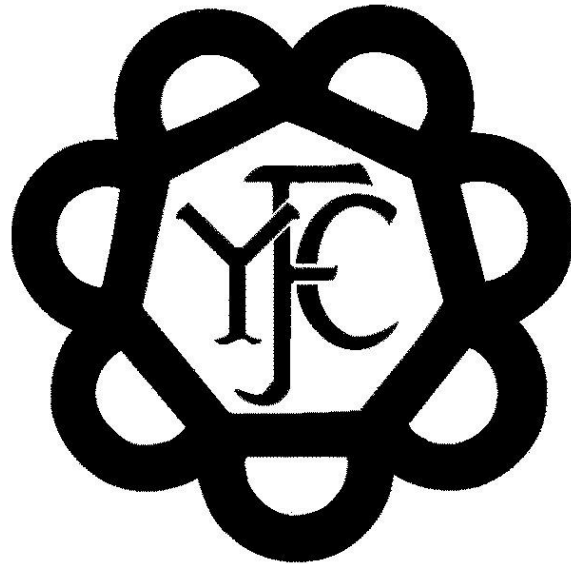


National Federation of Young
Farmers' Clubs



Club Officer Profiles

Club Programme Secretary

(Reviewed Nov 2007)

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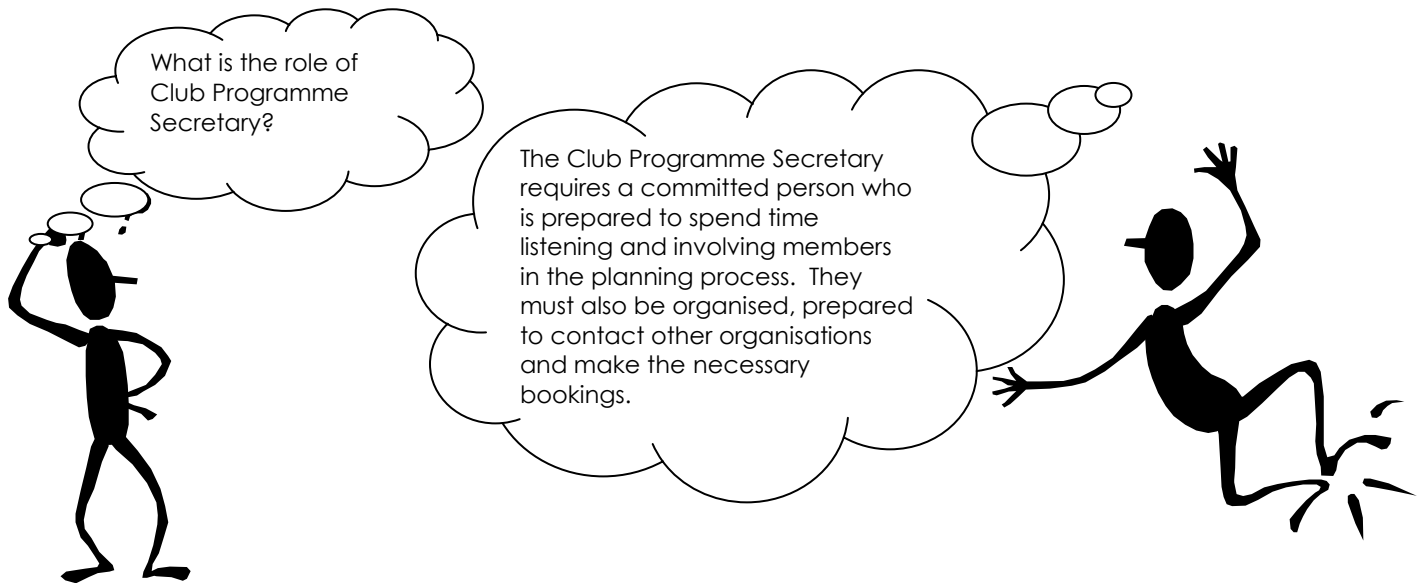
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1. INTRODUCTION

1.1 What is the role of the club programme secretary?

One of the most important roles within a club is that of club programme secretary. It requires work and effort to produce a good club programme, but if done well, a good programme will attract members to join and participate in YFC. To help you, the role will require you to work closely with the other club officers as well as club leaders and the advisory committee.



