

Strengthening and Expanding 4-H Latino Outreach Priorities for 2009-2014

The following outline identifies the priorities of the Oregon 4-H Latino Outreach Project for 2009-2014. Work in each of these areas will strengthen current programs and foster expansion of Latino outreach statewide. Despite our current economic challenges, we must not lose sight of the fact that the future success of 4-H depends on its ability to adapt to serving Oregon's increasingly diverse youth population. These priorities are designed to keep 4-H focused on the steps necessary to successfully involve Latino youth and families in the many program opportunities that 4-H offers.

1. Core/sustainable staffing for Latino outreach

- As state and county funded 4-H positions open, make bilingual/bicultural skills in Spanish/Latino culture a preferred qualification.
- Make the involvement of Latino youth in 4-H clubs and other programs delivered outside the school day an expectation for all 4-H programs in counties having a school district with a Latino enrollment of 10% or greater.

2. Development of strategic partnerships at the county level

- Identify what other organizations provide or are interested in providing services to the Latino community. What support does each group bring to the table?
- Link with educational institutions (K-12, colleges, universities).
- Promote 4-H as a community partner with access to the research base in positive youth development and in working with Latino youth and families.

3. Continued development of a county volunteer organization to support all 4-H programs

- Talk to Latino community members about how 4-H will help youth be successful now and in the future. Stress the importance of adults as helpers in 4-H programs.
- Avoid the word *volunteer*, use *help*. Encourage Latino parents to *help* as a 4-H team member.
- Use existing volunteers to work with Latino youth. Latino parents will see adult volunteers in action.
- Work with partners to gain access to Latinos who would most likely be interested in helping with 4-H programs.
- Identify older Latino youth who are capable of providing leadership to programs under the supervision of adult staff or leaders.
- Grow your own – Latino youth participants today become tomorrow's adult volunteers.
- Provide adult leadership education for Latino adults as a way to help them identify and reach their potential as leaders.

4. Integration of youth, volunteers, and programs - diversity reflected in all programs

- Help Latino youth and families learn about available 4-H programs and the value of each.
- Be flexible, take steps that make programs welcoming for all.
- Work to develop personal relationships with Latino families.
- When starting a new club or planning an event that draws participation from across 4-H project areas, intentionally recruit youth of varied racial/ethnic backgrounds.

5. Needs, assets, and interests assessments conducted by county staff

- Engage in personal conversations with formal and informal Latino community leaders.
- Consult with Latino and Latino-serving community organizations.
- Hold community meetings, bringing Latino families together to address their interests, assets, and needs.
- Conduct separate meetings with Latino adolescents to determine their interests.

6. State level leadership for Latino outreach efforts

- Provide advocacy, training, and support for ongoing programs and for counties that want to initiate Latino outreach efforts.
- Develop a domestic immersion experience to help faculty and staff become more knowledgeable about Latino culture and more fluent in Spanish.
- Identify ways to use media to increase the visibility of 4-H in the Latino community.
- Continue to seek grant funds in support of Latino outreach.