

July 7, 2003

Dear 4-H Professionals,

Ohio State University Extension's 4-H Youth Development program provides educational experiences for Ohio youth both within and beyond the county. 4-H offers youth opportunities for leadership, volunteerism, and participation in learning experiences with clubs, classrooms, camps, fair, and conferences. It has become clear in the last couple of years that traditional public funding for Extension and 4-H is on a downward trend. As a premier youth development program, we want to maintain and grow our organization and program. The purpose of this letter is to help explain the new 4-H program plan for additional cost recovery.

As you are aware, over the past 2 years Ohio State University Extension has received budget reductions of over \$3 million dollars. Please refer back to the January 13, January 27, and February 6 e-mails from Director Keith Smith on budget reduction and restructuring decisions. Dr. Smith's administrative update of July 3, 2003 provides a summary of decisions made and challenges ahead.

Even in light of the budget reduction OSU Extension's goal is to continue maintaining and expanding high quality programs. However, with traditional sources of funding for OSU Extension and 4-H Youth Development decreasing, additional resources must be identified and secured to continue providing and enhancing non-formal learning opportunities for Ohio youth.

A \$2 million goal of additional cost recovery has been set by OSU Extension to ensure we have financial resources to keep our organization on the cutting edge with educational programs. This \$2 million goal is for July 1, 2003 - June 30, 2004 and to be ongoing. Priority areas that have been identified to reinvest these dollars include: (1) technology equipment and instructional designers and (2) grants to initiate and seed innovative programs across Ohio. As a result, 4-H Youth Development will benefit from being a part of a strong Extension program and the organization will have a greater capacity for educational program delivery and communication using enhanced technology resources.

An Ohio 4-H Cost Recovery task force was formed in the Spring of 2003 and charged with recommending a plan to generate \$500,000 that is a portion of the \$2 million goal set for Ohio State University Extension. Task force members included: Sara Kleon, Susan Russell, Keebler Holley, Peggy Kelly, Sherry Nickles, Beth Bridgeman, Lisa Bradley, Vicki Schwartz, Bill Harris, Lucinda Miller, Joe Campbell, Victoria Caropreso, Kyle Fogt (youth), and Lindsay Archer (youth). I had the opportunity to meet with this group for a face-to-face meeting and a follow up conference call. This group's leadership, insights, and willingness to address the challenge is greatly appreciated.

The task force met and began by brainstorming potential sources of cost recovery. Upon completion of the brainstorming session, members separated into groups to discuss and more clearly define potential sources of cost recovery. These groups focused on: contract for services, teaching packages, county fair, and fee-based income resulting in options for further discussion

The task force then met by conference call to discuss the options and made recommendations to the Assistant Director, 4-H Youth Development, Ohio State University Extension. I have also reviewed the information from the zoomerang questions related to cost recovery that was collected by Extension Administration this spring.

As a result of the task force recommendations and a review of the zoomerang survey the following recommendations are being implemented:

(1) A special 4-H task force will be created to identify critical youth needs and suggest/develop funding proposals that could be implemented in each of the counties or for specific regions. The task force will also identify 1-3 priority areas to develop "teaching packages" that can be marketed to recover additional costs.

(2) Jeff King and Keith Smith will meet with Ohio Fair Manager's Association to share Extension's budget situation, share the partnership that has been developed with the Ohio State Fair concerning entry fees, and review roles and responsibilities between 4-H and local agriculture societies.

(3) Implement the following fee based cost recovery plan

(3a) Member project books are currently \$2. The books were scheduled to go to \$3 as of July 1, 2003 (this increase was scheduled nearly a year ago). The task force has recommended an additional \$2 per member project book. The new cost of project books will now be \$5, effective immediately.

Resource guides and other 4-H cost publications will continue to vary in price and are currently based on print cost. As of July 1, 2003 these books were moved to a pricing formula of print cost x 2.5, 2.0, or 1.5 depending on total print cost of the publications. The task force recommended an additional \$2 be added to the formula, effective immediately.

(3b) A \$10 fee will also be charged to each school enrichment or special emphasis group, effective October 1, 2003. This fee will be in addition to any local fee and will be sent in by counties or districts on a quarterly basis.

(3c) A \$5 fee will be added to each individual who has been assigned to participate in a local Carteens program, effective October 1, 2003. This fee will be additional to any local fee and will be sent in by counties on a quarterly basis.

(3d) A \$5 fee will be added to each state 4-H event (i.e., Youth Expo, Leadership Camp, Volunteer Conference, etc.). The fee will be included in the program registration fee, effective October 1, 2003. This fee does not include state fair events at this time.

As a result of the above cost recovery efforts we hope to generate \$500,000 as a part Ohio State University Extension's goal of \$2,000,000. The other program areas are also developing programmatic plans to generate funds.

Next Steps

- (1) A series of conference call have been set up for me to review the plan and answer questions that individuals may have. The calls will also serve as a vehicle to identify the need for additional resources and/or information 4-H professionals may need to implement the plan. Dates and times for the calls are listed below. If you are interested in participating in one of the calls, please contact Sandy Annable (annable.1@osu.edu or call 614.292.6996) to register and get the call in information.

July 23 10-11 a.m.

July 24 1-2 p.m.

July 30 10-11 a.m.

July 30 2-3

Also feel free to e-mail me (king.20@osu.edu) with questions or suggestions.

- (2) A task force will be formed to develop a plan of action for Contract for Services and Teaching Packages. This group will come together in October 2003. Anyone interested should contact me.

In closing, I appreciate all of your efforts in providing leadership to the 4-H program. You will be receiving more information regarding Ohio State University Extension's cost recovery efforts over the next few weeks.

Sincerely,

Jeff King
Assistant Director, 4-H Youth Development
Ohio State University Extension

c: Keith Smith, Barb Ludwig, District Directors, District 4-H Specialists