



Wisconsin 4-H clubs are asked to create two SMART goals each year. SMART goals are:

- Specific - Clearly defined
- Measurable - Able to be measured
- Achievable - Attainable
- Realistic - A practical idea of what can be achieved
- Time bound - Set a specific date to accomplish

Please choose one of the following Program Quality SMART goals and one of the following Expanding Access SMART goals to work on in your club for the 2020-2021 4-H program year. There are six goals in each category to choose from. Clubs also have the option to create their own. Each goal has action steps listed to give the club potential ideas for their charter applications.

Program Quality

Areas of Opportunity

Things the Club/Group would like to work on as the youth-adult partnership team develops your SMART Goals

1. We want to retain and increase our membership. *Refer to SMART Goal #1*
2. We want to increase youth voice and sharing of their skills during our meetings. *Refer to SMART Goal #2*
3. We want to empower our youth officer team to lead meetings with support and guidance through a youth-adult partnership. *Refer to SMART Goal #3*
4. We want our meetings to be productive, meaningful and fun. *Refer to SMART Goal #4*
5. We want to provide youth opportunities to try new things and develop passions, interests, talents and skills. *Refer to SMART Goal #5*
6. We want to create an environment to help youth achieve their goals. *Refer to SMART Goal #6*

1. Retain membership by _____% and increase membership in the group by _____% by _____.

Example: Retain membership by 90% and increase membership in the group by 10% by September 30.

Action Step Ideas:

- Our group will develop a communication plan.
- Our group will form a greeting/welcoming committee.
 - Our group greeting/welcoming committee will arrive early for each meeting and formally greet each person as they arrive.
 - Our group's greeting/welcoming committee will provide get to know you activities for a majority of our meetings.
 - [Get Acquainted Activities](#)
 - Our group's greeting committee will contact new members throughout the year and alert them of deadlines and event sign ups.
- Our group will provide new member orientations every three months for thirty minutes prior to the start of the monthly meeting.

- Our group will create mentoring teams by pairing youth members with two or more years of experience with new members as they join throughout the year. Follow the same steps with adults. Could also be families that are paired together.

2. _____% of members will complete a demonstration, a project talk, or lead a project meeting at a Club/Project meeting by _____.

Example: 75% of members will complete a demonstration, a project talk, or lead a project meeting at a Club/Project meeting by May.

Action Step Ideas:

- Provide education on how to give a demonstration, project talk, or lead a project meeting.
 - [4-H Demonstration worksheet](#)
 - [4-H Demonstrations](#)
 - [Project Meeting planning outline handout](#)
- Create a calendar and encourage members to sign up for presentation opportunities.
- Support youth with developing a project meeting plan/outline for leading a project meeting.

3. Youth officer team will work with an adult to create and prepare an agenda for _____% of the meetings for the year.

Example: Youth officer team will work with an adult to create and prepare an agenda for 75% of the meetings for the year.

Action Step Ideas:

- Provide education and training for the officer team about their roles and responsibilities.
 - [4-H Club Officer and Youth Leader Training Resources](#)
 - At the beginning of the 4-H year, leaders will meet with the officer team and guide them through setting goals for the entire officer team and as individual officers.
- Education will be provided on how to run effective business and/or committee meetings.
 - [4-H Meeting Guide Handout](#)
- The adult leader and youth officers will schedule time to meet prior to each monthly meeting to prepare the agenda, reflecting on the effectiveness of the previous meeting.
- Our group will delegate parts of the meeting to youth, parents, and other interested adults, and work to involve all members throughout the year.
- Officers, with the adult leader, will evaluate our meetings bi-annually (twice a year) to determine if our meetings are effective and club members feel a sense of belonging, are learning by doing and enjoy attending the meetings. Contact your 4-H Program Educator for resources.

4. _____% of meetings will include all three components of an effective meeting*.

Example: 80% of meetings will include all three components of an effective meeting*.

***Three components of an effective meeting and estimated time: Welcoming Environment/Recreation - 15-20 minutes; Business - 15-20 minutes; Education - 20-30 minutes**

Action Step Ideas:

- Communication provided to members to understand how to be active within the group.
- Education will be provided on the 3 components of an effective meeting.
 - [4-H Meeting Guide Handout](#)
- A year round calendar will be developed.
 - [Club/Group Year Round Calendar Template](#)
 - Officers and other members will meet to brainstorm and prioritize potential activities, remembering to include a variety of education, community service, fun, and activities for

- o youth to share their skills.
 - o Our group will work each month to create a theme and connect education to interactive activities.
 - o A committee of youth and adults will create a proposed year round calendar including information from the previous step and share it with the whole group for feedback.
 - o Based on group feedback, committees will be formed to plan and implement approved calendar activities.
- Education will be provided on how to run effective business and/or committee meetings.
 - o [4-H Meeting Guide Handout](#)
- Our group's committees will have equal youth and adult representation.
- Committees will meet regularly to conduct business and keep everyone informed.
- Our Club/Project group will incorporate a get to know you activity for all youth and adults in 75% of our meetings.
 - o [Get Acquainted Activities](#)
- Our group will form a greeting/welcoming committee.
 - o Our group greeting/welcoming committee will arrive early for each meeting and formally greet each person as they arrive.
 - o Our group's greeting/welcoming committee will provide get to know you activities for a majority of our meetings.
 - o [Get Acquainted Activities](#)
 - o Our group's greeting committee will contact new members throughout the year and alert them of deadlines and event sign ups.
- Our group will delegate parts of the meeting to youth, parents, and other interested adults, and work to involve all members throughout the year.

