

Beyond Ready

Together, preparing youth to build our community's future.

Tomorrow's success **depends on preparing youth today.**

University enrollment **is on the decline.**

Brain drain is a threat to economic vitality.

The **job gap continues to grow,** and we need to prepare the next generation.

WHY 4-H?

4-H elevates our visibility in the community and fuels long-term success

Extends our reach by engaging youth in every county

Leverages trusted, leading brand with proven impact model

Builds skills our community needs most to thrive in the future

Youth who participate in 4-H programs emerge:

Prepared with college readiness skills

Driven to lead in their communities

Skilled to drive economic growth

4-H IS SCALING OUR MODEL TO BUILD A READY GENERATION OF 10M KIDS

PATHWAY TO 10M

Building a pipeline of students and future leaders
- Creating pathways to success through academic and career readiness programs
- Expanding dual credit programs
- Increasing campus experiences

Investing in Educators
- Building a pipeline of educators
- Increasing educator retention
- Extending capacity by leveraging technology

Increasing our visibility by building a movement
- Deepening community engagement that extends our university's reach
- Growing partnerships at the federal, state and local levels
- Galvanizing a movement to reach 10M through Beyond Ready campaign

BEYOND READY CAMPAIGN

When youth participate in 4-H, they emerge ready for anything.

TENTPOLE MOMENTS

4-H 'Ready' Signing Season
Celebrating 4-H'ers as they graduate high school, demonstrating the various pathways forward for youth – including our university.

TIMING: May

4-H 'Ready' Fair
Meeting strongest constituents in their communities, demonstrating how 4-H leaders are beyond ready.

TIMING: June-August

4-H 'Beyond Ready' Week
Leveraging the power of 3,500 educators, 500,000 volunteers and 35 million alumni to tell our story of preparing youth together.

TIMING: First week of October

WAYS TO PARTNER

Support the Beyond Ready initiative to 10M by:

Support Your LGU 4-H Beyond Readiness Action Plan

Amplify 4-H Readiness Goal and Impact within Extension and Across your LGU

Identify Partnership Opportunities – internal and external

Elevate college credit and workforce development opportunities for youth audiences

Identify fund development and capacity building opportunities

More youth. More community. More 4-H.

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