Beyond Ready

2026 NATIONAL 4-H LEADERSHIP MEETING

San Antonio, TX

Wednesday, February 25, 2026



4-H is the youth development program of our nation's Cooperative Extension System.

Notetaking and Feedback

- There are multiple ways to take notes and provide feedback throughout the next two days
  - **Google Forms**
  - **Handouts**
  - **4-H Beyond Ready Initiative Building Self-Reflection Notebook**
- Each presenter will confirm which method they'd like you to use.

Here is the Wednesday Google Form QR code. This is the only QR code you'll need today.

https://bit.ly/3MIdXE8

Notetaking and Feedback Cont.

This symbol indicates small group activities or discussion questions. You'll likely use a handout or the Google Form.

This symbol indicates self reflection. You'll likely use your meeting workbook.



Beyond Ready

Mobilizing the Network: 4-H's Tentpole Moments & Alumni Strategy

4-H is the youth development program of our nation's Cooperative Extension System.

PATH TO 10M READY YOUTH

Our Bold Goal

GOAL:

4-H prepares

10M Ready Young People

Healthy **Productive** **Engaged**

VISION:

A Ready Generation

3 Key Initiatives



1

Expanding Academic and Career Readiness

2

Investing in Educators

3

Mobilizing the Network to Accelerate Impact

Mobilizing the Network

Key Audiences

Public Sector Stakeholders & Funders

+

Alumni advocates, volunteers & donors

Tentpole Moments



Signing Season

- A time to celebrate 4-H graduates, Signing Season is dedicated to recognizing a 4-H'ers chosen path forward. Work, Military service, college or apprenticeship, it's time to watch 4-H'ers take the knowledge and skills they've gained, step out into the world and succeed.
- **TIMING:** April–June



Fair

- Experience 4-H'ers in action at the ultimate job fair. Developing life skills like communication, financial management and a strong work ethic, 4-H'ers across the nation are learning, discovering and building resiliency at Fair.
- **TIMING:** June–September



National 4-H Week

- A week dedicated to rally, inspire and connect 6 million 4-H'ers, 3,500 educators, 500,000 volunteers and 35 million alumni. Events in every county and state celebrating and amplifying the 4-H mission: preparing youth to be Beyond Ready for life and career.
- **TIMING:** October 4-10

BEYOND READY

Signing Season

83
SIGNING DAY EVENTS



10
LGU 2025 HONOR ROLLS



17
MEDIA HITS

87
SOCIAL MEDIA HITS

Kentucky 4-H



Indiana 4-H





Tennessee 4-H


The Tennessee 4-H RoundUp is getting members beyond ready!

Corteva + Purdue Sizzle video



South Carolina 4-H



BEYOND READY

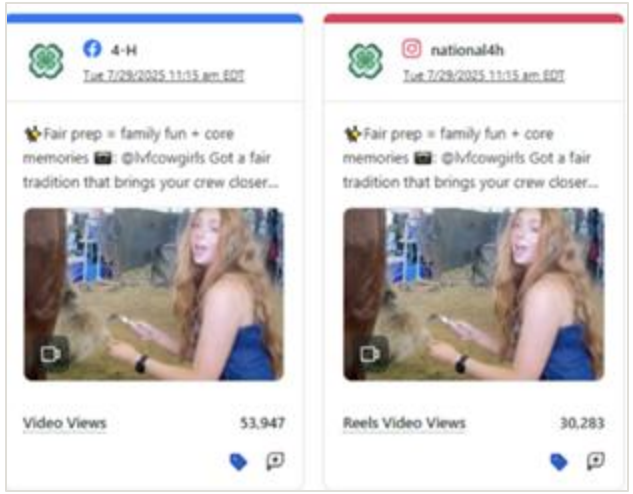
Fair

14
STATE & COUNTY FAIRS



1.9K
MEDIA HITS

24
SOCIAL MEDIA HITS



@lvfcowgirls' UGC video generated over 84K video views in a few days. One of most successful 4-H video posts





Sunshine Goat Show teammate creates braille awards for blind partner



4-H Member Donates $27,000 From Pig Sale to Fund New Barn



BEYOND READY

National 4-H Week

735
MEDIA HITS

1.3B
POTENTIAL REACH

632
NEW SOCIAL FOLLOWERS

go green
NATIONAL 4-H WEEK
BEYOND READY











National #4HForGood Challenge: Encouraging Youth to Lead with Their Heart and Hands

The challenge will kick off on October 9th during National 4-H Week and run through November 21st



FarmWeek Now .com

From 8 to 28 years old, 4-H feels like home



When We're Loud Together, It Works!

2025 Results

17.5% -> 34%

SHARE OF VOICE



34.2% -> 35.5%

TOP OF MIND AWARENESS



77.6% -> 83.6%

RELEVANCE



BEYOND READY

Signing Season 2026

100

SIGNING DAY EVENTS



4

NATIONAL EVENTS

CA, CO, MO, NC

Congrat-A-Grad

Register: Signing Season Webinar March 19, 3-4 pm ET

Invite local elected officials to your Signing Season events

Invite alumni to cheer on the Class of 2026

Discussion: What were some ways you leveraged the events in 2025 or plan to in 2026?

Fair 2026



Showcase the "Ultimate Job Fair" at Illinois State Fair



Pilot a digital photo booth to engage youth and alumni.

Engage the Clover Content Crew at local fairs across the country with amplification on national channels.

Leverage media training to share a relevant story with local stakeholders and alumni

Discussion: What were some ways you leveraged the fair in 2025 or plan to in 2026?



National 4-H Week 2026



Go Green

MONDAY, OCT. 5

Show your 4-H State spirit! A simple, cohesive way for youth, professionals, volunteers, alumni & supporters across the country to celebrate their 4-H programs being Beyond Ready. Wear a green hat, clothing, face paint—anything green goes. Let's paint the nation GREEN, on Monday, October 5th!



Thankful Thursday

THURSDAY, OCT. 8

Help us shine a light on all the mentors, educators, and volunteers who are making positive impact on you people's lives in 4-H. Share who you're thankful for and celebrate how they are making a difference on Thursday, October 8!

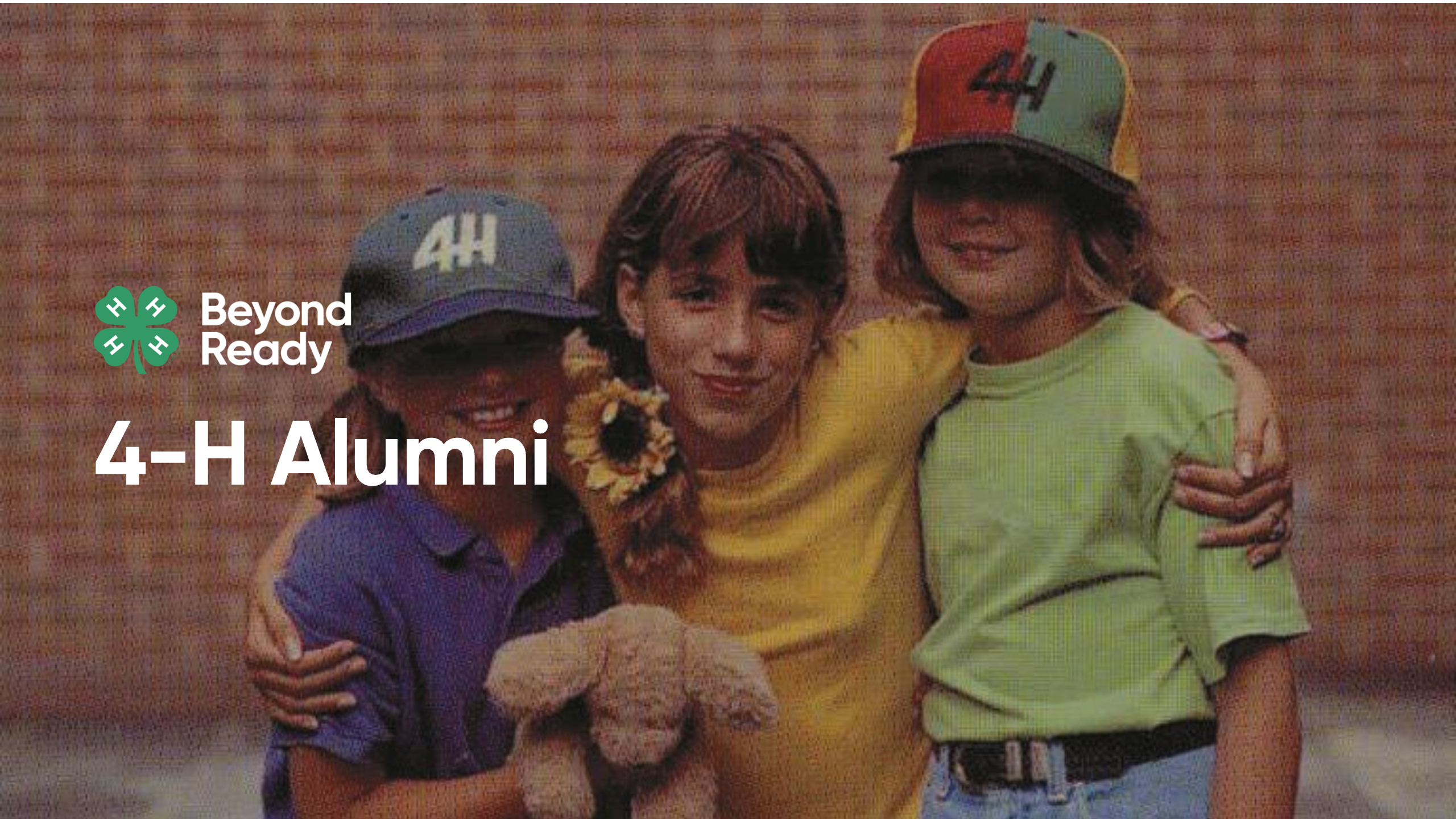


Raise Your Hand

TUESDAY, OCT. 6– FRIDAY, OCT. 9

Alumni across the country are raising their hands to show how 4-H shaped their lives. Self-identify as a 4-H alum, share your location and your story, and help us turn the country green by filling in our national map. Check back the following week to see which state has the most alumni raising their hands for 4-H!

Discussion: What were some ways you leveraged 4-H Week in 2025 or plan to in 2026?


Beyond
Ready
4-H Alumni

Why 4-H Alumni?

The Network needs Advocates

- 80% of funding comes from state & local government
- Partnerships move faster with internal alumni advocates



Net Promoter Score

- Alumni: +55
- Non-Alumni: -8

The Network needs Volunteers

- Currently ~1:10 ratio volunteer to youth; we will need more volunteers to reach 10M youth



Top of Mind Awareness

- Alumni: 39%
- Non-Alumni: 1%

The Network needs Donors

- $500M campaign requires new funding sources



Likelihood to Donate

- Alumni: 57%
- Non-Alumni: 29%

Strategic Goals

Reconnect & Reinvigorate

Re-engage the massive community of alumni to create a vibrant, active network.

Enable Connection

Foster meaningful mentorships and career growth opportunities for all generations.

Inspire Advocacy & Philanthropy

Encourage advocacy and giving to support the next generation of 4-H'ers.

Build Ecosystem

Establish a sustainable, tech-enabled ecosystem for long-term engagement.

4-H Alumni System-Wide Engagement Strategy

4-H Network Working Group

- **Tina Veal**, 4-H Alumni Engagement Manager, University of Illinois
- **Lindsay Chichester**, Program Leader, University of Nevada, Reno
- **Dennis Donaldson**, State Specialist, Virginia State University
- **Ryan Hensley**, Executive Director, Tennessee 4-H Foundation
- **Robert Kordenbrock**, Executive Director, Massachusetts 4-H Foundation
- **Callie Lehman**, Director of Communications and PR, Kansas 4-H Foundation
- **Alyssa Walden**, Asst Program Leader, Virginia Tech
- **Taylor Thigpen**, Florida 4-H, YAAC
- **Megna Nayar**, California 4-H, YAAC
- **Jake Worcester**, National 4-H Council
- **Kristy Parker**, National 4-H Council



Council–LGU–Local Program Collaboration

A complementary, not competitive, ecosystem designed to amplify impact at every level.

Council

Technology infrastructure, brand standards, and national campaign management.

LGUs

Customizing content, state communication strategy and amplifying national initiatives with local relevance.

Local

Driving personal engagement and maintaining grassroots relationships.

Building Data & Governance Together

- **Strong Governance:** Developed with robust input from LGUs and Development Executives
- **Consistent Data Model:** A unified framework ensuring data compatibility across the ecosystem
- **Acquisition Focus:** Early priority on acquiring accurate contact data and interest profiles
- **Transparency:** Openness to sharing data, collaborating, and encouraging win-win opportunities



Timeline

Feb 2024	February 2026	March/April 2026	Through Fall 2026
Feedback and Initial Discussion at NLM leading to commitment to build System-Wide Alumni Engagement Strategy	Working Group Launch, NLM Kickoff	Technology Platform, Framework for Participation, Pilot Program Launch	Best-Practice Toolkit Shared with all LGUs, Open National Launch for LGU participation

Engaging Alumni

Key Questions

How would engaged alumni help you achieve your Beyond Ready growth goal?

What will be the biggest challenges in your program's ability to engage alumni?


Beyond
Ready
Join Us!
Join us in empowering youth with the skills to conquer today's challenges and shape tomorrow's world.



Beyond Ready

Internal/External Mobilization Strategies

Welcome and Introduction



Dr. Jennifer Skuza

Associate Dean and Department Head:
Department of Youth Development
University of Minnesota
ECOP 4-H NC Representative



Dr. Lisa Diaz

National 4-H Beyond Ready Director
Sr Director, Learning Innovations in
Workplace Readiness
University of Illinois

Communicating Your Initiative

- **Choose your audience**
  - Colleagues
  - Youth
  - Partners
  - Elected officials
  - Potential donors & more
- **Consider what they care about**
  - Priorities
  - Language
  - Level and type of detail
- **Adjust your message**
  - What do they need to know?
  - Why should it matter to *them*?
  - What is your call to action/ask?



Elevator Pitch

What is an Elevator Pitch?

- A **30–60 second** audience-focused description of **what you do** and **why it matters**
- Clear, compelling, and easy to remember

The 5 Parts of a Strong Elevator Pitch

1. **Hook** – Grab attention
2. **What You Do** – Your role or work
3. **Why It Matters** – The impact or problem you address
4. **Example / Proof** – A quick result or story
5. **Call to Action** – What you want next

Tips for Success

- Keep it **short and focused**
- Tailor it to your **audience**
- **Practice often** so it sounds natural, not scripted

Self Reflection: Elevator Pitch Exercise

Step 1: Introduction

- An elevator pitch is a 30-60 second audience-focused description of what you do and why it matters.

Step 2: Draft Your Pitch (10 minutes)

- Write a rough draft in 3-5 sentences
  1. **Hook:** "Did you know ___?" or "Over ___% of youth experience ___."
  2. **What you do:** "Our program helps youth ___."
  3. **Why it matters:** "For partners, this means ___."
  4. **Example/Proof:** "For example, last year we ___."
  5. **Call to action:** "We'd love to ___."

Step 3: Practice in Pairs (10 minutes)

- Pair participants.
- Each person delivers their pitch (30–60 seconds).
- Partner gives feedback using **two questions**:
  - "What stuck with you most?"
  - "What could be clearer or shorter?"

Step 4: Share & Reflect

- Invite 2–3 volunteers to share their pitch with the whole group.

Mobilizing Current & New Donors

Imagine that the 4-H Tentpole Moments and your LGU-level storytelling generate interest from a donor…

Are you ready to say how current/new donors can be a partner to help you advance your LGU Beyond Ready Plan and goals?



How Can New Investment Help You Move the Needle Toward Your LGU Beyond Ready Goals?

Expanding readiness experiences to reach more youth	• Mobile 4-H STEM labs • New statewide drone competition • Equipment for 15 new welding clubs
Strengthening your data infrastructure	• Grad assistant to collect retention data to inform your retention growth strategy
Aligning 4-H experiences to emerging work and life needs	• Create new AI Literacy curriculum • Create career navigation and goal setting elements to use with existing program • Create new state awards/scholarships aligned to target readiness outcomes
Investing in the capacity of staff & volunteers	• Create training module/tipsheets for volunteers to support career navigation and post-high school goal setting with youth
Amplifying your impact story	• Provide training and support for 4-H teen leaders to share their Beyond Ready story (in person speaking, online social media, etc.)

Self Reflection

How can new investment help you move the needle toward your LGU Beyond Ready goals?



Small Group Discussion: Strengthening Our Fundraising Capacity

- What is the most challenging part of creating your Beyond Ready Ask?
- What is already working as you talk with potential or existing donors?
- What resources or supports would be most valuable to you as a program leader in developing your Beyond Ready Fundraising Ask?

You can also share your feedback digitally. Look for questions related to Strengthening Our Fundraising Capacity.

Instructions:

- See Handouts on table
- Identify Notetaker to capture feedback from your group
- Handout will be collected for inclusion in the final report





Beyond Ready

Credential Programs Showcase

4-H is the youth development program of our nation's Cooperative Extension System.



