

# 4-H Alberta Strategic Plan

## Executive Summary

OCTOBER 1, 2017 TO SEPTEMBER 30, 2020



CANADA  
4-H Alberta



## BACKGROUND

4-H Alberta has provided innovative and relevant programs that support the growth and leadership development of youth in Alberta since 1917.

The 4-H Partner organizations (4-H Council of Alberta, 4-H Foundation of Alberta and 4-H Section of the Government of Alberta) are separately managed and have unique roles and mandates with many shared outcomes.

- The 4-H Council of Alberta contributes strategic and operational guidance as the elected voice of volunteer leaders and members as well as direct staff support for the successful development and execution of the annual 4-H Alberta work plan.
- The 4-H Foundation of Alberta contributes direct funding for programs and scholarships as well as facilities and resources at the 4-H Centre as required for the successful delivery of the 4-H Alberta work plan.
- Ministry of Agriculture and Forestry of the Government of Alberta contributes professional, technical and support staff as well as associated supplies and services as required for the successful development and execution of the 4-H Alberta work plan.

In 2015, the three Partners committed to working collaboratively to successfully deliver the 4-H Program in Alberta. As part of this commitment, the Partners agreed to engage in strategic planning over a three-year horizon. To that end, the Partners worked together to create a three-year 4-H Alberta strategic plan with a commitment to manage the plan.

The plan is holistic in that it is about and for 4-H Alberta, not individual Partners within 4-H Alberta. It captures interests and focus areas that are common to each organization. The plan reflects 4-H Alberta's culture and value to Members and Leaders. While it respects much of the 4-H history, it does bring new ideas, experiences and energy that has helped foster an environment of change for the betterment of the organization.

This strategic plan is designed to help guide 4-H Alberta in its work over the next three years. The intent is to help shape our own future, follow a set of guiding principles and ensure that 4-H remains relevant, effective and viable. In doing so, the plan will remain fluid to ensure 4-H Alberta is consistent with and aligned with Member, Leader and government priorities, as well as community needs.

With sound strategic management the plan is expected to:

- Help ensure strategic consistency while allowing for operational flexibility;
- Guide annual operational and work planning;
- Transcend individual organization's work, clarify and articulate the value of our collective work;
- Establish strategic priorities and facilitate decision making in times of constraint;
- Promote/reinforce shared responsibility between 4-H Operations Team and/or staff of managing the plan;
- Encourage strategic and critical thinking;

# DESIRED OUTCOMES

## Vision

4-H Alberta is recognized as the premier youth leadership organization in Alberta. Working together in a vibrant, thriving environment, we are connecting people, ideas, and communities for a lifetime of benefit.

## Mission

4-H Alberta inspires, educates, and develops Members who are outstanding rural and urban youth, leaders, and engaged citizens. Members learn to do by doing dynamic Projects, Programs and community service. In honoring our rural roots, we continue to recognize the importance of food and agriculture in Alberta.

## Values and Operating Principles

Exemplifying these values is the expectation of 4-H Alberta, Members, Stakeholders and their interactions with each other.

### Integrity

- We behave ethically with open, honest communication to build trust
- We are reliable – our actions are consistent with our words
- We make sound decisions
- We are always honest, open and trustworthy in our decisions, communications and relationships

### Accountability

- We support and enhance the reputation of 4-H Alberta
- We continuously develop our own and others' competencies and strengthen communities
- We are responsible stewards of the funds entrusted to us
- We take responsibility for our actions
- We are responsible stewards of the youth entrusted to us
- We embrace collaboration to achieve common goals

### Respect

- We contribute to an environment in which each individual is valued and heard and by treating others as we wish to be treated.
- We are courteous and show respect to each other and Partners
- We contribute to a positive work environment
- We are sincere and show a genuine interest
- We value 4-H's history, tradition and rural roots
- We encourage and deliver safe and fun learning experiences
- We listen and are open to suggestions
- We are reply in a timely manner to answer questions and to redirect appropriately

## Excellence

- We strive to continuously improve, develop leadership at all levels, and embrace innovation to create powerful members of society
- We do our best to ensure that every experience meets or exceeds expectations
- We promote information sharing and mentoring
- We encourage innovation and entrepreneurship
- We strive to be the best we can be

## GOALS

### **The 4-H Program is inclusive, accessible and offers quality Programs, Projects and events.**

The 4-H Program is inclusive and accessible to Alberta's youth.

