Kentucky 4-H Youth Development

University of Kentucky
College of Agriculture,
Food and Environment
Cooperative Extension Service
4-H Youth Development

February 2020

CES Administrative Report

Kentucky 4-H Foundation Request
Several counties have been using the Kentucky 4-H Foundation EIN number. This has resulted in some problems with reporting at the IRS and state level. Please ask all counties who might have applied for a grant, donation, or other support that would have required the Foundation's EIN number *since 2013* to reach out to Mark Mains. This is greatly appreciated!

Kentucky Volunteer Forum
The KFV is February 13-15, 2020 in Lexington. The opening event is at Kroger Field on 2/13 at 6:30 pm. If you are interested in going and have not registered, please contact Mark Mains or Ken Culp III. Thank you to all those who have supported this year's event.

New Agent Onboarding for 4-H
The Kentucky 4-H program has completed its first full year of the "Survive and Thrive" training for new agents. We are making some scheduling changes with this program for PY21 but are looking forward to continuing using this format to support agents with their 4-H programming needs through group trainings and individual visits. (Handout)

State Fair
State Fair assignments will be distributed to the DD's in the next few weeks. These will be sent directly by Kim Leger. There are several vacancies due to the rotation system (this was suspended for last year during Kim's absence). Your support in finding qualified and interested agents to fill any vacancies (due to rotation or job changes) is appreciated. If an assigned agent is not able to fulfill their assignment they need to notify their DD/AED and Kim Leger with a suggested replacement.

4-H Summit
The Kentucky 4-H Summit will be happening over three sessions in March. Ninety-one counties have requested spots to attend this year's event.

4-H International Program & State Homemakers
The Kentucky 4-H International Program and the Kentucky Extension Homemakers Association are working in collaboration to further the efforts of both programs. More details will follow in upcoming months!

Goodwill/4-H Upcycling Challenge
Agents can register up to 100 youth across Kentucky to participate in the 4-H/Goodwill Upcycling challenge. These youth will be given a $20 voucher to purchase clothes from Goodwill to upcycle into new garments. Winners will be selected through a social media campaign (75%) with judging (25%). The winners will receive gift cards and full or partial scholarships to 4-H Teen Conference. A flyer was distributed to 4-H agents with this information. (Handout)

Staffing Update
We are currently back to full staff in the KY 4-H Department!

Other Information
Social Media Analytics

The Kentucky 4-H Program is working diligently to increase our social media presence and refine our brand. Our goal is to promote the University, 4-H Programs, and showcase youth, staff and volunteer work. If you have stories you would like for us to showcase please reach out to rachel.noble@uky.edu . (Handout)

Facebook	**5868**	Likes (+113)
	760	Page views
	24200	28 Days Total Reach
Twitter	**1898**	Followers
Instagram	**1430**	Followers (+282)
	36	Posts (7 day)
	12,710	Impressions/Views (7 day)

Mark Mains, Assistant Director for 4-H Youth Development
4-H GROWS HERE

Survive & Thrive:
4-H Agent Onboarding

Kentucky 4-H has developed a two-year onboarding process for new agents. Our mission is timely, focused education dedicated to 4-H agent success. We will focus on three main areas: YOUTH DEVELOPMENT, PROGRAM DEVELOPMENT, and VOLUNTEER DEVELOPMENT. Education will be offered through face to face trainings, personalized visits from specialists and online learning modules. This overview form will be used as a checklist to ensure agents acquire the learning opportunities they need to survive and thrive as a Kentucky 4-H agent.

Year 1 Survive	Year 2 Thrive
New Agent Orientation: (Day 3 of new agent orientation) Date Completed: _____ Topics: • Program Development Introduction • Youth Development Introduction • Volunteer Development Introduction	
Survive Training (Year 1 December 4-H Update)	**Thrive Training (Year 2 December 4-H Update)**
Date Completed: _____ Topics: • Program Development Basics • Youth Development Basics • Volunteer Development Basics	Date Completed: _____ Topics: • Program Development Advance • Youth Development Advanced • Volunteer Development Advanced
Specialist Visits	**Specialist Visits**
Month 4 Date Completed: _____ Month 8 Date Completed: _____	Month 12 Date Completed: _____ Month 16 Date Completed: _____
Video Modules	**Video Modules**
Professionalism Date Completed: _____ Client Protection/Risk Management Date Completed: _____ Reporting (ES237 & 4-H Online) Date Completed: _____	Marketing Basics Date Completed: _____ Core Curriculum Date Completed: _____ Gems Model Date Completed: _____

*Additional training required will be determined by your AED

Agent Signature: _____   Area Extension Director: _____

GOODWILL MEETS 4–H

Upcycle Challenge! ·······

Each participant will receive a $20 Goodwill voucher, for the purpose of collecting materials from their local Goodwill store. Participants will use their sewing skills to revamp the items, turning something old into something new, based on 4-H upcycling guidelines.

