



NEW JERSEY 4-H WEB POLICY

As the 4-H Youth Development Program trains the next generation of youth, it is meeting the needs of today's society by helping members develop computer and informational technology skills while fulfilling the need for increased channels of communication between 4-H members, leaders, staff, and the public. Using the World Wide Web enables the 4-H program to meet these needs. The *New Jersey 4-H Web Policy* provides the guidelines for developing 4-H web sites and for the conduct of 4-H members, adult volunteers, and staff when representing 4-H on the World Wide Web.

Part 1 – Web Site Content Guidelines

Adults or youth, led by an experienced adult, can create a 4-H club web site to increase communication within their club while learning invaluable technology and life skills. The individual(s) responsible for the 4-H web site have freedom of design as long as they comply with County and New Jersey Department of 4-H Youth Development policy, Rutgers Cooperative Extension policy, and local, county, state, or national laws. This includes copyright laws. The county 4-H staff should confirm that all guidelines are followed. The following are the *New Jersey 4-H Web Site Content Guidelines*:

- 1. 4-H Name and Emblem Usage:** All 4-H web sites must contain the 4-H Clover Emblem. Using the 4-H Clover emblem on an Internet site must adhere to federal regulations. Basic policies for the 4-H Clover include the following:
 - a. Only use an official 4-H Clover emblem graphic obtained from an authorized 4-H source which includes the language "18 USC 707" to the right of the stem. You need to maintain the proper height and width proportions of the image.
 - b. Text or graphics should never cross or be superimposed on top of the 4-H Clover emblem. Use of the 4-H Clover as a desktop wallpaper or web page background is inappropriate.
 - c. The 4-H Clover should not be rotated, turned on its side or cropped in any way. You should not change the characteristics of the 4-H Clover emblem - color, style, height/width proportions, etc. The correct ink color for printing the 4-H emblem is PMS 347.

Complete information about 4-H Name and Emblem Use and a downloadable emblem is available at www.national4-hheadquarters.gov/4h_name.htm. Discuss questions with County 4-H Staff.

- 2. Mandatory Links:** All sites must link to:
 - New Jersey State 4-H web site – www.nj4h.rutgers.edu
 - Rutgers Cooperative Extension state web site– www.rce.rutgers.edu
 - Rutgers Cooperative Extension county office web site (If applicable)
- 3. Recommended:** The use of the 4-H Mission Statement on the web site is encouraged. Use the mission statement in its entirety. *“The Rutgers Cooperative Extension 4-H Youth Development program uses a learn-by-doing approach to enable youth to develop the knowledge, attitudes, and skills they need to become competent, caring, and contributing citizens of the world. This mission is accomplished by using the knowledge and resources of the land-grant university system, along with the involvement of caring adults.”*
- 4. Non-discrimination statement:** All web sites must include the following RCE non-discrimination statement in its entirety. *“The 4-H Youth Development Program is part of Rutgers Cooperative Extension. 4-H educational programs are offered to all youth, grades K-13, on an age-appropriate basis, without regard*

to race, religion, color, national origin, gender, sexual orientation, or disability. For additional information, contact: (Insert County 4-H Office phone number) or *www.nj4h.rutgers.edu*.”

- 5. Protection:** The privacy of 4-H members and adult volunteer participating in the program needs to be protected. This includes, but is not limited to, the following items:
- Prior to including any member’s name or photo on a web site, the member must be made aware of the *New Jersey 4-H Media Policy*. For club web sites, volunteers should use the *New Jersey 4-H Club Media Waiver Form* to determine if any members do not wish to have their full name or photo used. For county web sites, county 4-H staff should refer to the *4-H Club Member and Adult Volunteer Registration Forms*. For state events, coordinators should refer to the *Event Permission Form*.
 - Youth and volunteer’s addresses and phone numbers should not be posted. (Email addresses may be used only for adults. It is recommended that a separate email address be established for use with club related correspondence.)
 - **Youth in photographs should not be identified by name.**
 - Club information should be general information and not include individual names (including leaders), phone numbers, addresses, and/or towns. Always instruct user to contact the 4-H office or appropriate county 4-H staff for more information about the 4-H program.

Materials which identify youth are not appropriate; any material which violates this policy must be removed immediately upon request.

- 6. Content:** Web site content must be directly related to 4-H Youth Development programs, clubs, projects, and activities. Web site content should represent the 4-H Youth Development Program in a positive way. Commercial businesses, products, or resources cannot be promoted or sold. If a particular product, educational program or other specifically named item is included, a disclaimer statement must be included that clearly states that neither the 4-H Youth Development Program nor Rutgers Cooperative Extension is endorsing the said item. The following is the official disclaimer statement: *“Mention or display of a trademark, proprietary product or firm in text or figures does not constitute an endorsement by Rutgers Cooperative Extension and does not imply approval to the exclusion of other suitable products or firms.”*
- 7. Updates:** The nature of a web site is to keep the information up-to-date. If a web site can no longer be maintained or the club dissolves the web site should be removed.
- 8. Email:** If an email address is included on the site, the email contact must be an adult volunteer. If possible, it is recommended that this be a separate email address for the club, not a personal email address. The adult volunteer responsible for the web site should develop a system to respond to email questions in a timely, accurate, and appropriate manner, keeping in mind that this email represents the 4-H Youth Development Program.

