



SECTION 5 VOLUNTEER DEVELOPMENT



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VOLUNTEER DEVELOPMENT

The goal of every 4-H program is to have quality opportunities for youth in each of the 4-H pathway areas (Explore, Learn, Practice, and Experience). Volunteers are a key component to building capacity. Events, camps, clubs, and other programs can be led by capable, screened, and trained volunteers. Volunteer development is truly the foundation of 4-H. As such, each 4-H coordinator is encouraged to view their main role as a volunteer development specialist. You may be tempted to think it is easier to do things (e.g., run clubs, etc.) yourself instead of putting time and effort into volunteer development, but your time (i.e., evenings and weekends) and your program will suffer in the long run. To increase the capacity of your 4-H program, this guide outlines how to develop a healthy volunteer development program.



STARTING OFF RIGHT—CUSTOMER SERVICE

Volunteer development starts with a plan and great customer service.

Customer Service

- Have a “can-do” attitude
- Be positive, upbeat, and focused
- Create a positive experience and relationship with the volunteer from the beginning
- Assure them that you are always there to help
- Recognize the skills and contributions volunteers can make
- Provide them with the materials, resources, and support they will need
- Remind them that together you can make a difference in the lives of young people
- Sincerely express your appreciation to them

VOLUNTEER ROLES

Utah State University Extension Youth Programs has many types of volunteers. In general, there are two categories of volunteers, club leaders and episodic volunteers. All volunteers are required to register with USU Extension.

CLUB LEADERS

Club leaders are volunteers that are willing to invest their time and talents to help organize and facilitate 4-H clubs or groups that meet for a significant amount of time. It is recommended that each club/group have at least three leaders. The recommended roles are as follows.

General/Organizational Leader

General leaders serve as a club or community club leader by organizing, enrolling, and leading youth involved in the 4-H program. Organizational leaders take the lead in making sure the youth have a positive experience coordinating with other volunteers.



Project Leader

Volunteers may choose to lead a club that focuses on one specific project or one that is organized around a specific activity or need. Project leaders use their expertise, whether it is woodworking, computers, cooking, sewing, service, or the environment, to teach young people. If they work with a general/organizational Leader, a project leader's time commitment is for preparation and time spent teaching the project.

Activity Leader

Activity leaders volunteer to organize a 4-H activity or event for young people within the club. Activities and events may include club talks, a fashion revue, a community service project, a hiking trip, a showmanship clinic, a talent show, a shooting sports shoot, or even a fundraising activity. Activity leaders serve within a club and organize short-term activities.

Ambassador or Teen Council Advisor

Advisors serve in much the same capacity as club leaders, only working with youth in an ambassador or teen council program.

SPIN Club or Discover 4-H Club Leader

Volunteers may choose to lead a club that focuses on a special interest or a Discover 4-H Curriculum that will only last for a short period of time (approximately six hours). Like a project leader, they use their expertise to teach young people within a short-term club setting.

SHORT-TERM/EPISODIC VOLUNTEERS

This group of volunteers includes individuals who volunteer for a short period of time or periodically step in and assist with specific programs and/or activities.

Chaperone

Chaperones are adult volunteers who commit themselves to the safety and well-being of the youth participants during a 4-H event or trip. Chaperones are required to participate actively in the program and are trained to practice positive youth-adult partnerships with youth.

Camp or Event Activity Volunteer

Camp or event volunteers are adults who assist with the planning and delivery of USU Extension-hosted camps or events.

Leader's Council/Board Member

Those that participate as a board member or volunteer on the Leader's Council serve to oversee certain aspects of 4-H programs, e.g., fair boards, advisory boards, fundraising boards, scholarship boards, etc.

Collegiate 4-H Leaders

USU students who join the Collegiate 4-H Club serve in a variety of leadership roles. These leaders aim to create a sense of identity on campus, plan group projects/recreation, and plan service projects. Collegiate 4-H leaders bridge the gap between youth and adult leadership roles.

IDENTIFICATION—VOLUNTEER NEEDS

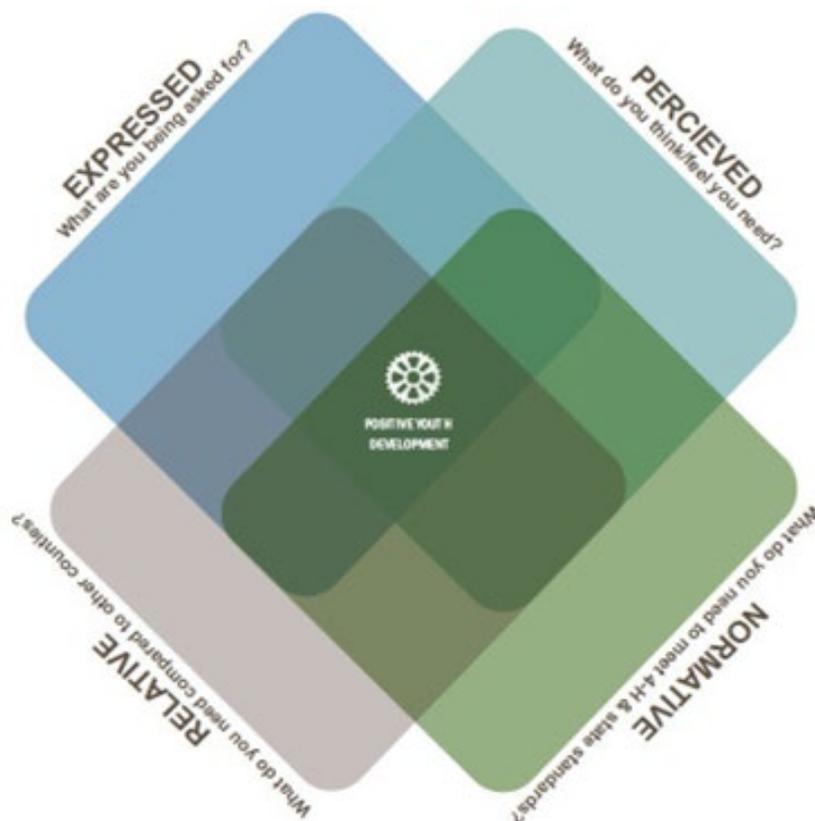


ASSESSMENT

The volunteer development plan starts with conducting a needs assessment. County volunteer development is individualized and based on evaluated county needs. Need assessments should be collected from information gathered from all stakeholders.

