so true whether in Extension or the corporate world. People notice if you just rolled out of bed with wrinkled clothes or if they are clean and fit appropriately, as well as taking into account your attitude and demeanor toward that person. As someone once told me – we are always on the stage and someone is constantly watching us. Finally, professionalism lies in those who do their work with quality and quantity in mind. *So, how professional are YOU?*

Sources:

1. Administrative Professional Today, October, 2009
2. Buzz.com, Professionalism in the Workplace
3. Ezinearticles.com, Professionalism – 5 Characteristics that Detract from Professionalism in the Workplace



## Project Update

4-H Communication Arts Action Team

By: Georgene Bender, South Central RSA

### Important Webinars for 4-H Staff:

Changes in State 4-H Photo & Poster Contests

Audience: 4-H Staff

November 22 11am (EST) via Elluminate

<https://sas.illuminate.com/m.jnlp?sid=2010029&password=M.44ED1BBC246B8CF5ABEAB4895E8976>

December 15 11am (EST) via Elluminate

<https://sas.illuminate.com/m.jnlp?sid=2010029&password=M.960FEF5EE2EAB2593B5B51555AD642>

# Distance Learning & 4-H Volunteer Training

By: Bill Heltemes, Northeast RSA

Twelve counties have been participating in the distance learning series for 4-H faculty and volunteers. The monthly series (1st Tuesdays at 6:30 PM) is designed to provide counties with a way to offer increased training in a variety of topics for their 4-H organizational and project volunteers, without requiring an unrealistic amount of time demand for the agent.

Counties are given the opportunity to invite their volunteers to their offices for

training via polycom. The training includes a one hour session on the topic for the month. Counties then have a choice to end the training at the point, conduct other business with their volunteers, or do the activities that are offered.

We all know the importance of having a well trained volunteer force. The real challenge is to find the time to schedule and prepare a variety of quality training programs. As the 4-H agent you have the opportunity to pick and choose the topics that meet your county’s needs. The added

advantage is that state specialists and RSA’s can “travel” the state to directly teach volunteers. We are always open to suggestions for volunteer topics and for agents that would like to team teach with one of us. We will do a follow-up evaluation this summer to determine if this should be continued in 2012.

This is an in service offering so you must register for the training through the Extension In Service program on PDEC. You need to register for each individual session.

### The remaining sessions are:

Date	Topic	Intended Audience	Instructor
November 2	Celebrating the Holidays 4-H Style	All Volunteers	Heather
December 7	Planning & Managing Club Events & Activities	Activity Leaders	Judy
January 4	Improving Club and Member Communications	Club Org. Leaders	Georgene
February 1	Applying 4-H Exp.in Your Job Application & Resume	All Volunteers	Bill
March 1	Plan a Fun Summer Prog. and Retain Your Club Members	Club Org. Leaders	Bill
April 5	Evaluating Your Club Educational Programs	All Volunteers	Heather
May 3	Recognizing & Rewarding Your Club Members	All Volunteers	Tracy
June 7	Strengthening Parental Support in Your Club	Club Org. Leaders	Bill

## Supporting Our Local Military Families

By: Georgene Bender,  
South Central RSA

Throughout December, over 3,500 soldiers from Florida's Army National Guard 53rd Infantry Brigade will be returning to civilian life after a year in the Middle East. This was Florida's largest deployment since WWII.

Reintegration is a challenging part of our citizen soldiers' deployment. Soldiers are returning to a weak economy - some may even return to no job. While on deployment, families were taken care of with medical needs, and pay. But for many of the enlisted soldiers, a return to civilian life may be more stressful than combat.

Continue to show your respect for our fighting men and women of our services. In your community connect with your local Florida Guard armory. Soldiers and families will have a 90 days period of adjustment with support services from the military. Asking for help is not easy for most people, so brainstorm ideas of things your county might do on an annual basis for military soldiers. Be proactive! Here are some ideas to share:

- County Fair to host a "Military Day" (Manatee)
- Join the parades to honor our soldiers for Veteran's Day, Memorial Day
- Host a community picnic for military families annually - involve other community groups (Pasco)
- Annual pack HERO PACKS for children of deploying service members

- Sponsor a community flag retirement and honor our fallen Heroes
- Holiday Fun Day for military youth
- Join a local Coupon Saving program for military families (Hillsborough)
- Help with your Guard units' Annual Holiday Party (Hernando)
- Create and maintain a Memory Garden in your community for fallen Heroes (Bay)
- Clubs might "Adopt a Soldier Family" and help with yard work, repairs, babysitting etc (Alachua)
- Special kid fun day at Fischer House-injured soldiers at VA hospitals (Hillsborough)

- lots more.....please share your ideas with us...we'll post on our blog!!!

