



Web Site of the Month:



http://www.plt.org/cms/pages/21_22_21.html

4-H Day @ Capitol

8 out of 11 South Central counties are registered to participate with 154 youth. What a great opportunity for youth to participate in this event. A total of over 500 youth will arrive at our capitol—that's more than double last year's group.

Counties able to participate this year are:

Collier
DeSoto
Hardee
Hillsborough
Lee
Pinellas
Polk
Sarasota

I will not be at Tallahassee, this year so please share your photos with me. Have a great experience!



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Marketing: Management of Perception

By Georgene Bender, SC RSA

"Extension is the best kept secret." "I thought 4-H was only cows and cooking." "4-H is still around?" Ever hear these statements? How can we manage the perception of others about our organization? In a recent survey, the number one interest of SC 4-H agents was the area of "marketing." We all know the competition we have in the counties with other youth groups with snazzy marketing and celebrity endorsements.

Lynelle Mays, our 4-H PR Coordinator has worked hard to put some downloadable marketing materials for you on <http://florida4h.org> go to News & Marketing

We also have 4-H BrandNetwork which can be access in the improved National www.4-H.org web site. Go to 4-H Staff to access the 4-h Brand information.



<http://www.facebook.com/4-h>

As we work to improve our market skills and resources for Florida 4-H, be sure to participate in the upcoming training:

- SC Faculty Meeting: April 16, 2009 Manatee County 12:30—2:30pm 4-H Breakout

Your Marketing Strategy Lynelle Mays, 4-H Public Relations Coordinator will join us from 1-2pm via polycom to discuss what is a market strategy and how you begin to develop one for your county 4-H program. An interactive session, bring your questions and share your tips and brochures on how you market your program.

- Symposium Workshop :May 7, 2009—9:00am—12N Polycom

Effectively Building Collaborations with Local Media to Market 4-H

Instructor: Lynelle Mays, 4-H Public Relations Coordinator

Interact with various media representatives to learn more about working with local media.

Snippets of South Central News for You

- SC ALL Faculty Meeting 9—3pm Manatee County
- Welcome—
Connie Mirrop, OMK Camp Coordinator. She is part time and works out of the Pasco County Extension office.
- JUNE 30—ONA Research Center Field Day for Youth (Hardee County)
Look for flyer in our May newsletter
- Shop Sawgrass JC Penney in Pasco County April 11-20—Support 4-H After school in Pasco County
- Support Florida Leader Forum—April 24-26 Camp Ocala



**April 22
Earth Day**



DAY CAMPING PLANNING TIPS: PARTNERING

Planning program for Day Camps are fun and exciting. All of you have great ideas for Day Camps:

Strawberry Camp; CyberCamp; Sewing Camp; Environmental Camps and even Cloverbud Camps.

What is your audience for Day-Camps?

- Potential new youth to 4-H
- Existing 4-H registered 4-H members
- Reach areas of county where 4-H does not regularly exist

Who can you partner with?

- 21st Century Afterschool programs
- School Summer Programs
- Boy & Girls Clubs
- Minority church youth groups

Memorandum of Understanding

Defining each of our roles so we all know what we are to give and what we can expect in return. It's all about "What's in it for Me?" Everyone wants their organization to be seen in a positive light. Creating a memorandum of understanding is a good way to work with partners and protect each of our investment. See the following EDIS article for more information: <http://edis.ifas.ufl.edu/4H259> "Creating Memorandums of Understanding with Affiliate Organizations in 4-H." By Dr. Marilyn Norman and Dr. Joy Jordan

Apply for a Grant

 By Jackie Stallard Project Learning Tree

Do you have an idea for a service-learning or community action project for your students but don't have enough funds to implement it? Why not apply for a *GreenWorks!* grant? In 2009, we'll be awarding grants to schools and youth organizations across the country for environmental neighborhood improvement projects that involve youth with their community. Grants up to \$5,000 are available.

Proposals are due on April 30th for the Spring 2009 cycle of funding

October 31st for the Fall 2009 cycle. http://www.plt.org/cms/pages/21_22_21.html

Article from PLT Newsletter (April 2009).



