

NAE4-HYDP Promotional Package Team Entry
Alachua County 4-H In School Teacher Marketing
Sale, M. L., Price, J., Nazario-Leary, C.

- **Objectives**

The objective of this promotional package was to educate public school teachers in Alachua County about 4-H In School programs available to their classrooms and to encourage teachers to sign up for free classroom programming by:

- Providing an overview of the 4-H In School programs available and emphasizing the benefits of the programs for their students.
- Highlighting how each program aligns with educational standards to help teacher recognize the value of incorporating 4-H In School into their classrooms.
- Encouraging collaboration between teachers and Alachua County 4-H by providing necessary information on how to sign up for programs and offering support for successful incorporation of 4-H In School into classrooms.

- **Target Audience**

The target audience was public school teachers in Alachua County.

- **Current Population**

Alachua County has approximately 1,200 public school teachers.

- **Methods Used**

First, the programs offered were developed, and a guide with the details including grade levels, standards met, and other pertinent information was created. Then, a brochure/digital flyer were created to promote each individual program. Next, a registration form was created in order to capture classroom information and requested programs. Then, a letter/email was drafted to send to all teachers in the county. Office staff assisted by creating a list of all teacher emails broken down by school and grade level/subject. All information was also added to the 4-H In School page of the Alachua County 4-H website. The email was sent out to teachers including the guide, flyer, registration information, and an invitation to the 4-H Open House to stop by the 4-H In School booth. Next, a design was created for magnets to distribute that said “The Alachua County 4-H Program loves our teachers!” These magnets were attached to an Open House flyer and distributed to all teachers throughout the county.

- **Impact Results**

Since implementing this promotional package, 54 4-H In School programs have been requested by 17 teachers at 11 different schools. This is a significant increase from prior years when marketing for 4-H In School programming was limited.

- **Information on the role the applicant had in the entry**

Jesse Price, Cynthia Nazario-Leary, and Mary Lee Sale created the content. Mary Lee Sale and Jesse Price created the designs.

- **Publisher's Requirements**

UF/IFAS Extension requires proper use of organizational logos, including the 4-H clover, and for the designs to align with branding standards including proper fonts, colors, graphic elements, etc.

- **Production Costs**

A grant provided funding of \$500 to purchase the teacher magnets. A free nonprofit version of Canva Pro was used to create each piece. Printing was done in-office using the general office budget, meaning there was no cost to the 4-H program to develop this promotional package.

- **Other information**

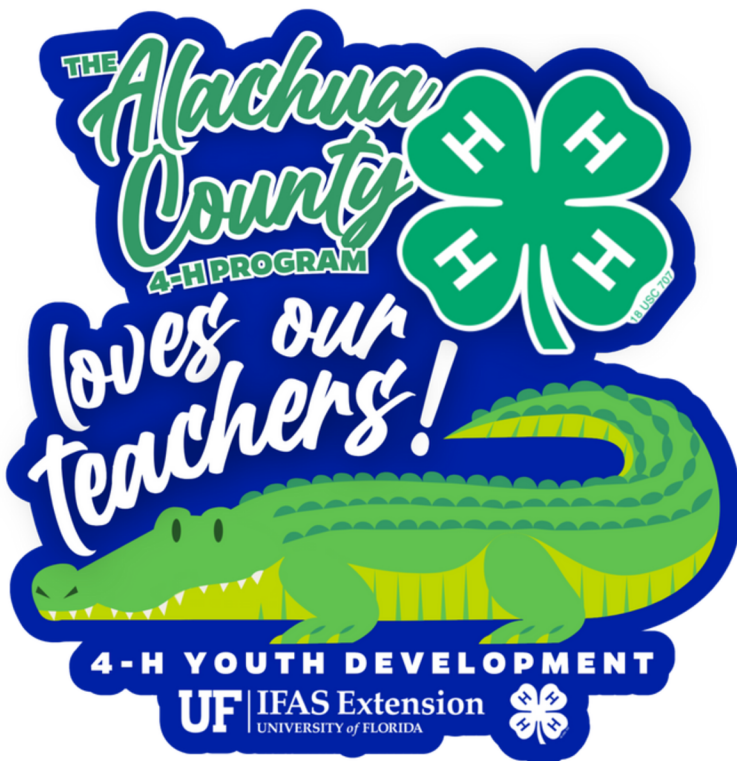
Website includes 4-H In School page: <https://sfyl.ifas.ufl.edu/alachua/4-h-youth-development/4-h-topics/4-h-in-schools/>



Teachers received
a magnet
attached to an
Open House flyer



Back of flyer
included the
magnet design



3200 magnets
were ordered and
distributed to all
teachers in the
county



Fw: 4-H In School Programming



Jesse Price <jprice@alachuacounty.us>
To Sale, Mary Lee

Retention Policy Inbox UF (3 years)

If there are problems with how this message is displayed, click here to view it in a web browser.

