

Marketing You!

Guidelines for Completing a
Florida 4-H Recognition Portfolio

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You will need copies of the following 4-H publications. They are available from your County Extension 4-H Agent or www.florida4h.org

- The Florida 4-H Awards or Scholarship Cover Page
- The Florida 4-H Senior Portfolio
- My Senior 4-H Project Report (4H GCM 14)
- What Are My Skills? Worksheet (4H GCR 32)
- Florida 4-H Award Program Opportunities

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MARKETING YOU



Guidelines for Completing a Florida 4-H Recognition Portfolio

"Learning by doing" is the principle on which 4-H is founded. As you take part in 4-H and other activities, you gain knowledge and skills in your areas of interest. Many of these skills are transferable. A transferable skill is one you can use to help you reach other goals, such as applying to college, getting a job, or winning a scholarship. Identifying and describing your skills and accomplishments may take some time and thought, but the effort will be worth it.

The purpose of this Florida 4-H Recognition Portfolio is to help you review and reflect on your previous 4-H experiences, recognize the skills and accomplishments you have acquired from these activities and learn to market yourself as a result of these experiences. You may have been a 4-Her for many years and have "stacks" of scrapbooks and records of your work, or you may have been participating in 4-H events and activities for only a few years. Regardless, we hope you have gained a variety of skills and abilities during this involvement and are interested in sharing it with others.

The Florida 4-H Program annually recognizes outstanding young people in a variety of programs. At the state level this recognition and award system has been redesigned to be an educational experience that provides you with a more "real-life" experience.

Think of yourself as applying for a job. Usually this includes several activities---making personal contacts or writing to inquire about job opportunities, completing job applications, preparing resumes or narrative statements about yourself, and interviewing. These are all job seeking experiences we must learn to do. The new Florida 4-H Awards and Recognition Program incorporates these activities as part of the system for selecting and recognizing your outstanding accomplishments. It will provide you with a more realistic opportunity for you to market yourself. This will include a two-fold process.

The first process will be to prepare your 4-H Recognition Portfolio. This will include a completed Florida 4-H Awards Application, a personally prepared resume and a two-page narrative summary. This portfolio will be reviewed and used for screening and selecting candidates for personal interviews.

The second process is marketing yourself in a personal interview. This interview will give you the opportunity to share your accomplishments personally and discuss with the interviewers the impact of your 4-H experiences. The final selection process will be a result of the interviews.

To Complete Your 4-H Recognition Portfolio...



STEP 1: Florida 4-H Awards or Scholarship Portfolio Application

Many employers have applications for you to complete. These applications often request concise listings of your past experiences, skills and abilities, and community involvement. Completing the *Florida 4-H Awards or Scholarship Portfolio Application* (4HGCR 31) is similar. Instructions are provided for you in completing this first step later in this book.



STEP 2: Personal Resume

Preparing a *resume* is another job seeking step that is often done to market yourself and your accomplishments. A resume is a brief description of your work history (which may include volunteer work and community service) and accomplishments, your education, and any special skills you have. Its purpose is to open doors---to get an employer or organization interested in you. We have given you a process and sample format to prepare a 1-2 page resume. Using the *What Are My Skills? Worksheet* (4HGCR 32) will help you reflect on your 4-H experiences, creating a picture of who you are and what skills and accomplishments you have to offer at this point in your life.



STEP 3: Narrative Summary Statement

The last step you will need to do to complete your Recognition Portfolio is to prepare a 2-3 page narrative summary of your accomplishments and the impact 4-H has had on your life. Again, this step will give you added experiences that you can later use writing your first cover letter for that job application or resume. It's a way you can present information that isn't present in your application form or resume. Again, specific instructions are provided in this packet to guide you in preparing this document. An additional financial need statement must be added to scholarship portfolios to address any special financial needs you may have.



STEP 4: Additional Attachments for Scholarships

Scholarship Portfolio Attachments:

- Letters of Recommendation: One letter is required from a school counselor, instructor or employee and one letter is required from your County Extension Agent.
- Transcripts: You must submit transcripts from high school and any higher education you have received.

