

KENTUCKY EXTENSION HOMEMAKERS ASSOCIATION

2019-2020



KEHA MISSION

Improving the quality of life for
families and communities
through
education, leadership development,
and **volunteer service.**



KEHA ~ EDUCATION

Implement a program of work for your club and county

- Include **goals, lessons and projects** from eight state **educational chairmen's programs of work.**
- Connect **club and county programs** with the **county FCS Extension plan of work.**
- Address **needs of families** in your **communities,** in the **state** and around the **globe.**



KEHA ~ LEADERSHIP

Empower community leaders

- Provide **leadership training** opportunities for **members**.
- Take an **active role** in the **community**.
- Inform **local decision makers** of the **impacts** and **public value** of **KEHA** and the **Kentucky Cooperative Extension Service**.



KEHA ~ SERVICE

Embrace and promote volunteer service

- **Volunteer to serve** in a **club, county** or area leadership position.
- **Support Extension** programs through **volunteer service**.
- **Report volunteer time** through the **volunteer service unit program** and **leadership development report**.



2019-2020 THEME: *The Sun Shines Bright*

- Portrays a bright outlook for the future
- Emphasizes the colors and design of the new KEHA logo
- **Potential uses:**
 - County and area annual meeting themes
 - Training and programmatic theme
 - Promotional and membership activities



The Sun Shines Bright

2019-2022 PRESIDENT'S FOCUS

KEHA ~ A Winning Team

Playbook for 2019-2022: Key Areas

- **Leadership Development**
- **Training**
- **Member Recruitment and Retention**



LET'S GROW HOMEMAKERS - 2019-2022

- **Year 1: How to get started. Focus on ideas and plans to increase membership.**
- **Year 2: Cultivate and fertilize. Put ideas into practice and change ways that were not successful.**
- **Year 3: Try something new. Add new ideas to make KEHA shine and share your successes.**
- **Tend and add to your flower bed of Homemakers!**



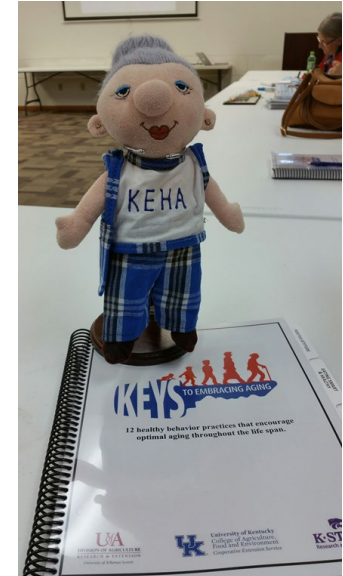
BOOST YOUR EGO!

Challenge: Everyone Get One – Each member is challenged to recruit a member.

Goal: Increase membership with the potential to double numbers.

Contest:

- ✓ **County with greatest percentage increase will receive \$300 and Ms. E. Go "traveling trophy."**
- ✓ **County with greatest increase in number of members will receive \$300 and Ms. Way to Go "traveling trophy."**



KEHA LEADERSHIP ACADEMY

- NEW KEHA “Leadership Academy”
- Intensive leadership training targeted to new and emerging leaders
- Selection process for training cohort
- Payback requirement included





KEHA LOGO BRANDING GUIDELINES

- ◆ **Why?**
 - Best results come from maintaining consistent, high original quality.
- ◆ **Where?**
 - Brand Guidelines – posted at www.keha.org under “Marketing and Recruiting” tab.
- ◆ **Logos**
 - Downloadable by Extension personnel from the FCS Extension internal web page.

KEHA ON FACEBOOK

Find the
Kentucky Extension
Homemakers
Association
on Facebook

@officialKEHA or

<https://www.facebook.com/OfficialKEHA>



LEARN. LEAD. SERVE.

COUNTY KEHA FACEBOOK PAGES

Does your county association have a Facebook page?

- Consider using the image at right for your profile picture
- Change your short name to @CountynameKEHA (ex. @BourbonKEHA)

If you do not have a page and plan to create one, Jenn Williams (jjennifer143@gmail.com) or Mindy McCulley (mindy.mcculley@uky.edu) can share guidelines and help you get started!