A needs assessment should be performed taking into consideration the overall needs of the 4-H program relating to the roles of volunteers by using:

- County 4-H staff knowledge (Perceived Needs)
- Insight from volunteer leader councils (Expressed Needs)
- 4-H trends from across the state (Relative Needs)
- What you being asked to do from a statewide program standpoint (Normative Needs)



Set goals on the quantity and type of volunteers needed (see Goals and Objectives). Review and revisit your needs assessment on a regular basis and adjust goals and objectives as necessary.

SELECTION—VOLUNTEER RECRUITMENT

Volunteers are not a luxury but an essential part of any successful program. As a result, volunteer recruitment is needed on a continual basis, so volunteers can be integrated and engaged at all levels of the 4-H Pathway and within all 4-H programs. To implement a healthy volunteer recruitment program, it is helpful to employ a variety of strategies. It is critical to establish an effective and healthy relationship between the local Extension staff and volunteers.



A helpful framework used in volunteer development is the ISOTURE model: Identification, Selection, Orientation, Training, Utilization, Recognition, and Evaluation (see <http://agrillifecdn.tamu.edu/od/files/2010/06/Isoture-model-for-volunteer-management-E-457.pdf> for more info). The relevant elements of this model will be highlighted in the following sections.

ISOTURE Model

Identification: finding volunteers to fill specific positions

Selection: connecting volunteers' goals, motivation, time availability, knowledge, etc. to volunteer opportunities

Orientation: familiarizing volunteers with Extension and their new duties

Training: helping volunteers develop the skills that will improve the quality of their work

Utilization: providing opportunities for volunteers to put their knowledge and skills into appropriate action

Recognition: acknowledging and rewarding sound volunteer efforts

Evaluation: determining the results of volunteer performance by informal or formal methods and by giving feedback

EFFECTIVE RECRUITMENT STRATEGIES

Even before implementing any of the following strategies, it is important to create a customer service friendly, positive 4-H volunteer culture. Utah 4-H volunteers are motivated by helping their own and other children to learn and succeed, by using and passing on their own talents, by meeting other people in the organization, and by feeling joy in serving youth. You can tap into this motivation by showing potential volunteers that their values align with opportunities in 4-H.

Episodic Volunteer Recruitment

With short-term volunteers, it is important to outline the role or type of position and the length of the time commitment desired (Hart, 2005). Each of the following strategies are meant to ease volunteers into the 4-H program. After the initial exposure and participation, they may look for further opportunities, or simply strengthen the volunteer base for a short term.

- Chaperone a 4-H camp or event (e.g., i4-H, JYC, Teen Winter Retreat, etc.)
- Fair judging: a great way for volunteers to find out what 4-H is all about!
- Co-teach with 4-H faculty/staff/volunteer: great for volunteers with an expertise in a project area to share their knowledge, skills, and leadership
- Current volunteers can be challenged to bring a friend to help them with their next volunteer assignment.
- Day camp rotation presenter (more likely if their child is attending): Many parents want to stay during camp, so get them involved.
- Family night out (FNO) events: bring information to current FNO adult participants about other volunteer opportunities
- 4-H open house events: invite the community to see what the county 4-H program has to offer and how they can get involved
- Contact corporations that have volunteer programs (e.g., Kohl's, Walmart, Fidelity Investments, etc.)
- Six-week Discover 4-H Club: introduces them to 4-H to see that it's not overwhelming. Encourage volunteers to team up to run the club.



- Teens Reaching Youth (TRY) team coach: This appeals to volunteers with a specific topic interest (e.g., healthy living). This also has a specific time frame for their volunteer experience. (For TRY info see http://extension.usu.edu/files/publications/publication/4-H_Leadership_2008-02pr.pdf)

General or Wide-Net Recruitment

This is typically used in smaller communities where you are looking for volunteers with any capacity. In this instance you want to send out a general invitation and see what responses come back. This method often produces volunteers or responses you didn't realize would be helpful to the organization.

Recruitment strategies in this method:

- Word of mouth
- Radio or TV advertisements
- Social media
- Email/mail 4-H Listserv
- Post flyers throughout the community

Targeted Recruitment

This approach is used when you have a larger community, many potential volunteers, or when you have a specific volunteer role that needs to be filled. In this situation you can employ more targeted recruitment strategies.