ForestryWorks of Kentucky

Cooperative Extension Service
FORESTRY AND NATURAL RESOURCES - EXTENSION

SEE THE FOREST FOR THE CAREERS

Chad Niman, Forest Products Specialist, Principal
Laurie Thomas, Extension Forester, Sr.
Ashley Osborne, Extension Specialist, 4-H Youth Development
Frannie Preston, ForestryWorks of Kentucky Coordinator


FORESTRYWORKS OF
KENTUCKY



FOREST WORKFORCE
TRAINING INSTITUTE

THE FOREST WORKFORCE TRAINING INSTITUTE (FWTI) WAS FOUNDED IN 2018 AS A 501C3 NON-PROFIT TO HOUSE THE FORESTRYWORKS® WORKFORCE DEVELOPMENT PROGRAMS.

ForestryWorks of Kentucky

History of ForestryWorks of Kentucky



2018 Industry Needs Assessment



Landscape Scale Restoration Grant

Partnerships

KENTUCKY FOREST INDUSTRIES ASSOCIATION

TEAM KENTUCKY
ENERGY AND ENVIRONMENT CABINET

KENTUCKY DIVISION OF FORESTRY

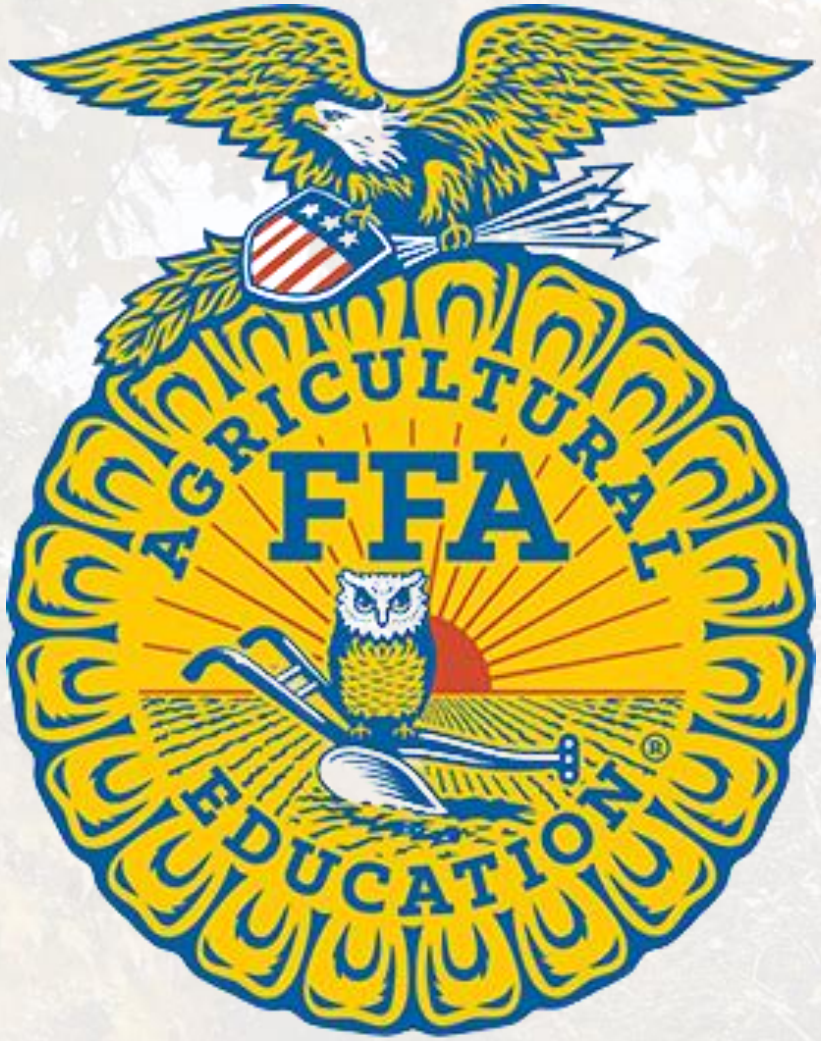
Cooperative Extension Service
FORESTRY AND NATURAL RESOURCES - EXTENSION

ACF Kentucky Chapter
Association of Consulting Foresters

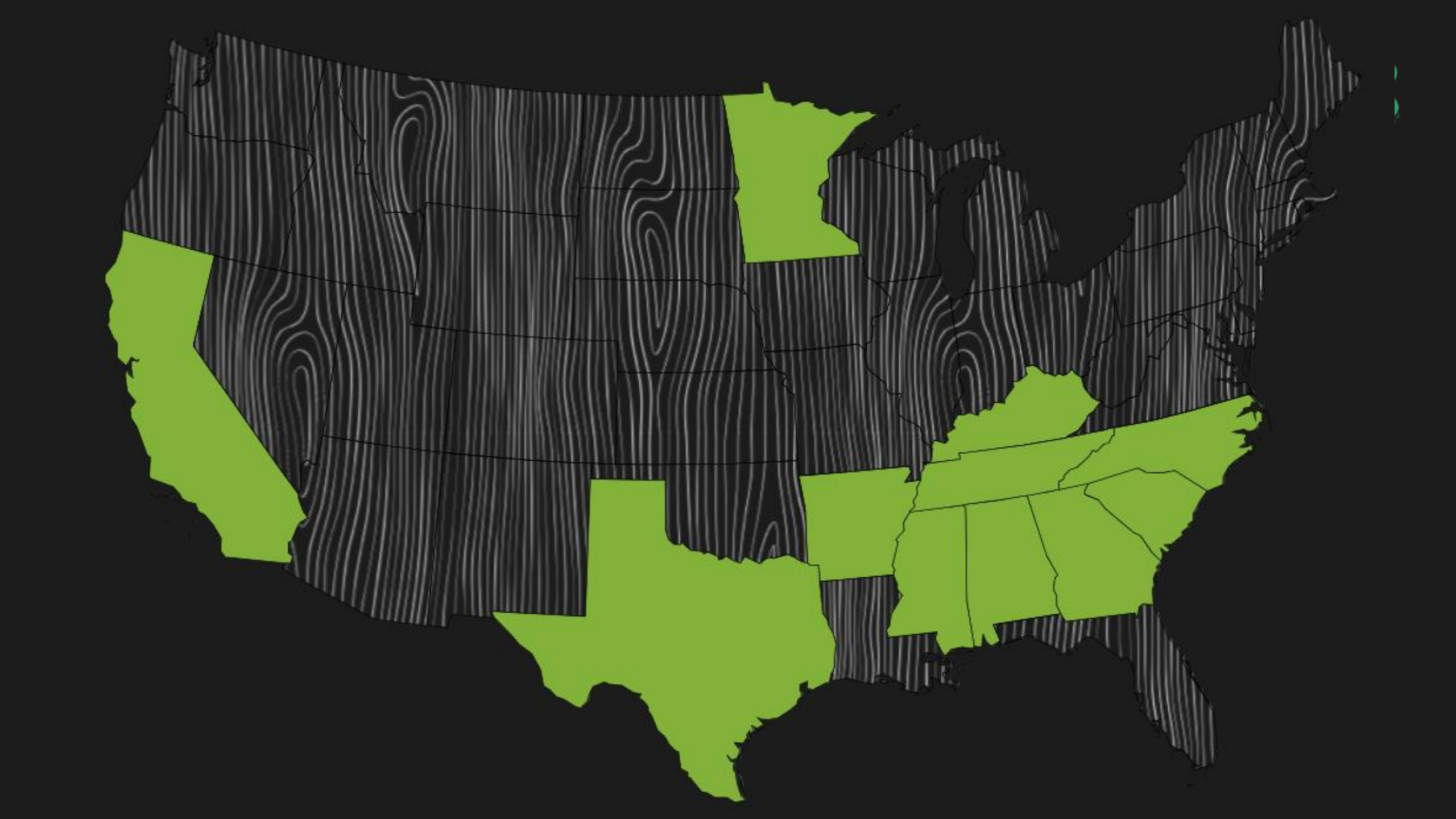
Kentucky Department of EDUCATION

kaee
Kentucky Association for Environmental Education

Partnerships









What is ForestryWorks?

ForestryWorks® is a collaborative effort between the Forest Workforce Training Institute and various partners within the forest industry to develop a pipeline of qualified workers for the nation's forestry and forest products manufacturing industries. We educate students, parents, and teachers about career opportunities in the forest industry while providing pathways for students and job seekers to start their future career in the industry.



- Introduce
- Educate
- Prepare
- Connect

Objectives











Objectives



- **Academic and Career Readiness**
- **Internal and External Partnerships**
- **Virtual Engagement**

Forest Worker Certificate Training





Kentucky Department of
EDUCATION

Forest Worker Certificate Training





Forest Worker Certificate Training

- High school classrooms
- Field Course
- County agent training



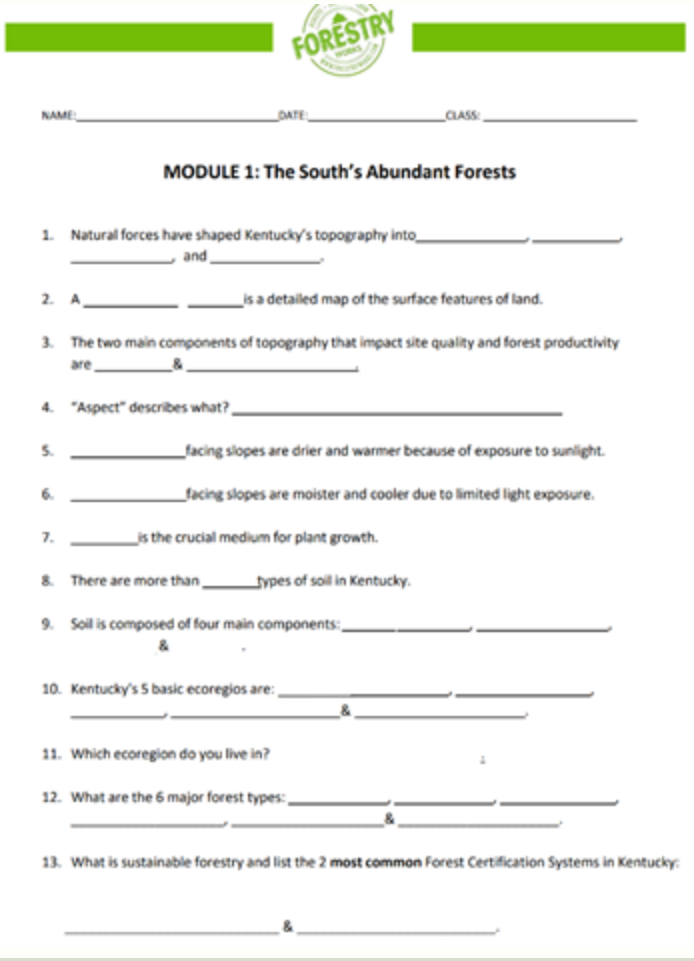




Forest Worker Certificate Training

High school classrooms





FORESTRY

NAME:_____DATE:_____CLASS: _____

MODULE 1: The South's Abundant Forests

1. Natural forces have shaped Kentucky's topography into_____, _____, _____, and _____.
2. A _____ _____is a detailed map of the surface features of land.
3. The two main components of topography that impact site quality and forest productivity are _____& _____.
4. "Aspect" describes what? _____
5. _____facing slopes are drier and warmer because of exposure to sunlight.
6. _____facing slopes are moister and cooler due to limited light exposure.
7. _____is the crucial medium for plant growth.
8. There are more than _____types of soil in Kentucky.
9. Soil is composed of four main components:_____, _____, _____, & .
10. Kentucky's 5 basic ecoregios are: _____, _____, _____, _____, _____& _____.
11. Which ecoregion do you live in?
12. What are the 6 major forest types: _____, _____, _____, _____, _____& _____.
13. What is sustainable forestry and list the 2 **most common** Forest Certification Systems in Kentucky:

_____ & _____.

Forest Worker Certificate Training

- High school classrooms



Forest Worker Certificate Training

Field Course



Forest Worker Certificate Training



County Agent Training

“The ForestryWorks training provided me with knowledge and understanding about Kentucky's forests and the timber industry that I did not previously possess.
Not only did I enjoy the education that I received, but I now feel more confident in recommending forestry and timber production as a field of study and career opportunities for youth to pursue.”
– Eric Collins, Breathitt Co.



Career Fairs

WHAT IS FORESTRY?

ForestryWorks of Kentucky

What is Forestry?











