



# *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.

- The Florida 4-H Awards Program Application (4HGCR 31)
- What Are My Skills? Worksheet (4HGCR 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-H'er 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, scored 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 will be a result of your score on the initial screening and your interview.

## To Complete Your 4-H Recognition Portfolio...



### STEP 1: Florida 4-H Awards 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 Program Awards Application* (4HGCR 31) is similar. Instructions are provided for you in completing this first step.



### 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 **2-3 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 two-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.

The following pages will provide you with some brief instructions for each of these steps.

Please read and follow directions carefully.

## Preparing Your 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. 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.
2. 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.
3. Appropriate signatures are required to certify your entry in this competitive program.
4. 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.
5. The application can be printed neatly in blank ink, typed, or completed by computer word processing. 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 12 spaces/inch or 12 point word processing font. **Adjustments to line spacing or photocopy reductions are not allowed and will disqualify your application.**
6. 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

Page two of the application asks you to report on your *major* 4-H Project Area for the *past* year. This reflects your goals, accomplishments toward those goals and the activities you were involved in to reach your goals for **the past year only**. This section allows you to declare your major project interest and share what your major accomplishments have been. For example, you may be applying for an award in Animal Science and your major project this past year has been Dairy. You would report your major Dairy Project goals, accomplishments and activities for **this** year as requested on this page.

## 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 Participation and 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 Offices and Committees

List only the information called for under each heading. Responsibility should reflect leadership duties you performed while serving in this capacity. Organize your information so that your most important offices/committees are listed first.

### Major 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.

### 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.

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.

## **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.

Include experiences as a junior/teen leader and other volunteer leadership roles you have performed at 4-H activities, camps, achievement events, workshops, judging events, tours or other events. **DO NOT LIST THINGS YOU HAVE REPORTED UNDER CITIZENSHIP OR ELECTED OFFICES/COMMITTEES.**

## **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.

## **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.

## 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* (4HGCR 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 two- or three-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 school 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 and school career. What have been you 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. 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.

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* (4HGCR 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 skills 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**

## 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**

**City, State**

**Date you received or expect diploma**

**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.]

## Preparing Your Narrative Statement

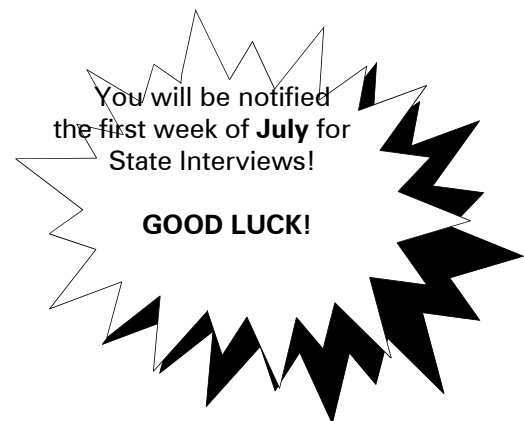
Now that you have completed your awards application and reflected upon your skills as you prepared your resume, you should be able to look back and write a two-page narrative that would summarize and highlight how you have benefitted from your 4-H experiences. Be specific with your examples; don't use 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.

### Florida 4-H Recognition 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
- ✓ Two-Three page resume
- ✓ Two page narrative statement
- ✓ Be sure all signatures are present and dated.
- ✓ Make a copy of your complete portfolio 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

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## 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

- ▶ Write Donor Thank-you's!
- ▶ Submit registration to *National 4-H Congress*.

## OCTOBER

- ▶ Complete travel arrangements for *National 4-H Congress*.

## NOVEMBER

- ▶ *National 4-H Congress!*

## DECEMBER

- ▶ Write Donor Thank-you's!

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

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**Name**

**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.**

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**Address**

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**Name of Club/School**

**4-H Colors**

**Green and White**

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**Leader/Teacher's Name**



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