4-H Celebrates 100 Years of Service to Oklahoma Youth in 2009

Oklahoma 4-H Centennial Green Tie Gala

Friday, November 6, 2009

Skirvin Hilton Hotel

Oklahoma City, OK
Sponsorship Opportunities for Green Tie Gala

• $5,000 Centennial Champion Sponsorship Level
  Donors receive advertisement in the Oklahoma 4-H Centennial Book (if submitted before May 1, 2009), two tables of 10 at the Green Tie Gala, and recognition on Sponsor Banner at the Event

• $2,500 Centennial Partners Sponsorship Level
  One table of 10 plus 6 seats at an additional table at the Green Tie Gala, and recognition on Sponsor Banner at the Event

• $1,000 Centennial Table Sponsor Level
  One table of 10 at the Green Tie Gala

Donors at all levels receive recognition in the Event Program and the 4-H Annual Report
4-H Centennial Eskimo Joe’s T-shirt

Front of Shirt

Back of Shirt
Available to Order NOW!
Oklahoma 4-H Centennial Garden

Location: OSU Botanical Gardens - Stillwater, OK

Open May 1, 2009
P-Bar Farms Grain Maze

Location: Hydro-Weatherford Area

Coming in September 2009
Key Questions for a New Century

• Why does 4-H exist?
• Why care about what 4-H does?
• How does 4-H differ from other youth organizations?
• What difference does 4-H make for our community and society?
• Why is 4-H a good investment?
Why Does 4-H Exist?

To empower youth to reach their full potential, working and learning in partnership with caring adults. To build leadership, citizenship, and life skills.
We Focus on 3 National Mission Mandates:

Science, Technology, Engineering, and Math (STEM)
3 National Mission Mandates

Healthy Living
3 National Mission Mandates

Citizenship

Oklahoma 4-H Day at the Capitol
Why Care About What 4-H Does?

• The sheer number of people 4-H impacts

• The life-changing impact on individual 4-H’ers and adult volunteers

• The positive difference 4-H makes in our community and society
2007 National 4-H Snapshot

- **6.5 million** youth served
- **3,500** professional youth development educators
- **540,000** volunteers
- **60 million** alumni
2008 Oklahoma 4-H Snapshot

- 141,038 Youth Served
- 117 Professional Youth Development Educators
- 4,368 Volunteers
- 145,523 Oklahomans involved in 2008
Oklahoma Population Served: Residence

**Urban** – Cities 50,000+
**Suburban** – Cities 10,000-50,000 & Suburbs 50,000+
**Rural** – Farms & towns under 10,000
Oklahoma Population Served

Gender
- Boys 44%
- Girls 56%

Diversity
- Minority Youth in 4-H 32%
How Does 4-H Differ From Other Youth Organizations?

• Unparalleled Reach

• Program Variety

• Unique Service Aspects
Comparative Reach: National Youth Development Organizations - 2007

Source: National 4-H Headquarters (2005) and organization web sites and annual reports (updated January 2007).
Comparative Reach:
Oklahoma Youth Development Organizations - 2008

# of Youth Served

- 4-H: 141,038
- Boy Scouts: 68,300
- FFA: 23,700
- Girl Scouts: 23,500
- Boys and Girls Club: 4,000
- Big Brothers Big Sisters: 2,300
4-H Has a Presence in all 77 Counties

Young People Involved in 4-H in 2008
Program Variety

Hundreds of projects with topics as varied as
• Rocketry
• GPS Mapping
• Animal Science
• Biotechnology
• Public Speaking
• Nutrition
• Environmental Science
Unique Service Aspects

• Only youth development program with direct access to technological advances from 106 land-grant universities, such as:
  
  • Oklahoma State University
  • Langston University
  • Cornell University
  • Texas A&M University
  • California Polytechnic University
Practical, hands-on approach to learning science, technology, engineering and math

Unique Service Aspects
Unique Service Aspects

Accessible to All Young People ages 5 to 19
Cloverbuds to College
How Does 4-H Make a Difference for our Community and Society?