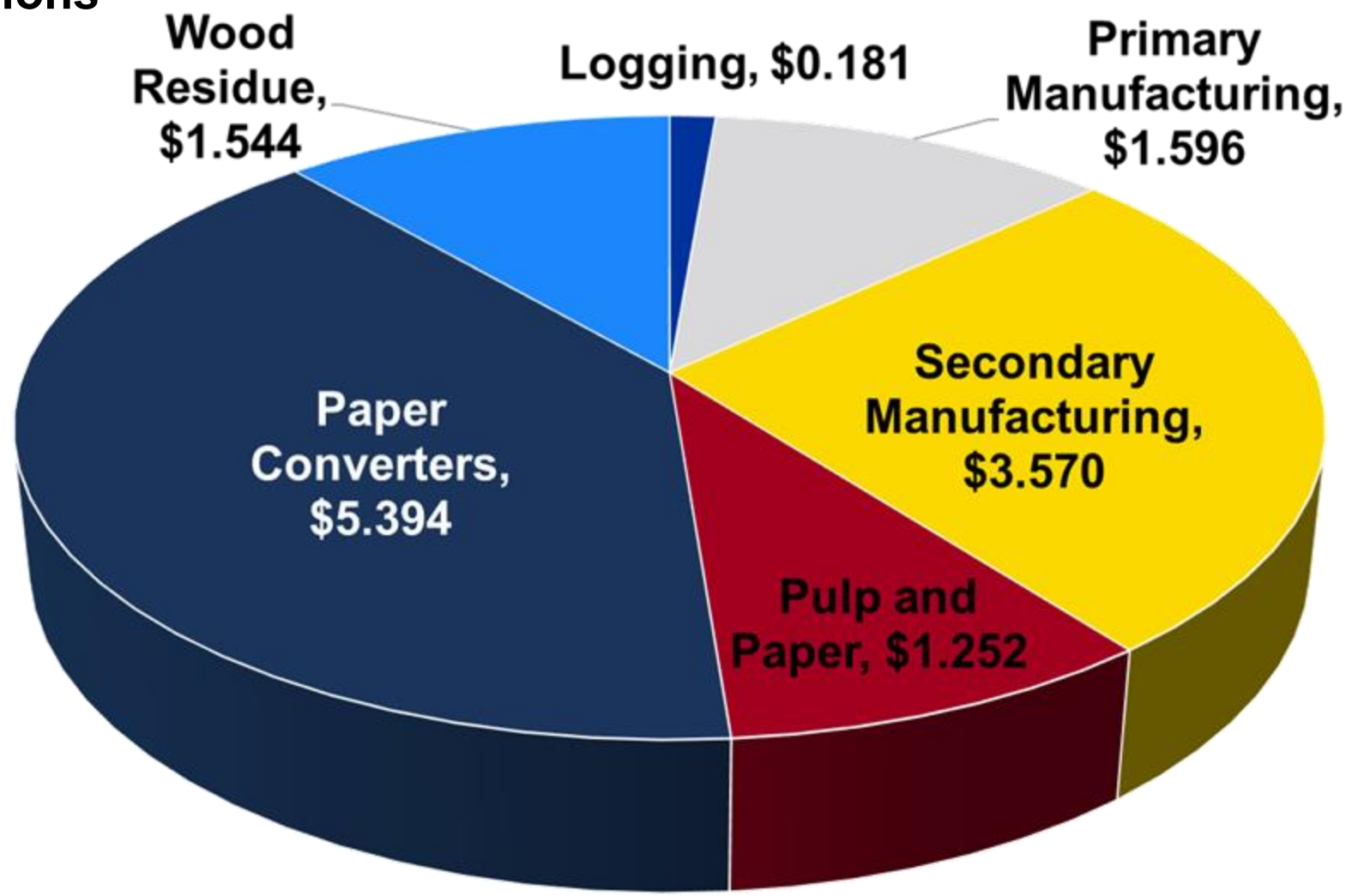






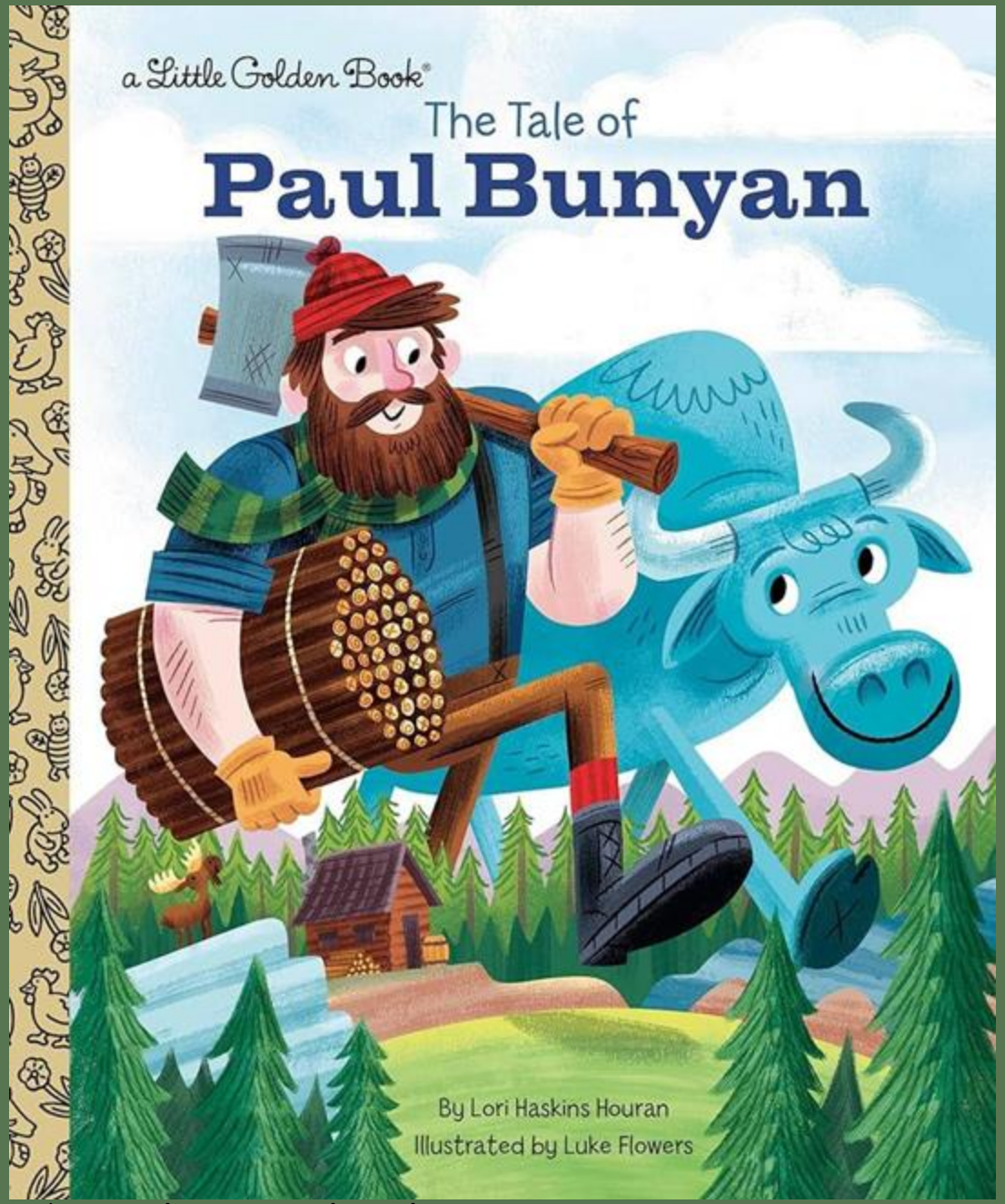
Forest Sector Economic Contribution in Kentucky

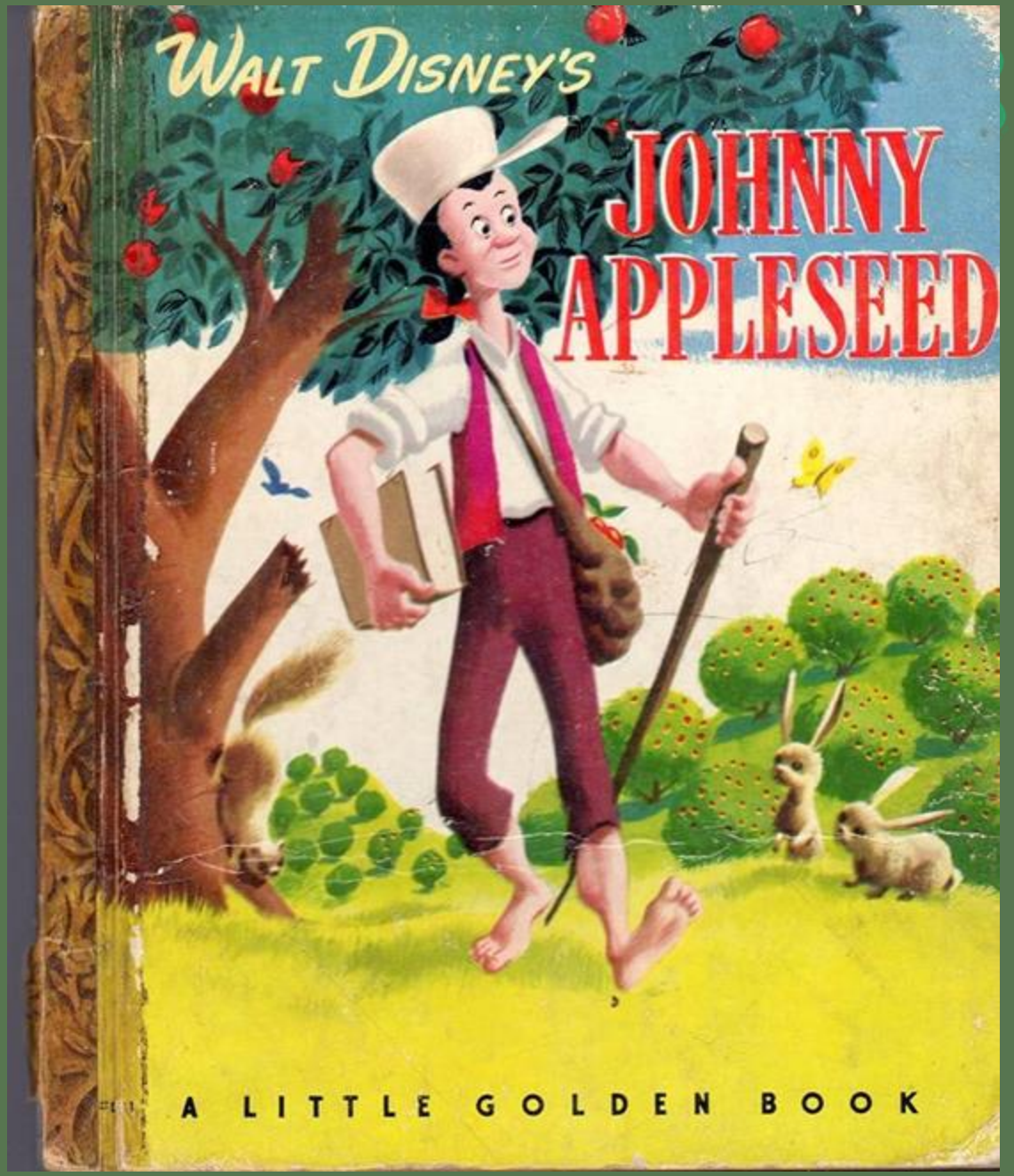
Billions



2025 Estimated Contribution
Direct: $13.537 billion
Total: $20.223 billion


WHAT ARE
FORESTRY
CAREERS?


a Little Golden Book®
The Tale of
Paul Bunyan
By Lori Haskins Houran
Illustrated by Luke Flowers


WALT DISNEY'S
JOHNNY APPLESEED
A LITTLE GOLDEN BOOK

Logging



Forest Management



Manufacturing



Speciality



Advocacy



Advocacy
Help conserve and protect our nation's valuable resources.

Logging
Operate heavy equipment and spend time outdoors.

Forest Management
Maintain and improve forest health by using various management techniques.

Manufacturing
Oversee manufacturing processes and production of various forest products.

Specialty
Discover exciting forestry careers such as pilot, hunting guide and more.

Career Profiles

Log Grader



Log graders and scalers are responsible for inspecting and estimating the value of logs or pulpwood. They work primarily in the outdoors and in locations such as sorting yards, log decks or millponds examining logs for defects and measuring them for volume. They grade the logs and estimate their marketable content. While new technologies such as high resolution scanners and lasers are becoming the norm in many mills, there are some wood types that benefit from traditional log grading.

Other job titles include: Log Buyer, Log Check Scaler, Log Scaler, Lumber Grader, Scaler, Timber Buyer

This job may be right for you if your interests include: realistic & conventional.

This job may be right for you if your skills include: active listening, critical thinking & active learning.

This job may be right for you if your values include: independence, support & working conditions.

Education & Training

Most of these occupations require a high school diploma or equivalent. Knowledge of raw materials, production processes and quality control is critical.

Salary

National Average Salary
$27,100 - $49,800
National Hourly Wage
$13.05 - $23.94



ForestryWorks

Logging Equipment Operator



Operate equipment used in harvesting trees such as: skidders, feller bunchers, loaders, excavators and dozers. Upkeep and maintenance of such machines are also a part of this fast-paced, physically demanding job.

Other job titles include: Cutter Operator, Equipment Operator, Loader Operator, Skidder Operator, Dozer Operator, Logger, Logging Worker.

This job may be right for you if your interests include: realistic , investigative & conventional.

This job may be right for you if your skills include: operation & control, troubleshooting & equipment maintenance.

This job may be right for you if your values include: support, independence & achievement.

Education & Training

Some of these occupations may require a high school diploma or GED certificate. Little or no previous work-related skill, knowledge, or experience is needed for these occupations. For example, a person can become a logger even if he/she has never worked before.

Salary

National Average Salary
$28,810 - $61,070
National Average Hourly
$13.85 - $29.36



ForestryWorks

Forest Technician



Provide technical assistance regarding the conservation of soil, water, forests, or related natural resources. May compile data pertaining to size, content, condition, and other characteristics of forest tracts under the direction of foresters, or train and lead forest workers in forest propagation and fire prevention and suppression.

Other job titles include: Biological Science Aide, Forestry Aide, Resource Technician, Timber Appraiser.

This job may be right for you if your interests include: realistic, investigative & enterprising

This job may be right for you if your skills include: active listening, critical thinking & decision making.

This job may be right for you if your values include: independence, achievement, & working conditions.

Education & Training

Most occupations in this zone require training in vocational schools, related on-the-job experience, or an associate's degree. A recognized apprenticeship program may be associated with this occupation.

Salary

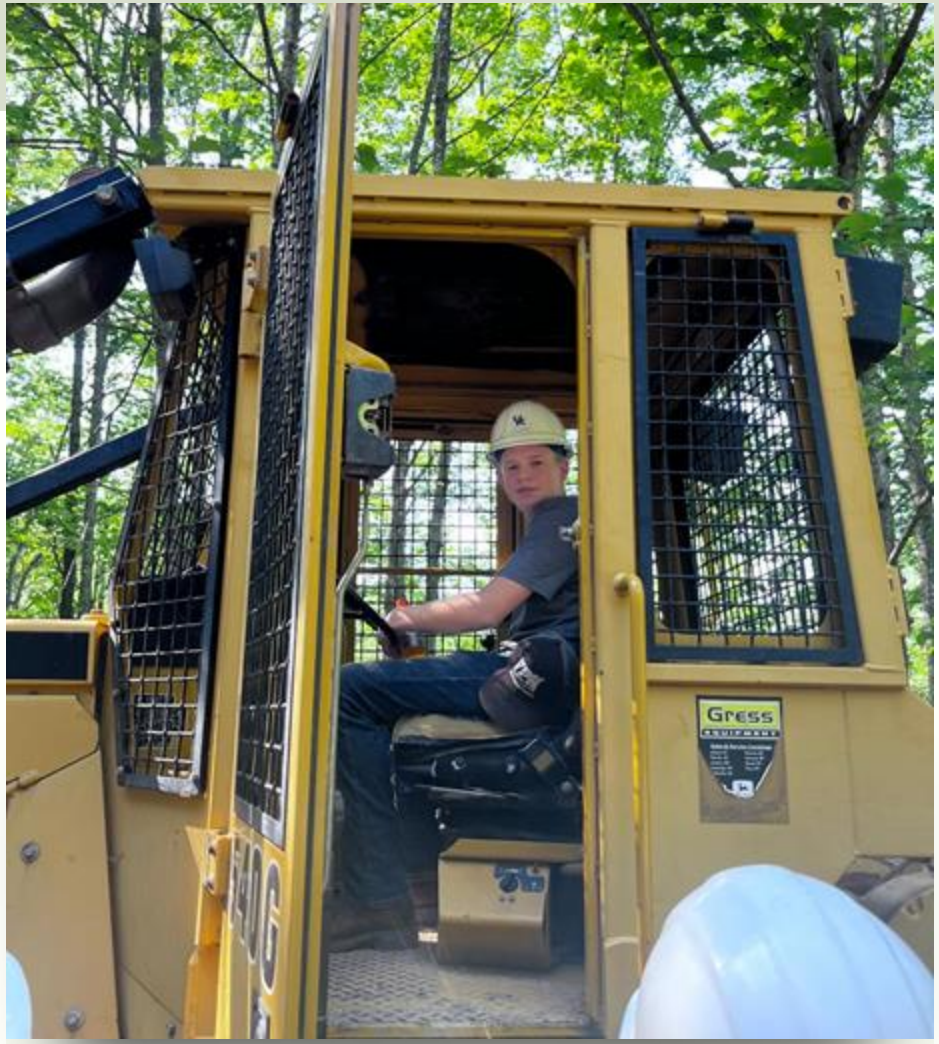
National Average Salary
$29,670 - $61,750
National Average Hourly
$14.26 - $29.69



ForestryWorks



LOGGING CAREERS

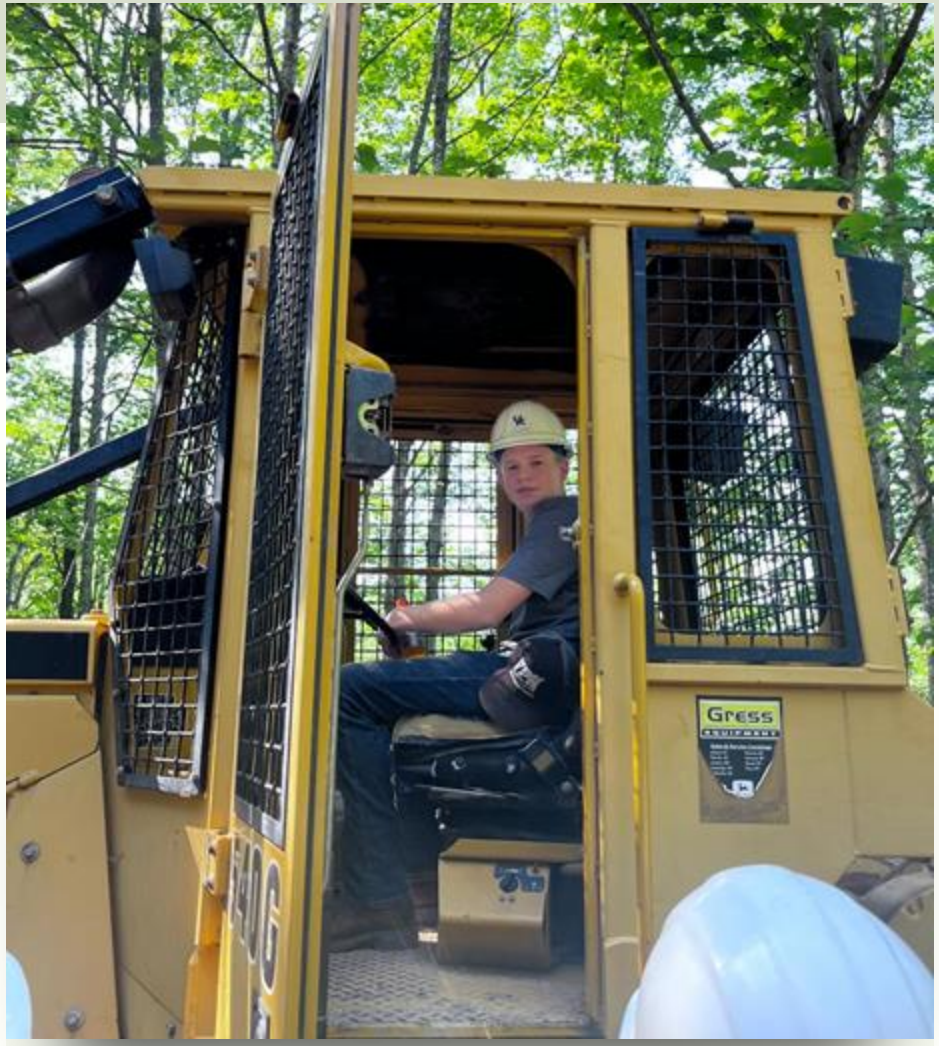


Education

None to high school diploma to 3–5year apprenticeship or trade school to CDL

Logging Average Annual Salary

$36,120–$48,000



- Heavy Equipment Mechanic
- Log Truck Driver
- Logging Equipment Operator
- Logging Worker



MANAGEMENT CAREERS



Education

High school diploma to a 4-year degree in SAF accredited

Average Annual Salary

$28,515-$64,880



- Consulting Forester
- Forest Ranger
- Forestry Professor
- Forestry Technician
- Forestry Worker
- GIS Technician
- Government Forester
- Land Management Forester
- Nursery Worker
- Professional Forester
- Timber Buyer
- Right-of-Way Forester



MANUFACTURING CAREERS



Education

- High School Diploma/GED for most
- Technical and Bachelor degree are valued
- Experience is highly valued
- Many entry and mid-level positions involve on-site training

Average Salary

$28,500 - $65,300



PRIMARY CAREERS

- Forest Products Processing Manager
- Heavy Equipment Operator
- Human Resources
- IT Specialist
- Log Grader
- Maintenance Technician
- Millwright
- Procurement Forester
- Sales Representative
- Saw Filer
- Scalehouse Operator
- Truck Driver
- Welder



