

4-H Council Presentation

Strategy for 4-H Program Representative (PR) position funding

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UC ANR Budget Overview

- Historic decline in state and federal formula funding
- Key investments to change the trajectory
 - Development services, contracts & grants, business models
- Have been reducing support units for some time
 - Point at which that can't continue
- More recently, making programmatic reductions
 - Research support for work at the RECs
 - SWP/I reductions

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Examples of new business models

- Matching grants program
- Expansion of grant-funded academics
- Cost recovery
 - Implemented for most support units, programmatic cost recovery discussions underway or in progress (RECs)
- County-funded positions
 - Both CE Advisor and PR positions are on the rise

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State and Federal Formula Funding for UCCE

- Academic and admin salaries and benefits – a very high portion of the funds
- Program support personnel (SWP/I) – another large chunk
 - Includes \$930k used for PR's positions located in counties (4-H)
 - We aren't leaving these positions vacant to cover budget shortfalls
- Crumbs – the rest of the money
 - Program Team funds, Strategic Initiative funds
 - Program Support funds and CE Specialist travel funds

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4-H program

- Goal: find more secure sources of funding that results in increased reach and sound/stable program delivery throughout every county in California while maintaining our core values and our brand promise
 - California 4-H PR Endowment Campaign
 - County Government Support
 - Grant Writing*
 - County-based 4-H fund development strategies:
 - Sponsorship Programs
 - Annual Giving Campaign
 - Fund Development Committee
 - Fee Increases

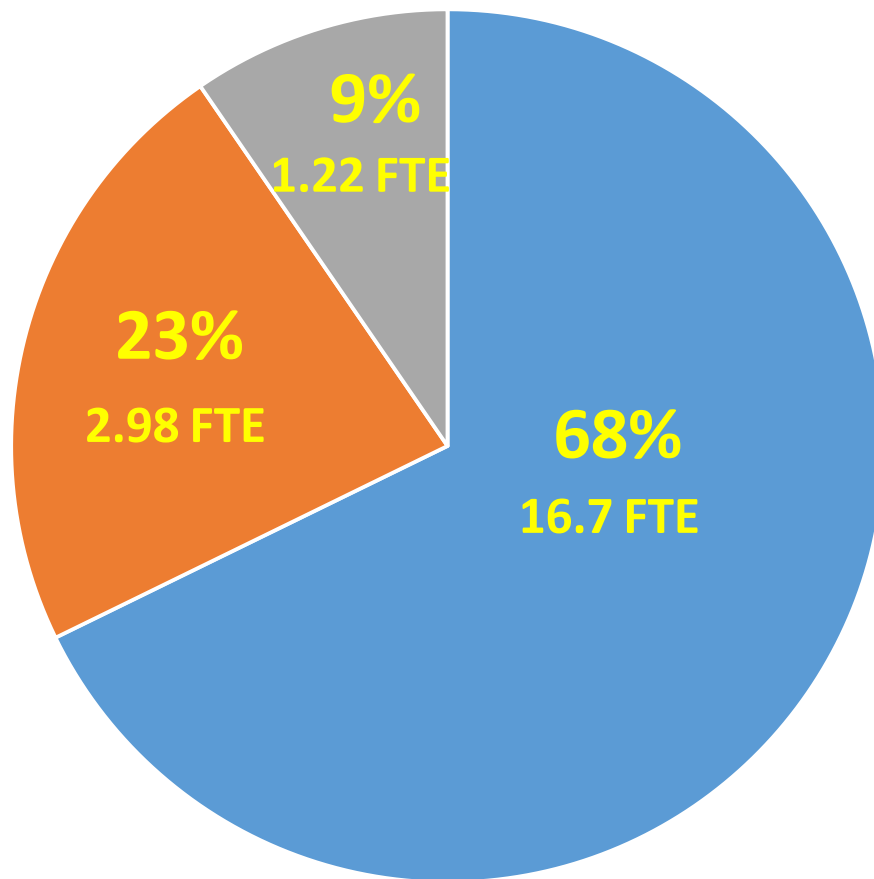
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What we know

