

YOUTH PROGRAMS PLAN

5 Year Plan (2023-2028)

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Youth Director



Youth Programs Plan

Mission

To empower and assist junior members in gaining additional knowledge, resources and attitudes that will further their development as self-reliant, contributing, productive and successful key members of the Speckle Park breed.

STRATEGIES

1. Create a functioning youth association to run alongside the breed association's board to get the youth more involved in the development of the Speckle Park breed.
2. Provide youth with more scholarship opportunities to promote getting an education to better our industry.
3. Manage a youth exchange program for our older youth members so that they may further experience the diversity of our breed
4. Facilitate multiple educational opportunities for the youth members at numerous youth-attended events throughout the year in order to provide more hands-on learning.
5. Continue supporting 4-H members showing a Speckle Park project with breed merchandise.
6. Exercise new means of promoting the National Youth Show to reach maximum participation.

STRATEGY 1:

Create a functioning youth association to run alongside the breed association's board to get the youth more involved in development of the Speckle Park breed.

- Create a structured youth board that meets monthly to maintain the association, with the youth director as their guide.
- Work with the office to maintain separate financial resources for the youth association and regularly review all income and expenses.
- Start an annual youth fundraiser to pay for swag, learning opportunities, travel opportunities, etc.
- Look into where all funds from "youth donation lots" over the past five years have been spent in order to get an idea of spending trends.
- Start planning a formal annual youth banquet in conjunction with the junior show.

STRATEGY 2:

Provide youth with more scholarship opportunities to promote getting an education to better our industry.

- Create two entering and one continuing scholarship aimed toward achieving post-secondary education.
- Name the scholarships as honorary and/or memorial names of current and past breeders.
- Maintain the bursary program aimed towards helping young producers start their herds.



STRATEGY 3:

Manage a youth exchange program for our older youth members so that they may further experience the diversity of our breed.

- Begin communications with Speckle Park International (SPI) to discuss logistics and details of creating an exchange program.
- Currently, we will just work on the planning stage, as there is no deadline for the first exchange



STRATEGY 4:

Facilitate multiple educational opportunities for the youth members at numerous youth-attended events throughout the year in order to provide more hands-on learning.

- Include more "hands-on" skill development events to equip the youth with the knowledge and skills to be competitive in the beef cattle industry.
- Look into getting educational speakers, demos and clinics at events that youth will be in attendance at - such as Agribition, the CSPA AGM and The Royal Winter Fair.



STRATEGY 5:

Continue supporting 4-H members showing a Speckle Park project with breed merchandise.

- Maintain a yearly rotation of new swag to maintain youth interest.
- Ask youth who receive swag to send us pictures of themselves wearing/using the swag to allow for more promotional youth articles and features.
- Promote our youth awards program more in order to reach as many members as possible via Facebook and try to connect with more youth interested in the breed through 4-H Canada.



Strategy 6:

Exercise new means of promoting the National Youth Show to reach maximum participation.

- Continue with office e-blasts promoting the show alongside Facebook posts to reach as much of the membership as possible.
- Start exploring the possibility of rotating the location of the show across Canada to allow all youth an equal chance to attend the show.