Step 1: Preparing Your Portfolio Application

There are seven award program areas in which you may enter your accomplishments from your 4-H projects or activities. Review the listing of Florida 4-H Award Program Opportunities on page 12 with your leader or county Extension Agent. Once you have identified your award program area, you are then ready to begin completing the *Florida 4-H Awards Program Application*. Please observe the following guidelines:

1. Choose the appropriate Awards or Scholarship Cover Page for your application. These pages will ensure your application is entered into the correct categories for competition, and list all requirements for a complete application.
2. Insert the name of the awards program area (from the page 12 listing) on page one of the application. You are applying for Florida's top 4-H awards in the broad program area of your choice. You may only compete in *one* program category. Make sure you have relevant project experience within that program area.
3. You must be currently enrolled in projects or activities and be 14 years of age by September 1 of the current 4-H program year to enter the awards competition.
4. Appropriate signatures are required to certify your entry in this competitive program.
5. Your best resource in filling out the *Florida 4-H Awards Application* is the form itself. Read it and complete it carefully and completely. It should be neat and free of errors in spelling, grammar, punctuation, and typing.
6. The application can be printed neatly in blank ink, typed, or completed on the computer using the fillable forms available at www.florida4h.org. If you choose to use computer word processing, you must print your final report on the official application form. You must keep within the designated space provided. No additional pages or inserts will be allowed. The left margin should be one (1) inch and the right margin should not be less than 1/2 inch. The type can be no smaller than 11 spaces/inch or 11 point word processing font. Adjustments to line spacing or photocopy reductions are not allowed and will disqualify your application.
7. Follow instructions for each section carefully. You will need to report the most meaningful accomplishments and experiences. Here are a few suggestions to help you in presenting your information:
 - List your activities in chronological order.
 - List the most meaningful experiences at the top of each year's list.
 - List only the most important information about each experience.
 - Use numbers to show size and quantity where appropriate.
 - Organize experiences in logical manner.

SECTION I: MAJOR PROJECT SUMMARY

Only goals, project accomplishments, and activities from the current year in the project area you are submitting in should be included in this section.

Project Goals

Summarize in this section the goals you have set for your project work at the beginning of the 4-H year and how they have helped you succeed in your current year's project work.

Major Project Accomplishments

These should be accomplishments made in the project area you are submitting your portfolio in for the current year. Make sure to select the most relevant accomplishments to make the largest impact possible in the small amount of space you have to report in.

Project Activities

List your project activities for the current year in the major project area you are submitting your portfolio in. It is also important to list your responsibilities at the activity such as a leadership role, or exhibitor. Also list the level in which the activity was held.

SECTION II: CUMULATIVE 4-H EXPERIENCES

This section provides you the opportunity to summarize all your participation and accomplishments in the 4-H Program.

Project Accomplishments

You may wish to categorize your most meaningful experiences and accomplishments by project/activity and year(s) within. Be sure to take into consideration the area you are entering and choose your most important accomplishments. You may not have room to report all your projects, select the most appropriate.

4-H Awards and Honors

Awards should reflect what you have accomplished in this program. Group awards in categories showing significant improvement whenever possible. The categories of awards might include trips, medals, trophies, plaques, ribbons, scholarships, etc.

4-H Activities, Experiences and Events

List experiences by year(s), combining information where possible. Items listed should reflect your participation in demonstrations, talks, tours, workshops, camps, judging events, field trips or learning experiences in the program area.

Leadership Experiences

Leadership means taking the lead in giving direction, planning and organization. Effective leadership depends on help and assistance from others, but helping is a supportive role, not leadership. Identify the things you have done in 4-H where you planned, organized and gave direction, either with others or individually. Use action words to describe your responsibilities...conducted (rather than attended) a meeting or directed (rather than helped) others. Leadership can also include planning and organizing events.

Include experiences as a junior/teen leader, elected leadership positions and other volunteer leadership roles you have performed at 4-H activities, camps, achievement events, workshops, judging events, tours or other events.