4-H has been involved in the military community since 1996 and our commitment to our military community has grown to involve other Extension areas and serve worldwide. Here in Florida over 88,000 military youth reside. Florida has Naval, Air Force, and Coast Guard installations and soon to add an Army and Marine Special Services Unit in the Panhandle. Won't you consider making the military a part of your program -- at an installation, Guard or Reserve community? Contact Cliff Lewis, OMK State Coordinator to locate a unit in your county (sgmlewis@ufl.edu).

## Growing as a Professional and In Service Education

By: Bill Heltemes, Northeast RSA

Traditional face-to-face in service, webinars, conferences, Linked-In, distance learning, professional magazines, mentors, professional associations, and other avenues for professional development can be mind boggling. With so many outstanding opportunities and so many avenues to learning, how do I decide what to choose?

How do I develop a balance of professional and personal development, family and my regular work responsibilities without working 45+ hours a week? All extension 4-H faculty face this dilemma, regardless of your years of experience.

Here are some ideas that might be useful to you.

1. Take an inventory of your own skills and knowledge base. What are you good at – and what are you not? Are there parts of your job where you feel knowledge deprived...skillfully inadequate?
2. What are the priority programs in your county 4-H program? At what level of expertise are you in these areas?
3. Review your Plan of Work – is there training you need to successfully meet your objectives? No one is an expert in 4-H. Some of us have just been at it longer than others.
4. We live in an age of technological explosion – just when you figure out how to blog, Tweet comes along. Even if you could devote 40 hours a week to technology you would still not be able to keep ahead of the curve. Select the technology that will be most valuable to your program efforts – you don't need to use it all. Keep in touch with the IFAS IT department – ask them to inform you about new technology that would help you. Be technologically **SMART**: Select what works best for you. **More** is not necessarily better. Ask “techno smart” youth and parents in your program to be web master, facebook developer, etc. Have them teach these skills to you and to your volunteers. Technology is not a program – it is a

Resource to make your program better.

5. Ask your CED, DED, and your peers for their perceptions about your skills and knowledge – don't feel threatened by what you might hear. The great thing about being a 4-H professional is that we all want each other to be successful.
6. Review your inventory, then, think about ways you can learn and improve a skill base. Is attending a seminar the best way? Would subscribing to a specific professional journal fill the need? Will your CED or DED fund this rather than an in service?
7. Is there training that will not only make you a better youth professional, but make you a better parent, spouse or friend?
8. Develop a long range professional development plan. If you are struggling with your volunteer program – what can you do this year to start you on your way to becoming a skilled volunteer trainer and manager? It doesn't happen overnight, but won't happen at all if you don't plan for it.
9. Make a list of all the professional development opportunities available to you that you are interested in. Sit down with your CED and/or DED and prioritize these. Your CED/DED wants you to be successful and will do their best to provide you the development opportunities you need.
10. Think of in service training as professional development opportunities. It's a more positive and meaningful attitude. Professional development should be enjoyable, fun and a gratifying experience.

What role can your RSA play in your professional development plan? They can be a sounding board for your thoughts and ideas. They can help you through your inventorying process. If they know your needs and interests they can be helpful in locating the resources that will meet your needs.

Becoming the best possible youth professional that you can be starts with you. It's up to you to initiate your professional development plan. It's up to you to take responsibility for your professional development. You, your DED, CED and RSA are a team, and you are the team leader.

### Upcoming RSA Quarterly Newsletter Topics

- February 15 Planning your Spring and Summer Programs
- May 15 Highlighting your Club Year with Awards and Recognition; Kicking Off your New 4-H Year
- August 15 Identifying your Stakeholders

## Efforts (cont'd from page 1)

the club's racial composition and make a personal, face to face visit, inviting them to become involved in the club.

A sample worksheet that faculty can use with volunteers to help them document ARE can be found on the website at: <http://ded.ifas.ufl.edu>. It is recommended that faculty require volunteers to have documentation completed by December 1st so that they will have the information needed for their Annual Report of Accomplishment.

### How do I Document All Reasonable Efforts?

ARE is part of the Annual Affirmative Action Report, which is

due on the first Friday of April each year. The club certification form documents whether or not each club in your county is in parity, and if not, it certifies whether or not that club has conducted ARE. This form can be printed from 4-H Online. In order for the report to print, the Affirmative Action/All Reasonable Efforts information must be updated by February 1st. 4-H Faculty may choose to update the information themselves using the county login, or they may grant permission to each club leader and ask them to update the records using their club login. Instructions for inputting Affirmative Action data into 4-H online and how to print out the report can be found on the Florida 4-H website at

<http://florida4h.org>.

