

## MEMORANDUM OF AGREEMENT

between

4-H

and

**Afterschool Alliance**

### ***The Afterschool Alliance***

*The Afterschool Alliance (AA) is a nonprofit organization dedicated to raising awareness of the importance of after-school programs and advocating for quality, affordable programs for all children. It is supported by a group of public, private and nonprofit organizations that share the Alliance's vision of ensuring that all children have access to after-school programs by 2010.*

*Creating more after-school programs, increasing program quality and moving toward long-term sustainability requires building strong public will in support of after-school. The Alliance was created to conduct this public awareness and advocacy work.*

### **4-H**

*4-H is the youth development education program of the Cooperative Extension System made up of state land-grant universities, 4-H Foundations, and the Cooperative State Research, Educational and Extension Service of the US Department of Agriculture. Both organizations strive to connect their services with communities to improve the condition of youth and agree that expanding the number and quality of partnerships between AA and 4-H is desirable and for the benefit of children. These organizations realize that by forming a strategic partnership they can avoid duplication of efforts at the national, regional and local levels, as well as capitalize on the individual strengths of each organization to achieve the goal of improved conditions for youth.*

In general, 4-H Afterschool and AA agree to the following high-level activities:

1. Encourage their respective members to support the other's programs in their communities and to seek collaborative opportunities whenever feasible and mutually beneficial;
2. Use as appropriate and available their respective print and electronic communications to inform networks of the other's programs and services;
3. Jointly recognize the work of AA and 4-H at the local, state, and national levels to help communicate the successful partnership;
4. When feasible and mutually agreed upon, cooperate on and jointly develop grant proposals, RFPs, and other revenue-producing efforts for the expansion of AA/local 4-H program services to children and youth;

5. Respectively provide preferred consideration for exhibit booth space and presentation time at national, regional and state gatherings;
6. Respectively share information and data relative to programs and services provided at the local and national levels;
7. Increase collegiality, recognition, support and resource sharing;
8. Strategically leverage resources among organizations; and
9. Include minority, limited English proficient, and disabled populations in local programs during the implementation of the goals of the partnership

### **Proposed Specific Activities**

The following activities build on the respective strengths of the two organizations. Recognizing that each can benefit the other, we propose undertaking the following efforts, although collaborations should and will not be limited to these activities.

1. *4-H Afterschool and the Afterschool Alliance will develop resources and tools that 4-H can use nationally and that 4-H programs can use locally. These resources and tools include:*
  - Guidance for programs looking for funding resources;
  - Training materials for providers on how to talk about the good work 4-H Afterschool is doing in their communities;
  - Lights On Afterschool! materials tailored to 4-H Afterschool programs and building successful check-signing ceremonies for those programs that receive grants from the JCPenney Afterschool Fund; and,
  - Advocacy training for 4-H volunteers, parents and youth.
2. *The Alliance and 4-H will work together to connect their respective networks. The Alliance will make sure that 4-H Afterschool state contacts are connected with Alliance Afterschool Ambassadors. In addition, the Alliance will be sure that 4-H Afterschool state contacts are connected with after-school state networks, as appropriate.*
3. *The Alliance and 4-H will work together to get 4-H programs to “tag” Alliance PSAs in 4-H Afterschool communities. This will help 4-H Afterschool market itself, and increase the Alliance’s PSA reach in rural markets. To this end, both parties will undertake the following activities:*
  - The Alliance will give materials to 4-H to promote this opportunity and will speak at any upcoming appropriate venues (conferences, internal meetings, etc.)
  - The Alliance will ask the Ad Council to create spots and provide media contact information for the use of 4-H program providers.
  - If funds are available, 4-H and AA will work together to take advantage of special opportunities in 4-H markets, such as creating flyers, posters or billboards for youth playing fields or local team ballparks.
4. *Given 4-H’s rich and extensive experience in working with youth and engaging them in civic activities and getting them involved in community and 4-H initiatives, the Alliance seeks 4-H’s advice on getting youth involved in the national after-*

*school movement. AA would see 4-H's guidance in developing tools in the following areas:*

- Engaging local youth in the Alliance's PSA outreach, such as including youth in meetings with PSA directors, encouraging youth to write individual letters to local media or send media a joint sign on letter or petition about the PSA.
- The Alliance will also collaborate with 4-H to develop and conduct youth surveys about after-school that can be presented to the school, mayor, or other leaders; to motivate youth to start and pursue petitions around the after-school issue; to get local youth PSAs or video messages to local leaders; to involve after-school youth by getting them to create web banners that students and programs can place locally; to provide training and tools for youth that would result in presentations on after-school, email chains or other word of mouth campaigns for youth to reach their peers about after-school.
- The Alliance would see 4-H advice on forming Youth Advisory Groups, perhaps by tapping existing 4H Youth Councils.

