Cooperative Extension Venture Capital Proposal

I. Trainer’s Toolbox: Tools for Youth Development Professionals

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III. This project will have state-wide impact, but our targeted audience will be youth-serving professionals in the Colorado Front Range area.

IV. 4-H Youth Development CCA (includes components of CSU Front Door mission)

V. Volunteer Leader Work Team

VI. Situation Statement
Professionals who work with youth audiences desire timely, relevant, and high impact professional development continuing education courses that can improve their (or their organization’s) ability to impact the lives of youth audiences they serve. Attending national conferences to garner this type of professional development can be costly for an organization in time and travel expenditures. A local need for professional development for many youth serving organizations has largely not been met.

Based on the success of Montana State University 4-H Youth Development implementation of a similar project, CSU Cooperative Extension staff (outlined above) have committed to pilot a similar series of professional development seminars for the Colorado Front Range. MSU 4-H has reported significant revenue generation abilities, but more importantly, MSU has positioned itself as the professional youth development educational resource for Montana. Because of the larger population base of Colorado’s Front Range, and CSU Cooperative Extension’s history of excellence in 4-H professional development through CAE4-HA, our team believes that we can replicate or exceed MSU 4-H successes.

VII. Project Description
On October 12, 2006, CSU Cooperative Extension 4-H Program will host the pilot seminar, “Tool Thyme,” with Michele Deck speaking on the subject of The Latest and Greatest Ways to Teach Television Generation Learners. Our targeted audience includes 50 extension agents and 150 education professionals for a 1-day program at the Jefferson County Fairgrounds. Funding for this program has been committed from our Work Team and from registration fees paid by participants. Plans for the budget (net income) include Work Team fund replacement from registrations, user fee generation for participating agents on the team, and some working capital for future programs.
One of our goals for this funding stream is to support projects that are necessary, but do not generate adequate revenue to support projects. Such activities include curricula and materials for county extension agents to use with volunteer leaders in their home counties. As professional staffing is reduced and changing, development of standardized programs will be in greater demand in the future. Our commitment of funds from the Work Team towards Trainer’s Toolbox helps to insure its initial success and our belief that it will be successful, but the risk is that funding for other projects may be in jeopardy should Trainer’s Toolbox not realize the successes that Montana State University has enjoyed.

The Volunteer Development work team will conduct two “Trainer’s Toolbox” youth development professional educational seminars in the Denver area with support from the Venture Capital project. These are anticipated for Spring, 2007 (2007 Fiscal Year) and Fall, 2007 (2008 Fiscal Year), or other mutually agreeable timeframe. Our team feels that offering these high-caliber professional development programs twice per year will keep interest high from outside organizations, but not saturate the market. Professional development for volunteers working with youth is also a defined need for our work team.

Trainer’s Toolbox is an avenue for Colorado State University to help meet its outreach mission, providing educational programming outside of its traditional outreach audiences. With several installments of Trainer’s Toolbox (Oct. 2006, Spring 2007, Fall, 2007), we hope to build a network of professionals serving youth audiences, increasing our exposure and reputation, and increasing our ability to effectively impact emerging issues as they arise.

VIII. Anticipated Impacts/Outcomes
Our short term outcomes include:
- Knowledge gained from seminar topics for participants
- Increased knowledge/awareness of 4-H Youth Development
- Initiation of collaborative relationships with youth-serving organizations outside of 4-H

Mid-Term outcomes include:
- Planned implementation of concepts learned in Trainer’s Toolbox seminars (as evidenced in summative and follow-up evaluations)
- “Repeat” program participants (indicating support of programs and delivery methods)
- Increasing registrations and revenues

Long-Term outcomes:
- Documented new collaborators with 4-H Agents and Programs
- Implementation of seminar topics into youth programs
- Timely response to emerging youth issues
- Recognition of Colorado State University 4-H Youth Development as a trusted resource in professional development of youth professionals.
IX. Partnerships

Trainer’s Toolbox is a venture of the Volunteer Development Work Team. Many of our members have locally-based partnerships that will be utilized at first to help its initial success for the first seminar in October, 2006. For its continued success longer term, more partnerships will be necessary.

We anticipate fostering a stronger relationship with CSU Continuing Education. Their resources and contacts and marketing savvy would be complimentary to our strengths in youth development and professional development. Some drawbacks for partnering with this group would be working out some details about costs for their services and revenue sharing issues, but these can be worked out pretty reasonably because of work done between CSUCE and CE in the past, and likely with reporting to a common Vice-Provost in the future.

Other partnerships with outside organizations will stem from their participation in Trainer’s Toolbox seminars. The Colorado After-School Network, Prevention Leadership Council, Colorado Build-A-Generation, Public School teachers, YMCA, Scouting, Boys & Girls Clubs and others would be great partners for gaining participation in this venture.

It is difficult to predict other partners who may join with our group, as this is a new avenue for CSU 4-H Youth Development. It is hard not to imagine that new partnerships will develop through this venture. Our history of being a good partner with other organizations will help to facilitate these collaborative efforts.