### What if a Club Leader Refused to Conduct All Reasonable Efforts?

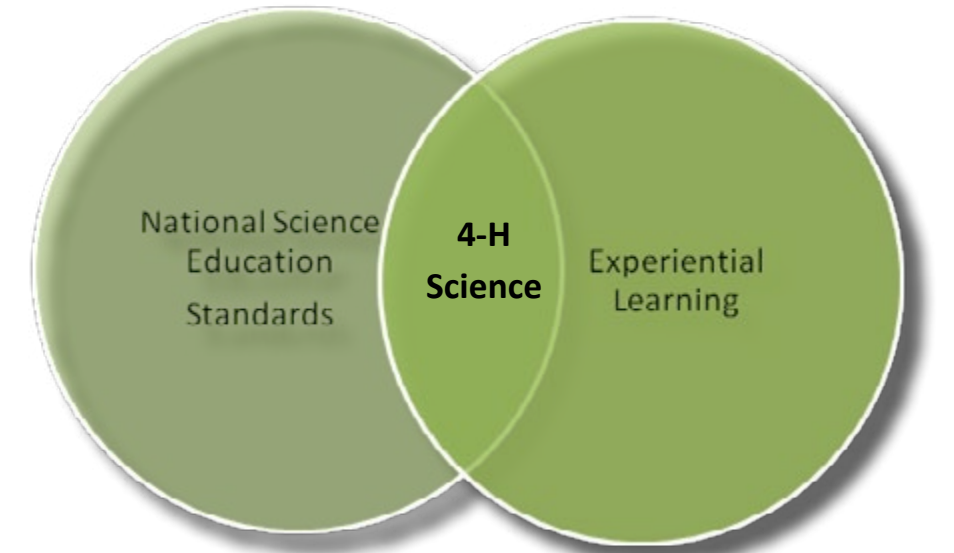
Any HCE or 4-H Club refusing to conduct ARE will be disbanded. Extension is obligated to discontinue services to any club which remains all one race, unless it is established through documentation that good faith efforts have been made to recruit individuals of racial groups not represented. You will want to retain these records for audit or review purposes for up to three years, plus the current year. For questions about All Reasonable Efforts, contact Heather Kent at [hkent@ufl.edu](mailto:hkent@ufl.edu).

(Hiraoka, 1998; National Center for Education Statistics, 2000; NSTA, 2005; Zinsmeister, 1998). Factors contributing to this problem include a lack of emphasis on science in schools, the use of traditional teaching methods, and the inadequate training of educators (Smith & Trexler, 2006). To ensure global competitiveness, we must act now to prepare the next generation of science, engineering, and technology leaders. Science literacy is important for everyone, not just scientists or youth going into scientific fields. Many public and political debates involve advances in scientific and technological areas. Citizens need a basic scientific literacy in order to fully participate in the democratic process (Trefil 2008).

### Is 4-H Science Working?

Yes! According to waves 6 and 7 of the Tufts University Longitudinal Study on positive youth development, 4-H youth are twice as likely to participate in science programs as non 4-H youth (Learner, 2007; 2008). Compared to their peers, 4-H youth perform better academically in science, and are more likely to pursue science careers. These findings have huge implications for our nation, indicating a positive outcome for a generation that is more scientifically literate and prepared to lead our nation in global scientific contributions for the future.

In 2009, National 4-H Council implemented a study to measure youth's engagement, attitudes and knowledge of 4-H Science (The YEAK Study). Seventy-one percent of 4-H participants said that science



is one of their favorite subjects, 68 % said that they do science-related activities that are not for school work, and 59% said that they would like to have a job related to science when they graduate from school. When compared to their white peers, African American respondents reported participating in higher average numbers of science leadership activities. On average, youth who reported being involved in 4-H clubs participated in more informal 4-H Science activities than did youth who were not involved in 4-H clubs.

### Outcomes for 4-H Science

4-H Science must be part of the long-term solution for improving science literacy and aptitude of America's youth. Participating in non-formal science education will spark young people's interest in science-related activities.