This Month's Q&A Technology Tips from *Germaine Pointer, RSA*

1. Did you know that when you are doing a PowerPoint presentation and want to show a video or use some other software program you *do not have to* end show on the current presentation? No, all you have to do is right click on your presentation, left click on Screen then left click on Switch Program. It will show you all of the open programs on the bottom of your screen. Find what you want and open it. When you are finished, close out the program you were using and you will return to the exact spot you were at before you switched. If you want a visual, click on the attachment "Technocentric Help"
2. What is Twitter you ask? **Twitter** is a social networking and micro-blogging service that enables its users to send and read other users' updates known as *tweets*. Tweets are text-based posts of up to 140 characters in length. Updates are displayed on the user's profile page and delivered to other users who have signed up to receive them. February 2009 Compete.com blog entry ranks Twitter as the third most used social network (Facebook being the largest, followed by MySpace), and puts the number of unique monthly visitors at roughly 6 million and the number of monthly visits at 55 million. In March 2009, a Nielsen.com blog ranked Twitter as the fastest growing site in the Member Communities category for February 2009. Twitter had a growth of **1382%**, **Zimbio** had a growth of **240%**, followed by **Facebook with a growth 228%**. (We are in the Youth Development business, anything that is having this big of an impact, we should at least have a working knowledge of what it is. These increases are huge.) Many politicians and other public figures are now twittering, do a search, you will be surprised who is sending tweets.
3. Put a check next to the appropriate category that describes you:
 - a. _____ Digital Outsider – People who are not using the web at all.
 - b. _____ Digital Immigrant – People who are learning to use the web and are fairly comfortable with it. We still have accents.
 - c. _____ Digital Natives – People who have grown up with digital technology, computers, mobile phones, internet etc.
4. PEW Internet Report, 2007:
 - a. 55% of our youth are on Facebook or MySpace
 - b. 93% use the Internet
 - c. 39% teens share artistic creations on the internet
 - d. 33% of teens now blog regularly
 - e. 27% maintain their own web pages
5. My Opinion is if we are not working with technology we will be left behind.
6. Heard the term Mash up? No it is not what they do at the monster truck rally. **Mashup**, (also **mash up** and **mash-up**) is a song or composition created by blending two or more songs, usually by overlaying the vocal track of one song seamlessly over the music track of another. There is even a Mashups music chart, go figure.



4-H ONLINE

Updates

April Monthly 4H-Online Topic Discussion sessions:

Ask your Questions!!

APRIL 15, 2009

Hosts: Nancy Johnson, Bill Heltemes and the other 4-H RSAs will participate with anyone who wants to join us.

Session 1 using Polycom or phone dial in at 11-12 Eastern time.

Session 2 using Elluminate at 2-3pm Eastern time.

For more information, contact Nancy Johnson at johnsonn@ufl.edu.

Elluminate 4h online Forum

You will need :

- Internet access to www.illuminate.com
- Headset with microphone
- You can also be phone conference in—advance notice is needed

<http://tinyurl.com/3z7c8g>

4-H Connect Meeting

Type in your first name and County for your username
(RSA Moderators use actual

Elluminate login & pwd)

Meeting password: 4-H

Polycom 4h online Forum

You will need:

- Polycom
- Register the Friday before the session.
- You can also call in
DUE DATES

June 1:Group Data

August 15:Final Data



Professional Development

Register in pdec.ifas.ufl.edu :

29079 **Where Does Education Fit in at the Fair: Maximizing Educational Impacts!** (5/6/09) - (Self Funded)

29080 **Effectively Building Collaborations with Local Media to Market 4-H** (5/7/09) - (Self Funded)

29081 **Empowering Volunteers into Expanded Roles in County 4-H Programs** (5/7/09) - (Self Funded)

29082 **Strengthening 4-H Volunteer Orientation Programs** (5/8/09) - (Self Funded)

2009 NAE4-HA Annual Conference

Rochester, NY -
October 25 - 29, 2009

Future NAE4-HA Annual Conferences

2010: Phoenix, AZ -
October 24-28

2011: Omaha, NE -
October 24-28

2012: Orlando, FL -
October 21-26



Upcoming Events ~ FUNDS \$\$\$\$\$\$\$\$

- Operation: Military Kids
- Military and Camping Community Grants Available



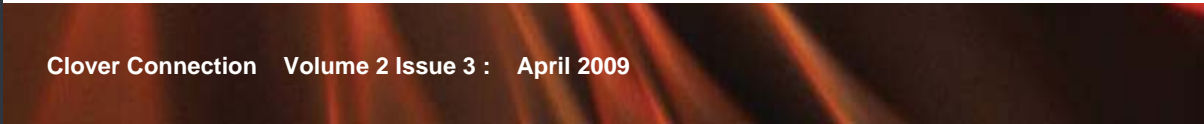
Do you have an idea to provide an community event for military youth in your community?

Would you like to sponsor a Day Camp for military youth in your area? Over \$20,000 in grants funds are available state-wide to any community group 4-H, Scouts, Youth Groups, American Legions, YMCA etc to host events for military youth. Program flyer and applications will be **available now!** Contact Cliff Lewis,

OMK State Coordinator if interested.

sgmlewis@ufl.edu. This is the easiest grant you'll ever apply for!

April is Month of the Military Child
May is Month of the Military Family
 Help **CELEBRATE** our 4-H Military Families



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APRIL CALENDAR

4/6 Deadline for Volunteer Forum Registration

4/7 SC 4-H Webinar 10-12N

4/14 4-H Day @ the Capitol

4/15 4-H online Updates

4/16 SC All Faculty Meeting

4/17-18 Area Horse Shows

4/22 Earth Day;
Administrative Professional Day

4/24-25 Florida Leader Forum

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