Bourbon County

DEVELOPING A PROGRAM OF WORK

- Identify needs and interests
- Consider statewide programs and emphases
- Build a strategy for implementation
- Set your calendar for the year
- Evaluate your programs and submit your reports
- Share your successes



CULTURAL ARTS AND HERITAGE

2019-2022 Focus:

Heritage Skills

- **2019-2020: Swedish Weaving**
- **2020-2021: Weaving, Traditional Cloth**
- **2021-2022: Pin Weaving**

Cultural Arts & Heritage Passport



ENVIRONMENT, HOUSING AND ENERGY

2018-2021 Focus: The Three B's of Home Landscaping: Bees, Birds and Butterflies

- **2018-2019: The Buzz about Bees**
- **2019-2020: Birds and Your Outdoor Spaces**
- **2020-2021: Monarchs, Skippers, Painted Ladies and other Kentucky Butterflies**

Contest: Adopt a Highway



FAMILY AND INDIVIDUAL DEVELOPMENT

2019-2022 Focus: Nurturing Families

- **Focus 1: Nurturing Teenagers**
- **Focus 2: Nurturing Self**
- **Focus 3: Nurturing Aging**

Activity: Making Fidget Mats

Contest: Nurturing Families



FOOD, NUTRITION AND HEALTH

2018-2021 Focus:

- 1. Food Safety, Preparation and Local Resource Management**
- 2. Making Nutritious Food Choices**
- 3. Know Your Numbers and Your Family History**



4-H YOUTH DEVELOPMENT

2017-2020 Focus:

Encourage youth (and KEHA members) to develop and enhance public speaking and demonstration skills.

Contest:

Recognize Extension Homemaker support of 4-H through volunteer hours and 4-H camp scholarships.



INTERNATIONAL

2019-2022 Focus:

Increase awareness of and support for ACWW and NVON projects and programs.

Implement projects and programs targeted to 9 of the 17 United Nations Sustainable Development Goals.

Special Project: EcoBrick Program



MANAGEMENT AND SAFETY

2017-2020 Focus: Enhance financial planning skills and stay current on issues that effect family budgets.

Featured Lessons:

- 1. Managing Holiday Expenses**
- 2. Savvy Sellers and Bargain Hunters**
- 3. The Ins and Outs of Downsizing Your Home**
- 4. Evaluating Your Health Insurance Needs**
- 5. Digital Estate Planning**
- 6. Long Term Care Options**



LEADERSHIP DEVELOPMENT

2018-2021 Focus:

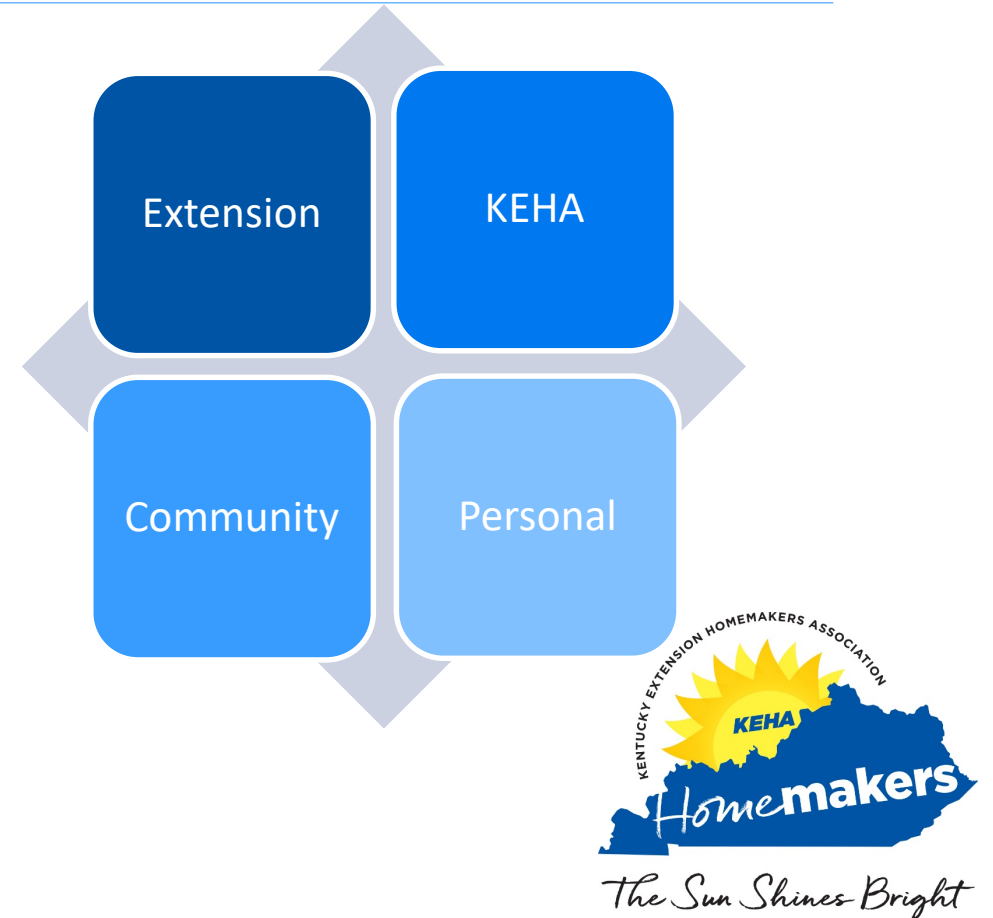
1. Leadership development with focus on organizational analysis and action plans.
2. Civic engagement.
3. Volunteerism – and an enhanced VSU program.
4. Supporting higher education through scholarships.