Recruitment strategies in this method:

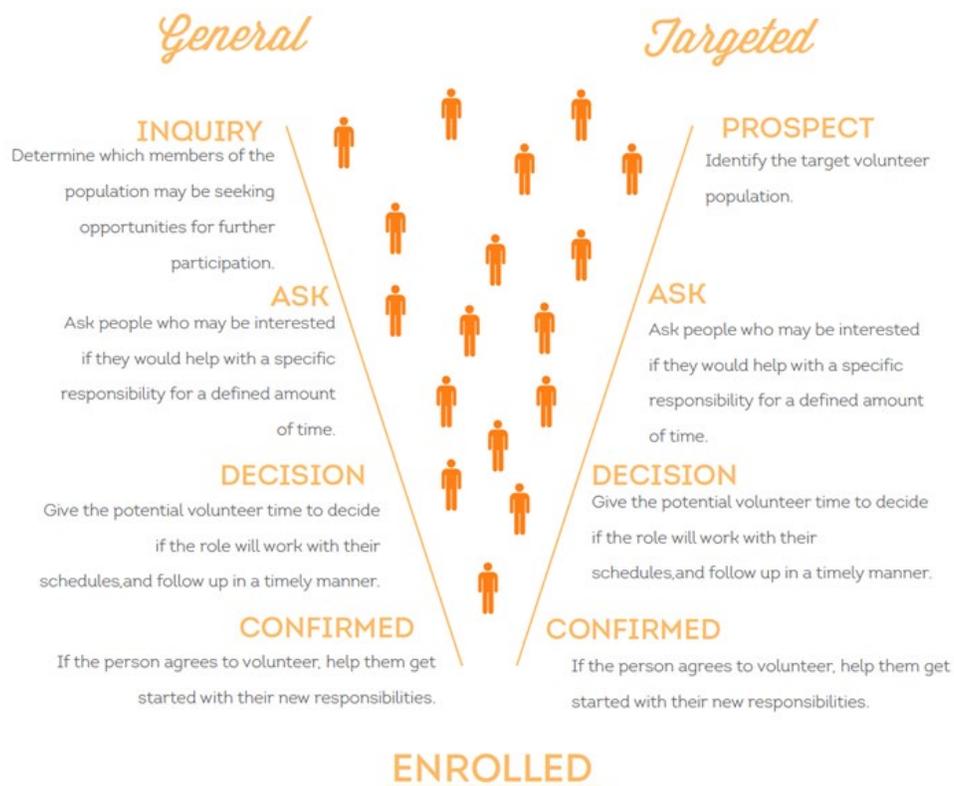
- Word of mouth
- Businesses associated with your focus (e.g., Fidelity Investments employees can be recruited to inform on financial management workshops.)
- County council members/county commissioners
- Current or previous volunteers
- Go to where the people are: For a Latino advisory council, you can contact Latino liaisons in school districts, Latino church leaders, Latino professors, and Latino business owners. Give them information about 4-H and the new volunteer council.
- Targeted volunteer recruitment events (May the 4th Be With You—STEM volunteers; Junior Master Gardeners—horticulture volunteers, sewing camp—sewing volunteers, etc.)
- Personal connections and invitations





Combined Method

This approach is used when there are certain people you want to fulfill specific roles but you aren't sure who would be a good fit for others. The recruitment strategies and assigning roles will be a combination of the wide-net method and the targeted method.



After evaluating which type of volunteers are needed, develop recruitment strategies to meet your volunteer needs. Keep in mind people are motivated to volunteer for different reasons. Make sure you align the program needs with the needs of the volunteer.

Questions to consider are as follows:

1. What are our county volunteer needs?
2. What types of volunteers do we need? (e.g., club leaders or episodic volunteers like committee members, or both)
3. What are our county volunteer recruitment goals?
Make them specific and include number, types, time frame, etc. For example, by the end of the 4-H year, have one volunteer-led club available in each identified program area (e.g., sewing, goats, robotics, dogs, and cooking).
4. Who do we know that might fill our identified needs? Brainstorm potential sources of people who could fill those volunteer positions.
5. How should we recruit? Identify effective recruitment strategies to recruit needed volunteers.
6. What are the specific recruitment activities we can implement?

Current 4-H volunteers indicate that they volunteer because they are interested in sharing knowledge in a specific project area, they have children involved in 4-H, that volunteering aligns with a professional role (Smith & Finley, 2004), personal satisfaction, and that they were asked (Boone, Payne, Boone, & Woloshuk, 2013). For Utah volunteers specifically, they



cited that they volunteer to get their children involved in a great program, to associate with fun, interesting people, to help people, and because they were in 4-H as a youth and now they want to give back. Show potential volunteers that 4-H not only has something to offer every youth, but also every volunteer.

VOLUNTEER SELECTION AND SCREENING

A new or returning 4-H volunteer will log in to 4honline.com either enroll or re-enroll for the current 4-H year. 4HOnline enrollment is a 5-10 minute process that some may find challenging. There are several resources to help in the enrollment process. Such resources include a quick start sheet, video tutorials, PDFs, and over-the-phone assistance. It will be helpful for you to understand the enrollment process in order to better assist a volunteer when enrolling in 4HOnline. Please visit the 4HOnline support page to view available resources.

If an adult member will be serving in a volunteer role (e.g., club leader, chauffeur, etc.), they should click “Yes” to the volunteer question: “Are you a volunteer?” Selecting “Yes” to this question will activate the volunteer application and screening form for all new volunteers. For returning volunteers the application will be activated every five years. If the volunteer form is activated, the volunteer must complete the application in order to be considered to serve as a 4-H volunteer. Note: The role “volunteer” in 4HOnline doesn’t necessarily align with the definition of a volunteer by Utah 4-H standards. Because of the structure of 4HOnline software, it is possible, and likely, that state and county 4-H staff will also select “volunteer” when enrolling in 4HOnline.



