



## **MISSISSIPPI 4-H VOLUNTEER LEADERS' ASSOCIATION STRATEGIC PLAN**

The Mississippi 4-H Volunteer Leaders' Organization serves as a 'powerline' to connect 4-H Volunteers all across Mississippi. With the support of Mississippi State University Extension personnel, it is governed by a diverse Board of elected and appointed Volunteers who have eagerly embraced the challenges of spearheading a vibrant statewide organization. This Board met in April, 2022 and conducted a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis to review MVLA's current state and develop the organization's strategy for future growth and direction. We continue to work on these goals and objectives to help MVLA meet the needs of 4-H Volunteers across the state. Below are highlights of this exercise.

**Mission Statement** – *The Mississippi 4-H Volunteer Leaders' Association's mission is to provide a collective voice to promote youth and adult development through teamwork, support, leadership opportunities, motivational encouragement and inclusive activities in partnership with Mississippi State University Extension.*

**MVLA Motto** – *Together, we will make a difference. Mississippi 4-H Volunteers Do!*

**MVLA Goal** – *The Mississippi 4-H Volunteer Leaders' Association is dedicated to making the best better.*

### **MVLA Purpose**

- . To promote the 4-H program and encourage community support so that all youth will have the opportunity to benefit from the 4-H program.
- . To help further the mission and objectives of the 4-H program.
- . To serve as a supporting body for the State 4-H program.

### **MVLA Objectives**

- . To promote and improve the status of its members.
- . To encourage educational improvement through all 4-H organizations.
- . To provide the exchange of ideas, methods, and techniques with other 4-H Volunteers and Volunteer Associations.
- . To motivate and increase interest in being a 4-H Volunteer.

### **Five Year Goals**

- . Work with Extension staff to promote MVLA throughout the state
- . Continue to provide networking, recognition, and recruiting opportunities through district forums, annual conferences, and the 4-H Volunteer Conference of Southern States
- . Actively Recruit and Retain 4-H Volunteer Leaders
- . Provide Training for 4-H Volunteer Leaders and Extension Personnel
- . Have a 4-H Volunteer Leader Association in every county
- . Create a 4-H Volunteer Leader Input and Evaluation Tool

- . Provide tools so all 4-H Volunteers in Mississippi know about and benefit from MVLA – speaker/resource pool, brochures, webinars, social media, etc.
- . Increase membership to 25% (1,200) of all MS 4-H Volunteer Leaders

### **[Link to SWOT Analysis](#)**

## **OVERVIEW OF SWOT ANALYSIS**

### **MVLA STRUCTURE**

- . **PRODUCT** – Youth Development and 4-H Volunteer Leader Development
- . **PROCESS** – Training, Volunteer Service, Social Media, Networking, Newsletter, Word of Mouth, Hands-on Training
- . **CUSTOMER** – Community, Parents, Guardians, Grandparents, Youth, Other Volunteers
- . **STAKEHOLDERS** – 4-H Volunteers, 4-H Youth, MSU Extension Personnel, Donors (Financial Institutions, Banks, etc), Parents, Guardians, Grandparents, Mississippi Band of Choctaw Indians, Alcorn State University, General Community, United Way, Farm Bureau, 4-H Advisory Councils, County 4-H Volunteer Leader Associations, State 4-H Foundation, Media-Social, Print, Radio, TV, County Government, State Government, School System
- . **DISTRIBUTION** – Word of mouth, Social Media, 4-H Volunteers, Youth
- . **FINANCE** – MVLA Funds, Donors, Stakeholders, Personal, In-kind
- . **ADMINISTRATION** - Agents, MVLA Board, State 4-H Development, County 4-H Volunteer Boards, 4-H Volunteer Leaders

### **STRENGTHS**

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| <ul style="list-style-type: none"> <li>. Great working Board</li> <li>. Unity and the ability to come together</li> <li>. Dedicated and Committed 4-H Volunteers willing to work</li> </ul> | <ul style="list-style-type: none"> <li>. Goal Setting</li> <li>. Training</li> <li>. Communication and Networking</li> <li>. Helping others and helping each other</li> </ul> |
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### **WEAKNESSES**

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| <ul style="list-style-type: none"> <li>• Recruitment - Getting Younger 4-H Volunteers Involved</li> <li>• Not enough buy-in across state</li> <li>• Lack of Agents and Volunteers</li> <li>• Loss of Volunteer Leaders to background check requirement perception</li> </ul> | <ul style="list-style-type: none"> <li>• Stuck in old mindset</li> <li>• Not enough involvement of new 4-H Volunteers</li> <li>• Communication abilities within organization and with Extension</li> </ul> |
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### **OPPORTUNITIES**

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| <ul style="list-style-type: none"> <li>. Social Media as a Recruitment, Promotion, Retention Tool, especially for Younger 4-H Volunteers</li> <li>. Offer Training/Communication in more than one format - Tailor to audience</li> <li>. Nurture 4-H Volunteers</li> </ul> | <ul style="list-style-type: none"> <li>. Every county needs 4-H Agents, 4-H Volunteer Leaders, &amp; a 4-H Volunteer Leaders' Association with a Good Strong Lead Person</li> <li>. Coaching 4-H Agents (Mentoring)</li> <li>. Involvement for new 4-H Volunteers</li> <li>. Mentoring for new 4-H Volunteers</li> </ul> |
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### **THREATS**

- Loss of 4-H Volunteer Leaders
- How to make change better
- Background check perception
- Need Volunteer Leaders, not babysitters
- How to meld young with old
- Participation at 4-H Volunteer Conference of Southern States (VCOSS)
- Need additional support from MSU
- Need Agents in counties and conferences
- Need Extension leadership support

### **LINK TO ACTION ITEMS**

### **ACTION ITEMS FROM SWOT ANALYSIS**

#### **Recruitment and Retention of Volunteers**

- Have a drawing for First Timers for free registration next year
- Have Conference Orientation for First Timers
- Incentive for County that brings the most 4-H Volunteer Leaders to Annual Conference
- First time award for counties that haven't sent 4-H Volunteer Leaders to Annual Conference
- Create MVLA info packets for new 4-H Volunteers
- Develop MVLA Speaker Pool
- Have Idea Exchange Track at Conference

#### **Publicity/Recruitment**

- Produce TikTok promoting MVLA
- Produce informational MVLA Presentation
- Maintain Facebook page
- Utilize all social media platforms to promote MVLA
- Have Eye on MVLA Volunteers in MSU publications
- Letter from MVLA President to 4-H Agents in all counties
- Speak at In-Service Training
- Update MVLA Brochure

#### **Training**

- Create webinars/powerpoint presentations for 4-H Agents and 4-H Volunteer Leaders
- Create Resource List of MVLA members in each region
- Create a MVLA Evaluation (why do they stay, why do they leave)
- Review MVLA Officer Job Descriptions
- Develop tool to help in understanding need for Background Checks

#### **Update Website**

- Link Volunteer Enrollment Form to MVLA site
- Link from MVLA Facebook page to website
- Possibility of online VIP newsletter
- Promote and Link to Volunteer Quick Reference Guide
- Ensure website is updated

