NAE4-HYDP WORKING GROUP STRATEGIC LONG RANGE PLAN: 2020-2021

Working Group Name: Communication & Expressive Arts  WG Co-Chair: Clark Colby, IA, Kameran Ulferts, NE
Date: October 2020 – September 2021  WG Co-Chair-Elect: Dallas Howard, IN, Brittany Hamilton, WY
Past Co-Chairs: Pam Watson, WSU & Sheryl Moll, MSU

GOALS:
1. Create 4-H Communication & Expressive Arts (CEA) opportunities for youth, volunteers, and extension professionals incorporating CEA into one or more of the National 4-H Mission Mandates: STEM (STEAM), Health, Civic Engagement.
   a. With the long term goal of Communication and Expressive Arts being a National 4-H Mission Mandate. Incorporate “Design” in descriptions.
2. Share opportunities/information for professional development relevant to NAE4-HYDP C & EA members.
3. Develop and utilize evaluation which shows the impact of a Communication & Expressive Arts program(ing).
   a. Qualtrics evaluation for grab and gos, can this be automated after download
   b. Bigger picture communication and expressive arts impact studies, what the value of the arts are at the state level?
4. Provide marketing and outreach, through a web presence, which allows for professionals to share their programs in the area of Communication and Expressive Arts.
   a. Maintain the wordpress site, Or national resource access location. Possibly Shop 4-H? Vetting process? Talk to national association officers to understand this structure and process. 4-h.org has a location.
5. Recognize Excellence in Communication & Expressive Arts.
   a. Annual award recognition, 3 committee jurors to review applicants.
6. Understand the structure of all extension universities positions relative to CEA?
   a. Communication and Expressive Arts Positions, at the state, university, extension, county levels.
<table>
<thead>
<tr>
<th>Objectives</th>
<th>Action Steps</th>
<th>Position/Pers on Responsible</th>
<th>Target Date</th>
<th>Status Report</th>
<th>Budget</th>
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</thead>
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| Web presence **Social Media Presence /Arts Showcase-** WordPress Page [https://4hartshowcase.wordpress.com](https://4hartshowcase.wordpress.com/) | ● Continue to evaluate process used to post items on the website  
● Provide instructions on how to post OR provide contact information to the person(s) responsible for posting  
● Work to create a page of existing links to different state curriculum and resources  
● Review demographics collected. Report the Qualtrics Data as it has been going for almost a year now. | subcommittee  
Jenny Murray, WV, NEED TWO MORE PEOPLE | July 2021 | Ongoing |  |
| Development of Grab N Go Lessons | Continue work on Grab N Go Lessons with the development of three additional lessons. To submit new lesson(s), upload the lesson at [https://wvu.qualtrics.com/jfe/form/SV_2uIizl7IyI54UK1](https://wvu.qualtrics.com/jfe/form/SV_2uIizl7IyI54UK1) | All professionals | Ongoing | Ongoing |  |
| Communicate products to staff and volunteers | Remind people to submit successful programs  
- Complete the review of existing lessons with inclusion of National Education Standards, checking web links and resources, authors, etc.  
- Submit existing lessons to NAE4-HA Curriculum Review  
- Re-submit NAE4HA professional dev. webinar to promote Grab N Go lessons  
- Continue to collect data of end user(s) and audiences. | Karla Knoepfli, OK  
Jenny Murray, WV |  |
| NAE4-HYDP Opportunities | Re-submit NAE4-HYDP professional dev. webinar to promote Grab N Go lessons  
- Research Inspire Roundtable/Innovative Stations/workshop for 2021 Conference | Karla Knoepfli, OK  
WG Chairs | Feb 2021 Proposals due  
Designated deadline |
| To continue development of the Communication & Expressive Arts Working Group | ● Set dates for Working Group Meetings  
● CEA recognized as a mission mandate | Clark Colby, IA and Kameran Ulferts, NE | Nov. 2021 | ✓ |
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<tbody>
<tr>
<td>Partnerships (National)</td>
<td>● Explore a potential connection with Joann’s</td>
<td>Karla Knoepfli, OK;</td>
<td>Ongoing</td>
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| Evaluation Instrument | ● Develop a universal instrument that can be used with any lesson  
● Utilize Common Measures 2.0 where appropriate  
● Utilize Qualtrics | Sub Committee What do states use? | Ongoing | |
| National Camera Corp | ● Sharing/Scaling up the existing program in Iowa and Missouri to a National Level | Clark Colby, IA; Bradd Anderson, MO; Molly, IA; Jennifer, PA; Joyce, TX; Capri, PA | Update in December | |
| Excellence in Communication & Expressive Arts Award | ● Judge National Awards | Chairs | | |