



# Jackson County Farm Bureau®

## The Voice of Agriculture®

## UTILIZING COMMITTEE FOR PROGRAM DEVELOPMENT

PLANNING GUIDE using the Livestock Summit as an example activity:

### **Livestock Summit Planning Guide: Member-Driven Committee Model**

#### **Step 1: Committee Formation**

- **Appoint a Planning Committee**
  - Select 3–5 dedicated Farm Bureau members with livestock experience and event planning interest.
  - Define roles: Chairperson, Logistics Coordinator, Outreach Lead, Volunteer Manager, and Content Development.
- **Set Expectations**
  - Clarify that the committee will lead all planning and execution, with minimal administrative support from staff.

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#### **Step 2: Define Event Goals & Objectives (Entire Committee)**

- **Needs Assessment**
  - Identify knowledge gaps among 4-H exhibitors (e.g., livestock selection, nutrition, showmanship).
- **Set Clear Goals**

- Enhance youth livestock knowledge.
  - Foster community partnerships.
  - Promote Farm Bureau's mission of advocacy, education, and service.
  - **Establish Measurable Objectives**
    - Number of participants.
    - Quality of educational content.
    - Community engagement metrics.
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### **Step 3: Secure Venue & Partnerships (Logistics)**

- **Venue Coordination**
    - Partner with the fair association to use the indoor livestock barn.
    - Present the event plan to secure free use of the facility.
  - **Build Partnerships**
    - Collaborate with Extension, County Livestock Association, and 4-H leaders.
    - Seek sponsorships for food, supplies, and T-shirts, value added certification, etc.
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### **Step 4: Budget Planning (Full Committee)**

- **Estimate Costs**
    - Food, T-shirts, audio/visual equipment, supplies.
  - **Fundraising & Sponsorships**
    - Approach local businesses and ag organizations.
    - Use in-kind donations (e.g., volunteer presenters, meal preparation).
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### **Step 5: Event Design & Educational Content (Content Development)**

- **Station Planning**

- Create six hands-on stations: beef, swine, sheep, goats, nutrition, meats.
    - Use a consistent skill-a-thon format for all stations.
  - **Recruit Expert Presenters**
    - Secure knowledgeable volunteers for each station.
    - Ensure use of live animals for immersive learning.
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#### **Step 6: Promotion & Outreach (Outreach Lead)**

- **Marketing Materials**
    - Design flyers and online registration forms.
  - **Distribution Channels**
    - Share through Extension, 4-H leaders, social media, newsletters.
  - **Registration Management**
    - Use JotForm, Google Forms, or similar tools for pre-registration.
    - Close registration 10 days before the event.
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#### **Step 7: Logistics & Supplies (Logistics Coordinator/Volunteer Manager)**

- **Procurement**
    - Order food, T-shirts, and necessary equipment.
  - **Facility Setup**
    - Meet with fair association to collaborate animal facility design
    - Coordinate with livestock producers for animals, haul-in, and setup.
  - **Volunteer Assignments**
    - Assign roles for registration, group movement, meal service, and presenter support, and hospitality
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#### **Step 8: Timeline & Milestones (Logistics Coordinator)**

- **December (3 Months Prior)**
    - Begin planning, form committee, outline event.
  - **January**
    - Secure venue, partners, and sponsors.
  - **February**
    - Confirm presenters, send invitations, finalize logistics.
  - **March**
    - Finalize supplies, confirm facility setup, host event.
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#### **Step 9: Event Execution (Full Committee & All Volunteers or Presenters)**

- **Day-of Coordination**
    - Welcome participants, distribute T-shirts, divide into guided groups.
  - **Educational Rotations**
    - Rotate through stations with consistent content delivery.
  - **Meal & Closing**
    - Serve meal prepared by County Livestock Association.
    - Skip post-meal activities to avoid fatigue.
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#### **Step 10: Post-Event Evaluation & Planning (Full Committee)**

- **Debrief with Committee**
  - Review successes and areas for improvement.
- **Collect Feedback**
  - Use surveys or informal feedback from participants and volunteers.
- **Plan Next Summit**
  - Schedule earlier in the year to align with livestock selection.
  - Consider expanding to neighboring counties.