- We know the \$930k from central funds will remain flat and can't support increases to s/b to those funded from that source
- We know leaving some of the positions vacant to accommodate shortfalls isn't a good decision for the Program or the Division
- We know that increasing program fees has been the strategy to cover s/b increases for program staff funded from program fees
- We know, based on past trends, that central funds will continue to erode
- We know that total support for a 0.5 FTE position is, on average, approximately >\$40k
- We know it is difficult in the county to explain what the program fee buys at the local level

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2019-2020 State 4-H Program Fees (projected)



68% (\$1,201,231) contributes toward salary and benefit costs for county-based 4-H Community Education Specialists.

23% (\$401,476) contributes toward state operational and administrative functions: Insurance, enrollment system, fiscal IRS requirements, evaluation requirements (online record book), marketing, and translation. Each required area includes associated processing costs.

9% (\$169,921) contributes towards state programming: State events and participation in national events; and national mandates, which includes costs for statewide advisory committees.

Note: State 4-H Program Fees: \$58 per youth; \$24 per adult

What we don't know

- We don't know, beyond s/b increases, what additional reductions will be needed this year but we know it is likely to be something
 - We won't know our state allocation before May, and that is very optimistic
- We don't know what's in store at the federal level
 - The timeline for that is very uncertain and not necessarily guaranteed

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Three Step Plan: FY19/20

STEP ONE: Will Happen:

- Beginning July 1, 2019 each county is responsible for covering a 6.2% increase in salary and benefits for PR's.
- This responsibility is ongoing for every year going forward.
- Presently covered through DOD Military 4-H Grant for core PR
- **Likely to Happen:**
 - In addition to salary and benefits, each county will also be responsible for is covering .15 of the PR full time equivalent salary.

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Three Step Plan: FY20/21

STEP TWO: Will Happen:

- Counties to cover 6.2% of S&B
- Beginning July 1, 2020 4-H enrollment fees will be decentralized:
 - *2018-2019 & 2019-2020 4-H Fee Structure:*

AUDIENCE	STATE FEE	CENTRALIZED PR FUNDING	TOTAL FEE*
Youth	\$20.00	\$38.00	\$58.00
Adult	\$6.00	\$18.00	\$24.00

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Three Step Plan: FY20/21

STEP TWO cont.: **Will Happen:**

- Counties to cover 6.2% of S&B.
- Beginning July 1, 2020 4-H enrollment fees will be decentralized:
 - *2020-2021 4-H Fee Structure:*

AUDIENCE	STATE FEE	LOCAL FEE*	TOTAL FEE*
Youth	\$20.00	\$38.00	\$58.00
Adult	\$6.00	\$18.00	\$24.00

Likely to Happen:

- In addition to salary and benefits, each county will also be responsible for is covering .15 of the PR full time equivalent salary.

Three Step Plan: FY21/22

STEP THREE: Will Happen:

- Counties to cover 6.2% of S&B.
- Decentralized Fees

Could Happen:

- Counties to cover 100% of PR salaries and benefits

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Implications for County 4-H Program

	MONTEREY CORE 1 FTE				MONTEREY D&E 1 FTE
	6.2% for S&B**	6.2% + .15FTE	6.2% + 100%		6.2% + 100%
2019-2020	\$4,622.	\$16,553.	\$74,853.		\$88,064.
2020-2021	\$4,909.	\$17,580.	\$79,494.		\$93,524.
2021-2022	\$5,214.	\$18,606.	\$84,423.		\$99,323.
2022-2023	\$5,538.	\$19,795.	\$89,658.		\$105,482.
2023-2024	\$5,882.	\$20,984.	\$95,217.		\$112,022.
Five-yr. Total	\$26,165.	\$93,518.	\$423,645.		\$498,415.
Decentralized Funding*	\$15,132.	\$15,132.	\$15,132.		\$15,132.
Five-year Target	\$11,033.	\$78,386	\$408,513.		\$483,283.