KEHA VSU PROGRAM

Enhancements effective July 1, 2018

1. **Four categories for reporting hours – Extension, KEHA, Community and Personal.**
2. **New VSU log form.**
3. **Expanded recognition for volunteer service.**
4. **No carryforward from the previous year.**



WHY REPORT?



- Summarize impacts of KEHA programs across the state.
- Assist KEHA Educational Chairmen in crafting programs of work.
- Provide data for Kentucky Cooperative Extension Service reports.



2017-2018 REPORT HIGHLIGHTS

Cultural Arts & Heritage

- More than **\$30,000** in funding to support **Extension and community projects** was generated through the **sales of craft items**.



Environment, Housing and Energy

- Clubs and county organizations provided monetary and in-kind donations totaling more than **\$13,200** for **community beautification projects**.



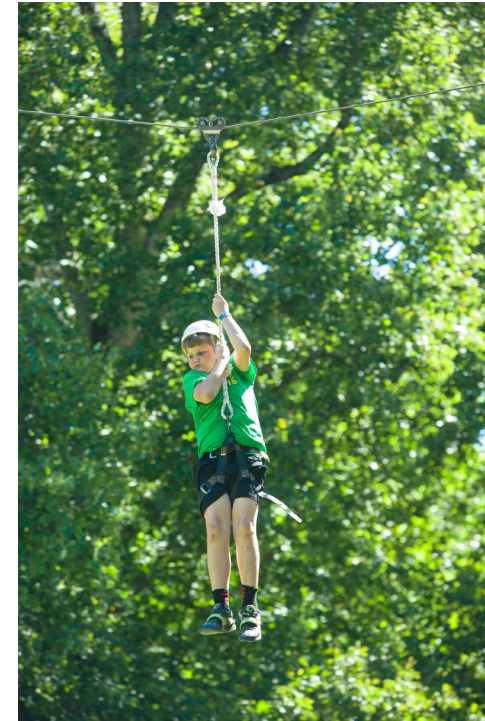
2017-2018 REPORT HIGHLIGHTS

4-H Youth Development

- KEHA members **contributed more than \$21,000** for 4-H camp scholarships.

Family & Individual Development

- **More than 200 clubs** held multi-generational programs.



2017-2018 REPORT HIGHLIGHTS

Food, Nutrition and Health

- More than **\$44,000** was raised and donated to the **UK Ovarian Cancer Screening and Research Program**.

International

- **More than \$5,000** was donated to finalize construction of the library in the village of Adjeikrom in Ghana.



2017-2018 REPORT HIGHLIGHTS

Leadership Development

- **\$62,000** in **scholarships for higher education** were awarded through **KEHA clubs, counties and areas.**



Management and Safety

- **3,012 KEHA members** learned **methods to manage their holiday expenses** based on information received through Extension.



2017-2018 Reports

Annual KEHA Reports

UK Extension Spotlights

- State Reports
- [Membership Report](#) (PDF)
- State Educational Program Chairman Reports
- [4-H Youth Development](#) (PDF)
 - [Management and Safety](#) (PDF)
 - [Environment, Housing and Energy](#) (PDF)
 - [Food, Nutrition and Health](#) (PDF)
 - [Leadership Development](#) (PDF)
 - [Cultural Arts and Heritage](#) (PDF)
 - [Family and Individual Development](#) (PDF)
 - [International](#) (PDF)



2019-2020 DATES TO REMEMBER

July



- **July 1 – Club program of work reports due to county**
- **July 1 – VSU logs due to county leadership chairman**
- **July 23-25 – National Volunteer Outreach Network Conference – Springdale, Arkansas**



2019-2020 DATES TO REMEMBER



August

- **August 15 – County program of work reports due to area**
- **August 15 – County VSU summary reports due to area leadership chairman**



2019-2020 DATES TO REMEMBER



September

- September 15 – Area program of work reports due to state
- September 15 – Area VSU reports due to state leadership chairman



2019-2020 DATES TO REMEMBER

October



- **October 1 - KEHA Leadership Academy Applications Due to Area Presidents**
- **October 13-19 – KEHA Week**
- **October 15 – Deadline for learning session proposals for the 2020 KEHA State Meeting**