Once a volunteer’s application has been submitted, the State 4-H Office will conduct a background screening. The background screening will check for past violations. The state will decide to accept the individual as a 4-H volunteer based on the results of the background screening and other information provided by the volunteer on the application. The State 4-H Office will notify the county once a volunteer has been approved or denied. If approved, the county may

approve the member’s enrollment in 4HOnline. The county may wish to check references before approving the volunteer’s enrollment. Once the county has approved the volunteer’s enrollment, their status is changed to “Active.” Once a volunteer is “Active,” they may then register for and participate in 4-H activities and events. A volunteer is required to attend and participate in ongoing volunteer trainings.

Volunteer Enrollment Process

1. Prospective volunteer enrolls in 4HOnline (each year) and submits a volunteer application if applicable (every five years).
2. The State 4-H Office conducts a background screening.
3. The volunteer applicant completes the e-Learning modules.
4. The volunteer applicant completes the driver training module.
5. The State 4-H Office accepts/declines the volunteer.
6. The State 4-H Office notifies the County Office of the volunteer’s status.
7. The County Office will approve/decline the volunteer’s status. The County Office



may check references prior to approval.

8. Once active the volunteer may lead, participate, and register for 4-H activities and events.
9. The volunteer attends and participates in ongoing volunteer trainings.

ORIENTATION AND TRAINING— GROWING VOLUNTEERS

4-H VOLUNTEER ORIENTATION

A standardized orientation may be part of the first impression of the 4-H organization to a new volunteer. As a result it is important that the state and local orientation be useful and set the tone for a developmental relationship between the volunteer and the 4-H personnel. A further purpose of the orientation is to build trust and support with the volunteer.

Utah 4-H currently has two levels of orientation for all incoming volunteers, online and face-to-face. There are five online modules (four that are regional and one that is Utah specific) that are meant to introduce the volunteer to the 4-H organization and give them some overall guidelines to get started. The second level of orientation is on the county level in a face-to-face setting, which may be one-on-one or in a group setting. It is the responsibility of the county personnel to ensure volunteers have completed the orientation process.

Standardized Online Orientation (e-Learning Modules)

Western Regional Modules

The 4-H volunteer e-Learning modules are a set of four interactive, online training modules that have been designed to help potential, new, current, and re-entering volunteers learn about 4-H. Those who take advantage of this resource will gain a better understanding of the 4-H Youth Development Program and will be better prepared to work with youth. The modules can be found online at [\(eXtension link\)](#).

The four modules include:

- Volunteer Authority & Relationships
- Positive Youth Development
- Safe & Inclusive Environments
- Experiential Learning

Utah-Specific Module

This module is designed to introduce information, practices, policies, etc. to volunteers that are specific to 4-H in Utah. It is meant to be taken after the completion of the four Western Regional modules. This module can be found online at: [\(link\)TBD](#)

The Utah Orientation module includes:

- 4-H & USU Extension background
- Utah 4-H Basics
- Events & Contests (State Level)
- Volunteer Checklist & Requirements
- Key Policies & Procedures



County Volunteer Orientation

After completing the online orientation modules, it is important to host a county-specific orientation to familiarize volunteers with the local 4-H program. In addition, it gives them a chance to meet 4-H personnel and to visit the 4-H office. This will help in developing a collaborative relationship with local volunteers.

There are many ways to orient new volunteers to the 4-H program on a county level and as part of Utah 4-H. The important thing is to make sure it happens so the volunteers are supported and have the information and structure needed to give them the best chance of success. This also helps with retention of volunteers which strengthens the county volunteer program. The goal of any 4-H program is to have the kind of program volunteers want to join.

The first element to consider is whether to do group or one-on-one orientations. This will depend on the number and frequency of volunteers you have joining the program. It may be that you need to do a combination of the two methods. For example, if you hold a recruitment event and need to orient multiple volunteers, you may choose to have a group orientation. Then for the rest of the year as volunteer sign-ups are fewer and more spread out, you may choose to hold them one-on-one. The second element for consideration is timing and frequency. Options for timing include holding an orientation during the day, after work hours, or on a Saturday. Options for frequency could include monthly, quarterly, or as needed. Finally, the type of orientation needs to be considered, such as using and handing out printed materials, using a PowerPoint presentation, or simply using verbal communication.



A county volunteer orientation can be tailored to the specific local program. Start by considering the following:

- Introductions to 4-H personnel and other volunteers
- Review their volunteer role or position
- Procedures and expectations for volunteers
- Schedule and topics of ongoing volunteer training
 - County
 - State (Leadermete, etc.)
- Review expectations
 - What they can expect from 4-H/USU
 - What 4-H/USU expects from the volunteer
- Opportunities
 - State/county events, fair judging, etc.
- Resources available to them
 - Kits for checkout
 - County newsletters
 - Online and printed documents



- Relevant websites
- Other volunteers that can act as mentors
- Time for questions

Orientation Resources

Utah 4-H onboarding packet:

- Checklist to become a Utah 4-H volunteer
- Discover 4-H card
- Card with links to the online orientation modules (four regional, one state)
- State-specific information
- State events bookmark, calendar, etc.
- County-specific information
- County orientation, calendar, newsletter, opportunities, resources (kits), etc.
- 4HOnline quick start sheet

[Utah 4-H Website \(link\)](#)

VOLUNTEER TRAINING

For volunteers to become successful and effective, ongoing education/training is essential. As a 4-H professional, it is your responsibility to provide and promote quality ongoing educational opportunities for volunteers. Utah 4-H provides or participates in volunteer education at the county, state, and national level.

4-H volunteers contribute their time, knowledge, and expertise to youth in the 4-H program. In return, Utah 4-H has the responsibility to provide or facilitate training on positive youth development to help them effectively work with youth. There are many resources and opportunities for volunteer training in 4-H. These opportunities will be outlined below.