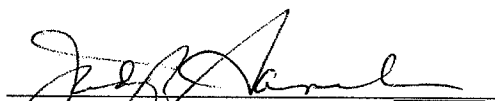
5. *Recognizing the importance of bringing youth into the after-school movement and that they are the most powerful messages of the benefits of after-school, the Alliance would like to work with 4-H to develop a number of additional joint ventures that would involve youth. Potential ideas include:*

- Determine if after-school might be presented to Youth Councils nationwide as an option for their year-long activity, as raised recently in an exploratory conversation with 4-H. (Each year, the Councils adopt one issue to work on in their communities. The issue is selected by youth, but there is an opportunity to have after-school presented as an option for selection. Year-long activities on the issue are developed and implemented by youth.)
- National promotions to collect and promote youth voices around after-school, such as essay contests/participation in stakeholder activities. This content will be shared with policymakers, media and the after-school field through existing Alliance communications and activities.
- The Alliance and 4-H will work together to determine the opportunities for incorporating 4-H program participants (youth) into the May Afterschool Challenge. Opportunities include receiving media and public awareness training, attending the awards breakfast on Capitol Hill, speaking to after-school providers and dignitaries about their after-school experiences, among other activities.
- Recognizing the opportunity *Lights On Afterschool!* presents for youth to talk about and celebrate their after-school experiences, the Alliance and 4-H will work together to create a culminating youth activity for *Lights On Afterschool!* Both groups realize enlisting additional organizations for this endeavor will be explored.

6. *The Alliance anticipates that in 2005 education policymakers will undertake development of comprehensive change in secondary education. This presents an opportunity for the after-school community to come together to discuss how after-school best fits into this campaign. The Alliance hopes to bring together a group of after-school providers and advocates to develop a new "High School Afterschool" initiative. While the details of this effort have yet to be defined, the Alliance hopes to work with leaders in after-school, such as 4-H, to determine*

*how after-school programs best serve the needs of high school youth and how after-school fits in the changing landscape of high school education. (The recent criticisms of secondary education in the US point to problems around young people with high school diplomas and no practical skills to enter the workforce, and others arriving on college and university campuses in need of remedial education to prepare them for postsecondary coursework.)*

- The Alliance tentatively plans to announce a collaborative effort among after-school providers and advocates that would aim to develop an agenda for after-school within the larger reforms of secondary education in early 2005.
  - Later in 2005, likely around the 2005 DC Afterschool For All Challenge, the Alliance will announce the policy agenda developed by the collaboration relative to after-school and secondary education. (To this end, the expertise that 4-H has in engaging youth and eliciting input from them will be invaluable. The Alliance fully expects to put together a Youth Advisory Council in this effort.)
7. *In the wake of the elections in 2004, the Alliance will host a meeting of principals in the after-school community to discuss the state of after-school and how best to proceed given the expected political landscape in Washington, DC and the country. The Alliance will invite 4-H to participate in this gathering and hopes they will attend and contribute.*
8. *The Alliance would like to work with 4-H on ways to address the obesity crisis among young people and incorporate healthy lifestyle curricula in after-school programs nationwide. 4-H is already doing work in this area, as is the Alliance.*
9. *The Alliance would like to convene the media professionals of each of the JCPenney Afterschool Partners to discuss the nuances of pitching after-school and associated issues to the press at the local, regional and national levels. The Alliance would work with the partners to develop an agenda that would ultimately encourage strategic media plans amongst them going forward, as well as the sharing of information and expertise as each of the partners works to bring attention to the importance of after-school and the good work being done in local communities. The Alliance hopes to establish this as a regular convening.*



Judy Samelson  
Executive Director  
Afterschool Alliance

Date: 11.11.04



Donald T. Floyd, Jr.  
President & CEO  
National 4-H Council

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