

Getting Into It...Tips on Managing 4-H Programs

“Nebraska 4-H, Telling Our Story through Success Markers”

Developed 2001

Based on the Outcome Engineering Model, developed by Barry Kibel of the Pacific Institute for Research and Evaluation at Chapel Hill, NC, Cooperative Extension is working at telling Extension’s Success Stories (TESS). This process can be used to more effectively assess the impact our programs are having and be used to provide input into designing our programs so they better meet the intended outcomes. In brief, the Outcome Engineering Model uses the following steps:

- Create a Vision Statement
- Create a Mission Statement
- Identify the “who’s” of the program
- Develop an outcome challenge for each of the identified “who’s”
- Write Success Markers or performance indicators for each of the “who’s”
- Document the journey toward completing the success markers (Journey Mapping)

It is important to note that success markers are guidelines to be used in measuring program success and to help in the development of learning experiences and educational materials that can lead to more successful completion of proposed goals. Success markers are NOT rules or policy. Rather, it is hoped that by identifying and programming toward success markers, we can create clearer expectations of those in the 4-H program and more clearly measure our success our progress toward program goals.

VISION

4-H is recognized by entire communities as the premiere vehicle by which youth gain life skills, develops character and become the leaders and citizens of tomorrow. 4-H clubs are led by enthusiastic leaders supported by helpful parents and community volunteers who share expertise.

MISSION

Cooperative Extension staff will design, implement and evaluate creative, age-appropriate, experientially-based educational strategies that can be used to carry out a comprehensive and dynamic 4-H program.

IDENTIFIED “WHO’S” OF THE PROGRAM

The people who you would like to see changed, or are impacted by the program.

- *4-H club members*
- *4-H independent members*
- *4-H clubs*
- *Jr. Leader clubs/groups*
- *4-H volunteer club leaders*
- *4-H parents/guardians/mentors*
- *County staff*

- Extension administration
- Special interest groups
- School enrichment groups
- 4-H Councils
- Other volunteers
- Schools
- Other youth serving organizations
- Nebraska 4-H Foundation