County Volunteer Training

New Volunteer Training

Similar to the orientation, this first training is essential to set the tone of support with new volunteers. However, this training goes beyond the orientation to go further in depth with any specific knowledge or skills the volunteer will need to be successful in their specific role. Some of the information you may consider to cover may include:

- Any rules, bylaws, or regulations related to their volunteer role (e.g., horse/livestock councils, robotics coach, TRY team coach, overnight chaperone—[link to Kelsey's video](#), etc.)
- Any safety procedures related to their volunteer role (e.g., helmet rules with horse programs, volunteering at different stations during horse and livestock shows/competitions, etc.)
 - You may want to hold a group training before horse and livestock shows/competitions and take them around to each station that may need volunteers to train them on how to safely run each station ([link to rulebook](#)).

Ongoing Volunteer Training

Ongoing training is needed throughout the year to provide knowledge and skills to volunteers with all levels of experience. These trainings fall under core leader training, project specific, and other types of training. There are multiple ways to offer ongoing training for



volunteers. Some county 4-H programs offer a Lunch & Learn training that takes place during the lunch hour. Other 4-H programs offer multiple trainings throughout the year in the evening hours. It is important to outline an annual 4-H volunteer ongoing training schedule.

Core Leader Training:

These trainings have been developed to provide consistent information to all volunteers and are to be offered annually at the county level. The topics of the trainings are The 4-H Year and Awards, Running a Successful 4-H Club, and Leadership Opportunities. They may be downloaded at this [link](#).

Fall: The 4-H Year and Awards

Looking ahead into the coming year:

- Upcoming Trainings
- Volunteer Opportunities
- Upcoming County and State Events
- Chaperone Opportunities
- Specific County Needs

Awards and recognition:

- Clover Awards
- Project-Specific Awards and Recognition
- Volunteer Awards

Winter: Running a Successful 4-H Club

- 4-H Club Structure
- Club Chartering
- Volunteer Roles
- PYD
- Experiential Learning
- Club Awards
- Goal Setting

Spring: Leadership

- 4-H County/Region/State Leadership Opportunities
- Portfolios
- Specific County Needs

Project-Specific Training:

This type of training may be held annually for different project areas to help volunteers stay up to date on new skills or knowledge. Some of the trainings are required, while others are simply to increase capacity. This type of training may include:

- Shooting sports leader training (required for shooting sports club leader)
- Range officer safety training (required to act as a range officer for 4-H activities)
- Sewing
- Food preservation update
- Robotics coach



- Teens Reaching Youth (TRY) team coach
- STEM
- Showmanship
- Contests (e.g., how to prepare their club members for contests, etc.)

Other:

This includes any other type of needed ongoing volunteer training. These may include:

- Risk management procedures
- Event-specific training
 - Horse shows
 - Livestock shows
- Youth-adult partnerships
- Teen leader training
- Any requested topic

State Volunteer Training

Project-Specific Training

Some project-specific training that 4-H volunteers may attend is held at the state level. These may include:

- State sewing conference (hosted by the Family & Consumer Sciences Association)
- Shooting sports leader training (offered at Leadermete)
- TRY team coach (offered at TRY team training at Thanksgiving Point)

State 4-H Events

The state volunteer specialist will further contribute to ongoing volunteer development training by facilitating training to any attending staff and chaperones at state 4-H events. These include the Teen Winter Retreat, JYC, i4-H, state contests, and Teen Summit. These trainings are short, interactive, and focused on volunteer development.

Project-Specific Training

- **Intermountain Judges training:** This regional training has been hosted by Utah 4-H to train 4-H professionals about livestock judging.
- **Other project-specific trainings:** These may be offered as the need arises.

Other Training

Volunteer Research Knowledge Competency (VRKC): This online research-based training resource was developed by National 4-H Headquarters and is a cornerstone piece that guides the training and support for 4-H volunteers nationally. Training resources are offered in six general categories and may be assessed at the following link (<http://4-h.org/professionals/professional-development/volunteer-development/#vrkc-model-lesson-plans>):

- **Communications:** Volunteers demonstrate the ability to create, deliver, and interpret information effectively through formal and informal means.
- **Organization:** Volunteers demonstrate the ability to engage others in planning, providing, and delivering positive 4-H youth development programming in a community.
- **4-H Program Management:** Volunteers must understand and follow appropriate



policies, procedures, and safety guidelines when acting on behalf of Extension.

- Education Design & Delivery: Volunteers demonstrate the ability to plan, implement, and evaluate research-based learning opportunities that effectively promote positive personal development.
- Positive Youth Development: Volunteers demonstrate the ability to intentionally and appropriately apply the principles and best practices that result in the positive development of youth.
- Interpersonal Characteristics: Volunteers demonstrate the ability to develop effective relationships, work competently with individuals and groups, and express empathy and understanding for others.

UTILIZATION—SUPPORTING VOLUNTEERS

Once a volunteer has been recruited, screened, and oriented, it's time for the volunteer to get to work. Again, it's important to remember that people are motivated to volunteer for a specific reason. Make sure you match the program needs with the volunteer's needs. When assigning roles keep in mind the following.

- Recruit the right person for each role you need filled
- See how each person fits the desired role and the rest of the volunteers
- Discuss job descriptions for each role so responsibilities are clearly stated
- For councils, have staggered term limits (1-3 years is a good rule) for members so new people and ideas are always coming into the council, and to help avoid burnout
- Match roles to the strengths of each member

GROWING VOLUNTEERS

True leaders aren't born, they're grown. It is not enough to recruit volunteers. Volunteers need ongoing support in their efforts. Support comes in the form of:

- Communication
- Training
- Resources

Communication

Communicating with volunteers on a county-wide basis through newsletters, social media updates, video updates, phone calls, and face-to-face visits helps the volunteers understand the activities and happenings of the 4-H program.

