



United States
Department of
Agriculture

National Institute
of Food and
Agriculture



Focus Areas of 4-H National Headquarters

The work of 4-H National Headquarters is framed by three objectives:

- Bridging research to practice
- Building partnerships
- Developing the capacity of Cooperative Extension to implement 4-H

The capacity building of Cooperative Extension connects to positive environments, positive relationships, and positive experiences, which in combination lead to positive youth development (PYD).

Although it does not reflect all of the roles and responsibilities of 4-H National Headquarters, the below outlines identifies the primary focus areas and the leadership within those focus area teams.

Program Quality & Accountability Team – Establishes fidelity to research-based PYD principles and ensures that programs are culturally relevant and inclusive. Upholds the stewardship of public and private funds and ensures that 4-H is achieving positive impacts for youth.

- PYD – All National Program Leaders
- Standards & Guidelines – Lisa Lauxman
- 4-H Name & Emblem – Amy McCune & Carol Benesh
- Research – Lisa Lauxman
- Evaluation – Lisa Lauxman

Learning Team – Tracking trends, identifying needs and shaping objectives related to informal and nonformal education.

- Youth – Amy McCune
- Adult – Doug Swanson
- Technology – Jim Kahler
- Content – Jim Kahler, Amy McCune, Doug Swanson

Outreach & Engagement Team – Tracking trends, identifying needs and shaping objectives related to reaching diverse audiences through various delivery strategies.

- Vulnerable Populations – Bonita Williams
- Military – Carol Benesh
- Emerging Young Adults – Carol Benesh
- Youth Ambassadors – Doug Swanson

Partnerships Team – Pursuing opportunities with USDA agencies to align PYD into all youth programming (internal). Identifying opportunities with federal agencies and appropriate private organizations to align PYD and 4-H in mutually benefitting goals (external).

- Partnerships - All National Program Leaders

Special Initiatives – Projects receiving special focus.

- National 4-H Conference – Doug Swanson
- Ready 4 Work, Ready 4 Life (college/career readiness) – Lisa Lauxman & Bonita Williams
- Communications – Amy McCune & Doug Swanson

4-H HQ Staff

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