1.2 Overview of main activities

- To seek new, fresh programme ideas from members, club leaders, advisors, friends and county staff.
- To organise ideas into an enticing and varied club programme.
- To make contact with local organisations, speakers and venues and make arrangements.
- To work to a budget and liaise closely with the club treasurer.
- To keep and update a calendar.
- To liaise with the county diary to include county events as well as book your own clubs events – e.g. disco, fundraising event – into the county diary.
- To send confirmation letters and directions/map.
- To meet and greet your visitors.
- To send out thank you letters.
- To participate in club and committee meetings.
- To evaluate the programme activities so improvements can be made.
- To work with other club officers to ensure that child protection and health and safety requirements are met.

1.3 Why do clubs need a club programme?

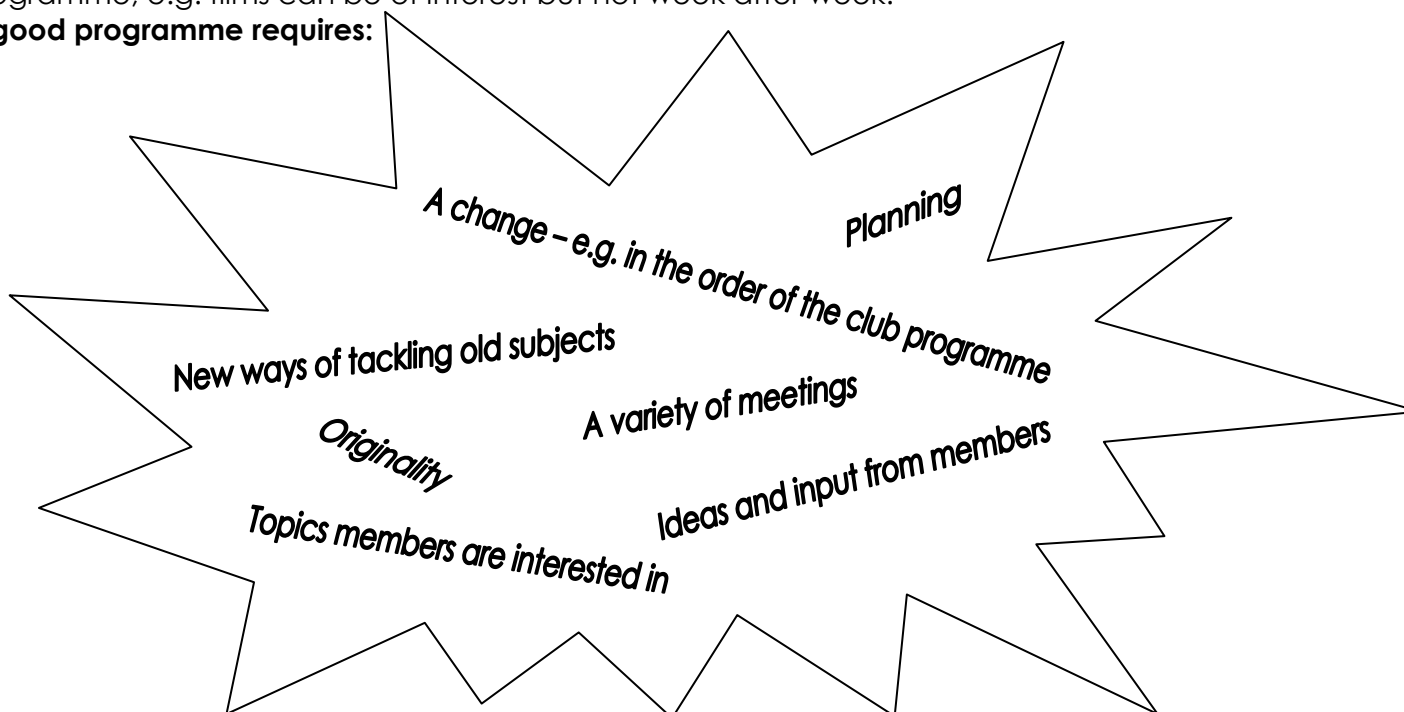
- To be successful.
- To attract members to join YFC.
- To ensure all members' needs and interests are catered for, not just the loudest.
- To ensure there is a balance of activity.
- To keep members keen and interested in YFC as well as providing opportunities to learn new interests that appeal to them.
- To inform members about what is happening in the club where and when.
- To inform members about Club, County, Area and National events.
- To keep the club alive and stop it becoming boring.

