



CANADA
4-H Alberta

4-H ALBERTA STRATEGIC PLAN

2024 - 2026

MISSION

Inspires, mentors and empowers youth to create positive change in communities through effective leadership.

VISION

Empowered and connected communities built by youth guided by supportive leaders and volunteers.

VALUES & PRINCIPLES

Clear Thinking – critical, disciplined, observational, reflected

Loyalty - respectful commitment to the 4-H movement

Service – dedication/commitment to helping others

Health – physical, mental, social well-being of individuals and groups

Community - fair treatment and full participation of all people (Diversity, Equity and Inclusion)

STRATEGIC PRIORITIES

Innovative Programming
Growth
Organisational Excellence
Legacy

INNOVATIVE PROGRAMMING

Objectives:

Social, Safe and Inclusive - Adopt best strategies in implementing programs, resources and policies.

Strengthen Program Delivery - Enhance and create innovative, relevant learning opportunities for youth across Alberta.

Innovative Program Delivery - Identify key program elements and create innovative delivery options to expand the reach of 4-H in Alberta.

GROWTH

Objectives:

Develop Youth - Build a plan to increase retention and engagement of youth.

Access Tools, Resources and Training for Effective Leaders - Develop strategies to engage, recruit, retain and transition a diverse base of youth-focused leaders and volunteers.

Grow financial resources - Develop funding tools and opportunities to support 4-H Alberta.

Balanced growth - Ensure growth across the organisation with strategies that align with people resource capacity.

Expand awareness of 4-H - Leverage relevant resources to invest in advancing initiatives that promote 4-H as a recognized leader in youth development.

Program and Policy Evaluation - Evaluate existing programs to refine, enhance and identify areas of improvement.

ORGANIZATIONAL EXCELLENCE

Objectives:

Embrace Diversity - Ensure the top priority of creating a welcoming, safe environment for all people.

Maximise Operational Performance - Provide relevant and evolving resources and learning opportunities to ensure the 4-H community has the tools they require to succeed.

Effective Communications - Ensure transparent collaborative communications connecting all levels of 4-H.

LEGACY

Objectives:

Food and Agriculture - Nurture a robust organisational connection between food and agriculture

Rural Roots - Leverage the rural values and acumen to build the 4-H program in more communities throughout Alberta.

Youth Resiliency – Nourish well-equipped, reliable youth who are caring and responsible citizens of our communities.



Community Engagement
& Communications



Science &
Technology



Sustainable Agriculture
& Food Security



The Environment
& Healthy Living

THE 4-H CANADA POSITIVE YOUTH DEVELOPMENT FORMULA

OUR RECIPE FOR BUILDING RESPONSIBLE, CARING AND CONTRIBUTING YOUNG PEOPLE THAT ARE EMPOWERED
TO BE SUCCESSFUL THROUGH OUR SUPPORTIVE STRUCTURE.

