



## Focus Areas of 4-H National Headquarters

The work of 4-H National Headquarters is framed by three objectives:

- Bridging research to practice
- Building partnerships
- Developing the capacity of Cooperative Extension to implement 4-H

The capacity building of Cooperative Extension connects to positive environments, positive relationships, and positive experiences, which in combination lead to positive youth development (PYD).

Although it does not reflect all of the roles and responsibilities of 4-H National Headquarters, the below outlines identifies the primary focus areas and the leadership within those focus area teams.

**Program Quality & Accountability Team** – Establishes fidelity to research-based PYD principles and ensures that programs are culturally relevant and inclusive. Upholds the stewardship of public and private funds and ensures that 4-H is achieving positive impacts for youth.

- PYD – All National Program Leaders
- Standards & Guidelines – Lisa Lauxman
- 4-H Name & Emblem – Amy McCune
- Research – Suzanne Le Menestrel
- Evaluation – Suzanne Le Menestrel

**Learning Team** – Tracking trends, identifying needs and shaping objectives related to informal and nonformal education.

- Youth – Amy McCune
- Adult – Doug Swanson
- Technology – Jim Kahler
- Content – All National Program Leaders

**Outreach & Engagement Team** – Tracking trends, identifying needs and shaping objectives related to reaching diverse audiences through various delivery strategies.

- Vulnerable Populations – Bonita Williams
- Military – Carol Benesh
- Emerging Young Adults – Carol Benesh
- Youth Ambassadors – Doug Swanson

**Partnerships Team** – Pursuing opportunities with USDA agencies to align PYD into all youth programming (internal). Identifying opportunities with federal agencies and appropriate private organizations to align PYD and 4-H in mutually benefitting goals (external).

- Partnerships - All National Program Leaders

**Special Initiatives** – Projects receiving special focus.

- National 4-H Conference – Doug Swanson
- Ready 4 Work, Ready 4 Life (college/career readiness) – Lisa Lauxman & Bonita Williams
- Communications – Amy McCune & Doug Swanson

### 4-H HQ Staff

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