In devising a club programme, it is important to aim for variety and balance – the strength of a club programme determines whether the club succeeds or fails! An example programme can be found at the back of this profile. (Page 16)

1.4 What makes a good club programme?

One of the most difficult aspects of designing a programme is ensuring there is a range of activities that will appeal to everyone. Where there is a good club programme, members will want to attend because they are interested in the topics and activities. If you are catering for a variety of interests, you will need to spread the subjects throughout the programme; e.g. films can be of interest but not week after week.

A good programme requires:



Remember that YFC is not only an educational and social organisation but also has a commitment to community work, current affairs, international and environmental interests so your programme should reflect these too.

2. PLANNING YOUR PROGRAMME

2.1 Planning ahead

It is very important to plan in advance. You need time to gather ideas, and make contact with organisations. Once contact has been made, give the speakers plenty of notice as good ones are very popular and may be busy.

Invest in a calendar. Once you have this, fill in the County, National and other YFC event dates. You will then see how busy the calendar already is. If your club is planning on arranging a social event, this will help you see when the diary is free.

Your next task is to look at the club nights. Try to arrange an outing or visit once a month. Make a list of the meetings that take place at your regular venue ('in' meetings) and a list of meetings that take place elsewhere ('out' meetings). Check that your regular venue is free for 'in' meetings and provisionally book those dates.

Discuss with your treasurer and club officers how much you have to spend on activities. Be prepared to spend money on good activities/speakers. Your YFC funds have been contributed by the members – let them enjoy the benefits.

Things to consider

To organise a programme you will need to take into consideration:

- How often you are going to meet.
- Time of year
- Special club events.
- Special religious and cultural occasions.
- School holiday dates.
- When the club will close for a break.
- County programme.
- National programmes such as Skills for Life, Countryside Challenge, competitions, agriculture & rural affairs initiatives and training.
- Local community events.
- Recommendations from other clubs.
- Resources.

You will also need to consider the types of meetings available:

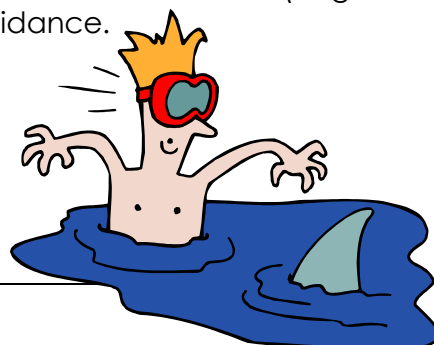


2.3 Health & Safety and Safeguarding Children & Young People

The club programme secretary will have to work closely with the club chairman, club officers and county staff to ensure that the necessary requirements have been met for each activity with regard to health & safety and child protection.

Your club should have a health & safety policy. As part of this policy, a risk assessment should be carried out for each club meeting. Whilst it is not necessarily the club programme secretary's role to carry out risk assessments, it is important that the club programme secretary is aware of: a) the procedures involved with carrying out a risk assessment, b) the implications of not carrying out a risk assessment and c) whether or not an activity is covered by NFYFC's insurance policy. A copy of the summary of insurance, which is arranged by the NFU, can be found on the NFYFC website. Make sure you have a copy available and that you know what activities you are covered for.

Your club should also have a safeguarding children and young people policy. The club programme secretary should be aware of the club's procedure regarding child protection and the use of parental consent forms. Your club should use parental consent forms for any member aged under 18. An example is available in the back of this booklet (Page 18). For further information, contact your county office for guidance.



2.4 How to plan a good programme

When deciding which activities to include in the programme, there are a number of points to keep in mind. These include ensuring that the needs of the club members will be addressed, that the activity is appropriate for the age group and that the activity is something members want to do.

Below are two methods that can be used to help you through the process.

1. **Who, what, how, where, when, evaluation**

Who Identify who your target audience is.



What Identify the needs of the members.



How Decide how are you going to meet the need and how are you going to evaluate it.



Where Where will the activity take place.



When Timing of the activity.



Evaluation Decide on appropriate evaluation method

Example

Programme of presentations by the West Midlands Biodiversity Partnership for Young Farmers Clubs

Wild Times!

Who – YFC members aged 10-26

What – Presentation by West Midlands Biodiversity Partnership. On receiving the Agriculture and Rural Affairs newsletter, members wanted to find out more about biodiversity and the possibility of tying it into a longer programme of volunteering at sites, data collection and other biodiversity projects.