Citizenship and Community Service

Citizenship can be defined as acting with informed concern for self and others as an individual or group action. Helping and assisting with activities are important. You can take some leadership roles, but it is not required. *Community Service* is what you as an individual or with others perform to help your community. Helping your family is not a community service, helping a new 4-H member with a project is demonstrating citizenship.

List only the information called for under each heading. Under the heading Your Responsibilities describe your activities and for the level of participation use these specific designations: (Y) performed yourself; (G) gave primary leadership to a group; or (M) was a member of a group.

SECTION III: EXPERIENCES IN OTHER ORGANIZATIONS

List in order of importance your most meaningful experiences in school, church, and community organizations other than 4-H. Leadership roles and honors should be described.

The last area provides you the opportunity to list other hobbies or special interests you have been involved in and that have not been reported previously.

Step 2: Preparing Your Resume

Writing your first resume can be somewhat like solving a mystery---the mystery of who you are and what skills you have to offer.

"What Are My Skills?" Worksheet

The first step in solving a mystery is to gather clues. The *"What Are My Skills?" Worksheet* (4H GCR 32) will help you explore your experiences and find those skills that will be most useful to you in school or work. On the worksheet, these skills appear in five groups, called *Career Skills*. The groups are:

- Resources
- People
- Information
- Systems, and
- Tools or Equipment

You will find that some of these skills and skill groups interest you more than others. This is normal and is important to know in planning for education, training, and choosing a career. Psychologists who study career choice have found that there is only one way to predict how successful somebody will be in a certain career: how much interest they have in the work they have chosen - in a word, their motivation. So pay close attention to your preferences!

Following the *Career Skills* are three more sets of skills, called *Life Skills*. These are skills that everyone will need to succeed, despite their field of work or education.

When you have completed your worksheet, you will use what you have learned from the survey of your skills to write a 1-2 page resume.

This resume is a tool for you to use in "marketing" yourself. You can use it to explore possible college majors or careers. You can draw from it for job applications and job and college admissions interviews. You can use it to plan future 4-H projects that will teach you new skills or strengthen those you already have.

You can use the "*What Are My Skills?*" *Worksheet* every year or two while you are in 4-H to keep your resume up to date. If you do, you will always have a current, accurate summary of your skills and successes on hand to give to possible employers, recruiters, and others.

Now ... let's get to work!

Step 1: Gathering The Materials You Will Need.

Before you begin, you will need to gather some materials. If you have been keeping 4-H Project Records or a portfolio, you will already have most of what you need at hand. If not, gather as many of the following items as you can:

- Project records and other records of your 4-H involvement and achievements
- Awards and certificates
- Programs or materials from conferences or workshops you participated in or facilitated
- Scrapbooks, newspaper clippings or pictures, or other reports of accomplishments
- Report cards
- Meeting minutes and activity reports

You also will need about a dozen sheets of scrap paper and pen or pencil.

Step 2: Reflecting on Your Experiences.

Begin by looking through your portfolio or other materials you have gathered, and think back over your 4-H experiences. What have been your most enjoyable and satisfying experiences or accomplishments?

- Jot down as many as you can think of in a sentence or two on a piece of scrap paper. Try to list at least ten. If you have trouble thinking of this many, think about your years in school one by one. What did you learn? What did you do with your family? What outside activities did you participate in? Did you win any contests or awards?
- Pick the 5-7 key experiences or accomplishments that seem most important to you now. These experiences might be specific events like 4-H camp or livestock judging events, or you might consider your total project area. For example, you may choose to identify key experiences with in a food project.

As you reflect on these experiences, focus first on what you did. This could be a problem you solved, a difficulty you overcame. or something you learned or created. Then think about how you did it, and what tools or means you used. Did you get *people* to help you, or did you get hold of important *information*? Did you use tools or *technology*, create a *system*, or work with *resources* such as time or money? Finally, what was the outcome? How did things change because you succeeded? Did you receive some kind of recognition, such as an award? Did you gain confidence or a sense of achievement?

