



4-H NB Strategic Plan

2024 - 2026

Vision: Thriving communities in partnership with youth leaders.

Mission: 4-H provides youth with the guidance, resources and opportunities to be responsible, caring and contributing leaders who effect positive change in the world around them.

GOAL 01

Increase youth participation

Objective:

01. Increase new member registrations across the province.
02. Improve retention of members throughout their 4-H journey.
03. Increase francophone membership.



GOAL 02

Provide consistent, high-quality programming

Objective:

01. Improve the consistency of project delivery across the province.
02. Enhance project and program offerings to meet the needs and interests of youth.



GOAL 03

Enhance internal capacity to support 4-H NB's growth

Objective:

01. Enhance leader recruitment, training and support.
02. Increase and diversify revenue sources.
03. Ensure continued effective governance and management.



The four H's represent our core values

Head: managing, thinking • **Heart:** relating, caring • **Hands:** giving, working • **Health:** being, living

GOAL 01

Increase youth participation.

OBJECTIVE

Increase new member registrations across the province.

- Promote 4-H NB to increase knowledge of the program and its benefits.
- Streamline the inquiry and registration process to reduce barriers.
- Enhance engagement in schools and with like-minded organizations.
- Review participation and achievement rules to reduce barriers.
- Enhance 4-H NB's approach to inclusion, diversity, equity and accessibility.

OBJECTIVE

Improve retention of members throughout their 4-H journey.

- Host annual intermediate and senior provincial events.
- Host an annual event in addition to the Provincial Show (i.e. banquet, conference, etc.).
- Identify and create additional leadership opportunities for intermediate and senior members.
- Increase opportunities for events and learning across clubs and outside NB.

OBJECTIVE

Increase francophone membership.

- Secure funding for bilingual staffing and translation to enhance francophone resources and services.
- Enhance bilingual programming offered in current clubs or districts.
- Engage with francophone communities and families to support their interest in francophone clubs.

GOAL 02

Provide consistent, high-quality programming.

OBJECTIVE

Improve the quality and consistency of project delivery across the province.

- Develop provincial minimum requirements for projects.
- Ensure achievement requirements are known and followed by all clubs.
- Implement approved and recommended resources for all projects.
- Enhance the record book process, including an online integration.
- Ensure all projects have age-appropriate resources through to intermediate and senior levels.

OBJECTIVE

Enhance project and program offerings to meet the needs and interests of youth.

- Enhance scholarship opportunities, including more non-agricultural options.
- Enhance non-agricultural opportunities at the Provincial Show.
- Reduce barriers to livestock projects for youth without animals.
- Explore project offerings and approaches to increase accessibility (i.e. shorter timeframes, single day, etc.).

GOAL 03

Enhance internal capacity to support 4-H NB's growth.

OBJECTIVE

Enhance leader recruitment, training and support.

- Implement standardized orientation and training for leaders.
- Enhance collaboration opportunities for leaders to learn from and support each other.
- Identify leader ratios and gaps and support recruitment.
- Enhance supports and resources for new club development.

OBJECTIVE

Increase and diversify revenue sources.

- Secure increased core funding from the government of New Brunswick.
- Increase donations to 4-H NB through a provincial fundraising initiative and online giving.
- Enhance provincial sponsorships and giving from corporations and associations.
- Secure additional grant funding.
- Set consistent club and provincial registration fees that match value with cost of delivery.

OBJECTIVE

Ensure continued effective governance and management.

- Implement governance best practices (i.e. annual survey and training, review policies, etc.).
- Review and enhance management policies and procedures.