SECONDARY CAREERS

- Cabinet/Furniture Maker
- Dry Kiln Operator
- Quality Control Specialist
- Equipment/Industrial Maintenance
- Home Builder/Timber Frame
- Chemical and Electrical Engineers



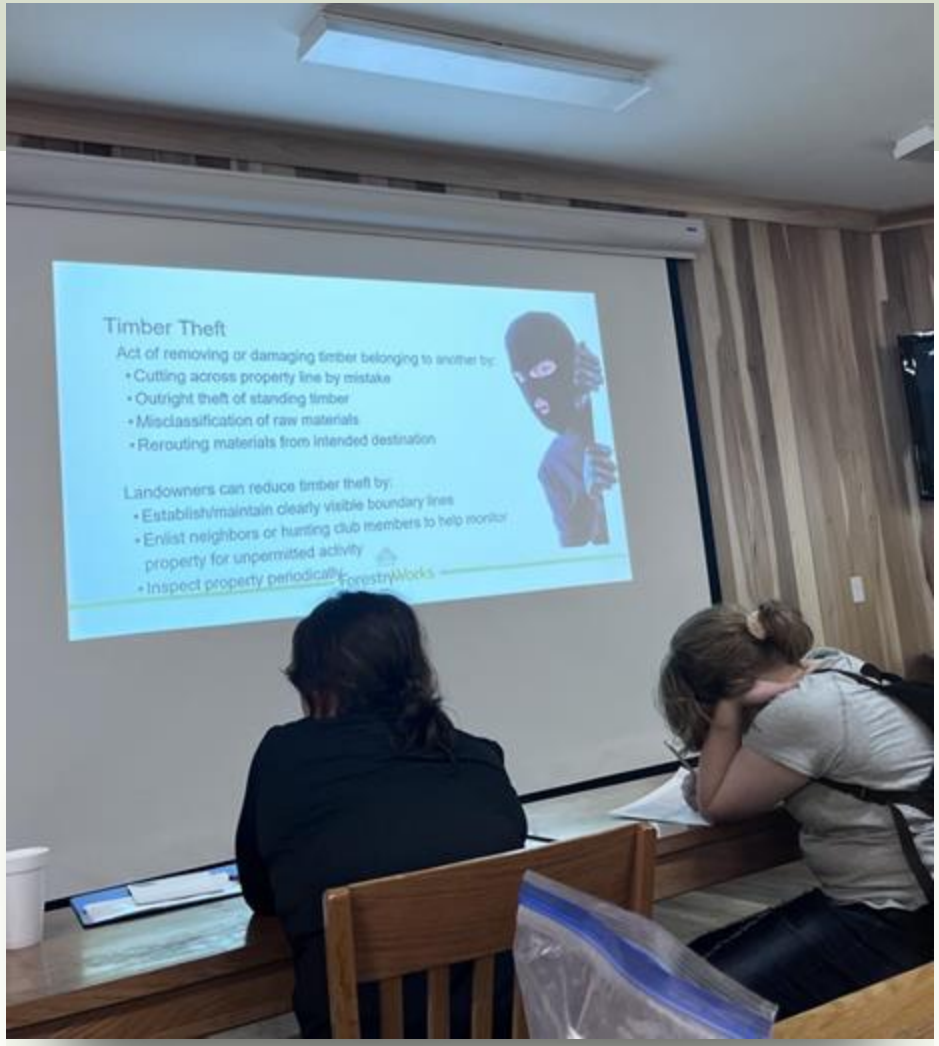
SPECIALITY CAREERS



- Drone Pilot
- Economic Developer
- Forestry Pilot
- Land Surveyor
- Outdoor Adventure Guide
- Parks & Recreation Officer
- Wildlife Biologist
- Surveying Technician



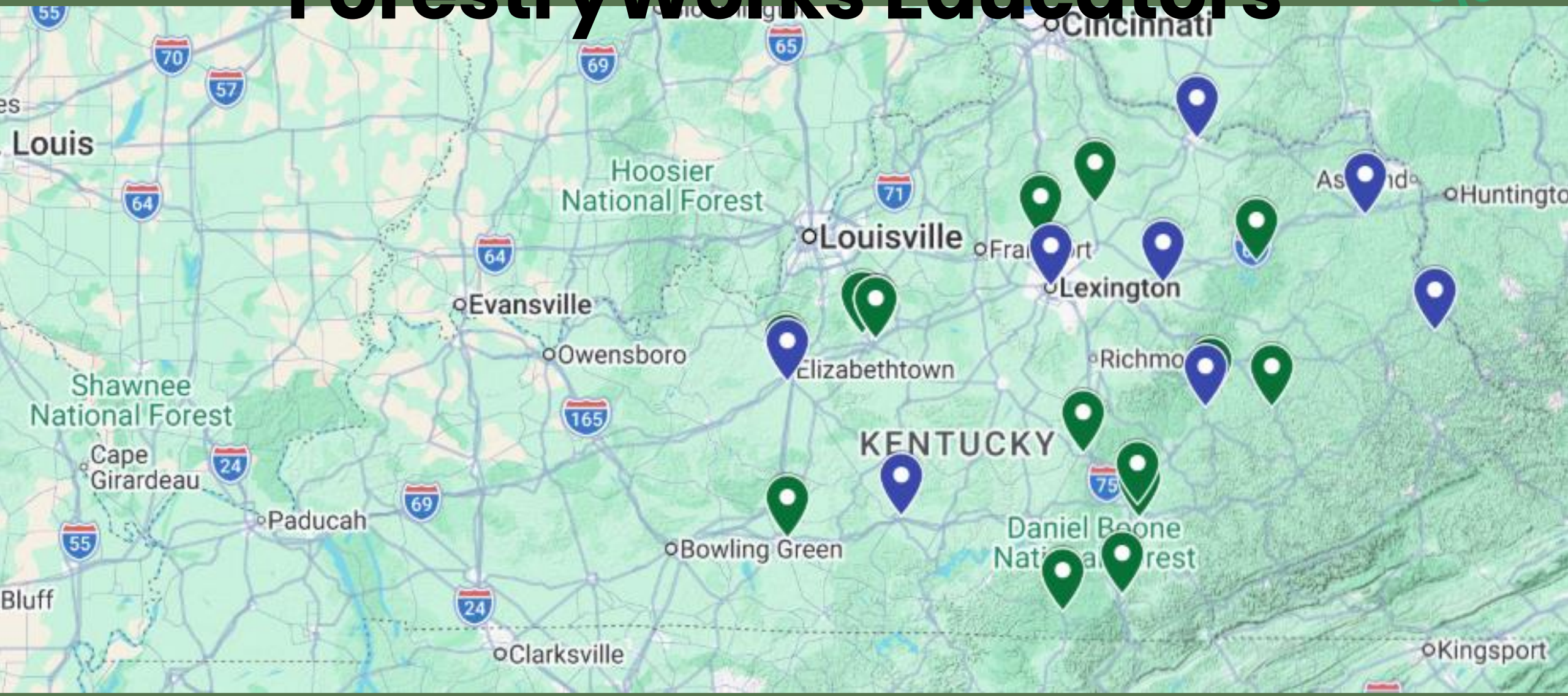
ADVOCACY CAREERS



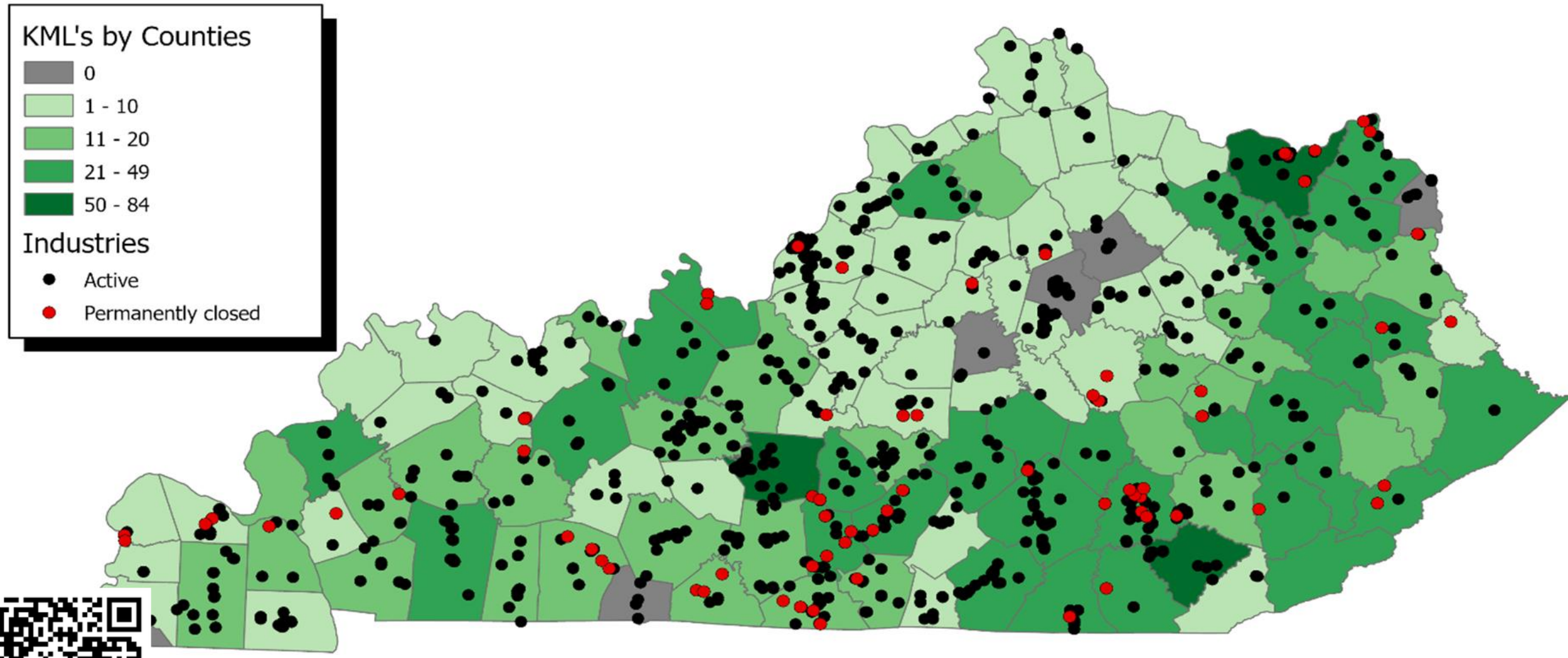
- **Digital Marketing Specialist**
- **Forest Policy Analyst**
- **Public Relations Specialist**

CONNECTING YOUTH WITH FORESTRY

ForestryWorks Educators



Forest Products Industries of Kentucky



FORFS 14-02

2014 Map

PROJECT LEARNING TREE®



4-H Forestry Competitions





4-H Forestry Competitions



4-H Collaboration







Encourage Youth to:

Get Experience

Ask Questions

Meet People



Encourage Youth to:

GO OUTSIDE



STEPHANIE FULLER

SFULLER@FORESTRYWORKS.COM

ForestryWorks

THANK YOU!

www.ForestryWorks.com/Kentucky

YOUTH DEVELOPMENT & ENGAGEMENT

Beyond Ready to Launch: Integrating Drones, AI, and Financial Literacy to Build Credentialed Career Pathways for 4-H Youth

February 25, 2026





Dr. Richard Whittington, Sheanell Edwards, and All of Extension

EXERT
EXTENSION, EDUCATION AND RESEARCH TRACK

TUSKEGEE UNIVERSITY
College of Agriculture, Environment and Nutrition Sciences
COOPERATIVE EXTENSION 1906
CISC
2fav

Tuskegee University, 1200 Old Montgomery Road, Tuskegee, AL, 36088. It is the policy of Tuskegee University Cooperative Extension Program to provide equal employment opportunities and to offer educational programs, resources and materials to eligible participants without regard to race, color, national origin, religion, sex, gender identity, sexual orientation, disability, age, marital or veteran status, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). For all reasonable accommodation requests, please contact Steven McCrary, Director, Office of ADA Compliance at (334) 724-4343 or smccrary@tuskegee.edu.

Session Outcomes

- Understand a replicable 4-H model that **integrates drones, AI, and financial literacy** into credentialed career pathways.
- Identify strategies for **embedding industry credentials** and work-based learning into youth programs.
- **Support Beyond Ready** implementation.
- Leave with **tools and resources** to adapt the model within their own LGUs.



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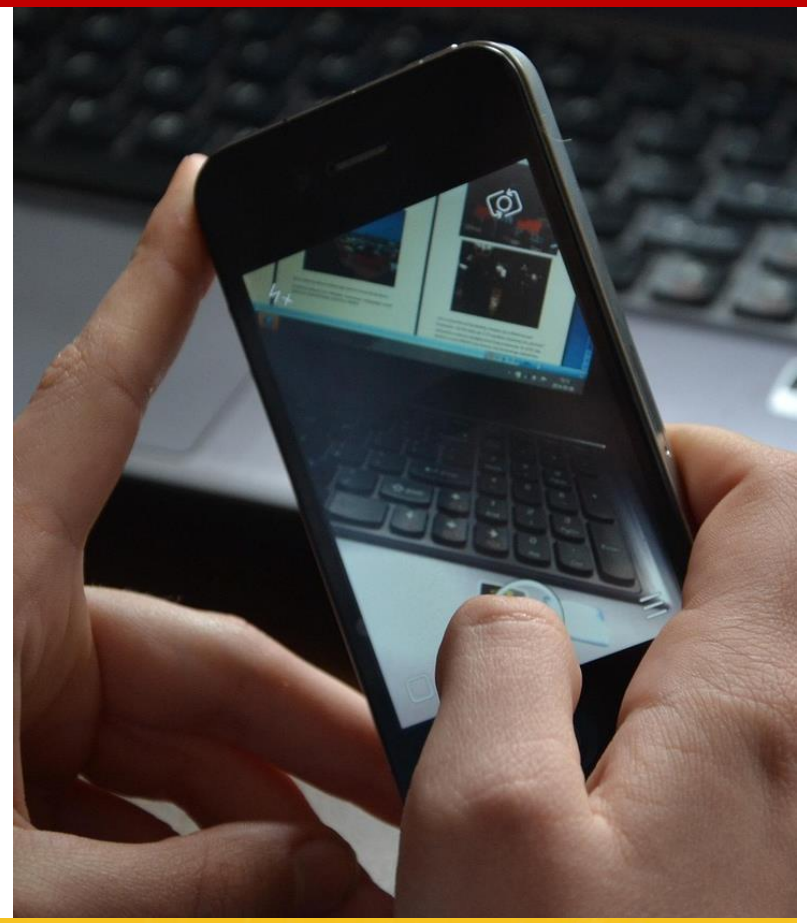
Take a Picture of This!

1. 150 x 3 x 5 x 52
2. 150 x 3 x 5 x
3. 150 x 27 = 4,050
4. 1 + 0.10 x 50 x 1000
5. 1 + 0.10 x 50 x 10000



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Support Beyond Ready Implementation

- Empower youth to become **confident leaders and innovators**
- **Train students in 21st-century skills** including Artificial Intelligence (AI), drones, and financial literacy
- **Bridge the gap** between education and real-world application
- **Build** self-efficacy, teamwork, and decision-making abilities

Fastest Growing Jobs: Education, Agriculture Professionals, Digitally Enabled Roles

25M ALUMNI AND GROWING

Across All Areas of Science & Technology, Business, Government, Education, Media and Entertainment







85% of jobs that will exist in 2030 haven't been invented yet due to Artificial Intelligence (AI) advancements.