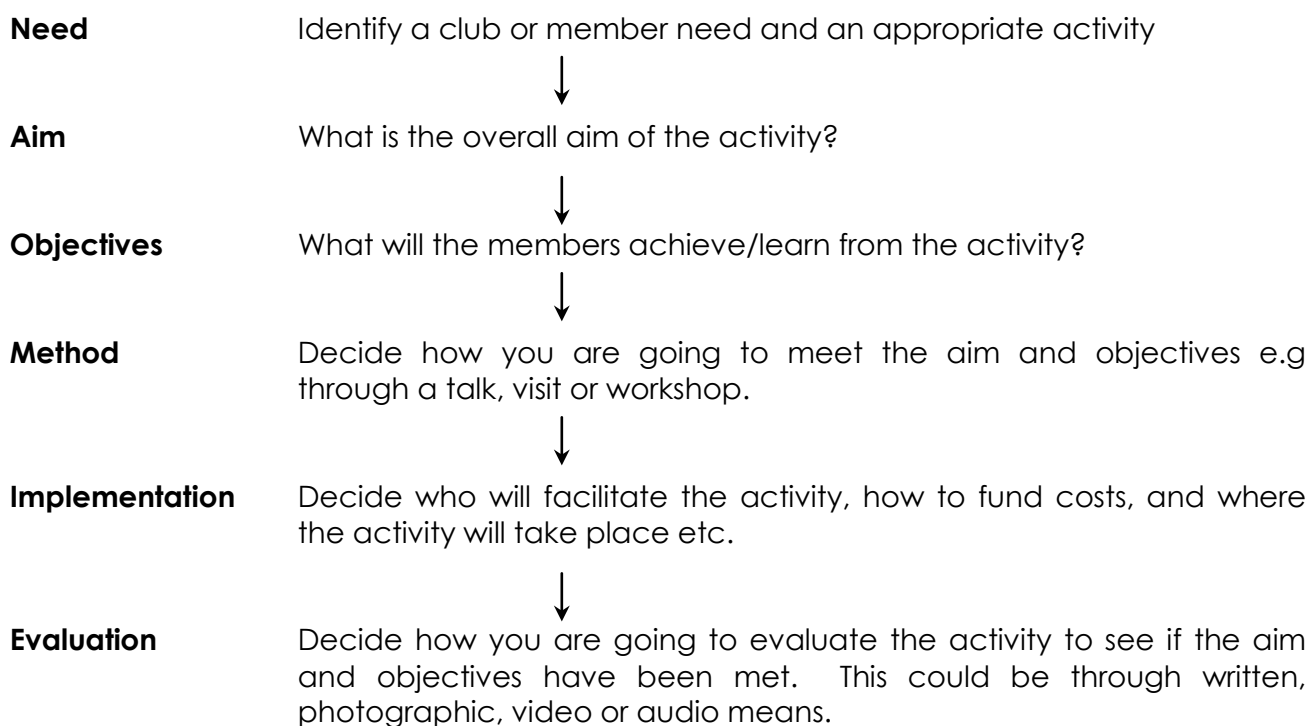
How – A presentation by the Promotions Officer on the work of the WMBP, the wildlife of the West Midlands and other aspects of biodiversity and the environment. Plus an activity on a separate occasion - a walk to find water voles and a visit to Birmingham's EcoPark.

Where: Village hall or At Birmingham's EcoPark depending on which option to go for.

When: Spring or Summer when the evenings are light.

Evaluation: Evaluation forms devised by West Midlands Biodiversity Partnership will be used.

2. Needs, aims, objectives, method, implementation, evaluation.



Example

A workshop facilitated by a local mobile drug education team.

Need	To raise drug and alcohol awareness in the club programme.
Aim	To provide members with drug and alcohol information.
Objectives	For members to learn about the risks associated with drugs and alcohol, and find out where they can access information or support regarding drugs and alcohol. For members to be aware of the YFC drugs and alcohol policy.
Method	To invite a local mobile drug education team that works specifically with young people and will provide a fun/participatory DJ'ing workshop. (contact youth service or local youth association or county office for details)
Implementation	The local organisation is part funded so it will cost the club just travel expenses. The village hall is adequate to hold the evening.
Evaluation	The team has its own evaluation forms, which we will receive a copy of, as well as using our own evaluation form.

2.5 Involving members

As Programme Secretary, you will need to make time to consult with all the members in your club to develop a programme which tries to incorporate members' needs. The gathering of ideas can be built into the club programme as a meeting itself.