Expires 10/21/2027

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Mon 10/21/2024 2:30 PM

4-HInSchool.pdf
574 KB

2024 Open House.pdf
3 MB

4-H In School Alachua County Flyer.pdf
2 MB

Open PDFs in Adobe Acrobat

Dear Alachua County Teachers,

As you continue to inspire and guide our students towards excellence, I wanted to bring to your attention an exciting opportunity for enriching their learning experiences: 4-H In School programming!

4-H is a renowned youth development organization that empowers young people with the skills to lead for a lifetime. Our programs are designed to foster creativity, critical thinking, and community engagement, aligning seamlessly with educational standards. We are thrilled to offer these programs to your classroom at no charge.

We understand the importance of aligning extracurricular activities with classroom learning objectives. Therefore, our programs complement your teaching efforts while providing students with a unique opportunity to explore new interests and develop valuable skills.

For a full list of available programs and activities, please see the attached document which includes key details and [registration link](#). Should you have any questions, please do not hesitate to contact me at jprice@alachuacounty.us or 352-955-2402 for more information. Additionally, if you are interested in starting a 4-H Club at your school, you can reach out to the Alachua County 4-H Agent, Mary Lee Sale, at msale@ufl.edu for more information on that process.

We would also like to invite you and your students to our 4-H Open House event on November 16, 2024 to learn more about 4-H clubs and 4-H In School programming. The flyer is attached, and we encourage you to share this with the families of students in your classroom, as well as attend yourself!

Thank you for considering this opportunity to enhance your classroom experience with 4-H programming!

Thanks,
Jesse Price

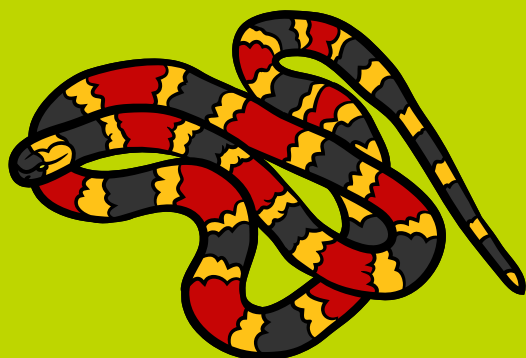
Jesse Price
Program Coordinator
UF/IFAS Alachua County Extension
22712 W. Newberry Road • Newberry • FL • 32669
352-955-2402 (office)

FLORIDA 4-H IN SCHOOL



Teacher Guide

A guide to the programming provided by 4-H to classrooms in Alachua County



ALL ABOUT SNAKES

Get ready to slither into the fascinating world of snakes! From diverse species and cool adaptations to conservation efforts and staying safe. Discover the snakes commonly found in your area and learn how to identify them. Plus, enjoy coloring sheets and a Love Letter activity to show your appreciation for these scaly creatures!

EMBRYOLOGY

4-H Embryology provides teachers with the opportunity to hatch chicks in their classrooms! We provide equipment and a curriculum to guide your class through the 21-day hatching process. This is an immersive project that can cover nearly every subject!



ENVIRONMENTAL EDUCATION



Calling all curious minds! Jump into the wild world of nature and the environment with some super fun educational activities. Check out Project Learning Tree, Project WILD, and Aquatic WILD. These programs pack a punch, covering all the bases from Science to Math and Language Arts. Get ready to explore!



An Equal Opportunity Institution. UF/IFAS Extension, University of Florida, Institute of Food and Agricultural Sciences, Andra Johnson, Dean. Single copies of UF/IFAS Extension publications (excluding 4-H and youth publications) are available free to Florida residents from county UF/IFAS Extension offices.



PUBLIC SPEAKING

Public speaking is one of the most useful skills to have and yet, it is one of the top phobias in America. We make public speaking easy by hosting classroom and school speech contests for your students. This program is sponsored by Florida Power and Light.

EVOLUTION

Learn about how different organisms have developed and changed over millions of years through evolution. Make learning even more fun with the Mars Chocolate Phylogenetic Tree Activity!



ENVIROSCAPE

Do you know where your drinking water comes from? With this interactive landscape model, your class will get hands-on experience learning about how different types of pollution on land can affect the aquifer, the source of our drinking water!

SCHOOL GARDENS

Is your school interested in creating a school garden? Does your school already have one that needs a little help? Looking for activities to do in a garden or other natural area? Work with the Florida Master Gardener volunteers to make your garden a great place to work, grow, teach, learn, read, and relax.