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Tuskegee University
EXERT 4-H Offerings

- **Artificial Intelligence Training:** Learn how AI is used in everyday life and careers
- **Drone Technology & Flight Skills:** Hands-on practice with drone safety, controls, and career connections
- **Financial Literacy Workshops:** Budgeting, saving, investing, and entrepreneurship
- **Leadership & Life Skills:** Communication, problem-solving, collaboration
- **STEM & Creative Arts:** Coding, digital photography, design thinking
- **College & Career Readiness:** Resume help, interview prep, career exploration







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EXERT 4-H AI Drone, Engineering, and AI Training



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EXERT 4-H AI Training to Impact Life

Machine Learning

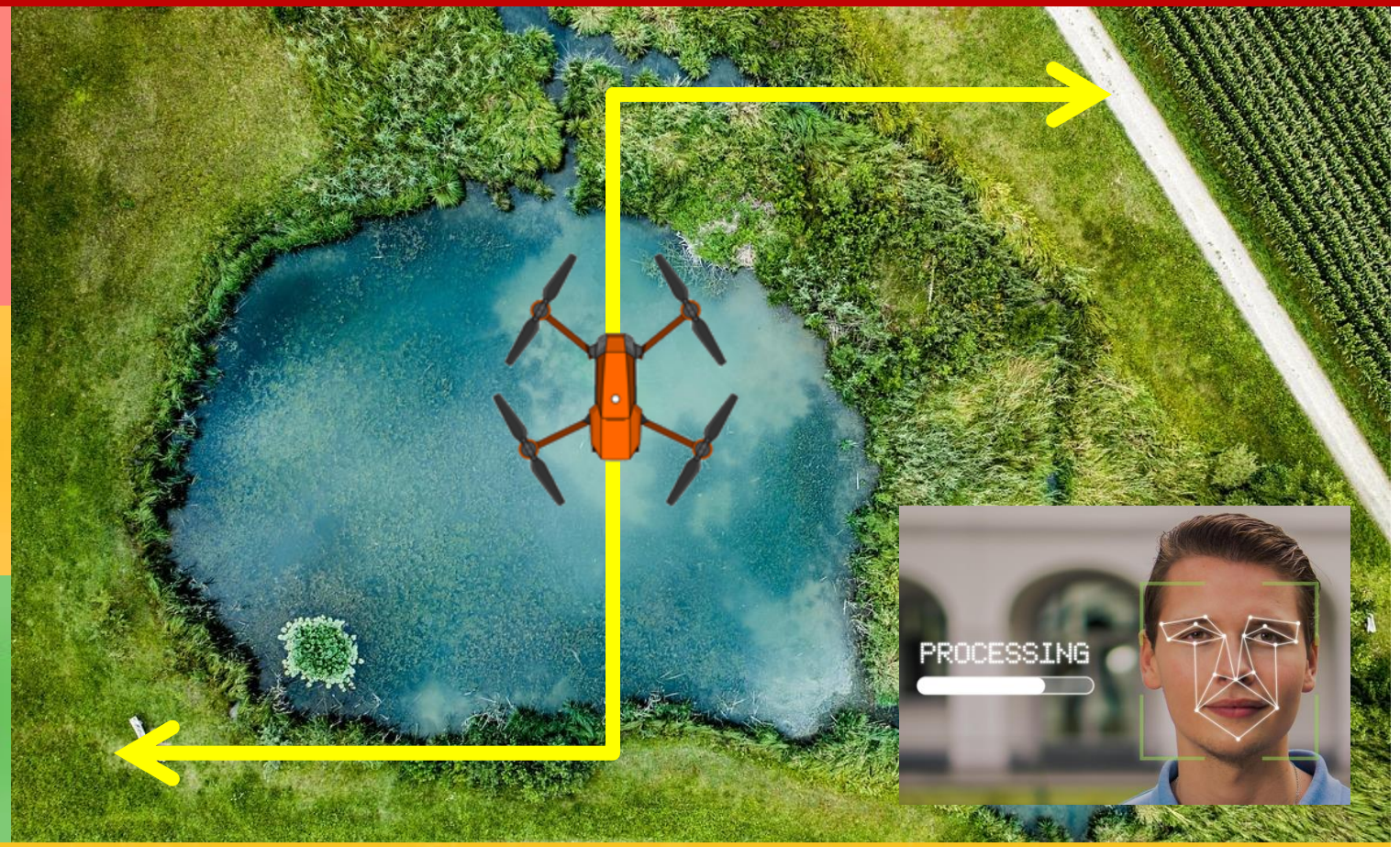
Using sample data to train computer programs to recognize patterns based on algorithms.

Natural Language Processing

The ability to understand speech, as well as understand and analyze documents.

Robotics

Machines that can assist people without actual human involvement.



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Introduction to Drones

- Definition: Unmanned Aircraft System (UAS).
- Applications: Agriculture, filmmaking, inspections, deliveries.
- Components: Frame, propellers, motor, battery, and camera.



Steps to Obtain TRUST Certification

- Enroll in an FAA-approved testing site.
- Topics: Safety guidelines, airspace, regulations.
- Complete the test and receive your certification.



Image 1. TRUST certification image obtained from https://www.etsy.com/listing/1325214731/drone-pilot-trust-id-card-faa-certified

Weight Limit: For drones weighing more than 55 pounds (25 kg), the operator cannot use the standard Part 107 rules, which apply to drones under 55 pounds. If the drone exceeds 55 pounds, the operator must apply for a Special Certificate of Authorization (COA) or a Waiver from the Federal Aviation Administration (FAA). This includes submitting a detailed safety and operational plan.

Drone Flight Basics

- Four forces: Lift, weight, thrust, and drag.
- Stable flight: Controlled by rotors.
- Environmental awareness is crucial for safe operation.



Image 2. Drone components obtained from https://www.pinterest.com/pin/ultimate-guide-on-19-parts-of-a-drone-names-functions-diagram--1006906429173790110/

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Drone Flight Basics

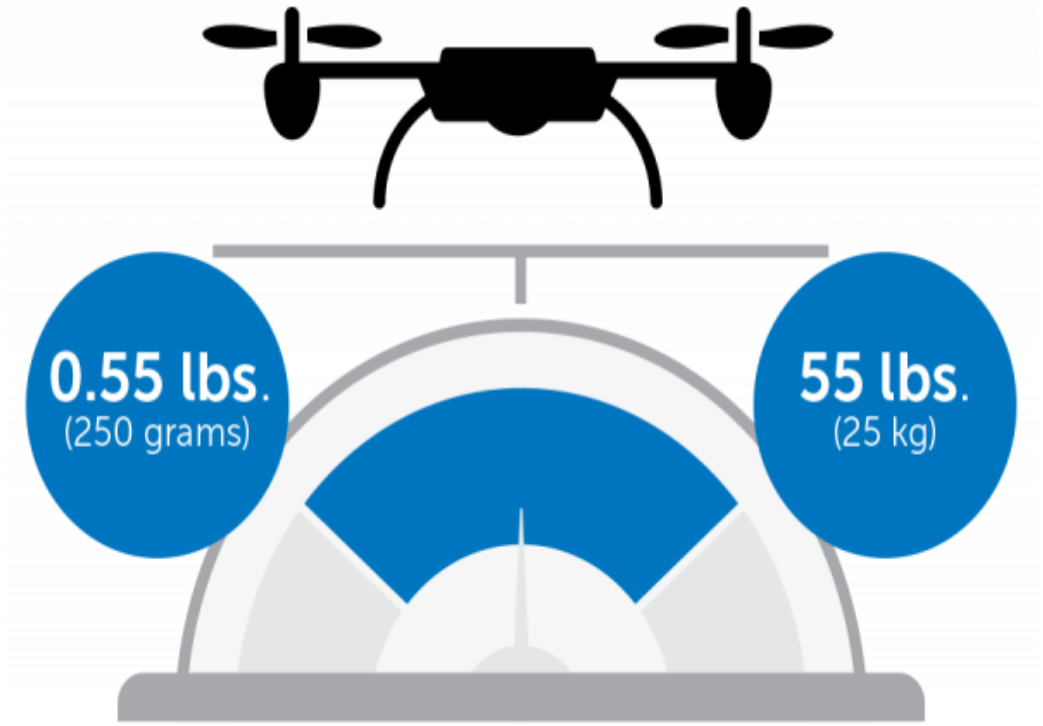

Image 6. Small means any drone over 0.55 lbs. (250g). Drone weight obtained from https://3dinsider.com/drone-safety/

- You're over 13 years of age
- You're a U.S. citizen, a legal permanent resident, or legal visitor
- You will label your drone with your own unique registration number
- You pledge to have read and understood all the safety guidelines
- You need to take The Recreational UAS Safety Test from the FAA.

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Drone Flight Basics

- Every pilot needs a spotter.





Image 2 and 3. Drone spotter obtained from https://images.app.goo.gl/HyRy7CgVjFyRzZJQ8 and https://www.steamboatpilot.com/news/the-drone-zone/

Drone Flight Basics

Drone Crashes Through Window, Hits Man's Head

The man initially thought a bomb had gone off.

By ABC News
April 8, 2016, 8:30 PM



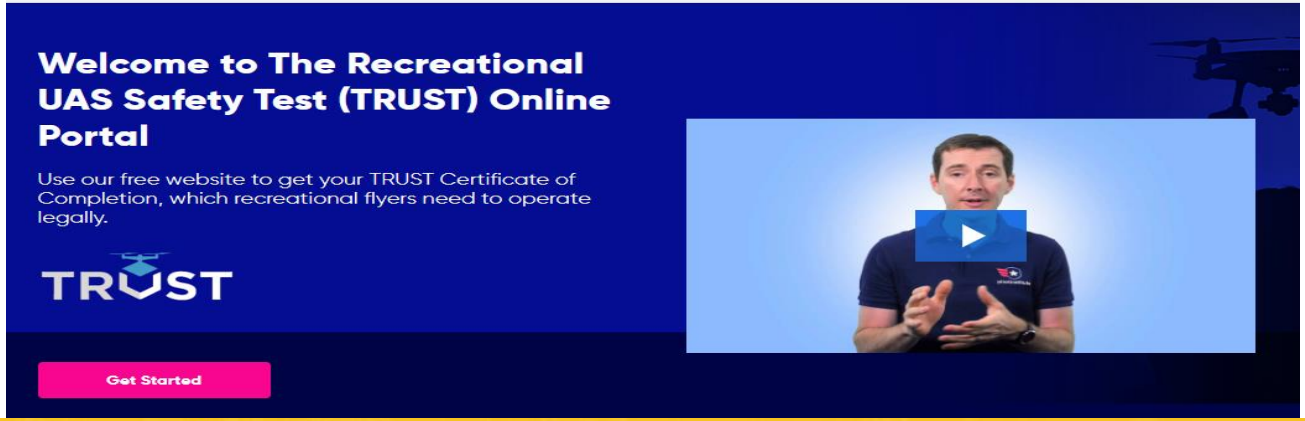
David Perel was working in his office in Cape Town, South Africa, when a drone crashed through the window and hit him in the head, April 7, 2016.
@davidperel/Instagram



Image 4 and 5. Drone crashes obtained from https://abcnews.go.com/International/drone-crashes-window-hits-mans-head/story?id=38253589 and https://www.popularmechanics.com/flight/drones/how-to/a23807/crashed-your-drone/

Online Resources





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Drones Beginner Salary

If a drone pilot earns $30/hour and works 30 hours per week:

30 × 30 = $900 per week

$900 × 4 = $3,600 per month



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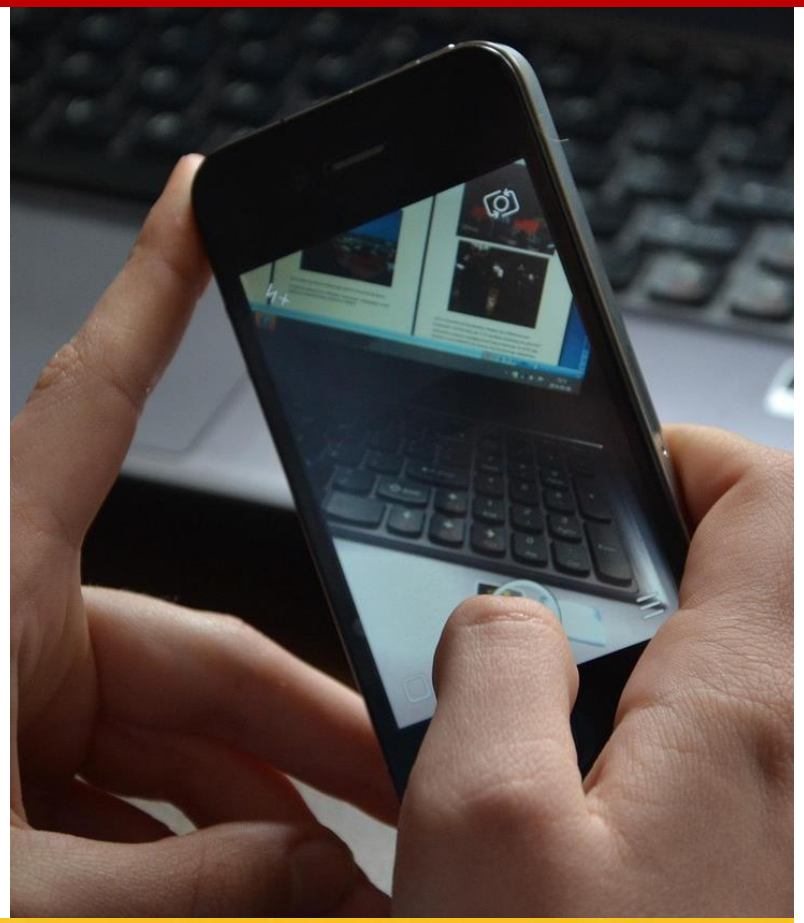
Calculations Based on $150/Flight!

1. $150 per flight x 3 flights x 5 days per week x 52 weeks = **117,000**
2. 150 per flight x 3 flights x 5 days x 40 weeks = **90,000**
3. 150 per flight x 27 flights = **4,050**



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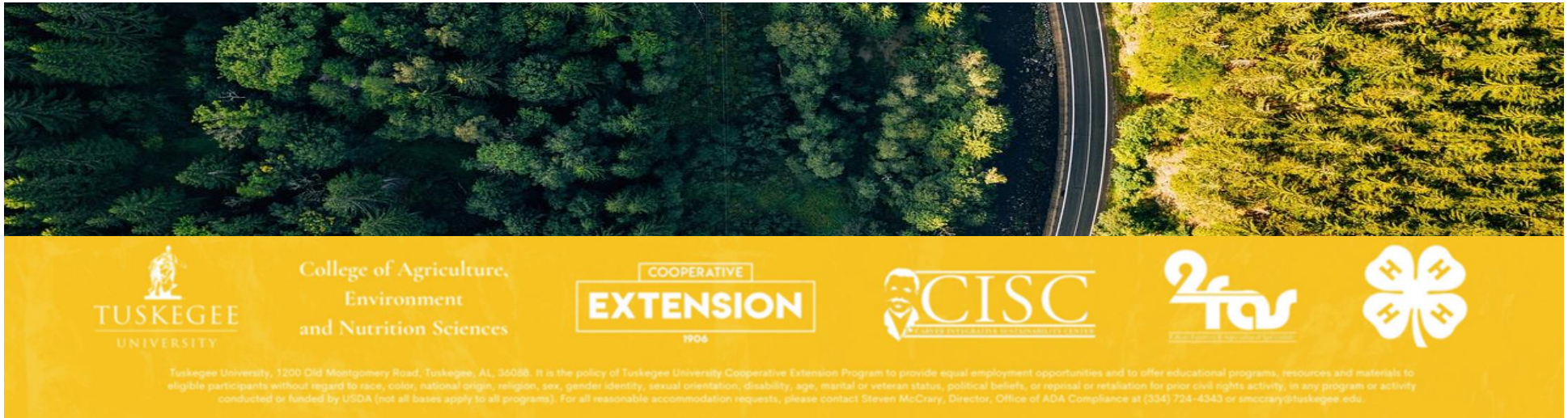
Drone Career Pathways

- **Drone Pilot:** $35,000 – $90,000 per year
- **Drone Photographer/Videographer:** $30,000 – $80,000 per year
- **Agriculture Drone Operator:** $30,000 – $75,000 per year
- **Drone Engineer/Technician:** $50,000 – $100,000+ per year
- **Emergency Response Drone Specialist:** $40,000 – $85,000 per year



Drones Careers, Credentials, and Startup Cost

- **Drone Pilot:** FAA Part 107, $700 – $2,500
- **Drone Photographer:** FAA Part 107 + Media Skills, $1,500 – $4,000
- **Ag Drone Operator: Part 107 + Ag License:** $6,000 – $30,000+
- **Drone Engineer: STEM Degree:** $8,000 – $80,000
- **Emergency Drone Specialist:** Part 107 + First Responder, $0 – $3,000



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Repeat This Phrase 3 Times



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Financial Life Values in Budgeting



Education



Charitable Giving



Retirement



Family



Investment



Entertainment



Travel



Lifestyle

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Which Financial Life Values Are Your Top Three?



