# Beyond Ready

## 2025 National 4-H Leadership Meeting

Embassy Suites San Antonio Riverwalk, San Antonio, TX



## AGENDA AT A GLANCE

### SUNDAY, FEBRUARY 9, 2025

| | | |
|---|---|---|
| 4:30 – 6:00 pm | Meeting Registration | *Majestic Foyer* |
| 6:00 – 8:00 pm | Welcome Reception | *Majestic B* |

## DAY 1

### MONDAY, FEBRUARY 10, 2025

| | | |
|---|---|---|
| 6:30 – 8:30 am | **Breakfast Buffet**<br>Enjoy the hotel's complimentary breakfast buffet at your leisure prior to the start of our meeting at 8:30 am. | *Atrium* |
| 7:00 – 8:30 am | Meeting Registration | *Majestic Foyer* |
| 8:30 – 9:00 am | **Joint Session: Welcome and Meeting Overview** | *Majestic A & B* |
| 9:00 – 10:30 am | **Joint Session: 4-H Beyond Ready Initiative Summary & Action Planning Advancement**<br>Learn about the initiative's progress, including key milestones, action plans, donor feedback, and more. We'll reflect on updates, engage in small group discussions, and identify actionable next steps. | *Majestic A & B* |
| 10:30 – 10:45 am | Networking and Refreshment Break | *Majestic Foyer* |
| 10:45 am – 12:00 pm | **Breakout Sessions**<br>**4-H Program Leaders: Initiative Building & Year 1 Action Plan Advancement**<br>Share insights from Year 1 including your action plan processes, key takeaways, opportunities for growth, and exchange reflections to advance the initiative. | *Majestic A & B* |
| | **4-H Development Executives: Initiative Recap and Fundraising Readiness Assessment**<br>Review your organization's fundraising readiness, explore available resources, and identify opportunities to strengthen your efforts and close any gaps. | *Majestic C* |
| 12:00 – 1:00 pm | Lunch | *Atrium* |
| 1:00 – 2:30 pm | **Breakout Sessions**<br>**4-H Program Leaders: Mobilize Internal Contributions & Identify Engagement Strategies; Inform Tentpole Moments**<br>Explore strategies to empower and support 4-H staff in advancing initiative goals at the land grant institution level, including sharing innovative approaches, streamlining workloads, and building staff capacity. | *Majestic A & B* |
| | **4-H Development Executives: Message Development**<br>Learn how to leverage the 4-H Beyond Ready Initiative to secure new funding for 4-H state programs. This session will feature case studies and explore using key tentpole moments to effectively engage donors and partners. | *Majestic C* |

Support for this meeting provided by National 4-H Council.

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### AGENDA AT A GLANCE

## DAY 1

**MONDAY, FEBRUARY 10, 2025** *(continued)*

| | | |
|---|---|---|
| 2:30 – 2:45 pm | Networking and Refreshment Break | *Majestic Foyer* |
| 2:45 – 4:45 pm | **Joint Session: Mobilizing External Contributors & Engagement Strategies; Informing Tentpole Moments**<br>Learn how to engage new audiences, reframe the 4-H brand, and make the most of 4-H's tentpole moments. Discuss alumni engagement strategies, share ideas for upcoming initiatives, and identify resources to enhance outreach and impact. | *Majestic A & B* |
| 4:45 – 5:00 pm | **Joint Session: End of Day Recap & Pulse Check** | *Majestic A & B* |
| 6:00 pm | Regions' Night Out | |