X. Timeline

The Pilot testing of Trainer’s Toolbox is scheduled for October 12, 2006 at Jefferson County Fairgrounds. The speaker has been secured, facilities, meals, etc. have been coordinated, and the marketing materials are currently being developed. Obviously, the time frame for the Capital Venture Program will not be able to affect this pilot program.

The time frame (again, subject to mutually agreeable changes) for Trainer’s Toolbox II and Trainer’s Toolbox III is as follows:

Fiscal Year 2006/2007:

- Trainer’s Toolbox II Seminar Date: February, 2007 in Douglas County
- Secure Facilities: October/November, 2006
- Secure Seminar speaker: October, 2006
- Secure Caterer, Misc: November, 2006
- Registrations: January 15, 2007
- Follow-Up Evaluations: April, 2007
Fiscal Year 2007/2008

Trainer’s Toolbox III Seminar Date: October, 2007 (Mesa County?)
Secure Facilities: April, 2007
Secure Seminar Speaker: May, 2007
Secure Caterer, Misc: August, 2007
Marketing: July-Sept., 2007
Registrations: Sept. 20, 2007
Follow-Up Evaluations: Nov, 2007

XI. Evaluation

Short-Term (Mid-Term) Goal Evaluations:
A Summative Evaluation Instrument will be developed for each seminar to ascertain participants’ knowledge gained in the seminar and their planned implementation of concepts in their individual youth programs. We will also incorporate in the evaluation instrument language to determine a group’s willingness to collaborate within their home counties or state level collaboration on other projects or future Trainer’s Toolbox programs. Responses can then be communicated with the appropriate 4-H professional for positive responses. This summative evaluation will also be useful for researching our first mid-term goal of planned implementation of concepts into the participants’ programs.

Mid-Term Goal Evaluations:
In addition to data collected in the summative evaluation, our other two mid-term goals can be determined from registrations received for future Trainer’s Toolbox seminars (repeat customers and growth of registrants).

Long-Term Goal Evaluations
Approximately two months following the Trainer’s Toolbox seminar, participants will receive a detailed evaluation instrument to help determine their level of actual incorporation of seminar concepts into their programs (leading to documentation of behavior change). In those instances where participants indicated a desire to collaborate with 4-H in local or state settings, those 4-H professionals will receive an evaluation to help document new or emerging new partnerships/collaborations.

Evaluation of our last two long-term goals has obvious challenges to measure and report. Some indicators of success would be our ability to respond to an emerging youth issue; actions taken and evaluations of those individual actions would be a good indicator. Evaluation of our final goal (recognition of CSU 4-H as a leader in professional development) would be accomplished over a period of several years. Indicators of this goal would be in the form of testimonials from collaborators, partners, and participants.
XII. Sustainability
Trainer’s Toolbox has three basic tenants that it is designed to operate under:

1. Trainer’s Toolbox will have high quality professional development for youth-serving organizations.
2. Trainer’s Toolbox will be self-sufficient with minimal staff inputs. Revenues from previous Trainer’s Toolbox seminars will be used to background future Trainer’s Toolbox seminars.
3. Trainer’s Toolbox will be an excellent source of revenue to support state-wide 4-H programming efforts. Funds will be used for volunteer development work team, state 4-H office, and User Fees for team members.

Its very design is to be self-sustaining, once established. Having Capital Venture support for two of these seminars will give our work team a good working capital cushion to help insure its future success and help weather unexpected problems that may be encountered in the future. It will also help to bring Mini-Trainer’s Toolbox seminars to rural areas of the state where potential audiences are smaller and potential revenues may not be as great, but the need for quality professional development opportunities may be greater.

On our proposed budget (see next page), the potential for added revenue is great, provided registrations are received as expected. Because the bulk of the work for Trainer’s Toolbox falls with county-based staff, the assignment of User Fee generation for those individual counties will help them meet local expectations while accomplishing state-wide goals. Building up capital reserves for meeting future Trainer’s Toolbox obligations (Speaker Fees/Travel, Caterer Deposits, Facility Deposits, etc.) will be the second goal of excess revenues, support of work team initiatives is the third goal of revenues, finally providing support for the State 4-H Office would be our final goal.

XIII. Proposed Budget:
Please see details of our proposed budget on the next page.
Proposed Budget

**Trainer’s Toolbox** Professional Development Seminars
CSUCE Capital Venture Program

Please note: This budget is for each Trainer’s Toolbox program (Feb., 2007, Oct., 2007).

### Income

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<th>Number</th>
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<td>Outside Professionals</td>
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<td>Capital Venture</td>
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<td><strong>Total</strong></td>
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### Expenses

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Net Income $9,550
Work Team $7,500 (for next Trainer’s Toolbox Program)

Profit $2,050

Assumptions:
1. Salary Time and Effort have not been accounted for as this work is incorporated into Work Team efforts.
2. Speaker Fees/Travel in excess of $4,500 would be paid by registration fees, lowering the amount of “Profit” depicted above.
3. Expenses listed above would closely follow the time line for each Trainer’s Toolbox as outlined in Action Plan. Fiscal Year would also be accounted for in requesting payment so no fiscal year would expend more than the spending limits.
4. Equipment would be the responsibility of the hosting agent to secure, accounted for under Facilities Charge listed above. We do not anticipate the need to purchase any additional equipment for this project.