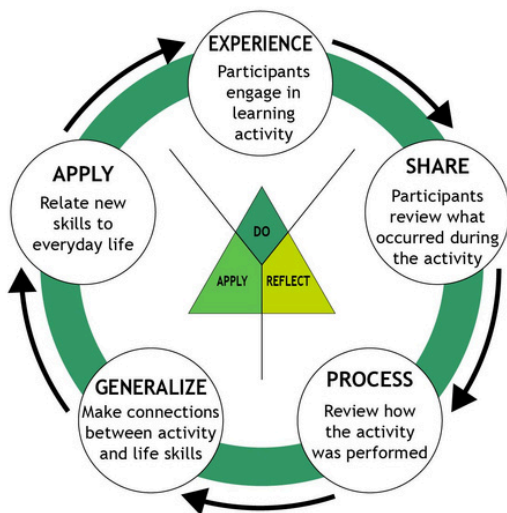
For more information, scan here or Contact:

Jesse Price
Program Coordinator, UF/IFAS Extension Alachua County
jprice@alachuacounty.us
352-955-2402



Benefits of 4-H YOUTH DEVELOPMENT

4-H is America's largest youth development organization. Through 4-H, youth are put on a trajectory to thrive through experiential learning in a strong developmental context. The 4-H Thriving Model is the theory of change for positive youth development in 4-H. High quality 4-H program settings provide youth a place to belong, matter and explore their personal spark. High quality settings foster developmental relationships with youth, relationships that express care, challenge growth, and share power. These components help ensure that 4-H programs provide a nourishing developmental context – a place where youth can belong and grow.



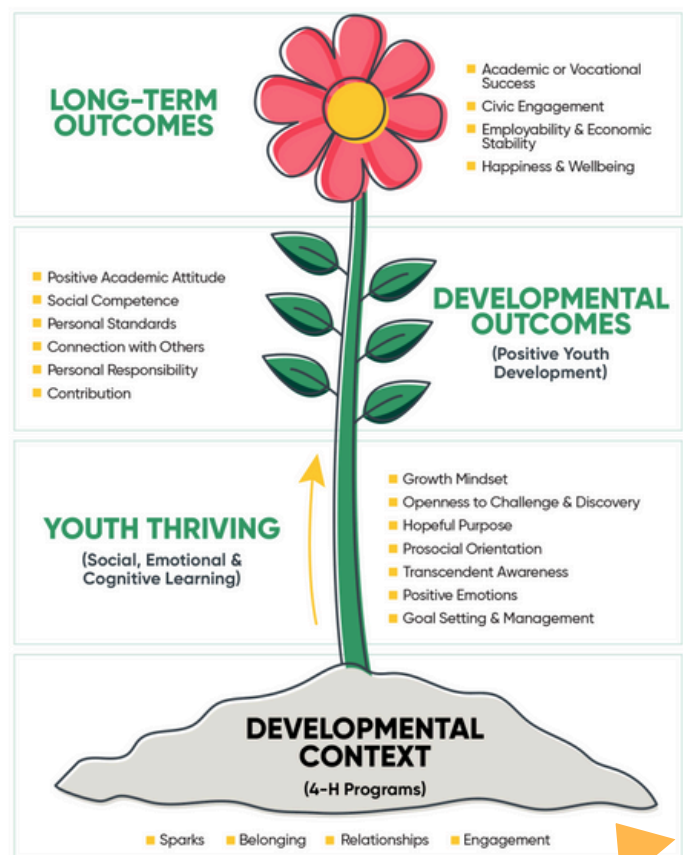
Source: <https://4h.extension.wisc.edu/resources/volunteer-resources/4-h-foundations/experiential-learning-model/>

Current research points to the advantage of authentic instruction that involves “active knowledge construction” by learners, relevance, active feedback on learner progress, ongoing opportunities to rethink and reflect, and highly interactive learning activities (Eccles & Gootman, 2002). For decades, 4-H Youth Development has been using active knowledge construction processes through a process called experiential learning.

WHY USE EXPERIENTIAL LEARNING?

- Multiple senses can increase retention.
- Multiple teaching methods can be integrated to maximize creativity.
- Child-centered learning becomes the focus.
- Discovery of knowledge and solutions builds competence and confidence.
- Students can learn life skills that will be used, in addition to subject matter content.
- Learning is more fun!

4-H Youth Development relies heavily upon the five steps of the experiential learning model to teach life skills (Figure 1). The sequential steps of the model help students identify what they have learned from a 4-H experience or activity and to apply that learning to other experiences or situations. This model requires that the “teacher/leader” be very clear about the skill or concept targeted and that the experience and the processing questions are designed to support that learner goal. The experiential learning process engages the learners in all phases of the activity, resulting in the ability to generalize this learning to new situations.