4-H Club Web Site Duties

Member and 4-H Volunteer Duties

- Comply with the Department of 4-H Youth Development’s *New Jersey 4-H Web Policy*.
- Complete the *Approval Form for a 4-H Youth Development Web Site* to notify county 4-H staff prior to establishing a web site.
- Notify county 4-H staff when major changes are made to the web site or when the web site will no longer be maintained.

County 4-H Staff Duties

- Process *Approval Form for a 4-H Youth Development Web Site*.
- Periodically review web site.
- Confirm that all policies are being followed and enforce consequences of any violations.
- Provide updates on any changes to the policies.

4-H Club Web Site Checklist

- Notify the County Cooperative Extension 4-H staff prior to posting your club site on the web. County 4-H staff will authorize you to use the 4-H name and emblem on your web site and recognize your web site as an official 4-H web site.

-Design your web site. Include the following information in the web site:

-Proper 4-H name and clover emblem use.

-Links to the:

- New Jersey State 4-H web site – www.nj4h.rutgers.edu
- Rutgers Cooperative Extension state web site– www.rce.rutgers.edu
- Rutgers Cooperative Extension county office web site (If applicable)

-Mission Statement (recommended)

-Non-discrimination statement

-Do not include personal information regarding 4-H members and leaders.

-Create method for people to request information such as a club email address.

Part 2 – 4-H Member, Adult Volunteer, and Staff Web Conduct Guidelines

As representatives of New Jersey 4-H Youth Development Program and Rutgers, The State University, 4-H members, adult volunteers, and staff shall conduct themselves in a professional and responsible manner.

Each 4-H member, adult volunteer, and staff member shall subscribe to the following guidelines concerning the web sites, chat, email, and other technological communications that are transmitted, posted, or willingly received while acting in a 4-H Youth Development capacity.

Members, adult volunteers, or staff, acting on behalf of the 4-H Youth Development Program:

- *Shall not* transmit, post, or willingly receive correspondence, text, graphics, movies, sounds, or other media which contains: profanity, advocacy of the use or possession of illegal substances or alcoholic beverages, advocacy of the illegal use or the illegal possession of weapons, or solicitation or the advocacy of sexual conduct.
- *Shall not* attempt to gain access to areas, information, servers, domains, or other material to which expressed permission has not been given. Also, at no time will members/volunteer leaders intentionally violate the laws governing copyrighted material.
- *Shall not* willingly harass others through the use of technology. Harassment by email, chats, or otherwise shall not be tolerated. This includes but is not limited to harassment based upon race, religion, color, national origin, gender, sexual orientation, or disability.
- *Shall not* misrepresent or assist someone else in misrepresenting his or her true identity to others through technology. Members/volunteer leaders will not claim to be or represent themselves as someone else. Those who represent the 4-H Youth Development Program through technology do so under their own identity.
- *Shall not* seek to promote specific personal opinions, concerns, projects or businesses on behalf of the 4-H Youth Development Program or Rutgers, The State University of New Jersey. A 4-H club web site is not an appropriate forum for members/volunteer leaders to advocate their own personal religious beliefs and political opinions.

Part 3 – Consequences

Violators of any of the guidelines described in the *New Jersey 4-H Web Site Policy* will be reviewed on a case-by-case basis. Consequences of violating the guidelines may include:

- Revocation of authorization to author 4-H web sites
- Assessing the member or leader the cost of damages and repairs
- Removal from the New Jersey 4-H Youth Development Program

Interpretations of these guidelines by Rutgers Cooperative Extension staff are binding upon members and adult volunteers. Consequences determined by Rutgers Cooperative Extension for violations are binding upon members and adult volunteers.



New Jersey 4-H Club Web Site Waiver Form

(For using member photos and name in 4-H club web sites)

New Jersey 4-H Media Policy and Release: The 4-H program routinely promotes activities through various media. This includes, but is not limited to newsletters, newspapers, brochures, displays, and web pages. In doing so, the names of members may be included, with their permission and parental consent, to help tell the 4-H story. On web sites youth members may appear in photos with their permission and parental consent. However, New Jersey 4-H Web Policy is that youth in photos will not be identified by name(s).

Member's Name _____ Club _____

Parent's Signature _____ Date _____

- Yes, my picture may be used for the 4-H club web site.
- No, do not use my individual picture for the 4-H club web site. I will make an effort to avoid opportunities to be in group photos.
- Yes, my name may be used for the 4-H club web site.
- No, do not use my name for the 4-H club web site.



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- No, do not use my name for the 4-H club web site.



Date: _____ County _____

4-H Web Site Administrator (*responsible for the web site*)

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone _____ Other Phone _____

Email _____

4-H Club _____

Other Members and Leaders that will help with web page development:

Please use an extra sheet to describe what types of information will be posted on this web site.

URL of the Site _____

Required Signatures:

As the primary adult volunteer leader for this club, I have read and understand the *New Jersey 4-H Web Policy*. I will follow this policy and confirm that the 4-H members and other contributors to the web site are in compliance with the policy.

Adult Volunteer (Print Name) _____

Signature _____ Date _____

I approve the request for a 4-H Youth Development web site as described above.

County 4-H Staff (Print Name) _____

Signature _____ Date _____

3-18-04