DATES:

MARCH 9: All "before" photos must be submitted to Lauren Deitering at **lauren.deitering@goodwillky.org**. The email must contain the participant's first and last name, and the Goodwill location at which the items were purchased. The participant must be wearing or holding their items in the photo.

APRIL 24: All "after" photos must be submitted. Same requirements as above.

MAY 5–8: Voting will take place on Facebook.

JUNE 10: At Teen Conference, Goodwill will announce the winners and award prizes.*

PRIZES:

FIRST PLACE: Registration to Teen Conference ($250), $100 Goodwill gift certificate, $50 Visa gift card
SECOND PLACE: $150 toward registration to Teen Conference, $50 Goodwill gift certificate, $40 Visa gift card
THIRD PLACE: $40 Goodwill gift certificate, $40 Visa gift card
FOURTH PLACE: $40 Goodwill gift certificate
FIFTH PLACE: $20 Goodwill gift certificate

*Please note: Top winners who earn registration to Teen Conference will be notified and awarded their registration prior to the event.
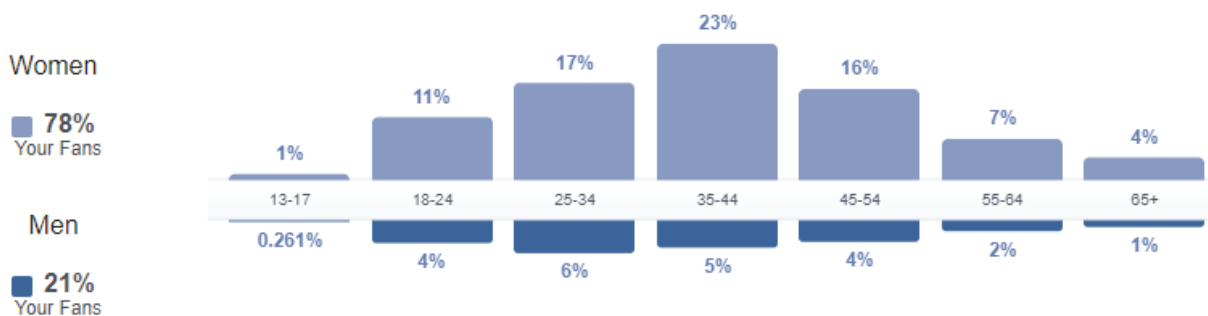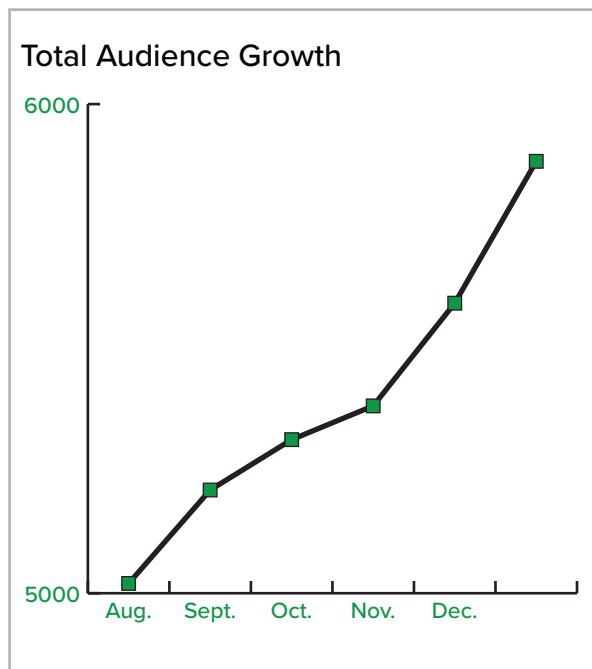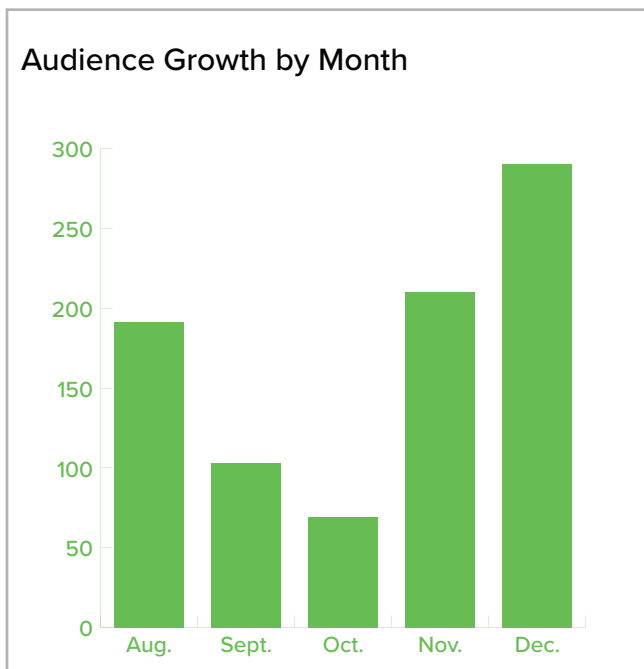
Goodwill. Good jobs.