Simple ways of involving members include:

- Having a planning evening such as the one detailed in the back of this booklet. (Page 14)
- Passing round a clipboard for members to write down their ideas and contacts on for both 'in' and 'out' meetings.
- Dividing members into small groups and giving them this year's and last year's programmes, your list of contacts, newspaper, yellow pages etc and asking them to make suggestions for next year's programme. Ask one person from each group to be spokesperson.
- Using a planning sheet – see example at back of booklet. (Page 15)

You will then have plenty of ideas to make your job easier and know that the programme reflects the wishes of the whole club.

Be aware of the minority interests in your club – each member pays a subscription so is entitled to consideration. Sometimes, individual interests develop and spread throughout the club. As well as the members in your club, ask leaders, advisors and supporters for ideas and contacts – they will be able to introduce you to a wide range of potential programme ideas! You could even ask your Advisory Committee to arrange mystery trip or arrange to play skittles against them.

If some members have a burning desire to tackle something specific then ask them to find out the details and help them plan it. They could be the future club programme secretaries!

2.6 Looking for new ideas?



- Try a Skills Certificate course – Further information is available on the NFYFC website and in the club programme guide. You can also contact county office or NFYFC.
- Visit the NFYFC website for up-to-date programme ideas and useful links to other organisations such as FACE (Farming and Countryside Education), LEAF (Linking Environment and Farming), LANTRA, RSPB and many more. Many of these organisations offer to talk to clubs.
- Try surfing the internet for ideas
- Try contacting local youth organisations and the Children and Young People's Service.

- Try approaching local industry, public services, representatives of local interest groups and societies, people in your area who have an interesting job and remember that your own members' families and friends will be prepared to share their experiences.
- Try using columns in newspapers.
- Try using your Club's local surroundings and facilities to provide "out and about" events for members.
- Try contacting county staff as they may have a list of ideas.
- Try getting in touch with a member of staff at the National office.
- Try including fundraising into your programme - A new competition has been developed to recognise clubs fundraise for. This is The Prince of Wales Perpetual Challenge Charity Trophy.

2.7 Evaluation

Evaluation enables the club programme secretary to find out members' views regarding a talk or activity that has taken place. Evaluation encourages young people to celebrate their achievements and help identify further learning needs. It also enables the club programme secretary to review the session and decide if the aims and objectives have been met. This valuable feedback can help the planning process for future programmes and ensure that projects are based on what works.

It is a good idea to develop a whole range of evaluation techniques to prevent the process from becoming predictable and boring. You may want to use written evaluation forms for some meetings and minuted verbal feedback for others. An example evaluation form can be found on (Page 13). It can be adapted and used after an event or meeting.

3. MAKING ARRANGEMENTS



3.1 Telephone

The quickest and easiest way to book an activity is by telephone. Before you ring, make sure you have a calendar and a pen so that you can discuss dates and take notes. It helps to have a contact name as it saves time trying to get hold of the right person. Ring and introduce yourself and explain what YFCs are and do. Discuss what you would like them to do and the costs involved. If they are willing to arrange an activity for you, then suggest some suitable dates. They may be able to confirm there and then. This will save you time. Write down the contact's address and send them a confirmation letter and a map.

3.2 Letters/email

If you have an email address for your contact then you can email them detailing what YFCs are and do, what you would like them to arrange for you, available dates and venue. You can also email directions and a map.

If you prefer, you can write to contacts, although this process can take longer than a telephone call and you may not always get a response. When writing to invite speakers, remember to write clearly (letters can be handwritten as long as other people can read your handwriting) and put the name and address of the person you are writing to at the top of the letter. Address the person correctly and put any orders, decorations or honours after the name (e.g. MBE, DL) and keep a copy of the letter. Finally, you will need to remind the speaker 10 days before by telephone, email or letter.

In your letter/email include:

- A choice of dates as the first choice may be impossible.
- Venue.
- Time of arrival.
- Format of evening.
- Duration of activity.
- Group description – e.g. number of members who attend, age range, gender and ability if appropriate.
- Ask if the activity can be participatory/interactive. e.g. can members be involved.
- What facilities are available e.g. OHP, video, TV, slide projector and screen etc.
- That YFC is a voluntary youth organisation. (They may reduce the cost or may just ask for travel expenses.)
- Your contact details.

When arranging visits you will also need to:

- Remember to cancel your regular meeting room.
- Inform members of the venue.
- Speak to committee members about consent forms and transport arrangements.