Source: <https://helping-youth-thrive.extension.org/home/>

You are here

4-H In School



Program Name: Eggcellent Adventures in Classroom Embryology

Description: Classrooms receive an incubator, fertilized eggs, and curriculum/teaching materials to hatch chicks! This is an immersive project that can cover nearly every subject.

Time Needed: 1 month

Target Audience: Grades 2-4

Educational Standards: Multiple across subjects;

Availability: Spring

Registration Link: https://ufl.qualtrics.com/jfe/form/SV_6L1XxmVp6WrF4WY

Program Name: All About Snakes

Description: Get ready to slither into the fascinating world of snakes! From diverse species and cool adaptations to conservation efforts and staying safe. Discover the snakes commonly found in your area and learn how to identify them. Plus, enjoy coloring sheets and a Love Letter activity to show your appreciation for these scaly creatures!

Time Needed: 30-120 min, or multiple days in class

Target Audience: All Grade Levels

Educational Standards: SC.K-912.L.14-19

<https://www.cpalms.org/public/search/Standard>

Availability: Year-round

Registration Link: https://ufl.qualtrics.com/jfe/form/SV_6L1XxmVp6WrF4WY



4-H In School



Program Name: Florida 4-H Public Speaking Powered by FPL

Description: We make public speaking easy by hosting classroom and school speech contests for your students. There is an introductory classroom workshop, then students write a speech on a topic of their choice to be delivered at the classroom contest. Participants are invited to compete at the county-level contest in the spring. This program is sponsored by Florida Power and Light.

Time Needed: 1 hour introductory workshop; 1 day classroom contest

Target Audience: Grades 4-6

Educational Standards: ELA.4/5/6.C.1, ELA.4/5/6.C.2, ELA.4/5/6.C.3, ELA.4/5/6.C.4, ELA.4/5/6.C.5, HE.4/5/6.R.2, HE.4/5/6.R.4

Availability: Fall

Registration Link: https://ufl.qualtrics.com/jfe/form/SV_6L1XxmVp6WrF4Wy

Program Name: Improv! For Real Life

Description: One of the most common fears in the U.S. is public speaking. Youth will have the opportunity to learn about Improv and how it can be used in everyday life. We will play different games and exercises to help build improv skills, which may surprise you as being several 4-H Life Skills as well. This program works well in conjunction with Public Speaking or as a standalone program.

Time Needed: 1-2 hours

Target Audience: Upper Middle-High School

Educational Standards: TH.68-912.C/S/O/H/F.1-4.1-8

<https://www.cpalms.org/public/search/Standard>

Availability: Year-round, works well in conjunction with or as an intro to Public Speaking

Registration Link: https://ufl.qualtrics.com/jfe/form/SV_6L1XxmVp6WrF4Wy



4-H In School



Program Name: EnviroScape

Description: Do you know where your drinking water comes from? With this interactive landscape model, your class will get hands-on experience learning about how different types of pollution on land can affect the aquifer, the source of our drinking water!

Time Needed: 30 min

Target Audience: All Grade Levels

Educational Standards: SC.4.E.6.2-3,6, SC.5.E.7.1-2, SC.6.E.6.1-2, SC.6.E.7.4, SC.7.E.6.6, SC.912.E.7.3, SC.6.N.1.4, SC.7.N.1.5, SC.8.N.4.1, SC.8.N.1.2, SC.8.N.1.4, ELA.K12.EE.1.1, ELA.K12.EE.1.1

<https://www.cpalms.org/public/search/Standard>

Availability: Year-round

Registration Link: https://ufl.qualtrics.com/jfe/form/SV_6L1XxmVp6WrF4Wy

Program Name: School Gardens

Description: Is your school interested in creating a school garden? Does your school already have one that needs a little help? Looking for activities to do in a garden or other natural area? Work with the Florida Master Gardener volunteers to make your garden a great place to work, grow, teach, learn, read, and relax

Time Needed: Varies. In class or after school

Target Audience: All grade levels

Educational Standards: Variety of Standards across multiple subjects

<https://www.cpalms.org/public/search/Standard>

Availability: Year-round

Registration Link: https://ufl.qualtrics.com/jfe/form/SV_6L1XxmVp6WrF4Wy



4-H In School



Program Name: Evolution

Description: Learn about how different organisms have developed and changed over millions of years through evolution. Activities include: reading books, Coloring and activity pages, online activities, Animal Classification Activity, Mars Chocolate Phylogenetic Tree Activity, and more!

Time Needed: 30-60 minutes

Target Audience: K-12

Educational Standards: SC.K-912.L.14-19.1-8, SC.K-912.N.1-4.1-7

<https://www.cpalms.org/public/search/Standard>

Availability: Year-round

Registration Link: https://ufl.qualtrics.com/jfe/form/SV_6L1XxmVp6WrF4Wy