Volunteers may also benefit from individual contact and support to understand how the Extension professional can support their 4-H efforts. The 4-H Secretary Handbook has a section in it for Club Reports. The Club Report is a great mechanism for the 4-H coordinator to learn about individual volunteer and club needs.

Training

Volunteers can be supported through training and by providing them resources for use in 4-H club meetings and camps. See section above on Volunteer Training.

Resources

Resources come in many forms that could include equipment such as livestock hair clippers, robotics kits, or teaching aids. In some cases, county 4-H programs provide resources for



checkout; additionally the State 4-H Office and other Utah State University Extension units offer resources to support learning.

The Utah 4-H State Office offers three kinds of volunteer resources for checkout:

Volunteer Kits

Volunteer kits are a variety of teaching resources available for checkout ranging from animal track molds to compasses. Classroom educators and afterschool providers can reserve kits using the online reservation website. 4-H volunteers should coordinate kits for checkout through their USU Extension County Office.

Reservations must be submitted one week before the designated pickup date. These kits are stored at Thanksgiving Point. Arrangements for pickup and delivery of the materials are the responsibility of the county.

<http://utah4h.org/volunteers/kits/>

Discover 4-H Kits

Discover 4-H kits are teaching resources available to support existing Discover 4-H guides. These kits provide some of the non-consumable supplies to assist a 4-H club leader in leading a Discover 4-H club. Most all of the kits provide enough tools for a club of up to ten youth. Classroom educators and afterschool providers can reserve kits using the online reservation website. 4-H volunteers should coordinate kits for checkout through their USU Extension County Office.

Reservations must be submitted one week before the designated pickup date. These kits are stored at Thanksgiving Point. Arrangements for pickup and delivery of the materials are the responsibility of the county. Some individual counties also have Discover 4-H kits.

<http://utah4h.org/discover/discoverkits>

Staff Only Kits

The State 4-H Office has kits and equipment of equipment that is only available for checkout by Extension and 4-H staff. These materials are more expensive than the other kits. These kits can be used to support leader trainings, county/regional camps, and other county activities. Kits include a variety of items, including a mobile laptop lab, sewing machines, an inflatable planetarium, and iPads to name a few. Great care should be exercised when borrowing these kits.

Reservations must be submitted one week before the designated pickup date. These kits are stored at Thanksgiving Point. Arrangements for pickup and delivery of the materials are the responsibility of the county. Some counties also have Discover 4-H kits.

<http://utah4h.org/staffresources/staffkits>

Utah Agriculture in the Classroom (AIRC) Resources

The Utah AIRC program, part of Utah State University Extension, has a robust e-commerce store that sells a variety of low-cost kits to teach about agricultural literacy: <http://utah.agclassroom.org/cart/>.

Additional lesson plans and activities for agricultural literacy can be found there.

Utah State University Extension Water Quality

Water Quality Extension offers several resources for volunteers including training workshops, lesson plans, activities, and materials located in each county. Visit their website for details: <http://extension.usu.edu/waterquality/educator-resources/>.



State 4-H Office Resources

As field-based faculty and staff plan county and regional events to support volunteers, consider human and physical resources the State 4-H Office may be able to provide. Virtually—or in some cases face-to-face—the State 4-H Office can provide training in a variety of topics that include conducting a volunteer recruitment event or a topic-specific training (e.g., STEM, teen leadership, or 4HOnline). On a limited basis, the 4-H Office can loan equipment (e.g., projectors or quiz bowl buzzers).

Curriculum

Adult and teen volunteers may need assistance in teaching content to 4-H youth. To support teaching efforts, 4-H has a number of curriculum resources. A description and where/how to acquire curriculum resources can be found here: <http://utah4h.org/curriculum/>.

RECOGNITION—VOLUNTEER AWARDS

4-H CLUB LEADERS/ASSISTANT CLUB LEADERS

One of the main objectives of Utah 4-H is to provide positive environments in which youth can grow and develop. Healthy environmental characteristics, known as the Essential Elements of Youth Development (Belonging, Mastery, Independence, and Generosity) are created and enhanced, in part, by the recognition and awards offered to 4-H youth and volunteers.



The purpose of the Recognition and Awards Program is to provide opportunities for members and volunteer leaders to select and achieve goals, reinforce a sense of belonging and mastery, and to reinforce the motivation to participate in the 4-H program. 4-H club and assistant club leaders are essential to any successful club. A club leader's role is to help organize and structure a club so that the youth involved may use it as a positive learning experience. The assistant leader's main role is to help the club leader with their responsibilities. Both the assistant leader and

the club leader can serve in any of the following roles. To run an effective club, each club should have at least three leaders filling these roles.

Adult Motivation

People volunteer for many reasons. When designing a recognition model for volunteers, it's most effective to match the recognition to the volunteer's motivation for volunteering. The top six reasons why people volunteer in Utah 4-H (Romney, 2016) are:

1. They have a child in 4-H.
2. Learn new things
3. Effective use of time
4. Help people
5. Influence on youth growth
6. Improving their community



These six reasons for volunteering can be divided into three main categories:

1. Achievement Motivated—Driven by success in a situation which requires excellence or improved performance
2. Affiliation Motivated—Driven by being with someone else and enjoying mutual friendships
3. Power/Influence Motivated—Driven by having impact or influence on others

From National 4-H Council: <http://cdn.4-h.org/wp-content/uploads/2016/02/Motivation.pdf?ga=2.29904511.1545845415.1496849478-587571870.1482343725>

We all want to think we’re doing a good job and have a positive effect on the organization we serve. Recognition means more than being thanked. It means being acknowledged that we are an important part of the work being done, and the organization respects us for who we are and what we contribute. If volunteers are recognized in meaningful, relevant ways, they feel needed and appreciated for the time and effort they are giving to the organization. If they feel needed and appreciated, they will continue to be involved.