4. PRODUCING THE PROGRAMME

When you are happy with the balance, variety, originality and general sparkle of your plan, submit the draft to your club for approval. Once agreed by the club and the bookings have been confirmed where possible, ***the programme needs to be printed and circulated – not only to members and club supporters, but widely enough to attract NEW members – remember that a good programme can be an excellent recruitment tool.***

If you can get your programme printed:

- Try using different fonts and colours to maximise the effect.
- Ask members to design a front cover or logo.
- Choose your style it could be pocket size or on A4 card.

Your programme will need to contain:

- The date, time and place of your regular meetings.
- The date, time and place for each event.
- The name of your Chairman and Secretary.
- County activities, competitions, events, meetings etc.
- National activities, competitions, events etc.
- A contact telephone number (include a male and female contact number as some people find it easier to talk to the same sex.)

For those members who have not recently attended a meeting, speak to the club Secretary about sending them a programme.

5. ON THE NIGHT

5.1 Checklist

- Arrive on time to set up any necessary equipment.
- Check you have all the facilities available for the session.
- Make sure the Chairman knows the name of the speaker and the organisation he/she represents.
- Check the title of the talk.
- Meet the speaker and introduce them to the Chairman.
- Find out if the speaker wants to sit and listen to the club's business or if he/she would prefer to speak first.

5.2 What to do if the speaker does not turn up!

Even with the best planning, sometimes the speaker may not turn up. Try contacting the speaker on their mobile – they may be lost or running late. If you are unable to get hold of them, or they have cancelled, do not panic. Use your club programme guide for ideas and games. Here are a few listed below.

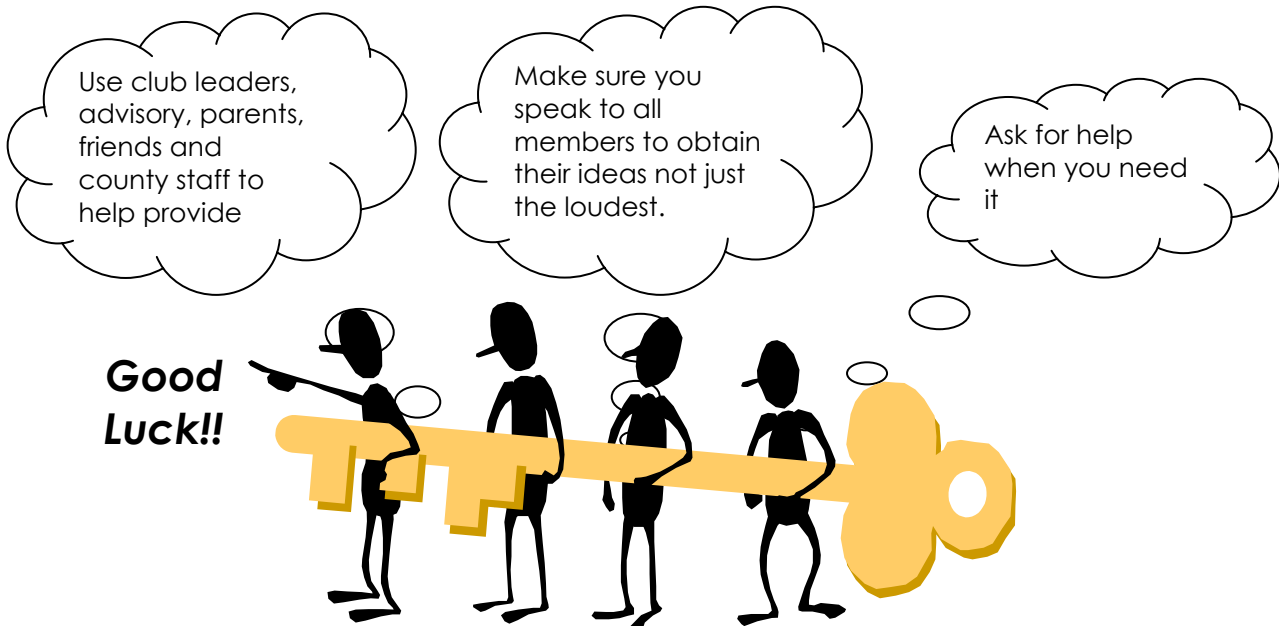
- Have a quiz.
- Ask people to put suggested titles in a hat and set up a mock 'Braintrust' discussion.
- Two minute talk. Put suggestions for talks in a hat and in turns to do a talk on the topic you pick.

