

## **4-H YOUTH DEVELOPMENT**

All Educational Program Chairmen are expected to work together to integrate their program of work when possible. This program should address the youth of Kentucky and KEHA's bond with those youth. The chairmen should consider the following when planning the program of work:

- Provide a link between KEHA and Cooperative Extension Service (CES) 4-H Youth Development Program, and attend Kentucky 4-H Council meetings and events. (Usually held in January 2<sup>nd</sup> week, and July.)
- Become knowledgeable and encourage participation in state 4-H programs such as:
  - Consumer in Me
  - Be the 'e' Entrepreneurship
  - Workforce Preparation
  - Building a Healthy Wealthy Future
  - High School Financial Planning
- Encourage KEHA Members to serve as 4-H Volunteer Leaders.
- Encourage KEHA Members to be involved with 4-H events such as; judges, sponsors, or coordinators.
- Promote youth membership in KEHA.
- Encourage all KEHA Members to be involved in youth activities such as; Project Graduation, family nights, violence prevention, teenage pregnancy prevention, mentoring, tutoring, drug and alcohol prevention.

Note: Specific Program of Work on following pages.

**Kentucky Extension Homemakers Association**  
**4-H Youth Development**  
**2014-2017 Program of Work**

Situation: In a Tufts University study, in cooperation with the Institute for Applied Research in Youth Development, research has shown, “Entrepreneurship affords promising opportunities to people in low-income communities, and has the potential to contribute in positive ways to economic well-being and positive social change in society.” Kentucky’s has experienced high unemployment rates, and a dramatic loss of local industry, therefore KEHA fostering of entrepreneurship in 4-H youth will significantly enhance business and social communities across the commonwealth.

Focus: Introduce and encourage entrepreneurial concept in middle and high school aged youth. Increase awareness of the local entrepreneurs, and consumerism of local businesses.

**2014-2015**

**Be the “E”: Entrepreneurship – Level 1: Love It!**

Goals:

Introduce young people to the concept of entrepreneurship. Youth discover what it is, who has done it, how some famous products got started, how to find and make business opportunities, and the rewards possible from owning a business. Through activities youth learn what it takes to be an entrepreneurs and whether or not they have the "right stuff" to meet the challenges.

Objectives: Level I:

- To fully explain what “Be the ‘e’: Entrepreneurship” is
- To identify potential business opportunities for youth
- To utilize information correctly, to develop research, and evaluate themselves as an entrepreneur.

Suggested Lessons:

Youth Lessons – Use the lesson plan for 4-H Youth Development, Be the “E”: Entrepreneurship – Level 1: Love It! This lesson plan is available from your local 4-H Youth Development agent or your area Homemaker 4-H Youth Development Chairman.

Homemaker Lessons – Use the lesson plan for “Let the Consumer Beware: in Tough Economic Times.” This lesson plan is available from your local Family Consumer Sciences Agent, or your 4-H youth Development Chairman.

Special Suggested Activity:

- Have a local entrepreneur discuss their business and steps to starting their business
- Conduct a local promotion of buying local goods and services.

## 2015-2016

### Be the “E”: Entrepreneurship – Level 2: Plan It!

#### Goals:

Youth participate in a series of planning experiences that give them the skills needed to function successfully as an entrepreneur. They learn about types of businesses, products and pricing, marketing, partnerships, agreements and contracts. They also learn about opportunity costs, how to connect their other skills and interests to money-making opportunities, the crucial importance of timing for an entrepreneurial enterprise and how to write a business plan.

#### Objectives:

- Participants and local community identify resources to make local entrepreneurship businesses successful.
- Youth and participants have the necessary tools to start a business plan.

#### Suggested Lessons:

Youth Lessons – Use the lesson plan for 4-H Youth Development, Be the “E”: Entrepreneurship – Level 1: Plan It! This lesson plan is available from your local 4-H Youth Development agent or your area Homemaker 4-H Youth Development Chairman.

Homemaker Lessons – Use the lesson plan for “Let the Consumer Beware: in Tough Economic Times.” This lesson plan is available from your local Family Consumer Sciences Agent, or your 4-H youth Development Chairman.

#### Special Suggested Activity:

- Have a local entrepreneur discuss their business and steps to starting their business
- Conduct a local promotion of buying local goods and services.

## 2016-2017

### Be the “E”: Entrepreneurship – Level 3: Do It!

#### Goals:

Youth actually go through the process of researching and creating a business plan. They learn to do market surveys, budget forecasts, plan exit strategies, develop business ethics, project and control cash flow, and learn how to satisfy a customer while developing, presenting and implementing the business plan.

#### Objectives:

- Participants research and effectively evaluate business opportunities.
- Participants effectively use life skills such as communication, organization, problem solving, and good decision making to positively create an entrepreneurial business.

#### Suggested Lessons:

Youth Lessons – Use the lesson plan for 4-H Youth Development, Be the “E”: Entrepreneurship – Level 3: Do It! This lesson plan is available from your local 4-H Youth Development agent or your area Homemaker 4-H Youth Development Chairman.

Homemaker Lessons – Use the lesson plan for “Let the Consumer Beware: in Tough Economic Times.” This lesson plan is available from your local Family Consumer Sciences Agent, or your 4-H youth Development Chairman.

#### Special Suggested Activity:

- Have a local entrepreneur discuss their business and steps to starting their business
- Conduct a local promotion of buying local goods and services.