On scrap paper, you may need to write these experiences out as brief stories---no more than two or three paragraphs. This may be a very helpful step if you have not been keeping other types of 4-H records. If you have kept 4-H record books and stories, you may simply want to review these from your past rather than creating new reflections and stories.

Here is an example of a story that is too short:

"The time I organized my 4-H group to adopt and clean up a park and won a prize from the mayor for beautification."

Here's the same story in a usable form:

Last year, I organized my 4-H group to clean up our neighborhood park. There were no trees or plants, the benches were broken, and there was trash lying around. The City Parks Department knew about the park's condition but lacked money to fix it. I went to the Citizens Association to ask for their help, and they formed a committee to work with my 4-H group.

We planned a neighborhood cleanup day. The 4-H members made flyers to put up in local stores and hand out door to door. Thirty people showed up and worked for four hours. The Citizens Association committee chairman and I invited the local newspaper to cover the cleanup, and a reporter interviewed us. I mentioned that my 4-H group was planning a bake sale to raise money for trees and grass, and the newspaper printed it. A big nursery called the Citizens Association to see if they could donate some plantings, and a local garden club offered to help. A hardware store heard about it and donated new benches. And our bake sale made more than \$400.

Now the park is clean and shady. Kids play there again, and families bring picnics. Next year, the Citizens Association will put in a softball diamond and backstop. The mayor gave our 4-H group a plaque and a \$100 prize for neighborhood beautification, and the Citizens Association sponsored a thank-you dinner for us.

Using the Worksheet

Step 3: Finding Your Career Skills.

After you have reviewed your previous project stories, reflected on your experiences, or written your brief stories, you are ready to find the skills you used. Look at the "*What Are My Skills?*" *Worksheet* (4H GCR 32). Along the left side, you will see the skill groups under *Career Skills* and *Life Skills*, and the individual skills that belong to each. Across the top, you will see a series of blank diagonal lines.

- Write a short title for your 5-7 key experiences/stories on the blank lines, as we have done for the "Neighborhood Park Cleanup" example.
- Read each skill and ask yourself, "Did I acquire or use this skill?" If you did, check the block for it in the appropriate column. Look at the "Neighborhood Park Cleanup" example.
- Continue until you have assessed your skills in at least five experiences/stories.
- When you have completed and filled in the worksheet, look at the first skill listed under *Career Skills*. Count the number of times you used this skill by counting the boxes you checked in that row. Write this number in the margin next to the skill. Do this for each skill on the worksheet---both *Career Skills* and *Life Skills*.
- When you have finished, take a piece of scrap paper and list the ten skills you used most often.
- From that list of ten, choose the five skills you most enjoyed using. Make a new list of these skills, beginning with your favorite skill.

Look at the *Career Skills* section of the worksheet again. Do three or more of your favorite skills fall into one group-People, for example? If so, you may want to explore possible careers or college majors that require you to work well with others, such as sales, high school teaching, or social work. If your favorite skills are spread out over most or all the skill groups, don't worry. Your interests may not have jelled yet-or maybe your most satisfying projects or experiences required a variety of skills. If you use the worksheet to examine the skills you have learned every year or two, you should find your interest becoming clearer.

- Take one or more sheets of scrap paper (this is the last!) and write down the first of your five favorite skills. Think of the experiences or look at the stories in which you used that skill.
- Write a sentence about how you used it and what it accomplished in each story. For example, let us say that the favorite skill of the writer of "Neighborhood Cleanup" turned out to be "Exercises Leadership." She might say, "Persuaded my 4-H group

and the Board of the Citizens Association to cosponsor a neighborhood park cleanup project. Organized the project, including a cleanup day and a bake sale." Now think again about your favorite skill. Now that you've identified it, can you find evidence of it elsewhere in your life? If so, write it down.

Write down the "evidence" for each of your five favorite skills from your stories and other recollections. (This is called demonstrating a skill.) These will be listed on your resume under "Skills and Accomplishments".

Step 4: Checking Up on Your Life Skills.

