

## *4-H Youth Development Communication Plan (Signature)*

### **Situation**

As communities seek to improve the opportunities for young people to develop life skills, reduce risk factors, and build assets, they are turning to quality programs designed to extend in-school learning to out-of-school opportunities for youth, and resources for adults who support children and youth. These programs take place both in schools and in the community. They provide children and youth with an opportunity to develop skills and interests in a wide range of domains by offering high interest activities designed to extend the learning day for participants and provide opportunities to apply in-school learning to real life situations.

Additionally, according to ACT fewer than three in 10 graduates are career ready. Employers have also indicated major discrepancies in the readiness of their employees. In a report by the partnership for 21st century skills the following areas were identified as major skill needed by incoming employees: • Professionalism/Work Ethic • Oral and Written Communications • Teamwork/Collaboration and • Critical Thinking/Problem Solving.

As the premier Positive Youth Development organization in Kansas, K-State 4-H is committed to building outstanding leaders with marketable skills to succeed in today's global society. 4-H empowers youth to reach their full potential, working and learning in partnership with caring adults.

### **Public Value**

4-H participants will be able to effectively communicate and share their thoughts and ideas in any setting.

### **Outcomes**

#### **Short-Term (Knowledge)**

- Youth understand how to research a presentation topic prior to developing a speech or demonstration.
- Youth can write an outline, including an introduction, body and conclusion for their speech or demonstration.
- Youth will create a formal presentation, speech or outline using the written outline.
- Youth are prepared to present before their family, a group of their peers (such as at a 4-H club meeting) and a school or unit qualifying event

**Indicators:** Youth will respond positively to survey instruments indicating a change in knowledge and skill.

#### **Medium-Term (Behavior)**

- Youth develop competencies in constructing a speech that has a clear introduction, body and closing.
- Youth apply presentation skills with their family, a group of their peers (such as at a 4-H club meeting), a school or unit qualifying event.
- Youth demonstrate an increased level of confidence when presenting in front of groups.
- Youth use their communication skills to assume a leadership role in 4-H or other organizations.

**Indicators:** Youth will respond positively to survey instruments indicating a change in knowledge and skill.

### **Long-Term (Change in Condition)**

- Youth and young adults utilize the skills gained through education and involvement in Extension programs to serve as leaders in 4-H and other organizations.
- Youth and young adults become more comfortable sharing their thoughts with others.
- Youth develop into competent, capable, contributing adults as a result of their participation in 4-H Communications Programs.

**Indicators:** Youth will respond positively to survey instruments indicating a change in knowledge and skill.

### **Outputs**

Using National 4-H Council's [4-H Communications Curriculum, Module 1](#), the Department of 4-H Youth Development will offer a series of recorded webinars on the [Club Communications Project Page](#) to train club volunteers to utilize six lesson plans with their 4-H members.

Club leaders and other club volunteers will be strongly encouraged to facilitate lessons during their monthly club meetings as part of their educational program time. This will enhance and ensure hands on learning, youth engagement and communications skill building for all club members.

In addition to delivery through community clubs, Extension staff may consider recruiting a volunteer to share this series in the classroom, after school program to reach a broader audience or county / district wide group (Ambassadors, Junior Leaders, 4-H Council)

#### Suggested timeline:

August/September: Extension staff watch webinar which provides overview of Communications Signature Program, announces program to club leaders and encourages them to recruit Communications Project Leader using position description. Order copies of curriculum.

October: Communications Project Leader watches training 1 webinar

November: Communications Project Leader teaches Chapter 1: Communication & Me

December: Communication Project Leader watches training 2 webinar

January: Communications Project Leader teaches Chapter 2: Follow My Lead

February: Communications Project Leader teaches Chapter 3: Jumping In

February: Communications Project Leader watches training 3 webinar

March: Communications Project Leader teaches Chapter 5: Let's Write

April: Communications Project Leader teaches Lesson 9: Illustrated Talks

May: Communications Project Leader teaches Lesson 10: Do-able Demo

June, July, August: Youth give a presentation at a club meeting or enter a communications project exhibit at the county fair

August or September: 4-H Communications evaluation survey distributed to youth and collected