Recognition

There are informal and formal forms of recognition for volunteers and youth that provide appreciation, belonging, and security. Volunteers and youth need to be encouraged to do their best and then be recognized for what they have accomplished.

The following are a few suggestions on helping your volunteers feel appreciated:

<p>Formal</p> <p>Formal award programs from State or County 4-H staff</p>	Hold award recognition nights to celebrate volunteer accomplishments
	Present plaques or certificates
	Recognize them at project-specific events
<p>Informal</p> <p>Informal verbal or written recognition, praise, and encouragement by others</p>	Find what motivates the individual and tailor the recognition for them
	Express gratitude through thank-you cards, emails, or on the phone
	Encourage youth to express gratitude for volunteer efforts

Volunteers prefer receiving informal rewards compared to public, formal type rewards. Volunteers prefer recognition from youth first, then parents, and lastly from 4-H agents.

Implications

4-H staff should foster opportunities to train youth directly to thank the 4-H volunteers on a local club level via thank-you notes or sincere thank-yous.

Informal recognitions should be followed up by formal club and county-level recognition such as achievement night and/or a leader’s banquet.

Remember, successful recognition is tied to what motivates an individual to volunteer. If the reward matches the volunteer’s motivation for their service, the recognition will be more successful.

Awards should be used to reinforce mastery and goal setting.

Extrinsic motivators like awards and rewards should be used with caution and used as means to help youth become intrinsically motivated to participate. See [link](#).



COUNTY/STATE RECOGNITION AND AWARDS

The following list of recognitions and awards have been approved by USU Extension and Utah 4-H and can be used at the state or county level. Certificates, pins, and other awards can be ordered from Shop 4-H (<http://www.4-hmall.org/Home.aspx>).

Volunteer Recognition

Years of Service

Counties may recognize volunteers for their years of service. Pins or certificates may be given to first-year volunteers and every fifth year thereafter (1, 5, 10, 15, 20, etc.). <http://www.4-hmall.org/Category/annual-recognition-pins.aspx>

Utah 4-H Club Awards (Gold, Silver, and Bronze)

Volunteers and clubs may strive to achieve the requirements outlined in the 4-H Club Awards. The Club Award requirements are put in place to define and reinforce what makes a quality 4-H club program. See grid below for requirements.

(insert graph here).

The club secretary and club leader may track progress toward achieving the Club Awards by filling out the tracking sheet found within the Club Secretary Handbook. Volunteers will submit the completed Club Awards form, found within the Club Secretary Handbook, each year at the time designated by the local 4-H program to the County 4-H staff.

Service (Councils, Committees, and Boards)

Certificates of recognition may also be given to volunteers who serve on county councils, committees, and boards.

Recommended Recognition Events

- State contest events – youth focused
- County achievement night – youth focused
- Leader's banquet – volunteer adult focused
- Project area achievement night (horse, shooting sports, livestock etc.) – youth and adult focused
- Club achievement night – youth focused

4-H Awards

Awards are defined as a positive reinforcement (i.e., extrinsic motivator) that are given to the winners of contests or competitions. Employees are not eligible for awards or recognitions.

Volunteer awards should be initiated by a call for nomination from the County 4-H community. This can be accomplished through the use of 4hOnline (email list) and Qualtrics (<http://qualtrics.usu.edu/>). A Qualtrics link can be created to allow individuals to submit a nomination.

County staff will create a review committee consisting of volunteer leaders, community members, and staff to select the winners. It is important that the members selected for the selection committee avoid conflicts of interest. See Policy 307: <https://hr.usu.edu/files/policies/307.pdf>. If a committee member has a conflict of interest with any of the award candidates, the committee member will be dismissed from the discussion and voting for that award.



National Awards

Each year, Utah 4-H can nominate two outstanding individual volunteers for National Awards. The Outstanding Lifetime Volunteer Award is given to an individual who has spent ten or more years as a 4-H volunteer, while the Volunteer of the Year Award is given to an individual who has volunteered for 4-H less than ten years.

Each county may nominate one individual for each award. The county will use a selection committee to identify the nominees, who are then chosen by a state selection committee for the national nomination. Nominations should be sent directly to the Utah 4-H State Office.

Outstanding Lifetime Volunteer Award

Eligibility

- Must be an active, registered 4-H volunteer for at least ten years
- Follows the 4-H Volunteer Code of Conduct
- Is not a USU employee

Criteria

- Positive personal attributes
- Demonstrates exceptional dedication to 4-H
- Demonstrates exceptional contributions to the local 4-H program beyond the club level
- Evidence of a positive impact on the lives of 4-H youth

Volunteer of the Year Award

Eligibility

- Must be an active, registered 4-H volunteer for less than ten years
- Follows the 4-H Volunteer Code of Conduct
- Is not a USU employee

Criteria

- Positive personal attributes
- Demonstrates exceptional dedication to 4-H
- Demonstrates exceptional contributions to the local 4-H program beyond the club level
- Evidence of a positive impact on the lives of 4-H youth

State and County Awards

County Salute to 4-H Volunteer

This award began in 1983 and has continued to be a way to salute the blue-ribbon 4-H volunteers making a difference in their community. Each county may select one award recipient. All Salute to 4-H Volunteers will be recognized at Leadermete.