* amount available to county in 19-20 at current enrollment fee rate

** presently covered by a grant

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Local Plan

STRATEGIES:

- Ask for the Mercedes, not the Yugo
- 5-year “plus one” is target over-all goal
- Multi-pronged and Multi-team approach
- Funding targets will remain fluid and adjust according to funds secured and economic landscape
- 4-H Program membership will be asked to cover the 6.2% increases for S & B annually (currently grant covered for core)

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Local Plan

- **UC Development Services / State 4-H Foundation:**
 - Develop and implement statewide 4-H PR Endowment Fund
 - Coach local development teams on strategies for:
 - Annual letter giving campaign
 - Donor prospect cultivation of businesses and well-positioned individuals
 - Developing a diverse sponsorship or fund development committee:
 - Who / How to invite
 - Roles/responsibilities
 - How to make an ask
 - Craft letter for annual giving campaign and for businesses and well-positioned individuals in each county

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Local Plan

- **County Directors:**
 - Each County Director will propose 100% funding for PR positions at 1 FTE with their respective CAO's and BoS.
 - Engage, support and participate in the sponsorship program and annual giving campaign
 - Engage government leaders and other stakeholders to 4-H and UCCE functions/events

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Local Plan

- **Youth Development Advisor:**
 - Coordinate the CD and PR teams in three Counties
 - Act at as the point of contact for Development Services and 4-H Foundation
 - Secure funding through grant writing and new partnership & program development
 - Officially launch initiative with 4-H Councils
 - Invite government leaders and other stakeholders to 4-H and UCCE functions/events
 - Secure professional development training for county fund development team
 - Engage, support and participate in the sponsorship program and annual giving campaign
 - Engage government leaders and other stakeholders to 4-H and UCCE functions/events

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Local Plan

- **4-H Program Representatives:**
 - Work with Council to develop a schedule for the next five years of enrollment fees
 - Work with Council to identify enrollment targets for the next five years
 - Develop, closely advise and monitor a diverse sponsorship or fund development committee to meet the fund development targets
 - Participate in professional development training for county fund development team
 - Engage, support and participate in the sponsorship program and annual giving campaign
 - Invite government leaders and other stakeholders to 4-H functions/events

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Local Plan

- **4-H Community:**

- Work with UC 4-H employees to support these efforts
- Develop a schedule for the next five years of enrollment fees
- Develop enrollment targets for the next five years
- Assist in the development of a sponsorship or fund development committee by volunteering or inviting key influencers in the community to participate
- Engage, support and participate in the sponsorship program and annual giving campaign
- Develop a plan to indefinitely cover the 6.2% salary and benefit increase
- Invite government leaders and other stakeholders to 4-H functions/events
- Call on personal contacts you have with county, state and federal decision makers

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Closing Thoughts

- The University of California 4-H Youth Development Program has a long and rich history supporting California's young people in becoming thriving adults.
- County 4-H Program Representatives are valuable and necessary for the local delivery of 4-H. They support our 4-H adult volunteers and help plan, implement, and delivery educational programs at the county level.
- Trends tell us that Federal and State funding are likely to be flat, leading to substantial budget shortfalls as we fulfill mandatory increases in personnel salaries and benefit rates.
- This is an opportunity for us to develop creative ways to leverage UC ANR funds to sustain or increase county-based 4-H PR's positions.
- We want to avoid increasing program enrollment fees and placing a financial hardship on many of our 4-H families; therefore, we need to identify new sources of revenue to grow and strengthen local 4-H programming.

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Closing Thoughts

- We will work together to find secure forms of funding for staff that ultimately results in increased reach and high-quality youth development programming throughout every county in California.
- 4-H is still relatively inexpensive compared to other youth activities such as youth football or soccer
- Youth who participate in 4-H are more likely to excel in school, participate and be interested in science, make healthier choices, contribute to their communities and thrive today and in the future.
- The University of California, Agriculture and Natural Resources administers 4-H and provides funding to cover costs for all Advisor positions and helps offset costs for county-based staff positions.
- The State 4-H Office will continue to raise funds to help alleviate projected increases and develop new revenue streams to support 4-H in order to keep costs *as low as possible* for families.

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Questions/Thoughts?

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