## Additional Activity and Resource Suggestions:

### Adult:

- EDUCATIONAL STANDARDS  
<http://www.fcs.okstate.edu/entrepreneurship/standards.htm>
- Children and Youth Entrepreneurship  
Ewing Marion Kauffman Foundation  
<http://www.emkf.org/pages/129.cfm>
- Youth Entrepreneurs Community Development Model  
Auburn University  
<http://www.auburn.edu/outreach/edi/yeecd.pdf>
- Youth Entrepreneurship BizFest  
United States Hispanic Chamber of Commerce  
<http://events.usbcc.com/pages/16.html>
- Celcee Youth Entrepreneurship Research Guide  
Ewing Marion Kauffman Foundation  
<http://www.celcee.edu/about/guides/youth.html>
- BizWorld Kits <http://www.bizworld.org/>
- <http://www.educationworld.com/standards/>
- Family and Consumer Sciences National Standards  
<http://www.face.org/nat.htm>
- Money Smart and Financial Literacy  
A free 10 module training program in English, Spanish, Chinese, and Korean from Federal Depository Insurance Corp  
<http://www.fdic.gov/consumers/consumer/moneysmart/index.html>
- Understanding Texas  
[http://www.irs.gov/app/understandingTaxes/jsp/s\\_student\\_lessons.jsp](http://www.irs.gov/app/understandingTaxes/jsp/s_student_lessons.jsp)
- Creating Employee Skills Word Games  
<http://www.quia.com/jg/76692.htm>

### Youth:

- NASE's Links for Young Entrepreneurs
- SBA's Discover Business Program  
Lists several different organization and resources for youth entrepreneurs  
<http://www.sba.gov/young/>
- Y&E -- The Magazine for Teen Entrepreneurs  
This page offers curriculum guides, a glossary, business basics, general business and youth business resources and more.  
<http://ye.entreworld.org>
- Young Biz.com  
Offers a library of articles, surveys and quizzes, past issues of the magazine, and "e-resources."  
<http://www.youngbiz.com>
- Youth Entrepreneurship; An Overview  
This site tells entrepreneurship education materials to teachers and students, and also offers information to young people on investing, starting a business, and careers.  
<http://www.celcee.edu/products/digest/>
- Bizworld  
<http://www.bizworld.org>
- Bizworld Game - Play Online!  
<http://www.bizworldgame.com>
- Go venture  
<http://www.goventure.net>
- The E Place  
<http://www.theeplace.org>
- Invent America  
<http://www.inventamerica.com/contest.cfm>
- Small Business Startup Guide  
[http://www.sba.gov/starting\\_business/startup\\_guide.html](http://www.sba.gov/starting_business/startup_guide.html)
- Smartlinks to Business Resources  
<http://www.sba.gov/smartlinks/smartlinks.html>
- Raising Capital for Your Business  
<http://www.sba.gov/financing/index.html>
- Management Techniques for Small Business Growth  
<http://www.sba.gov/managing/index.html>
- Finding Business Opportunities  
<http://www.sba.gov/businessop/index.html>
- Library of 200+ Free SBA Publications  
<http://www.sba.gov/lib/library.html>
- Laws and Regulations for Small Business  
<http://www.sba.gov/library/lawroom.html>
- Small Business Training Network

Free training courses, etc. to help a new Entrepreneur succeed.

<http://www.sba.gov/training/>

- Online Women's Business Center  
<http://www.onlinewbc.gov/>
- Service Corps of Retired Executives  
24/7 Source of Business Advice  
[http://www.score.org/learning\\_center.html](http://www.score.org/learning_center.html)
- Students in Free Enterprise  
Offers projects that allow you to test and develop your entrepreneurial skills with fellow students.  
[www.sife.org](http://www.sife.org)
- Youth Venture  
Building a mass movement of young people that are changing the world by creating ventures that enrich their communities.  
[www.youthventure.org](http://www.youthventure.org)
- Collegiate Entrepreneurs' Organization:  
Mission  
The Collegiate Entrepreneurs' Organization informs, supports, and inspires college students

to be entrepreneurial and seek opportunity through enterprise creation.

[www.c-e-o.org](http://www.c-e-o.org)

- My Own Business  
<http://www.myownbusiness.org>
- Young Americas Business Trust  
<http://www.ybiz.net>
- Help with interviewing  
<http://www.careers.wsu.edu/content/ResourceCenter/interview.pdf>
- <http://www.itssimple.biz>
- Doing a resume  
[http://www.jobweb.com/Resumes\\_Interviews/default.htm](http://www.jobweb.com/Resumes_Interviews/default.htm)
- Small Business Administration Help for Teens  
<http://www.sba.gov/teens/>
- Help on Taxes from the IRS  
[http://www.irs.gov/app/understandingTaxes/jsp/s\\_student\\_lessons.jsp](http://www.irs.gov/app/understandingTaxes/jsp/s_student_lessons.jsp)

**Kentucky Extension Homemakers Association**  
**4-H Youth Development**  
**2014-2017 Contest**

*Promote the local businesses in your community*

Individual: How have you promoted the local entrepreneurs in your community? Submit a one-page description, of how you promoted locally owned and ran businesses in your community, and how this has affected your local businesses. This action must have been completed within the past year. Pictures may be included to assist you in telling your story. Entries are due by March 1. Please include the contest cover sheet (KEHA Appendix Page 1). Submit to 4-H Youth Development Homemaker Chairman Devonna Hisle.

Club: How has your club promoted the local entrepreneurs in your community? Submit a one-page description, of how you promoted locally owned and ran businesses in your community, and how this has affected your local businesses. This action must have been completed within the past year. Pictures may be included to assist you in telling your story. Entries are due by March 1. Please include the contest cover sheet (KEHA Appendix Page 1). Submit to 4-H Youth Development Homemaker Chairman Devonna Hisle.