2019-2020 DATES TO REMEMBER

November/December

- **November 11-12 – KEHA State Board Meeting**
- **December 1 – Membership dues due to the county treasurer**
- **December 15 – County KEHA dues due to the area and state treasurers**
- **December 31 – County KEHA dues delinquent if not received by KEHA state treasurer**



2019-2020 DATES TO REMEMBER



January/February

- **January 15 – Member address updates due via the online system**
- **February 1 – Membership recognition report due to the KEHA 2nd Vice President**



2019-2020 DATES TO REMEMBER

March

- **March 1 - Due date for:**
 - ✓ **Area showcase forms for KEHA State Meeting**
 - ✓ **KEHA Contest Entries**
 - ✓ **KEHA Development Grant and Mini-Grant Applications**
 - ✓ **KEHA Scholarship Applications**
- **March 9-10 – Spring KEHA State Board Meeting**
- **March TBA – KEHA Leadership Academy**



2019-2020 DATES TO REMEMBER

March

- **March 21 – Postmark deadline for credentials for:**
 - ✓ **KEHA 1st Vice President**
 - ✓ **KEHA Treasurer**
 - ✓ **KEHA Environment, Housing and Energy Chairman**
 - ✓ **KEHA Food, Nutrition and Health Chairman**
 - ✓ **KEHA Leadership Development Chairman**
 - ✓ **KEHA Marketing and Publicity Chairman**



2019-2020 DATES TO REMEMBER

March/April

- **March 24 – Postmark deadline for early registration for the 2020 KEHA State Meeting**
- **April 1 – Final postmark deadline for registration for the 2020 KEHA State Meeting**
- **April 21-23 – 2020 KEHA State Meeting, Owensboro Convention Center, Owensboro, KY**



2019-2020 DATES TO REMEMBER



May/June

- **June 30 – KEHA Program Year Ends**



STAY IN THE LOOP

✓ www.keha.org

✓ Annual Newsletter

✓ KEHA News and Notes

✓ County newsletters

✓ Social media



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[Kentucky Extension Homemakers Association Convene 86th Annual](#)



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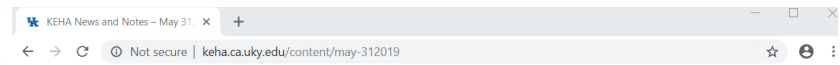
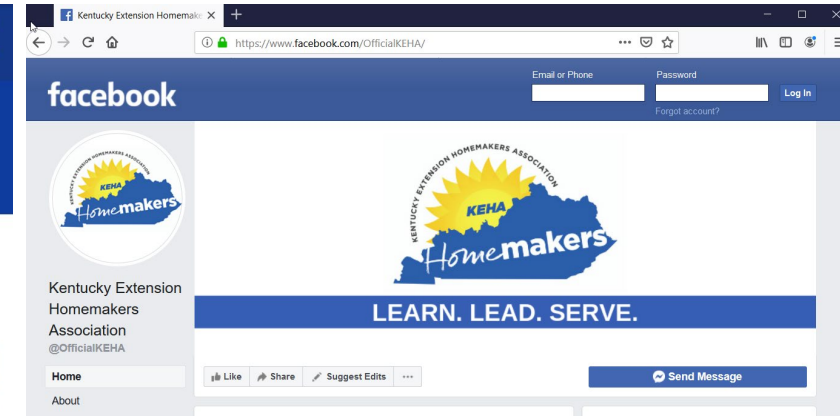
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2019 KEHA State Meeting

Thank you to everyone for your support of the 2019 KEHA State Meeting. It takes every area across the state fulfilling their assignments to make the meeting happen. Below please find a few highlights from the meeting. Additional details are included in a [feature story](#) on the KEHA website.

- 575 people were registered, including 95 first-time attendees.
- \$2,647 was raised through the theme basket raffle for the UK Ovarian Cancer Research Program.
- \$1,626 was raised through the silent auction and will support hosting the 2021 National Volunteer Outreach Network Conference.
- \$2,504 was raised through the quilt square auction to support the KEHA state meeting.
- The new Knit and Crochet Corner produced 55 comfort blankets for donation to Norton Children's Hospital. This on-site service project will return next year with new instructions for donations. Watch for details in an upcoming issue of News and Notes.

Welcome New KEHA Officers

Welcome to the three newly elected KEHA state officers and chairmen who will serve three-year terms beginning July 1, 2019.

- Secretary: Judy Jackson, Grant County
- 4-H Youth Development Chairman: Cathy Kunkel-Mains, Kenton County
- Management and Safety Chairman: Elaine Stevens, McCracken County

In addition, Karen Hill from Henderson County is completing her one-year term as president-elect and will begin a three-year term as president on July 1st.

Go
Team
KEHA!



KEHA ~ A Winning Team