Cooperative Extension Service
Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

Disabilities accommodated with prior notification

Kentucky 4-H Facebook by the Numbers

August 1, 2019   -   February 4, 2020

Total Posts	Total Reach	Reach per Post	Engagement Rate	Followers
146	375,109	1,525	8%	6,011

Audience Growth by Month

Total Audience Growth

Women
78% Your Fans

Men
21% Your Fans

	13-17	18-24	25-34	35-44	45-54	55-64	65+
Women	1%	11%	17%	23%	16%	7%	4%
Men	0.261%	4%	6%	5%	4%	2%	1%

Top Monthly Posts

Month	Post	Total Reach	Engagement
August	LABO Host Family Inquiry	12,257	617
September	Tuesday Posts - Shooting Sports	10,273	807
October	4-H Week Proclamation	4,626	711
November	Farm Credit Scholarship Announcment	7,741	437
December	4-H Congress Wrap Up	2,001	387

▬ = Top Post Aug. - Dec.

August 1, 2019   -   December 19, 2019

Top Monthly Posts

August

Kentucky 4-H
Published by Rachel E. Noble [?] · August 27, 2019 · 🌐

Kentucky 4-H lets make dreams come true! Contact Rachel Noble at 859-218-0991!

URGENT!

The States' 4-H International Program will have to turn away five students from studying in the US this Friday. If you can host or serve as a welcome family please contact 859-218-0991!

✅ Get More Likes, Comments and Shares
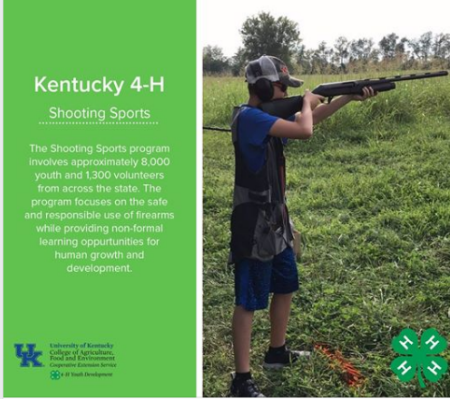Boost this post for $35 to reach up to 13,000 people.

12,275 People Reached   **617** Engagements   Boost Post

Glen S. Kinder IV, Tristan Berry and 9 others   2 Comments 98 Shares

👍 Like   💬 Comment   ↗ Share

September

Kentucky 4-H
Published by Clover Cat [?] · September 24, 2019 · 🌐

Kentucky 4-H
Shooting Sports

The Shooting Sports program involves approximately 8,000 youth and 1,300 volunteers from across the state. The program focuses on the safe and responsible use of firearms while providing non-formal learning opportunities for human growth and development.

UK University of Kentucky College of Agriculture, Food and Environment Cooperative Extension Service 4-H Youth Development

✅ Get More Likes, Comments and Shares
Boost this post for $35 to reach up to 13,000 people.