Now look at the *Life Skills* you have checked on the worksheet. These skills don't go on your resume, but you will need all of them in the future. Are there any that you don't seem to be using, or feel uncomfortable about? If so, talk to your 4-H Leader, a teacher, parent, or other adult you work with. You may already have that skill and not know it. Or you may need to learn and practice skills such as speaking or self-management. Building your basic skills will increase your confidence now and your chances of success in school and on the job in the future.

Writing Your Resume

Now you are ready to write your resume. Follow the instructions on the resume format on the next page. If possible, write a first draft of your resume and set it aside for a few days. Memories of success that belong on your resume may pop into your head at odd times. Jot them down (yes, on scrap paper) and add them to the final draft of your resume.

Always keep at least one copy of each of your old resumes. As you write resumes for different purposes, you may change your "evidence" for a skill, or even the skills you choose to list. Someday, a skill or bit of evidence you discarded years ago may become important again.

Your Name
Street Address
City, State, Zip Code

OBJECTIVE

[*Optional*, fill in a one-sentence objective when you create a resume for a particular purpose, such as applying for a job, a volunteer position, or college admission.]

SKILLS AND ACCOMPLISHMENTS

Directions. From your worksheet, take your *five favorite skills* and list them in order of preference down the left-hand side of your resume, as shown below. Next to each skill, list three to five ways in which you used that skill in a 4-H, school, or other project and what you accomplished. Keep your description to one or two sentences.

- Skill #1**
- Best example of how you used this skill and what you accomplished.
 - Another project or activity in which you demonstrated that you had this skill.
 - Yet another example of this skill in action-perhaps a description of a workshop you participated in where you practiced or learned more about this skill.

EDUCATION

NAME OF CURRENT SCHOOL
Date you received or expect diploma

City, State
Dates attended

Directions. List your academic major or area of strongest interest. Then list up to three outside activities, such as 4-H, and any offices you have held, such as Student Council representative or Class Secretary. Finally, describe any honors, awards, or recognition you received for academic achievement (National Honor Society, for example), arts, sports, community service, citizenship, or other activities-but do not repeat those you included in your skills description.

EMPLOYERS

[*Optional.* If you have been employed, list your employers here, beginning with your most recent job. Include the employer, city, state, and dates (month/year) you were employed, and a brief description of your responsibilities.]

Step 3: Preparing Your Narrative Statement

Now that you have completed your awards application and reflected upon your skills as you prepared your resume, you should be able to look back and write a two-page narrative that would summarize and highlight how you have benefited from your 4-H experiences. Be specific with your examples; don't use slang, you are writing for judges who are evaluating your 4-H career... much as an employer evaluates your letter of application.

Include one copy of your Narrative Statement with your *Florida 4-H Awards Program Application*. Follow the instructions given on page 6 of the application for preparation of your narrative. The narrative summary should not be a re-listing of what has been reported in your application. Rather, it should convey to the reader what you have done, learned, and how 4-H has helped you in such a way that the reader has an overall picture of your personal development through 4-H.

Step 4: Portfolio Checklist

Florida 4-H Awards Portfolio Checklist

The following items should be organized in a clear, plastic report folder for submission to the State 4-H Office by the deadline.

- Completed and signed Florida 4-H Awards Application with appropriate cover page.
- 1-2 page resume
- 2-3 page narrative statement

Florida 4-H Scholarship Portfolio Checklist

The following items should be organized in a clear, plastic report folder for submission to the State 4-H Office by the deadline.

- Completed and signed Florida 4-H Awards Application with appropriate cover page.
- 1-2 page resume
- 2-3 page narrative with statement of financial need
- Two reference letters
- High School and any available higher education transcripts

Before submitting your application to your county extension office, double check to make sure all the above requirements has been fulfilled. Be sure to make a copy of the complete application for your records.

Florida 4-H Award Program Opportunities

ANIMAL SCIENCE

This area of recognition includes project accomplishments in small and large animals including beef, sheep, swine, dairy cattle and goats, horse and horsemanship, poultry, veterinary science and care of small animals.