5. Our club will have a project leader provide a minimum of _____ hours of hands on project learning for _____ % of projects with more than 5 youth enrolled by the end of the 4-H Year.

Example: Our club will have a project leader provide a minimum of six hours of hands on project learning for 50% of projects with more than 5 youth enrolled by the end of the 4-H Year.

Action Step Ideas:

- Our group will hold an educational meeting with youth and adult project leaders twice a year to train on what is a youth-adult partnership and why it is important.
 - o [Project Meeting Planning Outline](#)
- Youth and Adult project leaders will use current 4-H project curriculum.
- Youth and Adult project leaders will be encouraged to create a calendar of project meetings to be shared at each whole group meeting, or countywide.
- Youth and adult project leaders will be provided a time on the agenda to give project updates.

6. _____% of our members will complete* at least one project.

Example: 75% of our members will complete* at least one project.

***Completing a 4-H project includes participating in a minimum of 6 hours of project work and completing a project record/record book.**

Action Step Ideas:

- Education will be provided to help youth and adults understand the steps to be done to complete a project.
- Education will be provided to help youth set project goals, and begin to work on their project records.
- Time will be designated throughout the year for youth to update their project records with education,

demonstration and project work.

- Project leaders will be encouraged to include time in project meetings for youth to update project records.
- Youth will be provided time to reflect on project work from the previous year, and share their project story.
 - [Reflection Questions](#)
 - Keep a journal, diary or log of what was learned and how you feel about it.
- Youth will be encouraged to engage in individual project learning using 4-H Curriculum, for projects that may or may not have a project leader. (For access to 4-H Curriculum, check with your Extension Office and/or www.shop4h.org)
- Youth will be encouraged to review and share project accomplishments.
 - Means of sharing could include:
 - Complete a club or county project record/record book.
 - Do a presentation or demonstration showing others what you have learned, with your project group, club, school activity or another organization.
 - Written report for club/county newsletter or other media outlet.

Expanding Access

All youth, families and communities need to have opportunities to be involved in high-quality 4-H programs. In high-quality 4-H clubs all youth feel a sense of belonging. Before setting your club goal this year, take a moment to view the document "[Building Welcoming 4-H Clubs](#)" and do an informal club self-assessment (pages 11-19). Have each officer complete the assessment separately and then compare responses. Now discuss as a team which area your club would like to focus on for the 2020-2021 year.

Areas of Opportunity

Things the Club/Group would like to work on as the youth-adult partnership team develops your SMART Goals

1. We want to improve how our club meets the needs and interests of a more diverse group of youth at club meetings. *Refer to SMART Goal #1*
 2. We want to improve our club environment so that it's more inviting, accessible and reflective of diverse cultures. *Refer to SMART Goal #2*
 3. We want to improve how our club supports new families. *Refer to SMART Goal #3*
 4. We want to learn more about our community and the different cultures of the people who live in it. *Refer to SMART Goal #4*
 5. We want to invite youth who are underrepresented in our 4-H club to join our club. *Refer to SMART Goal #5*
 6. We want to inform youth who are underrepresented in our 4-H club about 4-H and invite them to join our club. *Refer to SMART Goal #6*
1. **By _____ (date), our members will implement new techniques to meet the needs and interests of a more diverse group of youth by _____ (strategy).**

Action Step Ideas:

- Having a variety of hands-on activities at ____ (number) of club meetings.
- Including full group involvement in each of the three parts of the meeting (business, education, and recreation) at ____ (number) of club meetings.

2. *By _____ (date), our members will help make our club more inviting, accessible, and reflective of diverse cultures by _____ (strategy).*

Action Step Ideas:

- Establishing a welcome area for people to check in or pick up materials needed for the meeting.
- If families need materials in other languages, the club has made an effort to meet their language needs.
- Creating 4-H displays that show members of a variety of ethnicities.

3. *By _____ (date), our members will help new members feel welcome and create a feeling of belonging by _____ (strategy).*

Action Step Ideas:

- Holding ____ (number) new family orientation(s) to discuss relevant topics and allow new families to ask questions
- Matching all new youth members with a 4-H member mentor
- Matching all new 4-H families with 4-H family mentors
- Organizing and facilitating icebreakers at ____ (number) of club meetings
- Other - approved by local 4-H staff

4. *By _____ (date), our members will gain a better understanding of different cultures in our club and community by _____ (strategy).*

Action Step Ideas:

- Scheduling time during at least ____ (number) meetings for a club member to share something important about their culture.
- Inviting a community member to share something important about their culture at a club meeting.
- Creating ____ (number) event(s) where club members share something that is culturally important to them.

5. *By _____ (date), to spark interest in 4-H, our members will develop a _____ (marketing resource) that highlights member learning, service activities, and how to join 4-H. The _____ (marketing resource) will be distributed/ displayed at locations, like _____ (location), that serve community members not generally familiar with 4-H. (including _____ [underserved population]).*

Action Step Ideas:

- Marketing Resources: flyer, brochure, social media post, poster, etc.
- Locations: Specific schools, community centers, food banks, apartment complexes, stores, libraries, etc.

6. *By _____ (date), our members will organize/participate in _____ (number) community events to spark interest in 4-H and make the 4-H known to others within our community. The community events will include _____ (specific events).*

Action Step Ideas:

- An event organized by the community at which the club will represent and promote 4-H
- An event that is organized by the club and invites the community (in an area that is easily accessible by the target population)

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