- Positive Development of Youth
- Educated Workforce – bachelor’s degree attainment
- Loyalty to remain in Oklahoma
- Service and Volunteerism
4-H is Good for Oklahoma Youth

4-H Youth are:

• **Less likely** to become depressed during the middle school years
• **Less likely** to become involved in risky behaviors, i.e., smoking, bullying, and vandalism

Source: Richard Lerner, PhD, Tufts 4-H Study of PYD, Tufts University, Institute for Applied Research in Youth Development
4-H is Good for Oklahoma Youth

4-H Youth are:

• More likely to show strong civic identity
• More likely to develop confidence and leadership skills where they make healthy choices, become leaders, and have their voices heard

Source: Richard Lerner, PhD, Tufts 4-H Study of PYD, Tufts University, Institute for Applied Research in Youth Development
“My 4-H Club gives me a place to belong. Our club leader makes me feel good about myself.”
More than 50% of Oklahoma 4-H alumni earn college degrees, compared to 20% of the general populace.

4-H is Good for Oklahoma

88% of 4-H alumni continue to live, raise families, and spend money in Oklahoma

4-H is Good for Oklahoma

Approximately 95% of Oklahoma 4-H alumni volunteer in their communities
4-H is Good for Oklahoma

• In one year, 4-H’ers conducted 27,000 community service activities in Oklahoma

• They contributed more than 300,000 hours of service to their communities at a value of just under $2 million
“I feel great when our 4-H club helps others and makes our city a better place.”
4-H Makes a Positive Difference in our Community and Society because good citizenship is a 4-H mission mandate
“I’ve learned so much about leadership and service through 4-H. I honestly believe I could be the President someday.”
4-H Emphasizes Leadership and High Achievement

Famous 4-H Alumni:

- 1 Vice President of the United States
- 21 Entertainers
- 14 Governors
- 33 University Presidents
- 31 CEOs
- 6 Astronauts
National 4-H Congress

2008 Oklahoma Delegates
“Clover Country”
4-H Country Music Compilation CD

Top Hits from Famous 4-H’ers:

- Sugarland
- Dolly Parton
- Reba McEntire
- Martina McBride
- Hillary Lindsey
- Faith Hill
- Vince Gill
- Johnny Cash
- Glen Campbell
- Luke Bryan
- Alabama
FAMOUS OKLAHOMA 4-H’ers

Elizabeth Kinney
Miss Oklahoma 2004

Jane Jayroe
Miss America 1967

Jenifer Reynolds
Host-Discover Oklahoma

Larry Derryberry
Former Attorney General of Oklahoma
FAMOUS OKLAHOMA 4-H’ers

Kirsten McIntyre
News Channel 9
TV Anchor

Mike Synar
(1950-1996)
Former US Representative

Karen Keith
Tulsa County Commissioner
Former News Anchor
4-H Mission Mandate: Healthy Living

Program Areas

• Youth Obesity
• Nutrition Education
• Health and Fitness
• Safety
• Healthy Relationships, Good Decisions
• Healthy living program aimed to reduce tobacco, alcohol and drug use by youth
4-H Mission Mandate: Healthy Living

• Oklahoma is among the top ten most unhealthy states in America.
• Ranking includes an increase of diet-related chronic diseases.
• Teaching kids to make healthy food and lifestyle choices early in life decreases their risk of health-related diseases.
“Our health projects in 4-H are really important. My parents already have diabetes, but it’s not too late for me.”
4-H Mission Mandate: Healthy Living

- 4-H’s Healthy Oklahoma program has reached over 7,160 youth, resulting in healthier eating habits, reading food labels, better hygiene, and more physical activity

  Farm to You

- 4-H is collaborating on a “Farm to You” walkthrough exhibit for elementary students, in partnership with the Fit Kids Coalition and State Department of Health
“Farm to You” Van
New 4-H Mission Mandate

Addressing America’s Critical Need in Science, Technology, Engineering, and Math (STEM)
U.S. Challenges in Science, Technology, Engineering and Math

Undergraduate Degrees in Science & Engineering

- Japan: 63%
- Germany: 62%
- China: 56%
- United States: 32%

Source: Science and Engineering Indicators, 2008
4-H STEM

4-H is uniquely positioned to foster discovery of and passion for science, technology, engineering, and math.