Eligibility

- Must be an active, registered 4-H volunteer
- Follows the 4-H Volunteer Code of Conduct
- Is not a USU employee



Criteria

- Positive personal attributes
- Demonstrates exceptional dedication to 4-H
- Evidence of a positive impact on the lives of 4-H youth
- Has demonstrated dedication to the 4-H program by responding to a unique need or situation

County & State 4-H Volunteer Mentor

This award was first given in 1997 as part of the focus on volunteer leadership development in 4-H. It recognizes efforts of 4-H mentors in recruiting, training, and mentoring fellow 4-H volunteers. The county winner will be nominated for the state award.

Eligibility

- Must be an active, registered 4-H volunteer
- Follows the 4-H Volunteer Code of Conduct
- **Must be involved in volunteer development activities such as**
- Is not a USU employee

Criteria

- Positive personal attributes
- Demonstrates exceptional dedication to 4-H
- Evidence of a positive impact on 4-H volunteers
 - Volunteer recruitment
 - Volunteer orientation and/or training
 - Volunteer support
 - Volunteer recognition

County & State Friend of 4-H

This award recognizes an individual or organization that provides support and encouragement to 4-H. The county winner will be nominated for the state award.

Eligibility

- May be given to an individual, family, business, or corporation
- Is a supporter of 4-H at the time the application is made

Criteria

- Has given observable and/or measurable support and contribution to the 4-H program in one or more of the following areas:
 - Nominee has given financial support to the 4-H program.
 - Nominee has given volunteer time to the 4-H program.
 - Nominee has given other nonfinancial resource support.
 - Nominee has greatly impacted 4-H youth and volunteers.
 - Nominee's activities benefit many aspects of the 4-H program.
 - Three or more acts of support

County & State New Leader Award

This award recognizes an outstanding volunteer from one to three years who has made an



impact in their club and community. The county winner will be nominated for the state award.

Eligibility

- Must be an active, registered 4-H volunteer for less than three years
- Follows the 4-H Volunteer Code of Conduct
- Is not a USU employee

Criteria

- Positive personal attributes
- Demonstrates exceptional dedication to 4-H
- Evidence of a positive impact on the lives of 4-H youth
- Demonstrates exceptional contributions to the local 4-H program beyond the club level

County & State Clover Key Award

This award recognizes an outstanding volunteer from three to nine years who has made an impact in their club and community.

The county winner will be nominated for the state award.

Eligibility

- Must be an active, registered 4-H volunteer between three to ten years
- Follows the 4-H Volunteer Code of Conduct
- Is not a USU employee

Criteria

- Positive personal attributes
- Demonstrates exceptional dedication to 4-H
- Evidence of a positive impact on the lives of 4-H youth
- Demonstrates exceptional contributions to the local 4-H program beyond the club level

County & State Doorknob Award

This award recognizes an outstanding volunteer from more than ten years who has made an impact in their club and community. At the first state Leadermete in 1984, Al Price of Utah County presented a doorknob from his unique collection to an outstanding 4-H volunteer leader. This represented a unique way of saying “thank you” for opening the door of opportunity for youth. The county winner will be nominated for the state award.

Eligibility

- Must be an active, registered 4-H volunteer for more than ten years
- Follows the 4-H Volunteer Code of Conduct
- Is not a USU employee

Criteria

- Positive personal attributes
- Demonstrates exceptional dedication to 4-H
- Evidence of a positive impact on the lives of 4-H youth:
 - Helping youth expand 4-H opportunities



- Helping youth expand opportunities beyond 4-H
- Demonstrates exceptional contributions to the local 4-H program beyond the club level

4-H Alumni of the Year

Alumni are selected for exemplifying excellence in their careers; effective citizenship, leadership, community, and public service; and interest in and cooperation with 4-H. The county winners will be nominated for the state award.

Eligibility

- Must be a 4-H alumnus
- Nominee attributes personal success to 4-H involvement

Criteria

- Level of involvement in 4-H
 - Nominee has made significant contribution to the community.
 - Nominee has significant career accomplishments.
 - Level of continued support of 4-H program

4-H Family of the Year

This award recognizes families for outstanding 4-H involvement and service. The county winner will be nominated for the state award.

Eligibility

- Must be an active, registered 4-H family (at least one registered 4-H member)
- Youth and parents follow the 4-H Code of Conduct.
- Is not a USU employee

Criteria

- Family members demonstrate positive personal attributes.
- Family demonstrates exceptional dedication to 4-H by:
 - Evidence of a positive impact on the lives of other 4-H families/youth
 - Demonstrates exceptional contributions to the local 4-H program beyond the club level

EVALUATION—GOALS AND OBJECTIVES

Each 4-H coordinator should establish volunteer development goals for the county. The 4-H coordinator should create goals in each of the volunteer development sections and work with county faculty and staff to realize them. The goals should be written and reviewed on a regular basis.

Here are some ideas to help your county create goals.

- Attitude/Customer Service – Set standards on time to respond to volunteer leads
- Understand the Volunteer Roles – Establish written role statements for volunteer positions for your county
- Volunteer Needs Assessment – Conduct one at least annually
- Recruitment = Identify and Selection – Identify specific goals for type and quantity



of volunteers

- Training = Orientation and Training - Establish orientation presentation and yearly training schedule
- Support = Utilization and Retention - Identify a standard of frequency of contact with each volunteer
- Awards and Recognition (A&R) - Establish a program and educate volunteers about the A&R