ENVIRONMENTAL EDUCATION, INCLUDING PLANT SCIENCE

This area of recognition includes project accomplishments in all aspects of environmental education programs in Florida. This would include earth, soil and water studies, energy education, aquatic and marine activities, plant sciences, forestry, entomology, and waste management projects.

INDIVIDUAL AND FAMILY RESOURCES

This area of recognition includes project accomplishments in all aspects of home economics projects including foods and nutrition, food safety and conservation, clothing and textiles, housing and home furnishings, and child and family development.

CITIZENSHIP AND CAREER DEVELOPMENT

This category includes project accomplishments in areas of citizenship, career development and outstanding community service activities.

LEADERSHIP AND COMMUNICATIONS

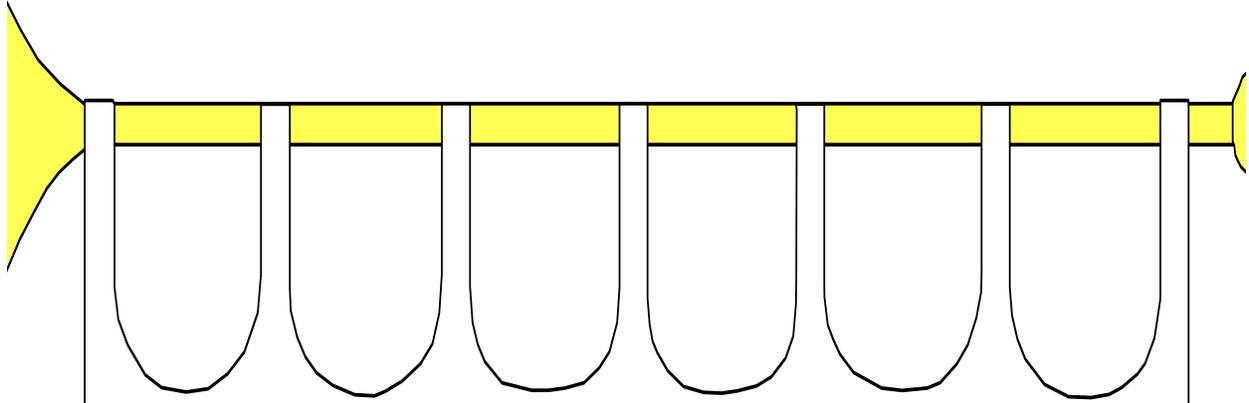
This category includes leadership and communication project accomplishments. Personal growth and development through leading and teaching others is the major focus of this recognition area.

SCIENCE AND TECHNOLOGY

Project accomplishments in areas emphasizing science and technology should be entered in this category. Such projects might include engineering related activities and studies, computer technology, Blue Skies, rocketry or various other projects where the emphasis has been in the scientific studies of these topics.

GENERAL/OVERALL ACHIEVEMENT

This category provides an area for youth who have not had any one predominant project focus but has excelled through a variety of 4-H experiences.



Florida 4-H Awards Program Timeline

- MAY** ➤ Ensure Portfolios are to county office by your County's deadline.
- JUNE** ➤ Receive Florida 4-H Awards Portfolio from the Counties at the **State 4-H Office** by 4:30pm, on date announced (first working day of June).
- Florida 4-H Awards Portfolio entries reviewed and interviewees selected and counties notified.
- JULY** ➤ Participate in Personal Interview at *Florida 4-H Congress*. Candidates must be able to participate in interviews during *Florida 4-H Congress*.
- Announce winners during the *Florida 4-H Congress!*
- AUGUST** ➤ Submit registration to *National 4-H Congress*.
- OCTOBER** ➤ Complete travel arrangements for *National 4-H Congress*.
- NOVEMBER** ➤ *National 4-H Congress!*
- JANUARY** ➤ *Submit registration for National 4-H Conference.*
- MARCH** ➤ *National 4-H Conference!*

Name

4-H Club Motto
"To make the best better"

Address

4-H Pledge

I Pledge:
My head to clearer thinking
My heart to greater loyalty
My hands to larger service, and
My health to better living
for my club, my community,
my country, and my world.

Name of Club/School

4-H Colors

Leader/Teacher's Name

Green and White



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