6. RESOURCES

NFYFC Club Programme Guide
NFYFC Recruitment and Retention Guide
NFYFC Website – www.nfyfc.org.uk - full of programme planning ideas
Club Constitution
Club Officer Guideline Cards
County Office
NFYFC Office (Tel: 02476 857200, email: post@nfyfc.org.uk)
Skills Certificate Programme
NFYFC/County Health and Safety Policy
NFYFC/County Safeguarding Children and Young People Policy
Competitions programme
Leadership Development course
Management Adventure Training course (for 16-18 year olds)
Training Techniques courses
Checklist and Sample Agenda for a Club AGM (Available from NFYFC)
Committee Procedures (Available from NFYFC)

And Finally.....

A few words from some Club Programme Secretaries!



APPENDIX

Example Evaluation Form

XXX YFC EVALUATION FORM

NAME

DATE

WHAT ACTIVITY HAVE YOU JUST TAKEN PART IN.....

1. Did you enjoy the activity? YES/NO
2. What did you enjoy the most about the activity?
3. What did you enjoy the least about the activity?
4. Was the information relevant/useful to you?
Why?
5. Have you done this activity before?
6. What skills did you use?
7. Did you learn anything new? What?
8. If you had the chance would you do this activity again? YES/NO
9. What would you to do at in future meetings?

THANK YOU FOR COMPLETING THIS FORM

Example planning sheet

.....YFC

We would like you to help us plan this year's programme so please fill out this questionnaire and return it to one of your Club Officers.

I would like to:

1. Learn more about
2. Develop hobbies/skills in
3. Learn more about World Affairs Yes No
4. Participate in a community project Yes No
Suggestion
5. Improve my ability to speak in public Yes No
6. Increase my knowledge of agriculture Yes No
7. Participate in a charity/fundraising event Yes No
Suggestion
8. Other (please suggest).....

Our club needs:

1. More activities. Yes No
Suggestion
2. More members(!) Yes No
3. More social activities Yes No
Suggestion
4. More balanced programmes Yes No
5. More exciting programmes Yes No

Signed..... (optional)

Example programme planning evening

Before the meeting, write these six points on one piece of flip chart paper:

1. Meeting suggestions (to include active sessions, outings, visits and talks etc).
2. The theme e.g. healthy lifestyles.
3. Must appeal to everyone.
4. Cost.
5. Transport.
6. Contacts we already have.

7.30 - Welcome the group and play a five-minute icebreaker
- Explain the purpose of the evening, i.e. to plan the Club Programme for the next three months.
- Divide members in to small groups.

7.40 - Give each group a theme to focus on e.g. countryside.
- Ask the group members to share their ideas for each theme.
- Remind them that they should write every idea down, without discussion, taking the six items on the flip chart into account.

8.00 The groups share their ideas and the most popular are chosen.

8.30 Refreshment break.

8.45 Return to working groups and allocate one of the following tasks to each group. (If there are more groups than tasks, either split the tasks into smaller ones or have more than one group working on the same task).

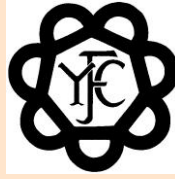
1. Draw up the programme.
2. Put contact names to each of the suggested activities, using your Club Programme Guide.
3. Compose letters to speakers, for visits, for exchanges etc.
4. Make a list of places throughout the community to distribute the programmes.

9.15 Summarise the programme planning evening. Establish who is taking responsibility for which action and by when?

9.25 Play a five minute game

9.30 Finish

Example club programme



XXX YOUNG FARMERS CLUB WINTER PROGRAMME 2010-2011

SEPTEMBER

Tues 7th September
Thurs 2nd September
Tues 14th September
Wed 15th September
Tues 21st September
Wed 22nd 23rd September
Tues 28th September

Club AGM
Club Executive Committee meeting
Club meeting - Dog Handling
County Executive Committee
Club meeting - New Members Evening
NFYFC stockjudging competition
Programme Planning/Fundraising

7.30 pm at Dibley Village Hall
7.30 pm at Chairman's house
7.00 pm Dibley Village Hall
8 pm County Office
7.30 pm Dibley Village Hall
9.00 am Stoneleigh
7.30 pm Dibley Village Hall

OCTOBER

Sun 3rd October
Tues 5th October
Wed 6th October
Tues 12th October
Wed 13th October
Fri 16th - 23rd October
Sat 17th October
Sat 17th October
Fri 22nd October
Sat 23rd October
Tues 19th October
Tues 25th October
Fri 29th October