Education



Charitable Giving



Retirement



Family



Investment



Entertainment



Travel



Lifestyle

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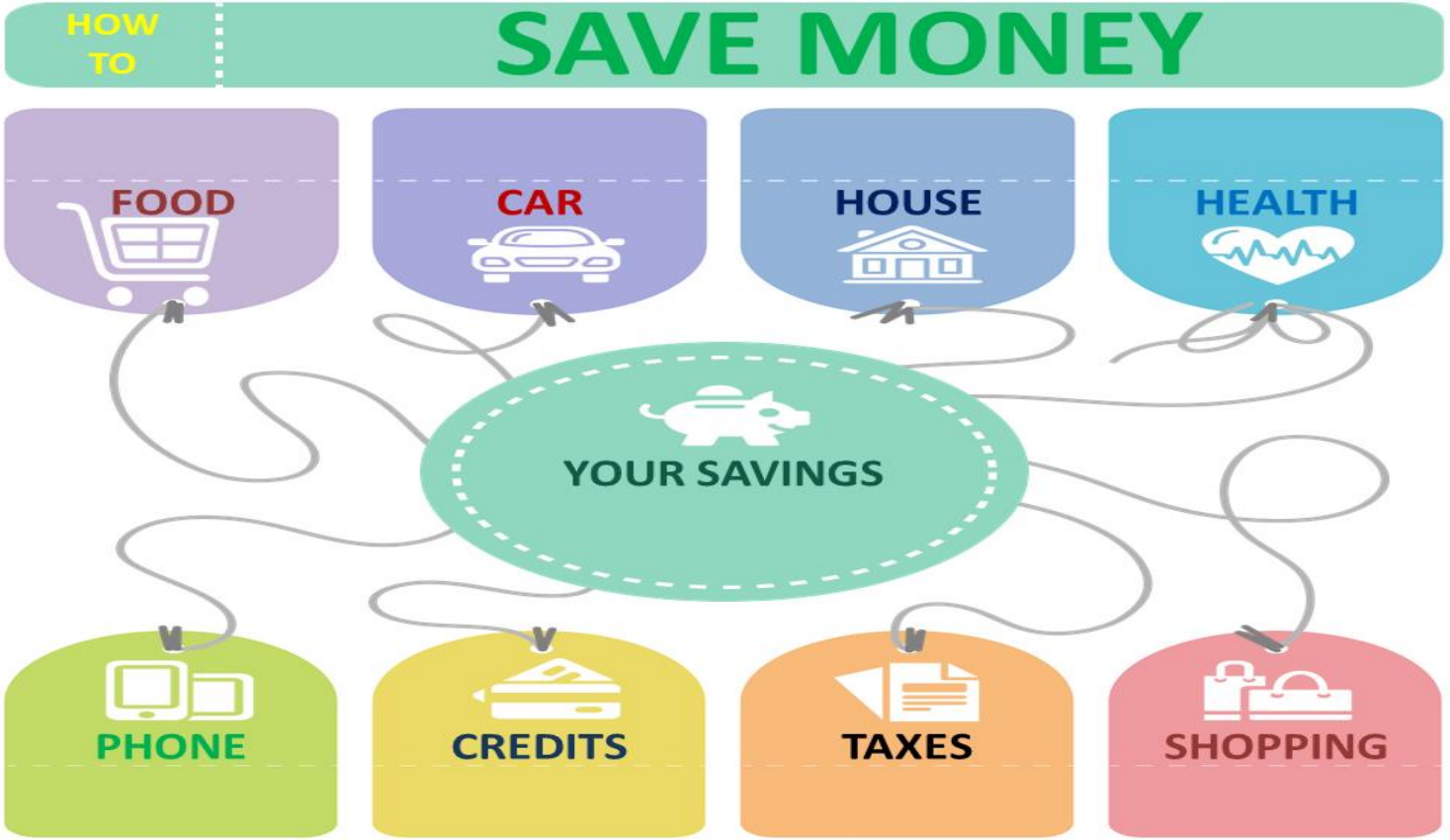
Money Smart Model for Financial Literacy Basics



FDIC Money Smart

FEDERAL DEPOSIT INSURANCE CORPORATION 1933

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Creating a Budget is Key

The 50-20-30 Rule: The 50-20-30 budgeting rule is a proven financial guideline that partitions monthly income into three distinct categories:

50% for Needs: This classification encompasses essential expenditures like housing costs, utilities, groceries, transportation, insurance, and debt obligations (above the minimum).

20% for Savings and Debt Repayment: This allocation is dedicated to savings, emergency fund contributions, retirement investments, and accelerated debt repayment.

30% for Wants: The remaining portion is reserved for discretionary spending, encompassing dining out, entertainment, hobbies, and non-essential acquisitions.

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Create Your Own Budget with Artificial Intelligence

ChatGPT Prompt: Create a 50-20-30 rule monthly budget based on an income of $4,050. Break down the budget into three categories: Needs (50%), Savings/Debt Repayment (20%), and Wants (30%). Provide the dollar amount for each category and include examples of common expenses within each group. Present the results in a simple, easy-to-understand format.



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Take Action to Eliminate the Stress of Financial Uncertainty

7 High Interest Savings Accounts

Ally Bank (3.40%)
Capital One (3.40%)
City Bank (3.40)
Lending Club (4.00%)
Robinhood (5.25%)
Sofi (3.75%)
Wealthfront (4.05%)



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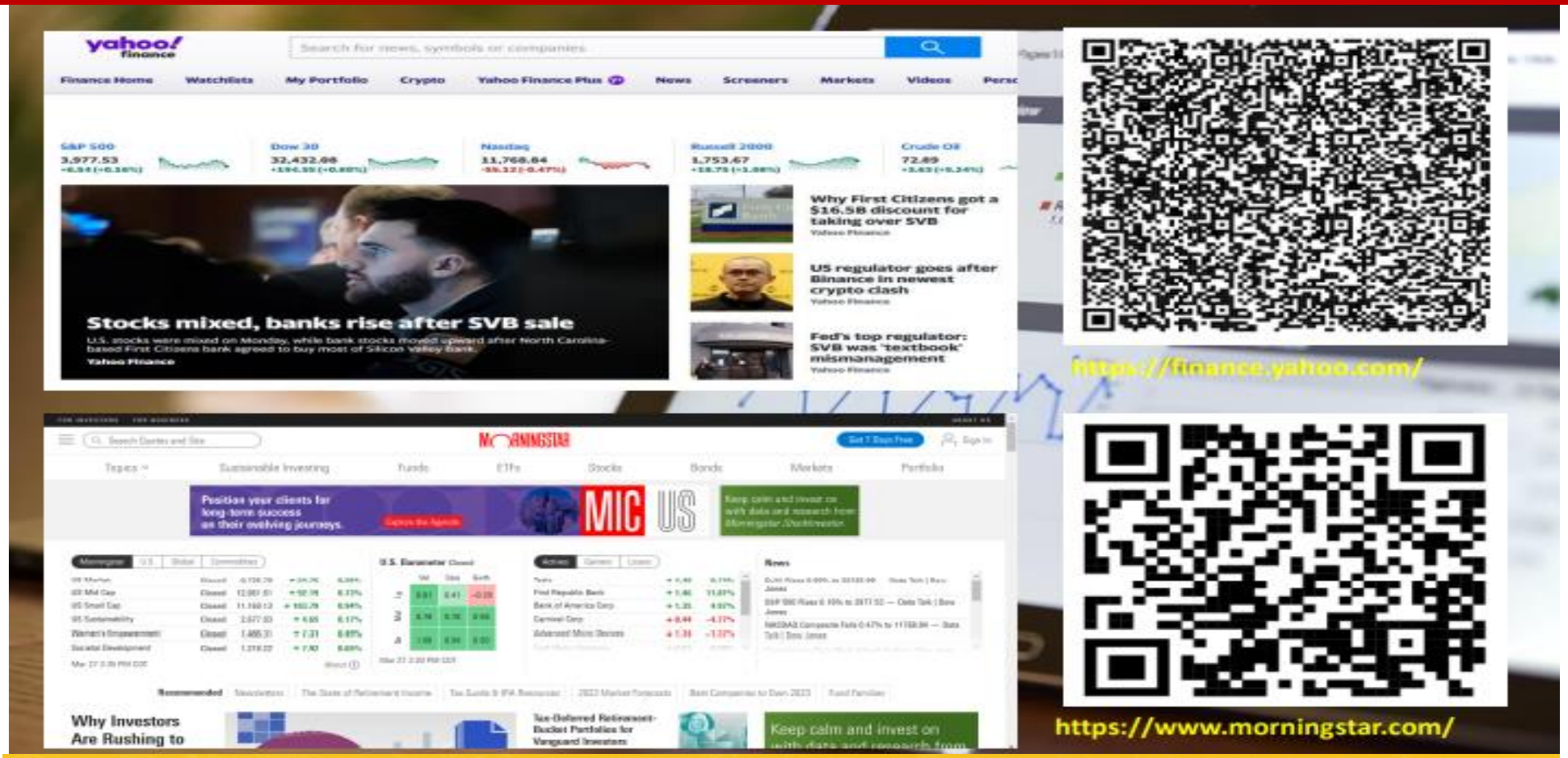
Financial Literacy: Resources for Research



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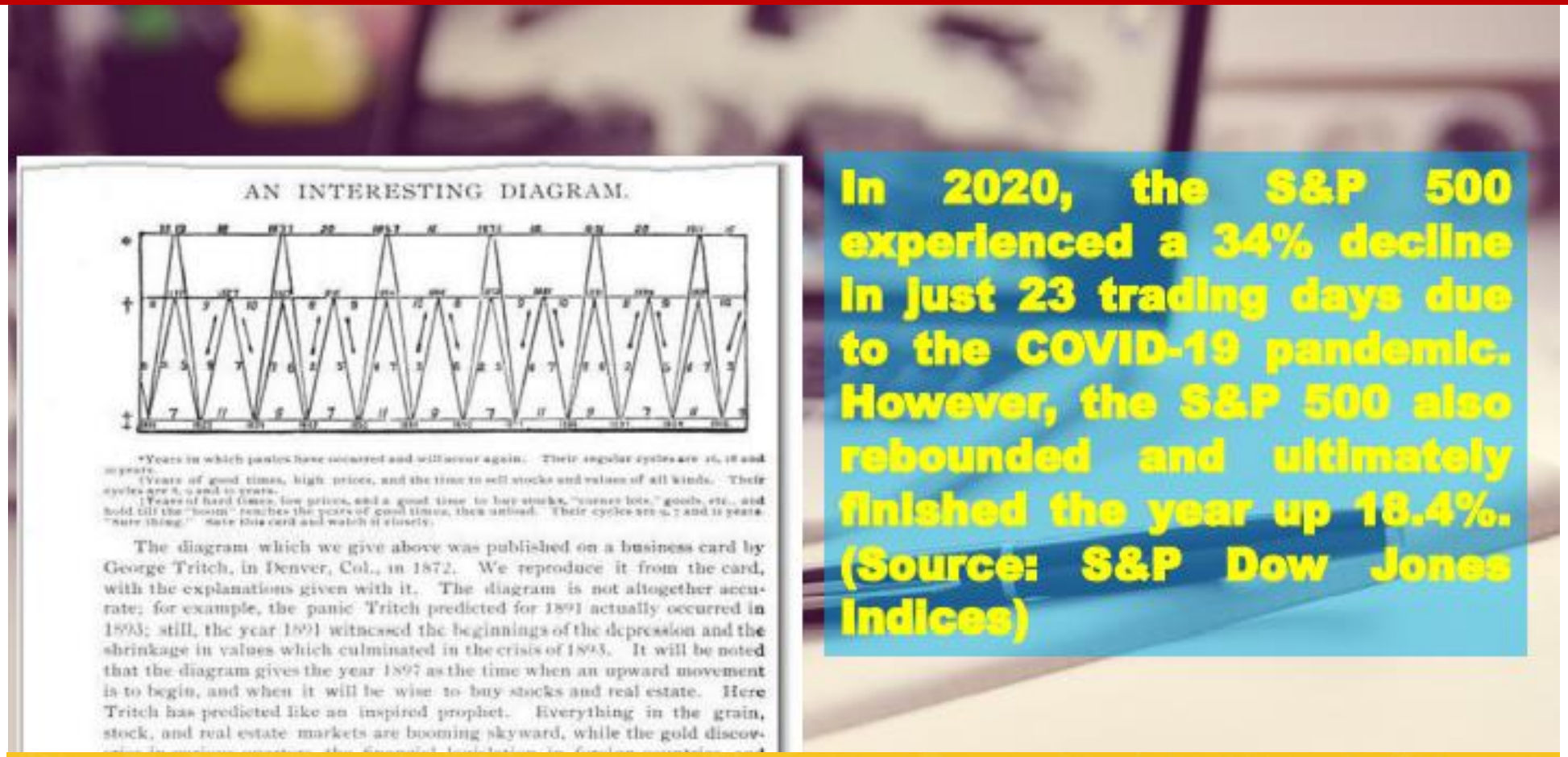
Adjustments Predicted in 1872



In 2020, the S&P 500 experienced a 34% decline in just 23 trading days due to the COVID-19 pandemic. However, the S&P 500 also rebounded and ultimately finished the year up 18.4%. (Source: S&P Dow Jones Indices)

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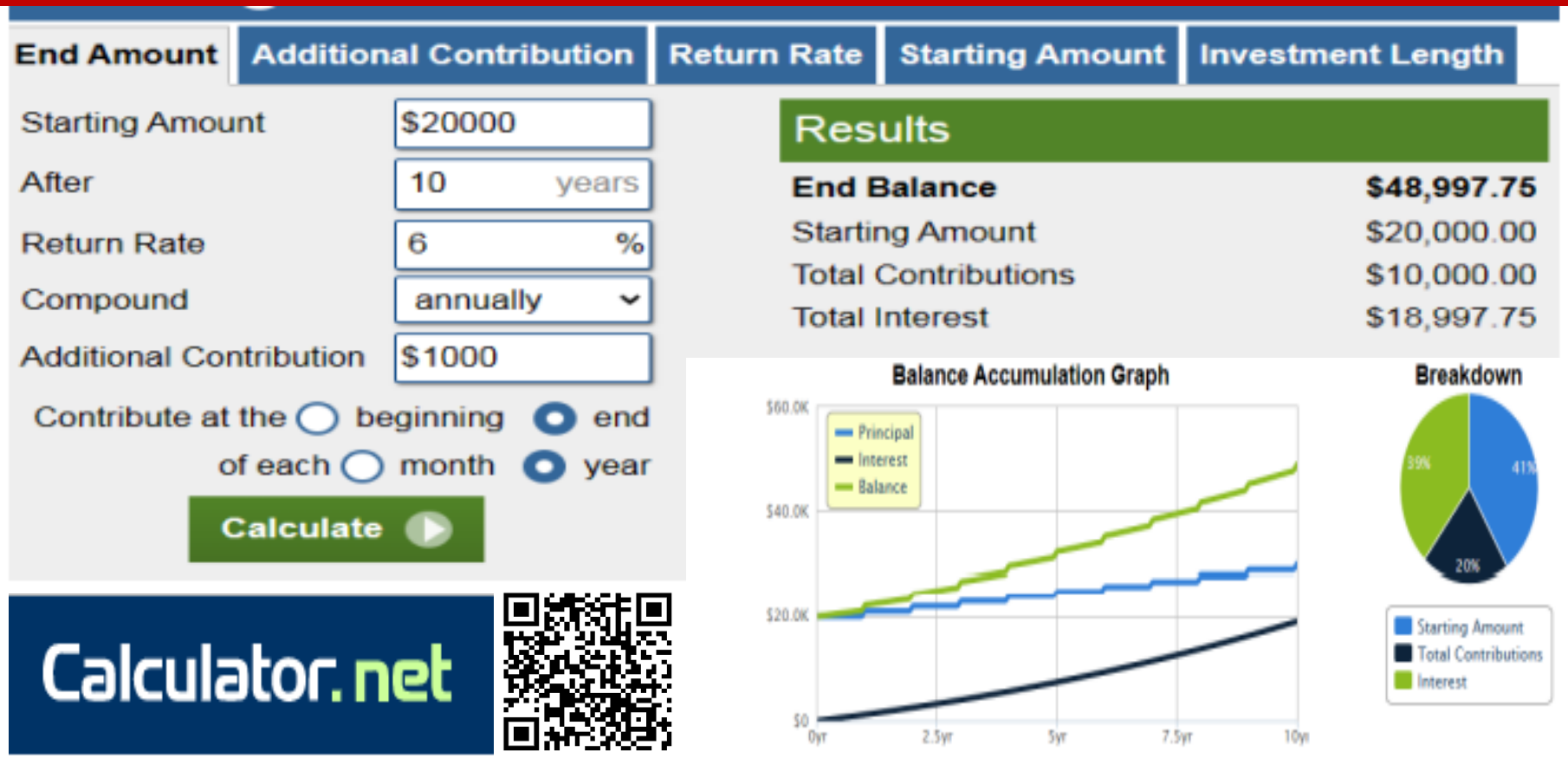
Calculating Your Investments: Add $1000/Year



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Calculate Your $1000 Investment over 50 years

End Amount | **Additional Contribution** | **Return Rate** | **Starting Amount** | **Investment Length**

Starting Amount	$1,000
After	50 years
Return Rate	15 %
Compound	annually
Additional Contribution	$0

Contribute at the ○ beginning ◉ end of each ◉ month ○ year

Calculate

Results

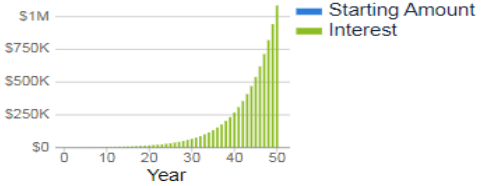
save

End Balance	**$1,083,657.44**
Starting Amount	$1,000.00
Total Contributions	$0.00
Total Interest	$1,082,657.44

Accumulation Schedule

Annual Schedule Monthly Schedule

Year	Deposit	Interest	Ending balance
1	$1,000.00	$150.00	$1,150.00
2	$0.00	$172.50	$1,322.50
3	$0.00	$198.38	$1,520.88
4	$0.00	$228.13	$1,749.01
5	$0.00	$262.35	$2,011.36
6	$0.00	$301.70	$2,313.06
7	$0.00	$346.96	$2,660.02
8	$0.00	$399.00	$3,059.02
9	$0.00	$458.85	$3,517.88
10	$0.00	$527.68	$4,045.56