Quality, flexible, innovative Projects, Programs and events deliver consistent learning objectives based on a predetermined youth development formula. Programs are accessible across club, district, regional and provincial levels and aligned where appropriate. Consistency is achieved through linkages to the 4-H Canada Positive Youth Development Formula where appropriate. Where applicable, Projects, Programs, and events recognize the importance of food and agriculture in Alberta.

### **Align Strategic Management**

Strong strategic management based on a collaborative high performing 4-H Alberta partnership strengthens 4-H Alberta's ability to achieve its outcomes. A clear strategic direction and focus are articulated and partner efforts are supported.

### **Positive, Enriching Culture**

4-H Alberta is recognized as a youth organization with a positive, enriching culture that is demonstrated through its values of integrity, accountability, respect, and excellence. 4-H Alberta encourages creativity, safety, and fun.

### **4-H Alberta's Long Term Financial Viability to ensure support of the 4-H Program**

4-H Alberta is entrepreneurial, pro-active, and sustainable to ensure support to the 4-H Program, its activities and events. All non-confidential financial documents will be shared in a timely manner among the 4-H Alberta Partners.

### **Strengthening Alberta Communities**

Alberta communities are strengthened and made aware of Member leadership and corporate social responsibility activities delivered through 4-H.

## GLOSSARY

**4-H Alberta Alumni:** 4-H Alberta Alumni are former Members, Leaders and Volunteers.

**4-H Alberta:** 4-H Alberta is a partnership between the 4-H Council of Alberta, the 4-H Foundation of Alberta, and the 4-H Section of the Government of Alberta. Each organization is managed separately with unique roles and mandates with shared outcomes, accountability and collaborative decision-making. They work together to deliver on 4-H Alberta's operational and strategic goals.

**4-H Alberta Stakeholders:** 4-H Alberta Stakeholders support 4-H Alberta by supporting positive, meaningful youth development. Stakeholders include Members, members' families, Leaders, Volunteers, sponsors, donors, Partners, and 4-H Alberta Alumni.

**4-H Alberta Strategic Plan:** The strategic plan is designed to help guide 4-H Alberta in its work over the next three years. The intent is to help shape our own future, follow a set of guiding principles and ensure that 4-H remains relevant, effective and viable. In doing so, the plan will remain fluid to ensure 4-H Alberta is consistent with and aligned with Member, Leader and government priorities, as well as community needs.

**4-H Program:** The 4-H Program is a comprehensive Program that supports growth and leadership development for Members in Alberta. The 4-H Program encompasses the Projects, Programs, events, and activities that Members participate in at club, district, regional and provincial level.

**Leader:** 4-H Leaders have the primary responsibility to work with youth through the club year and to support the mission of 4-H Alberta (4-H Alberta Leader Policy #3.02).

**Member:** For the purposes of the 4-H Alberta Strategic Plan, youth between the ages of 6 – 20 registered with 4-H Alberta are Members.

**Partners/Partnership:** 4-H Council of Alberta, the 4-H Foundation of Alberta, and the 4-H Section of the Government of Alberta are the 4-H Alberta partners/4-H Alberta partnership.

**Program:** 4-H Programs are Project, skill or personal development based. They are offered for various ages and interests for registered Members, Volunteers and Leaders.

**Project:** 4-H projects are in-depth learning experiences for 4-H Members. At the beginning of each club year, each Member chooses one or more projects to work on throughout the year.

**Volunteer:** Any adult registered into the online system, who has not been elected to be a Leader by the club, but who wishes to provide support to the club, district, region or provincial activities, shall be considered a Volunteer(4-H Alberta Volunteer Policy #3.01).