County Harvest Festival
Ten Pin Bowling
County Competitions/Events Meeting
Club meeting - Silk Painting
County F&GP meeting
National New Members Week
Club Harvest Supper
NFYFC Council
County Skittles competition
County Club Officer training
Club meeting - Children's Hospice
Club meeting - Farmers' market
Club Halloween Disco

2.30 Cathedral
7.00 Megabowl, Dibleton
8.00 pm County Office
7.30 pm Dibley Village Hall
8.00 pm County Office

7.00 pm Kings Head Function Rm
2.00 pm Stoneleigh Park
7.30 start Dibleton Sports Club
10 am Dibley Adventure Centre
7.30 pm Dibley Village Hall
7.30 pm Dibley Village Hall
7.00-1.00 Dibleton Social Club

NOVEMBER

Tues 2nd November
Wed 3rd November
Tues 9th November
Wed 10th November
Tues 16th November
Tues 23rd November
Tues 30th November

Club meeting - Quiz
County Executive Committee
Club meeting - Stockjudging practice
County AGM and disco
Club meeting - RSPB
Club meeting - Making Bird boxes
Club meeting - Brainstrust practice

7.30 pm Dibley Village Hall
8 pm County Office
7.30 pm Hall Farm
7.30 pm County Office
7.30 pm Dibley Village Hall
7.30 pm Dibley Village Hall
7.30 pm Dibley Village Hall

DECEMBER

Tues 7th December
Sat 11th December
Mon 13th December
Tues 14th December
Fri 17th December
Tues 21st December
Tues 28th December

Club Christmas Craft Making
Discovery Selection Day
Club Advisory Meeting
Club Carol Singing
County Christmas Ball
Club Christmas Meal
NO MEETING

7.30 pm Dibley Village Hall
9.00 am Stoneleigh
7.30 President's house
7.00 pm Dibley Village Hall
Dibleton Town Hall
7.00 pm Eatin Restaurant

For further information contact Club Chairman, Olando Bloom on xxxxxxxx
or club secretary, Keira Knightly on xxxx



Remember to include your logo and name of club.

Remember to include County, Area and National dates in your programme.

Include time and venue of meeting place.

Try to include National competitions into your programme. It will enable members to practice and find a talented member.

This is a good way to meet members from other clubs and fundraise for club or charity.

These are also National competitions.

There should be at least two advisory meetings a year.

The AGM and September's dates should have been arranged by the outgoing club programme secretary.

Further details can be found in the R&R pack.

Refer to the club programme profile for details.

Invite the club's chosen charity/s to give a talk so that all members are aware of what they are fundraising for.

Remember to include club contact information for members. You could also include county office details.

This is just an example as every club and county is unique. You will need to speak to your county office to make sure that you have all the dates of meetings, training and other events.

Example invitation letter

YFC name and logo

Your Name Surname
Address 1
Address 2
County
Postcode
Telephone:
Email:.....

Date

Title Name Surname
Company
Address 1
Address 2
County
Postcode

Dear Title Surname

I am writing on behalf ofYFC to ask if you would be kind enough to provide a workshop on

The members of the club have expressed an interest in this topic and would like to find out more about it. We would like to invite the neighbouring club – XX YFC— to join us when you come. There will therefore be a mixed audience of between 30 and 40 people, aged between 10 and 26 years. We meet at If you this is something you would consider doing, please let me know which of the following dates would suit you best.

Day	Date
Day	Date
Day	Date

We normally allow 45 minutes for the activity which will be followed by club business. You are welcome to stay and listen. Meetings begin at pm.

We hope you will be able to visit us and I look forward to hearing from you.

Yours sincerely

Example thank you letter

YFC name and logo

Your Name Surname
Address 1
Address 2
County
Postcode
Telephone :.....
Email:

Date

Title Name Surname
Company
Address 1
Address 2
County
Postcode

Dear Title Surname

I am writing on behalf of the members of YFC to thank you very much for a most enjoyable and interesting workshop last night. The members really enjoyed the it especially making the models which they were able to take home with them.

We took some photos of our finished work which we will send you copies of.

We look forward to visiting your company to learn more about the industry.

Yours sincerely

National Federation of Young Farmers' Clubs

10th Street

YFC Centre

Stoneleigh Park

Kenilworth

Warwickshire

CV8 2LG

Tel: 02476 857200, Fax: 02476 857229

Email: post@nfyfc.org.uk, Website: www.nfyfc.org.uk