## DAY 2

**TUESDAY, FEBRUARY 11, 2025**

| | | |
|---|---|---|
| 6:30 – 8:30 am | **Breakfast Buffet**<br>Enjoy the hotel's complimentary breakfast buffet at your leisure prior to the start of our meeting at 8:30 am. | *Atrium* |
| 8:30 – 8:45 am | **Joint Session: Welcome and Day 2 Overview** | *Majestic A & B* |
| 8:45 – 10:30 am | **Joint Session: Data Mindsets and 4-H Beyond Ready Measures**<br>Explore the 2024 4-H National Index Study and discuss plans for participation in the 2025 study. This session will highlight insights from public value listening sessions and include small group discussions to identify impactful data and strategies for effectively sharing the 4-H Beyond Ready story with partners and supporters. | *Majestic A & B* |
| 10:30 – 10:45 am | Networking and Refreshment Break | *Majestic Foyer* |
| 10:45 am – 12:00 pm | **Breakout Sessions: Year 2 Action Planning & Implementation**<br>**4-H Program Leaders: Growth Strategies With Equity Goals and LGU Bold Goals**<br>Focus on strategies to achieve the bold goal of creating a Beyond Ready generation of 10 million youth while prioritizing equity and impactful engagement. Celebrate progress from Year 1 action plans, share best practices, and discuss goals to drive momentum. Through lightning talks and table discussions, explore retention, internal and external partnerships, and virtual engagement to maximize reach and quality. | *Majestic A & B* |
| | **4-H Development Executives: Year 2 Action Planning for Fundraising**<br>Explore how to use data and stories to create impactful fundraising messages. Share best practices and strategies for leveraging tools like the National 4-H Index Study to support your efforts. | *Majestic C* |
| 12:15 – 1:30 pm | **Regional Lunches**<br>Locations to be announced | |

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### AGENDA AT A GLANCE

## DAY 2

**TUESDAY, FEBRUARY 11, 2025** *(continued)*

| | | |
|---|---|---|
| 1:30 – 2:30 pm | **Joint Session: Time for LGU Program Leaders and Development Executives to Meet and Advance Planning**<br>Collaborate to identify 1-3 actionable steps for your land grant institution to implement at home. Hear from peers as they share their plans, and contribute to discussions that will guide future planning efforts. | *Majestic A & B* |
| 2:30 – 2:45 pm | Networking and Refreshment Break | *Majestic Foyer* |
| 2:45 – 4:00 pm | **Breakout Sessions: Year 2 Action Planning & Implementation** | |
| | **4-H Program Leaders: Year 2 Action Planning and Informing the Design of the 4-H Beyond Ready Activation Summit (April 22-24, 2025)**<br>Collaborate on the design of the 2025 4-H Beyond Ready Activation Summit by identifying key objectives and valuable content. Discuss Year 2 Action Plan priorities, milestones, and strategies for successful local implementation. | *Majestic A & B* |
| | **4-H Development Executives: Year 2 Action Planning for Fundraising**<br>Develop your 2025 Action Plan by identifying key opportunities and strategies for leveraging the Beyond Ready initiative. Explore new approaches to position fundraising efforts and prepare for the April Summit. | *Majestic C* |
| 4:00 – 5:00 pm | Joint Session: Closing and Next Steps | *Majestic A & B* |

## DAY 3

**WEDNESDAY, FEBRUARY 12, 2025**

| | | |
|---|---|---|
| 6:30 – 8:30 am | **Breakfast Buffet**<br>Enjoy the hotel's complimentary breakfast buffet at your leisure prior to the start of our meeting at 8:30 am. | *Atrium* |
| 8:30 – 10:00 am | **ECOP 4-H Leadership Committee & 4-H PLWG Joint Meeting** | *Majestic A* |
| | **4-H Development Executives Meeting** | *Aztec Room* |
| 10:00 – 10:15 am | Networking and Refreshment Break | *Majestic Foyer* |
| 10:15 am – 12:00 pm | **ECOP 4-H Leadership Committee and 4-H PLWG Joint Meeting** | *Majestic A* |
| | **4-H Fund Development Executives Meeting** | *Aztec Room* |
| 12:00 – 1:00 pm | Lunch off-site | |
| 1:00 – 5:00 pm | **Breakout Sessions** | |
| | **ECOP 4-H Leadership Committee** | *Majestic A* |
| | **4-H PLWG** | *Aztec Room* |

** The 4-H PLWG will conclude their meeting at 5:00 pm on Wednesday, 2/12. The ECOP 4-H Leadership Committee will resume their meeting at 8:30 am on Thursday, 2/13 in Majestic A. Detailed meeting agendas for both groups will be provided by their Co-Chairs.

Support for this meeting provided by National 4-H Council.