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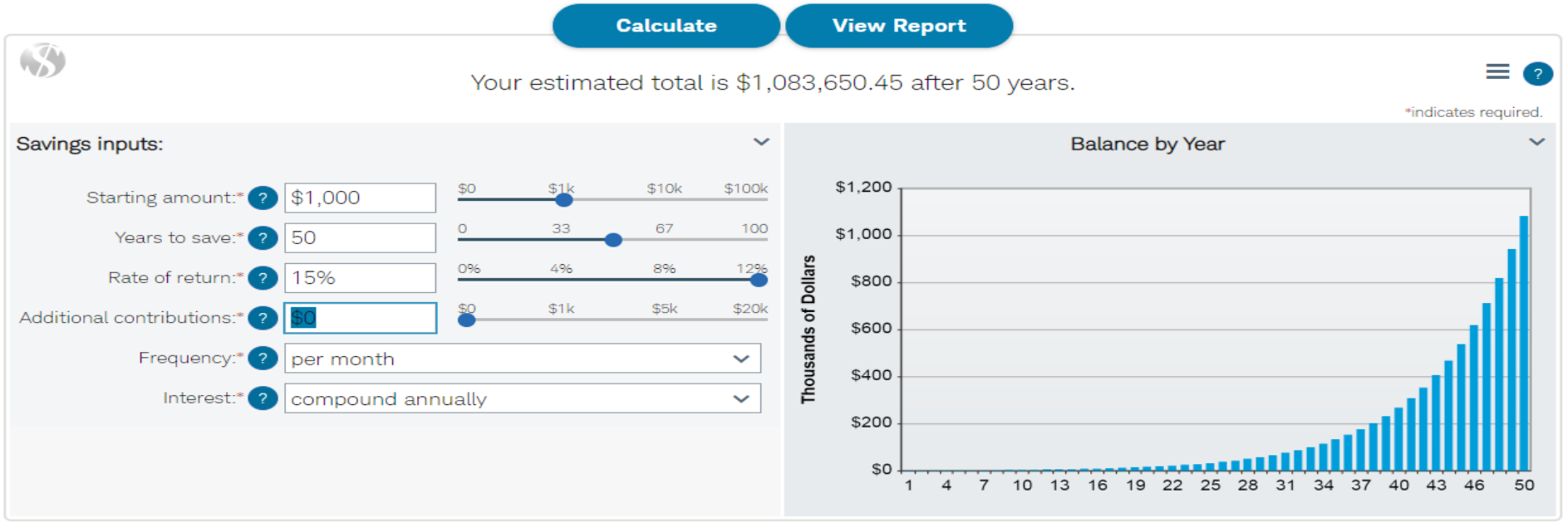
Calculate Your $1000 Investment over 50 years



charles SCHWAB

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Calculate Compound Interest

Use the Compound Interest Formula

A = P(1+r)t

Where:

A = Final amount

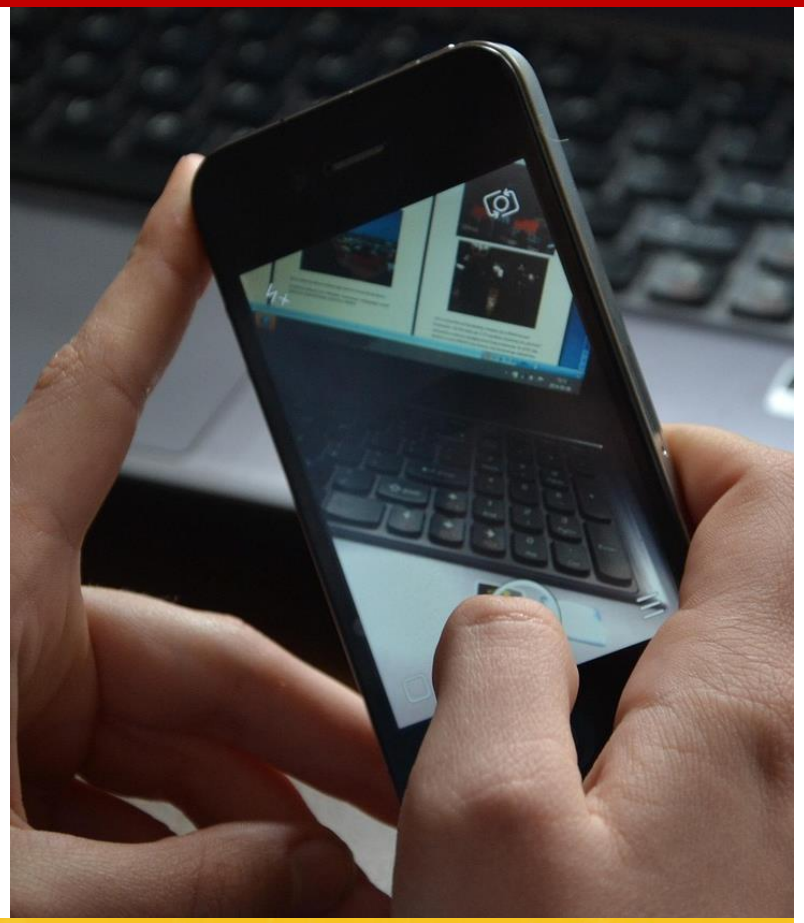
P = Principal ($1,000)

r = Interest rate (10% = 0.10)

t = Time in years (50)

1 + 0.10 x 50 years x $1,000 = **117,390**

1 + 0.10 x 50 years x $10,000 = **117,390**



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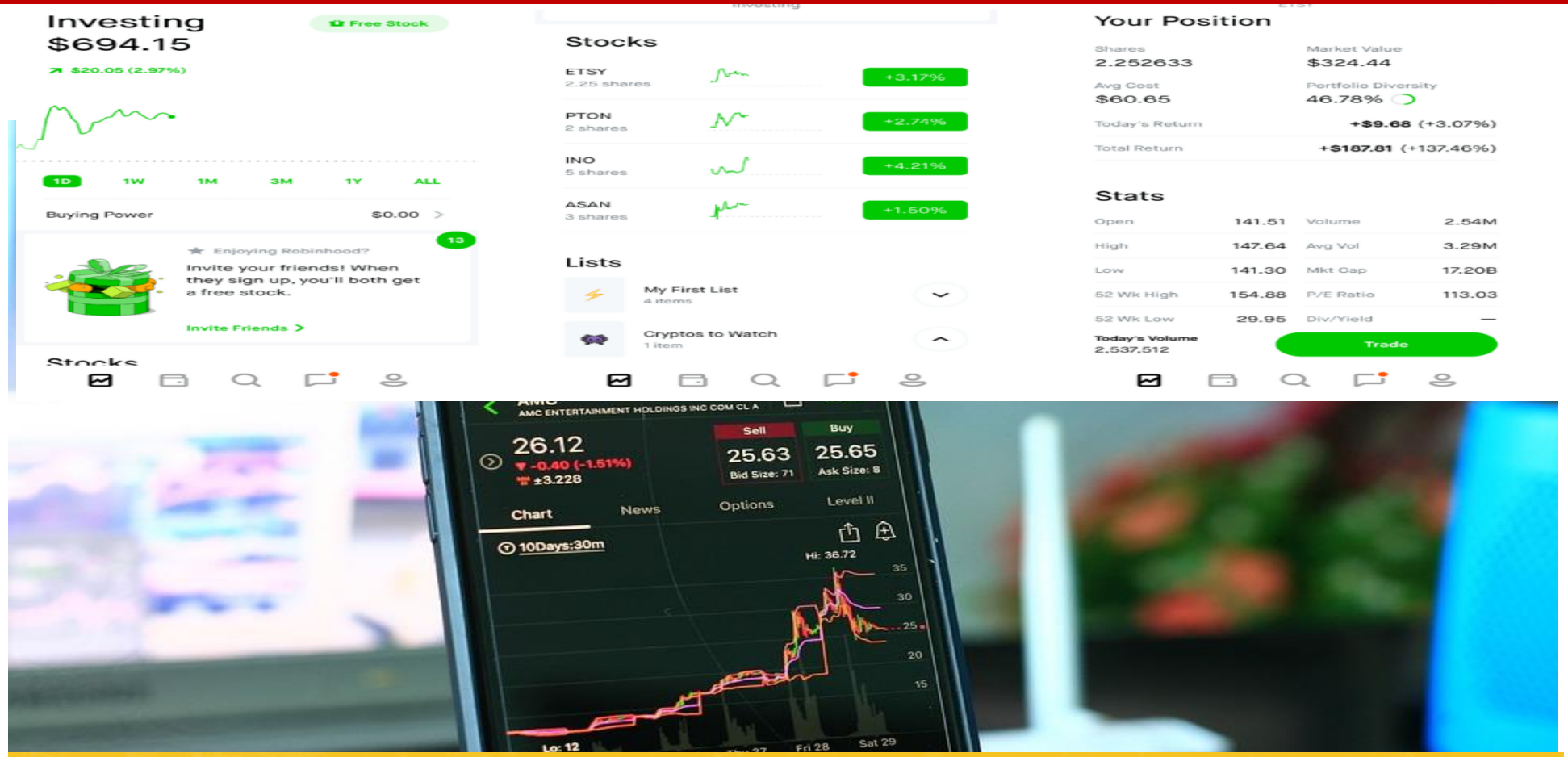
Financial Literacy: Make Your Money Work



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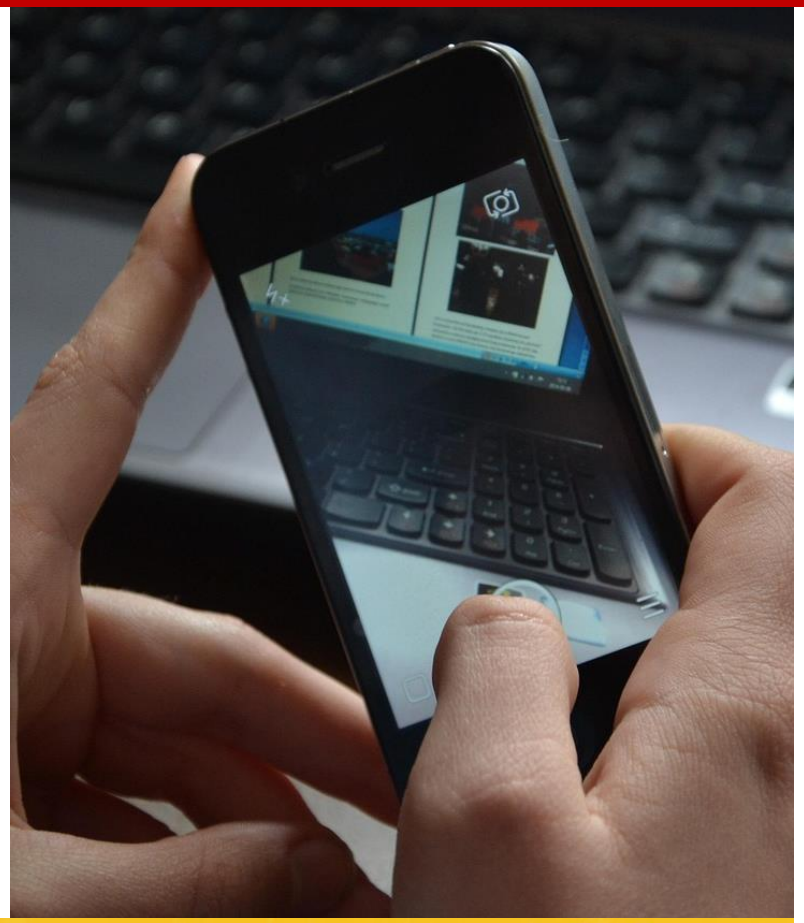
Calculate How to Become Financially Free

1. $150 per flight x 3 flights x 5 days per week x 52 weeks = **$ 117,000**
2. $ 150 per flight x 3 flights x 5 days x 40 weeks = **$ 90,000**
3. $ 150 per flight x 27 flights = **$4,050**
4. 1 + 0.10 rate x 50 years x $1,000 = **$117,390**
5. 1 + 0.10 rate x 50 years x $10,000 = **$117,390**



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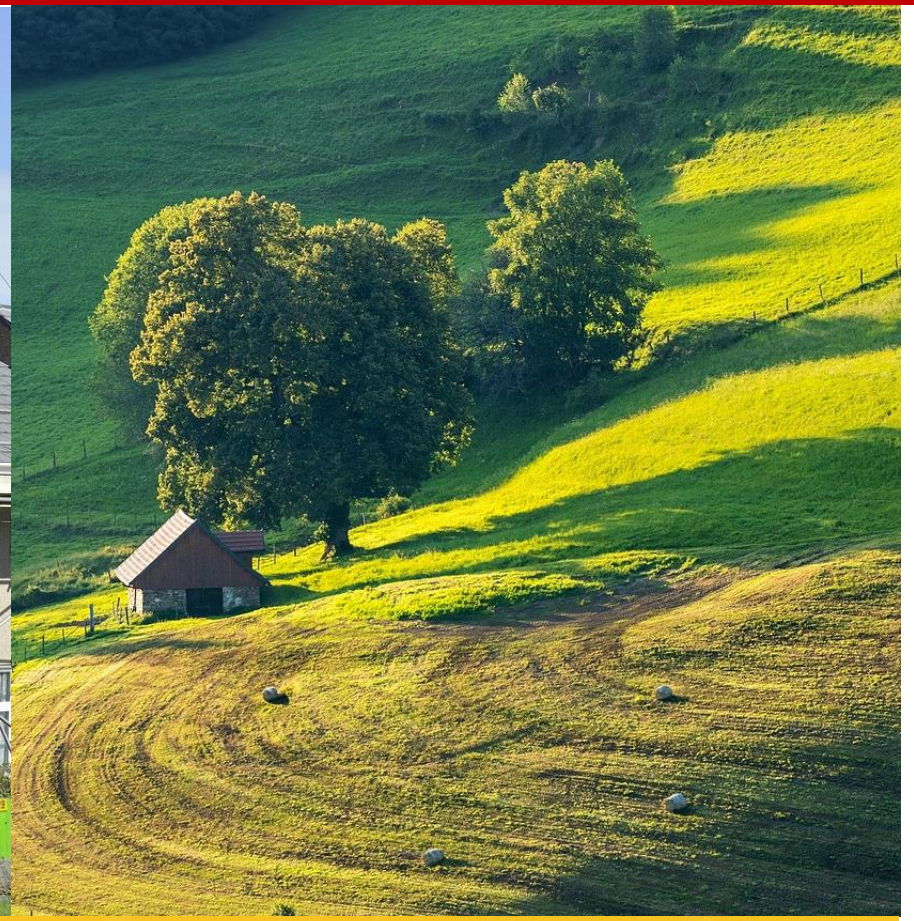
Who Will Pay For Theses Services





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Feedback Please

https://forms.gle/tjvpyb6RezWWaJs59



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Beyond Ready

Grit to Grow Collaborative: Bridging Industry, Education & Community for Workforce Readiness

Dr. Kate Korbas, UNH Extension Program Team Leader Youth & Education

Mr. Steve Turner, President/Founder, Bring Back the Trades, Inc

Dr. Jeffrey Beard, NH State CTE Administrator & Director, NH DOE

New Hampshire | LIVE FREE AND LEARN
Department of Education

Simple beginnings…..

Constant messaging from constituents that skilled, knowledgeable, employable workforce is needed….

SIMULTANEOUSLY HEARING…

Youth don't know where to start to identify what's next ….how to find support… what they want to do…

WHILE ALSO HEARING…..

People, Organizations, Community Groups are DOING things…

BUT NO ONE WAS TALKING TO ONE ANOTHER

So I picked up the phone….



And the Collaborative was off and running

- High Touch Reach Out to known potential partners (Granite Edvance, Community College System of NH, FFA, NH Department of Education, and Bring Back the Trades, NH TOA)
- Gatherings of the Minds to share common interests, develop mission, goals, and objectives of an Action-Oriented, cross-sector initiative
- Developed Measurable Outcomes to ensure shared value, investment, and impact

Where the Collaborative comes alive.....

- **Connect Research to Practice:** Formalized community of practice as a place to learn from one another, share and enhance resources, connect, and expand access to the workforce for youth as well as the larger community (Research Foundations spark Action)
- **One-Stop Shop:** Developed a digital/virtual resource that highlights where education AND industry opportunities exist and where they need to be created (Asset Map)
- **Connect the Present & Future:** Create an opportunity for current and future leaders of industry, education and community to build capacity and next steps (Grit to Grow Summit)



Grit to Grow Collaborative (G2G)

Mission Statement:

"To identify and overcome the barriers young people face in entering the New Hampshire workforce, empowering them to build successful and sustainable career pathways."

Vision:

"We envision a New Hampshire where every young person and their family can access and navigate diverse workforce pathways—through strong collaboration with schools, employers, and community partners—to build a future of opportunity and economic empowerment"

Goals:

1. Establish a centralized communication hub for all those who are interested in developing future leaders of community and industry
2. Amplify existing youth workforce efforts and co-develop/deliver regional and statewide, future workforce-ready initiatives.

Digging into Our Research to Practice Roots

Grit to Grow Collaborative



Grit to Grow:
Youth Retention and Recruitment in the Granite State

New Hampshire confronts a significant workforce challenge, with a projected **191,000 skilled positions** requiring fulfillment by 2032. Strategic investment in youth and community infrastructure is critical to address this labor shortage.

Foundation of the Analysis

This synthesis draws from over a dozen reports spanning 15 years, combining quantitative and qualitative data to provide a comprehensive view of the state's workforce landscape.