10,273 People Reached   **807** Engagements   Boost Post

Heather Gibson LaBarbara, Angie Fielder and 56 others   1 Comment 78 Shares

👍 Like   💬 Comment   ↗ Share

October

Kentucky 4-H
Published by Rachel E. Noble [?] · October 7, 2019 · 🌐

It's official! Governor Matt Bevin signed the 4-H Week 2019 Proclamation this morning! #inspireky4h #inspirekidstodo #national4hweek2019

✅ Get More Likes, Comments and Shares
Boost this post for $35 to reach up to 13,000 people.

4,635 People Reached   **711** Engagements   Boost Post

❤️ 116   28 Shares

👍 Like   💬 Comment   ↗ Share

November

Kentucky 4-H
Published by Rachel E. Noble [?] · November 26, 2019 · 🌐

ATTENTION! Scholarship Announcement!

We're excited to host FARM CREDIT MID-AMERICA SCHOLARS in 2020. This program awards $5,000 in scholarship support over a two year period. It has built-in leadership and financial development workshops as well.

We're looking for the next generation of leaders – leaders who want to make a difference in the field of agriculture - to be members of our 2020 cohort. The typical candidate is a rising sophomore or junior in the fall of 2020, pursuing a degree in agriculture from a university within our four state footprint (IN, OH, KY and TN). A minimum GPA of 3.0 is required.

We also offer $1,500 scholarships to students attending accredited two- or four-year colleges, universities or vocational/trade schools. Recipients of our CUSTOMER AGRICULTURAL SCHOLARSHIP must be children or grandchildren of Farm Credit Mid-America customers pursuing a career supporting the agricultural industry.

If you know someone who is majoring in agriculture and would be a good candidate for either of these scholarships, we would appreciate your sharing information with them. The application can be found on our website - click here. Deadline to apply is December 31, 2019.

Over the last decade, Farm Credit Mid-America has awarded more than $2 million in financial and educational support to deserving students pursuing careers that promote agriculture. We are very appreciative of your support to help us grow the impact this scholarship can make on the next generation of agricultural leaders.

I'm happy to visit with anyone who has questions about the scholarship program. They may email or call (randy.barbee@e-farmcredit.com; 502-420-3756).

✅ Get More Likes, Comments and Shares
Boost this post for $35 to reach up to 13,000 people.

7,895 People Reached   **439** Engagements   Boost Post

Karen McFadyen, Mackenzie Mahlinger and 18 others   3 Comments 68 Shares

👍 Like   💬 Comment   ↗ Share

December

Kentucky 4-H
Published by Chuck Stamper [?] · December 4, 2019 · 🌐

The KY 4-H Delegates wrapped up their awesome experiences at #national4hcongress and made it home safely! Thanks to Rhonda Jewell, Jeremiah Johnson, and Mackenzie Pogue for being the Congress Advisors this year!

✅ Get More Likes, Comments and Shares
Boost this post for $35 to reach up to 13,000 people.

2,019 People Reached   **388** Engagements   Boost Post
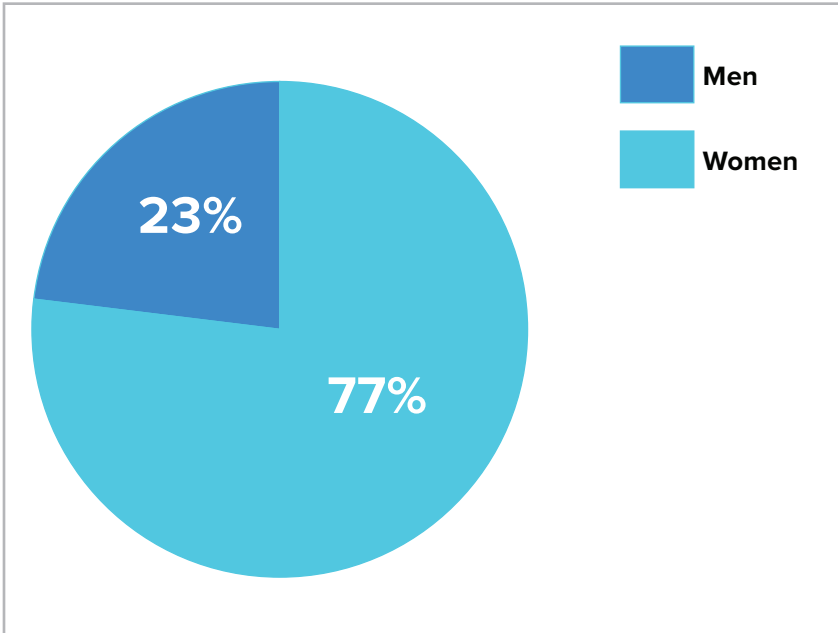
Diane Kelley, Amy Bean Simpson and 62 others   1 Comment 7 Shares

