01/15/2021

To: 4-H Stakeholders

From: Christopher Petty, Program Specialist. Division of Youth and 4-H

Subject: 2021 National 4-H Conference Update

Theme: Shaping the Future
Dates: April 10-14, 2021 Virtual Format

Keynote Speaker: Michelle Cummings M.S, a former Kansas 4-H member, is the Big Wheel and founder of Training Wheels, a known leader in the Team Development industry. She is also the Co-Founder and Chief Creative Officer for Personify Leadership, a Leadership Development organization. Michelle is an accomplished author and a dynamic, sought-after speaker in the areas of leadership, teambuilding, and experiential learning. Michelle has created a wide variety of facilitation, debriefing and teambuilding activities that have collectively changed the way trainers and educators work.

Cap note Speaker: TBD

Welcome Statement: Provided by the Secretary of Agricultural / designated representative

Times: Virtual hours set in time blocks (recognizing that not all time in block must be spent in session) *Delegates may be expected to meet virtually, via ZOOM, during the weeks leading up to the conference to work on agency briefings, with their collegiate facilitators. Block activities may include ice breakers, briefing work, teambuilding, official welcomes, formal presentations, etc.

- Saturday, Sunday April 10th and 11th Blocks: 11am-9pm EST
- Monday April 12th Block: 4pm-9pm EST
- Tuesday 13th Agency Briefings (must be done when agencies are open) Block: 1pm – 4pm EST (with briefings to take place approximately 1:30 until 3:15) EST, and debriefings to follow.
- Wednesday 14th – Daytime hours are open for delegations to meet with state representation (state staff will work on their own to facilitate these).
  - Conference block between 6-8pm EST
    - Conference closing activities
Cost: $325 for youth participants. Adult chaperones are free but need to register to attend. Maximum 350 Participants

Registration Timeline:

- January 26: Registration opens (online only, no paper forms)
  - Active link will be available on the National 4-H Conference Website
- February 23: Late registration begins $50 upcharge per delegate
- March 2, 5:00 pm EST: All registrations close.

Additional information, including registration forms for youth and adults, (used to help gather registrant information - States will officially register delegates online), federal briefing topics, and code of conduct forms are forthcoming.

Value Statement:

Understanding that we can never fully re-create an in-person experience in a virtual space, we are putting plans in place to give participants the opportunity to take part in a positive and engaging 2021 National 4-H Conference. Federal agency briefings, keynote and cap note speakers, interactive workshops, fun activities allowing youth to connect with one another, a Capitol Hill experience and the new Secretary of Agriculture’s welcome will be presented on this state-of-the-art virtual technology platform designed especially for youth. In addition, a special 4-H Shoutout program conceived of and designed by our Conference Youth Leadership Team will be a feature this year in which delegates will have an opportunity to shoot a video telling their 4-H stories which will be shared with attendees. After the conference states may use these videos in their 4-H programs and promotions. Participants will additionally receive an exclusive conference box, including curriculum, tips and tools they can use in their local 4-H work, a conference T-shirt and 4-H items to help bring a little bit of the excitement of the conference into the home settings. The registration cost covers the conference materials box, speaker fees, online facilitation costs, registration services, IT, etc. It is the hope that the lower registration cost and no transportation costs will allow for greater numbers of youth to participate. While virtual conferences do not include room and board several additional programming costs are incurred to make the experience top notch and highly engaging. The fee has been reduced from the usual in-person youth price of $975 to $325, a savings of 66%! Adult chaperones who normally pay $1100 to participate will be part of this years’ experience at no charge. We will be able to accommodate up to 350 youth for the Conference this year and we hope that every one of those slots are filled! Recognizing that internet connection may be an issue for some youth delegates, we ask that local Extension units work with delegates on strategies for participation. Please contact us for more details.