State Economic Data (NH Employment Security and Economic and Labor Market Information Bureau)

Industry Sector Analysis (NH Sector Partnerships Initiative)

Youth & Resident Surveys (Gallup and NH Learning Initiative & Stay Work Play NH)

Strategic Plans (Governor's Task Force & State of New Hampshire)

University of New Hampshire Extension

University of New Hampshire College of Health and Human Services

Factors Influencing Youth Residency

Retention Factors

High Quality of Life

High ratings in public safety, environmental quality, and recreation

Favorable Economic Climate

Characterized by low taxation, low unemployment, and key sector growth

Community and Social Fabric

Family and community connections are cite as primary retention factors.

Out-Migration Factors

Workforce Housing Deficit

A primary obstacle to the recruitment and retention of young talent

Perception of Opportunity

A perceived lack of career options despite available positions

Social and Rural Infrastructure

Negative perception towards social and cultural opportunities in the state and lack of moderinzed services in rural areas

Key Recommendations

Strategic Priorities for Youth Engagement

Initiatives must extend beyond programs to address holistic youth development, including identity formation, belonging, and connection to place.

- ✓ Lead a youth-focuses career navigation initiative to clarify pathways
- ✓ Elevate youth perspectives through listening sessions and a Quality of Life Index
- ✓ Expand mentorship infrastructure to connect youth with professional role models
- ✓ Develop regional workforce ecosystems reflective of local economic opportunities

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University of New Hampshire College of Health and Human Services

Key Recommendations

Formalize Education-to-Employment Pathways

Systematically connect educational systems to employer needs via career-connected learning.

- ✓ Expand access to high-value internships, apprenticeships, and mentorships
- ✓ Strengthen postsecondary transitional via dual enrollment and credit transfer protocols
- ✓ Launch a statewide work-based learning hub to connect students and employers

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University of New Hampshire College of Health and Human Services

Key Recommendations

Cultivate Community and Youth Engagement

Enhance the state's appeal by fostering vibrant communities and promoting opportunities that resonate with young people.

- ✓ Improve affordability of workforce development and access to professional certification support
- ✓ Modernize perceptions of key industries with youth-centered marketing and messaging
- ✓ Support the physical and programmatic development of third spaces: Recreation centers, libraries, local green spaces, and youth friendly community centers

University of New Hampshire Extension

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THE SKILLS GAP OUR NATION CAN'T AFFORD

TRADES INCLUDED IN INITIAL ANALYSIS

- CARPENTERS
- CONSTRUCTION
- ELECTRICIANS
- HVAC
- MECHANICS
- PLUMBERS
- WELDERS

Every year the United States falls short of filling the skilled trades pipeline, the nation loses economic impact, jobs, and revenue that should be strengthening our communities. Projected annual loss by 2030:

- **$325.6 BILLION** in lost economic impact overall — projects delayed, contracts unfilled.
- **1.4 MILLION DIRECT JOBS** and **2.8 MILLION TOTAL JOBS** left on the table — good-paying, hands-on careers that never materialize.
- **$210 BILLION** in lost wages — money that would have gone into local shops, restaurants, and housing.
- **$71.3 BILLION** in lost tax revenue — less funding for schools, safer roads, and stronger communities.

IF WE DO NOTHING—PROJECTED ANNUAL LOSS BY 2030

$210 BILLION in lost paychecks	**2.8 MILLION TOTAL** jobs lost throughout the broader economy	**1.4 MILLION JOBS LOST** in the trades
$577.4 BILLION lost in economic impact	**$325.6 BILLION** lost in GDP	**$71.3 BILLION** less for schools, roads, and services

CURRENT EMPLOYMENT AND PROJECTED JOB OPENINGS IN SELECTED TRADES

	CARPENTERS	CONSTRUCTION	ELECTRICIANS	HVAC	MECHANICS	PLUMBERS	WELDERS
NUMBER OF PEOPLE EMPLOYED IN THE TRADES (2024)	953,308	2,042,796	814,692	406,078	400,774	517,385	460,069
PROJECTED JOB OPENINGS (BY 2030)	425,345	976,980	411,400	192,365	207,065	243,790	242,425

Source: BLS

We face a decision—we can accept ongoing losses or bring the trades back to full strength and spark the prosperity our nation deserves. We need to bring back the trades to fill the gap.

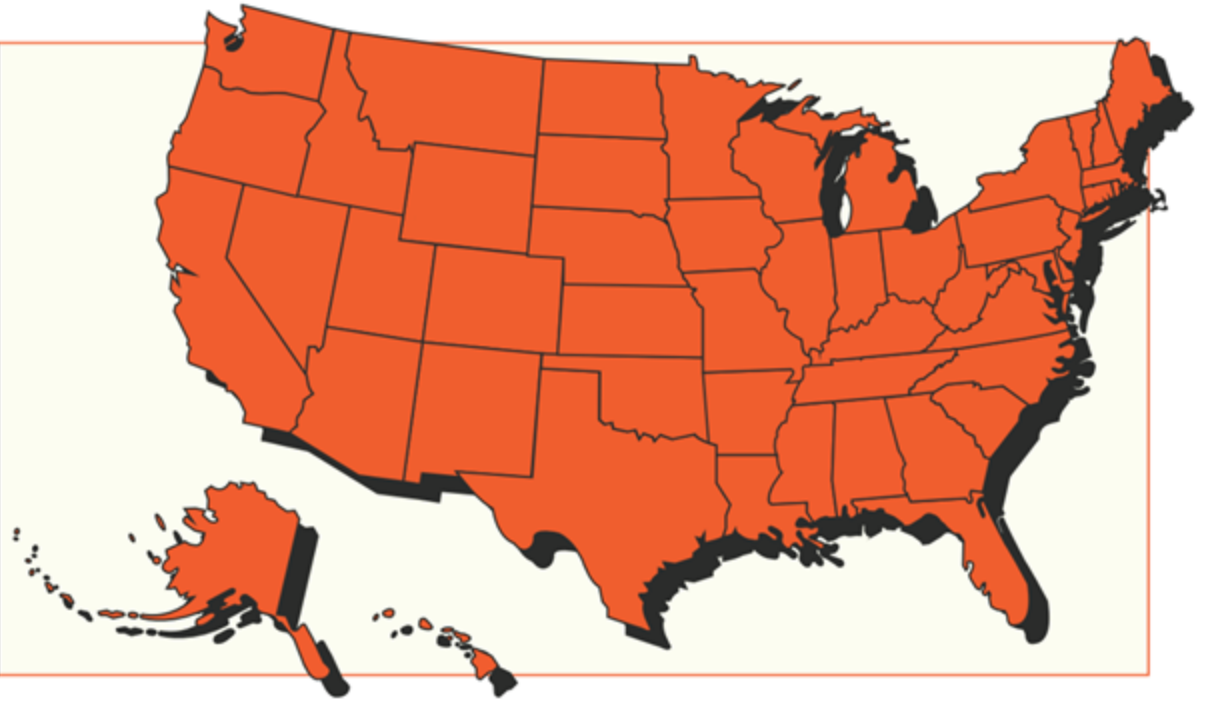
By 2030

$325.6B

Lost in GDP Impact

1.4M

Trade Jobs Unfilled Nationally



BRING BACK THE TRADES

bringbackthetrades.org/research

	Current Impact (2024)	Current People in Trades (2024)	Total GDP Lost	Trades Jobs Not Filled	Total Jobs Lost Throughout the Economy	Total Tax Revenue Lost (Local, State, and Federal)
			Projected Annual Loss to the Economy by 2030			
NEW ENGLAND	$45.9B	178,640	$11.1B	41,784	88,794	$2.4B
MIDDLE ATLANTIC	$159.3B	622,550	$23.9B	91,600	193,137	$5.2B
EAST NORTH CENTRAL	$191.9B	768,640	$41B	158,632	322,457	$9B
WEST NORTH CENTRAL	$99.2B	417,360	$22.9B	95,027	192,344	$5B
SOUTH ATLANTIC	$229.8B	1,134,341	$60.4B	292,663	548,818	$13.2B
EAST SOUTH CENTRAL	$68.2B	335,260	$17.9B	85,975	161,699	$3.9B
WEST SOUTH CENTRAL	$148B	753,510	$43.6B	216,264	401,328	$9.6B
MOUNTAIN	$111.9B	508,100	$37.9B	169,477	330,269	$8.3B
PACIFIC	$242.9B	875,700	$66.9B	238,744	522,323	$14.7B
NATIONAL TOTAL	$1.3T	5.6M	$325.6B	1.4M	2.8M	71.3M

Source: Parker Strategy Group

Numbers in this report are subject to rounding and may not perfectly sum.

PARKER STRATEGY GROUP

Checking the Facts

You have seen the national data, now let's make it a little more “personal” … Review your regions data— What resonates? Where are your “Trade Deserts”?



Everyone loves a good map...



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Comprehensive Center Network

REGION 1
Maine
Massachusetts
New Hampshire
Vermont

NHED

Mapping Bright Futures for New Hampshire

Using GIS Mapping to Explore CTE Program and Labor Market Alignment

Overview of Career Pathways and CTE Programs in New Hampshire

16 career clusters



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New Hampshire
Vermont

New Hampshire Department of Education (NHED) Vision for Education and Workforce Partnership



Vision Statement: Develops, Supports, Connects, and Invests in Pathways to Bright Futures



Fosters conversations among educators and employers to identify employment needs and education training opportunities to meet those needs.

Guides educational decisions for students and families.

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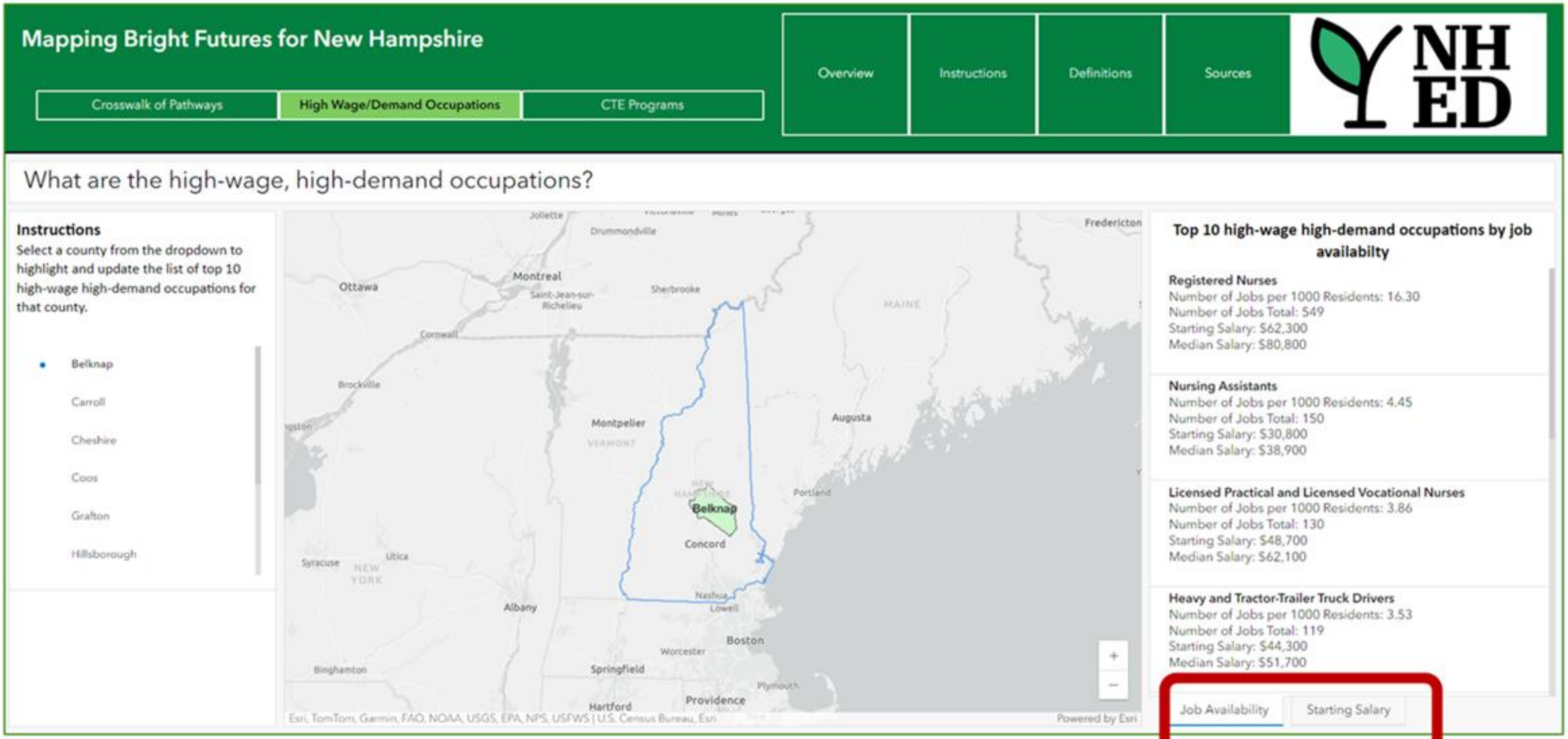
New Hampshire
Vermont

Purpose of Mapping Bright Futures for New Hampshire

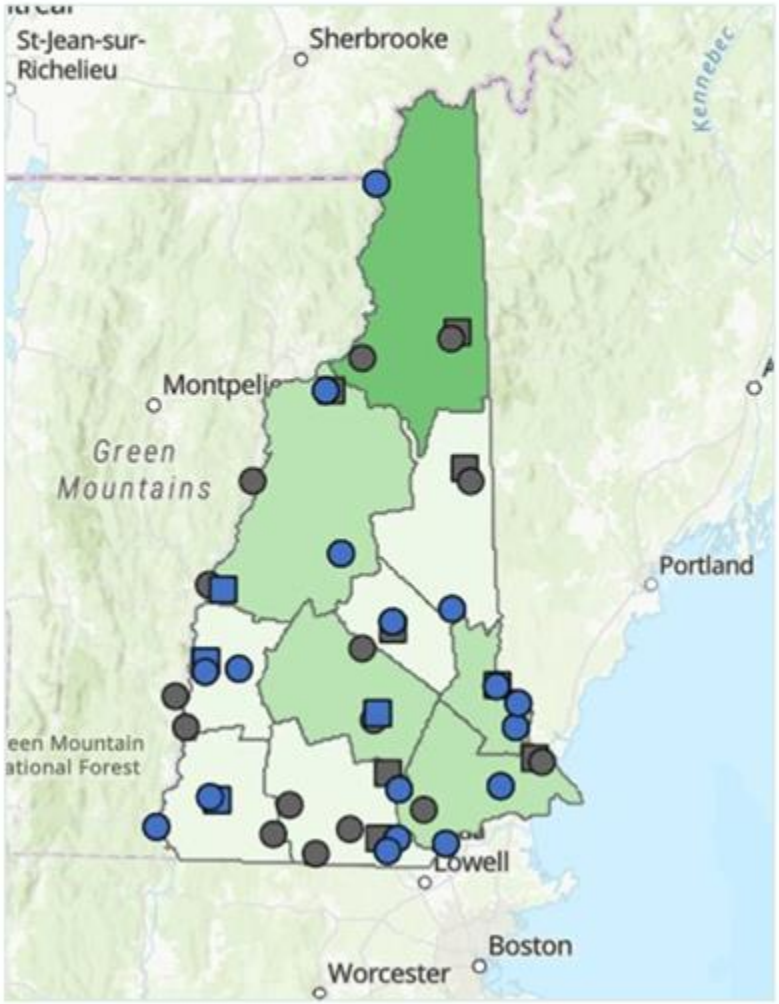
- Policymakers and CTE leaders will identify opportunities to
  - strengthen alignment between CTE programs and course content to high-wage, high-demand occupations and
  - increase local access to CTE programs aligned to high-wage, high-demand occupations.
- Families and students will identify local high-wage, high-demand occupations and aligned nearby CTE programs.

Dashboards—High-Wage, High-Demand Occupations by County



Mapping Bright Futures for New Hampshire Link

https://tinyurl.com/r1ccgis



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Gathering of the Minds. All of Them. In One Room.

UNH Extension Grit to Grow Summit 2026

Engage • Inspire • Build
New Hampshire's Future Workforce

The **Grit to Grow Summit** is an inaugural event bringing together families, educators, industry members, and civic leaders to explore New Hampshire's career pathways. Guided by statewide workforce-readiness data and youth engagement research, the Summit creates space for meaningful conversations, practical learning, and shared problem solving across sectors.

To help teens make immediate, informed connections to "what's next" while businesses can identify their future workforce, a Career & Education Expo will take place on Days 2 and 3- showcasing real employment opportunities, training programs, and educational pathways that can grow New Hampshire's future workforce now.





UNH Extension Grit to Grow Summit 2026

Engage • Inspire • Build

New Hampshire's Future Workforce







Day 1: Future Leader Experience

Focus on self-discovery, career exploration, and leadership development through workshops and social events.

Day 2: Youth & Workforce Connection

Engage youth with panels, skill-building, employer discussions, and career expo for workplace readiness.

Day 3: Career Expo & Development

Community career fair, industry forums, and professional development sessions to enhance workforce capacity.

Building your Collaborative

You have heard the data, you have seen some of the potential products, you know the benefit—**now who ya gonna call?**



Thank you and go build your Collaborative!

Questions:
Kate.Korbas@unh.edu



Meeting Recap and Final Feedback

Beyond Ready

Please share your feedback through the Google Form.

https://bit.ly/3MIdXE8

4-H is the youth development program of our nation's Cooperative Extension System.