👍 Like   💬 Comment   ↗ Share

Kentucky 4-H Instagram by the Numbers
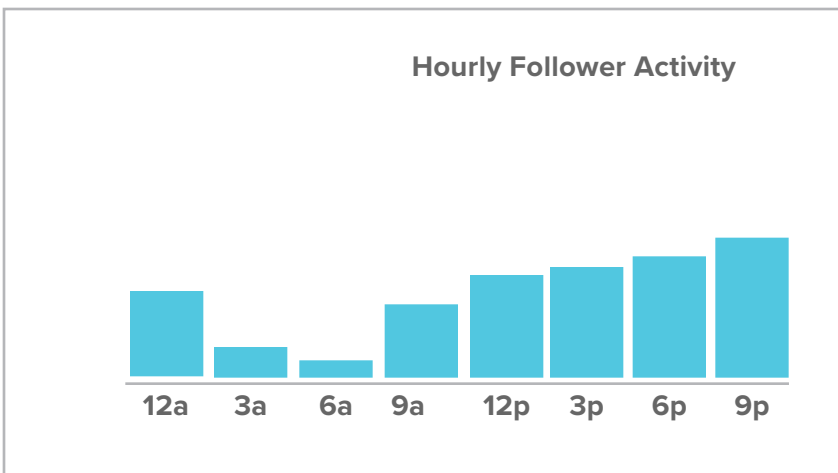
Gender

- **Men** 23%
- **Women** 77%

Age Range

Age	Percentage
13-17	11%
18-24	29%
25-34	20%
35-44	22%
45-54	13%
55-64	4%
65+	1%

Followers

Hourly Follower Activity

12a 3a 6a 9a 12p 3p 6p 9p
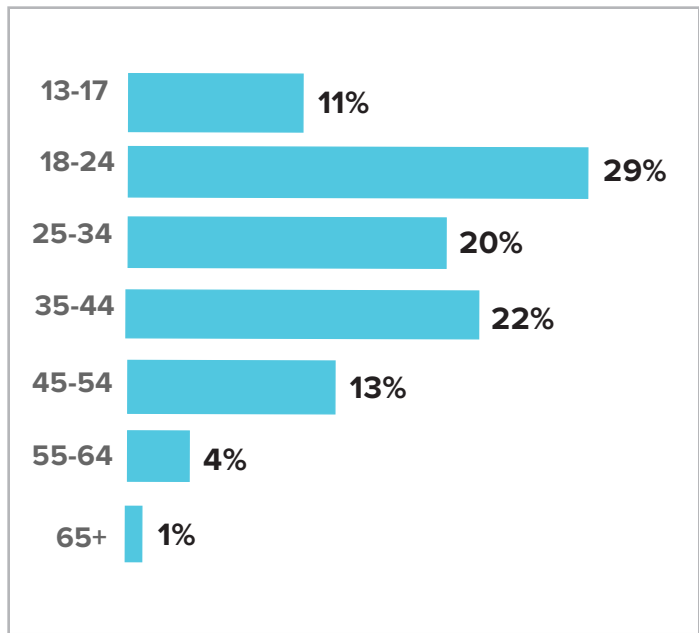
Top 3 December Posts

Month	Post	Reach	Likes
Dec. 1st	4-H Congress Takeover Post	776	141
Dec. 2nd	4-H Congress Takeover Post	682	144
Dec. 4th	4-H Congress Wrap Up	704	115

December 30, 2019 - January 5, 2020

Total Posts	Followers	Accounts Reached	Profile Visits	Impressions
4	1,389	797	38	3,139

Reach - Estimate # of accounts that have seen your posts and stories.

Impressions - the total # of times all of your posts and stories have been displayed on someones screen.

Disabilities accommodated with prior notification.