COMMUNITY ENGAGEMENT AWARD CRITERIA

4-H Science of Agriculture Response

PURPOSE OF THE COMMUNITY ENGAGEMENT AWARD

The Science of Agriculture Challenge is a program that is designed to engage 4-H youth in hands-on problem solving while experiencing agriculturally related careers. Teams identify local agricultural issues and work with community mentors to develop a potential solution. To ensure that community members are aware of the innovative work that 4-H youth are engaged in, the community engagement award was developed.

Below are the ways that teams can accumulate points towards the community engagement awards. The team that has accumulated the most points by June 7th, 2016, will win the award. Each member of the winning team will receive a $100 cash prize at the 2016 Science of Agriculture awards banquet. The winner will be announced during the awards banquet on June 23, 2016 and the winning team must be present to claim their prize.

It is required that the County 4-H Program Coordinator(s) for each team be notified each time a team is submitting an article, press release, radio and/or tv interview, creating a Facebook video, or giving a presentation within the community. Notifying the 4-H Program Coordinator will ensure that policies and procedures required by the University of Minnesota Extension Center for Youth Development are being followed.

Ways to Accumulate Points

1. **Print Article in Newspaper** = 10 points each
   - Teams must submit copy of article(s) to Dr. Rice.
   - Not public service...things like announcement of the meetings
   - The article must be interviewed and written by a reporter with quotes and be informative to the public.
   - The article must mention 4-H and University of Minnesota Extension.

2. **Print Article in non-newspaper publications** - 10 points each
   - Communications to patrons, employees, associations, etc. (ie. Farm Bureau, Farm, Electrical or Telephone Cooperatives)
   - Teams must submit copy of article(s) to Dr. Rice.
   - The article can be submitted to the publication or written by a reporter.
   - The article must mention 4-H and University of Minnesota Extension.

3. **Picture in newspaper** - 5 points each
   - Teams must submit copy of newspaper with the picture to Dr. Rice.
   - 4-H/Extension branding must be visible in the picture.
   - Include a caption describing the team’s purpose and members.
   - The photo can be submitted to the publication or taken by a reporter.
4. **Public Service Announcement/Press Release Creation**
   - Announcement/press release must be created by the team members.
   - Announcement/press release must inform the public about the team’s project.
   - The release must mention 4-H and University of Minnesota Extension.
   - Teams must submit copy of published release to Dr. Rice.

   **Broadcast Public Service Announcement (radio & television)** - 10 points (maximum of 10 points)
   - List broadcast stations aired and provide script to Dr. Rice.

   **Print Press Release:** - 10 points (maximum of 10 points)
   - List publications printed in and provide copy of submission to Dr. Rice.

5. **Radio Interview** = 15 points per interview
   - The interview must mention 4-H and University of Minnesota Extension.
   - List broadcast stations aired and name of person who conducted the interview and submit to Dr. Rice.

6. **Facebook Video** - Posted to State FB Page = 30 points
   - Team with the most reach (likes & shares) = 10 points
   - 4-H/Extension branding visible in video. *Consult with your program coordinator to meet the required guidelines.*
      - Videos must be submitted/uploaded to Dr. Rice via the following folder (you must type in the link exactly): https://www.dropbox.com/sh/bxev1e6kkv1b3bqf/AACVfucikKy6jAmX_QCYYWhJHa?dl=0
      - You can copy and paste the link into your web browser.
      - If you have questions regarding the uploading of videos to this folder please contact Dr. Rice.
   - Please email Dr. Rice when you have completed video submission to confirm a successful upload and timely posting on the State Facebook page.
   - Dr. Rice will upload the video to the State Science of Agriculture Facebook page.
   - Teams can share the video from the State page to increase reach and county and club 4-H Facebook pages can share the link as well.

7. **Face-to-Face Presentations with photo:**
   - Minimum of 2 members present at each presentation.
   - Documentation required: Picture of the crowd and a picture of the youth team members giving their presentation, a note from organization/representative confirming the presentation was given and number of attendees, and the meeting/event agenda.
   - Send all required documentation to Dr. Rice.
   - Points allocation as follows:
     - **Event - Walk through event/booth** (i.e. health fair, farm show) = 20 points
     - **Groups:**
       - under 10 = 20 points
       - 10-20 = 25 points
       - 21+ = 30 points

**QUESTIONS OR COMMENTS?**

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