#### Knowledge Change:

- Increased awareness of science, engineering, and technology among youth
- Improved science, engineering and technology skills and content
- Increased awareness of

opportunities to contribute to society using science, engineering and technology

#### Behavior Change:

- Youth apply science learning and context outside of 4-H activities
- Youth adopt and use new methods or improved technology
- Youth demonstrate the use of science skills
- Youth express an interest/demonstrate aspirations towards science related careers
- Youth raise questions and identify problems to be address using science

#### Social Change and Capitol:

- Increased number and diversity of youth pursuing education and careers in the fields of science
- Increased number and diversity of trained teachers, educators and scientists
- Increased in science literacy in general population
- Increased innovation addressing social problems using science

## What is 4-H Science?

By: Heather Kent, Northwest RSA

The goal of the 4-H Science Initiative (formerly known as 4-H Science, Engineering, and Technology or 4-H SET) is to address America's critical need for more scientists and engineers by engaging 1 Million youth by 2013. 4-H Science program improve science literacy skills, knowledge and awareness among youth. Through engagement in 4-H Science, youth apply science learning to all areas of their life, adopting and using new methods of approaching problems. 4-H Science combines the strengths of the 4-H Youth Development Program's non-formal experiential-based delivery modes and strong youth-adult partnerships with caring, trained volunteers to teach

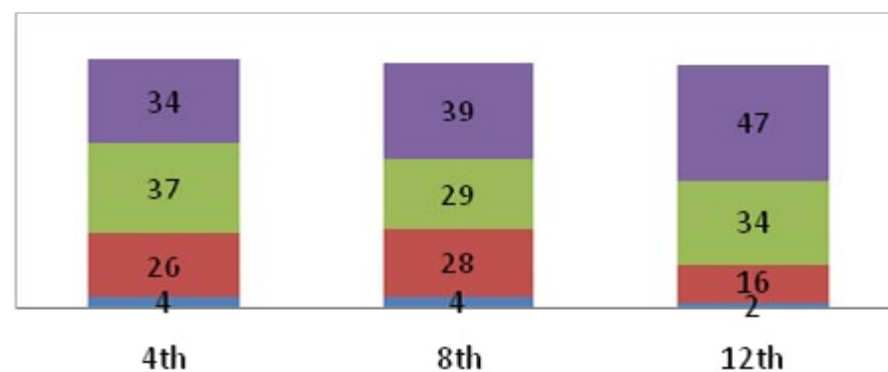
science content as defined by the National Science Education Standards.

### Why 4-H Science?

The United States is at a critical

juncture relative to science literacy. Studies reveal that science literacy among school-age children in the United States is among the lowest in the developed world and the problem is worsening

**Student Scientific Literacy**  
\*2000 National Assessment of Educational Progress



# Funding Opportunities

## 2011 ESRI GIS Grants

**Applications Due: November 22nd to [hckent@ufl.edu](mailto:hckent@ufl.edu)**

More Info: [www.esri.com/4-H](http://www.esri.com/4-H)

## Environmental Excellence Awards

*8 - \$10,000 awards for Environmental Education (K-12)*

**Applications Due: December 1, 2010**

More Info: [www.seaworld.org/conservation-matters/eea/index.htm](http://www.seaworld.org/conservation-matters/eea/index.htm)

## President's Environmental Youth Award

**Applications Due: December 31, 2010**

More Info: [www.epa.gov/PEYA](http://www.epa.gov/PEYA)

## National Geographic Grants

*\$500 grants for programs and activities that educate students about cultural diversity and understanding.*

More Info: [www.nationalgeographic.com/foundation/apply.html](http://www.nationalgeographic.com/foundation/apply.html)

## Teaching Tolerance

*Grants to implement tolerance and youth activism projects in schools and communities.*

More Info: [www.tolerance.org/teach/grants/guide.jsp](http://www.tolerance.org/teach/grants/guide.jsp)

## GEAR-Tech 21

*Mini-grants to host robotics and GPS/GIS camps in 2011.*

More Info: <http://4hset.unl.edu/4hdrupal/node/165>

## Reading Prize

To win the reading prize you need to be the first person to correctly answer the trivia question via email. This issue's question deals with **4-H Science**.

**Prize:** a copy of Tools of the Trade II: Inspiring Young Minds to be SET Ready for Life (a train-the-trainer manual for 4-H science for afterschool staff and volunteers)

**Question:** There are 2 people who serve at the National level for the 4-H Science Mission Mandate. Name the national liaison for 4-H Science to 4-H National Headquarters and the liaison for 4-H Science at National 4-H Council. Be the first person to email the correct answer to [hckent@ufl.edu](mailto:hckent@ufl.edu) and win!

*Contact Your  
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