- Existing audience of 5.9 million youth in science programs
- Multiple science program delivery channels
- Hands-on, practical science program model
- University educators who partner with youth on cutting-edge research projects
“My 4-H geospatial project was totally cool. When I grow up, I want to get a job doing this!”
Breakdown of Youth Participating in 4-H STEM Projects Nationally

Total Youth in 4-H STEM: 5.9 million

*Youth in 4-H often participate in more than one STEM project area.*
4-H STEM

Goal

1 million new kids in 4-H science, technology, engineering & math programs by 2013
"Animal science is the best part of 4-H for me. When I grow up I want to be a veterinarian."
4-H STEM

Outcomes

• Improve science literacy

• Increase the number of college students majoring in STEM fields

• Increase the number of college graduates pursuing STEM careers
“Our 4-H rocketry program is teaching me about physics and flight. I can’t wait to be an astronaut!”
Program Features

Researchers from 106 land-grant universities will revise and develop new 4-H curriculum that will inspire young people to learn workforce skills necessary for the 21st century.

Examples:
Aerospace                      Food Science and Safety
Energy                         GIS/GPS
Animal Science                 Hydroponics
Computer Science               Plant Science / Crop
Engineering                    Protection
Environmental Science          Precision Agriculture
                                Robotics
OSU President Hargis and 4-H Robotics Youth
Partnering with 4-H is Good Business

- Align with the strong brand equity of 4-H (91% name recognition)
- Reach millions of youth and their families in rural, suburban, and urban communities where customers live and work
- Gain visibility for a critical issue for America—science and math education
- Invest in tomorrow’s workforce today
Nationally, 4-H is An Experienced Corporate Partner
Some Oklahoma 4-H Partnerships

[Logos of various organizations and companies]

American Farmers & Ranchers

Oklahoma Wheat Research Foundation

Centennial 2009-2009
Top 4-H Funding Priorities

1. County/Club Enhancement Grants
2. Shooting Sports Coordinator
3. Horse Project Support
4. Science, Technology, Engineering and Math (STEM)
5. Scholarships and Awards
Why 4-H is a Meaningful Personal Investment

• Leave a legacy and touch the future by investing in young lives

• Perpetuate a proven successful youth development program for a second century of service
Dr. Joe Hughes

Using animals as a tool to develop youth.
A Meaningful Personal Investment
4-H Centennial Professorship Fund

• $250,000 Investment from 4-H
• $250,000 match from Pickens
• $500,000 match from Oklahoma State Regents for Higher Education
• Eventual $1M endowment generates approximately $40K annually
4-H Centennial Professorship Fund

- Distribution of funds
  - 25% for 10 scholarships
  - 35% curriculum development support for professor
  - 12.5% curriculum development support for 4-H design teams and volunteers
  - 12.5% professor support (training, professional development, travel)
  - 15% educational events – Roundup speakers, State 4-H Congress, etc.
Five of the Scholarships named after beloved 4-H icons:

• Ira Hollar
• Ray Parker
• Mary Sue (McBroom) Sanders
• Wallace Smith
• Pete Williams
Oklahoma 4-H Foundation
Investing in Youth To Build a Better Oklahoma

The Oklahoma 4-H Foundation, Inc., provides a private, non-profit source of support to the mission and goals of 4-H youth development at all levels in Oklahoma.

For more information call 405-744-5390 or visit http://oklahoma4h.okstate.edu
4-H Youth Development: Making the Best Better for Oklahoma the Next 100 Years

Honoring the past. Celebrating the present. Envisioning the future.