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# 4-H READY4LIFE CHALLENGE

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## FACT SHEET

### Description

The Ready4Life Challenge is an exhibit opportunity that demonstrates a combination of mastery skills and knowledge about a career or business related to a specific project area. We created the challenge to encourage and recognize 4-H members who take their project to the next level by becoming experts on one or more of the careers related to the project area or by starting a business using their project area as the product, service, or tool of trade. The Ready4Life Challenge Class has two options chosen by the 4-H member at the time of entry.

Option 1: Career Exploration

Option 2: Entrepreneurship Exploration

### Eligibility

Open to 11-18 year olds

### Requirements

- Enrolled in eligible project area
- Physical/visual display representing the business, product/service or career.
- Verbal or written explanation that demonstrate knowledge of the related career or business, historical and emerging trends, requirements for success in the field and an action plan for preparation that may include items such as an educational pathway plan, a resume, and/or business plan.

### Judging Criteria

- Ready4Life Challenge exhibits are judged on the demonstration of knowledge about the career and or business and NOT on the knowledge or skill in the subject studied.
- Knowledge of the related industry
- Knowledge of the related careers or businesses
- Presence of a Business plan, resume, educational action plan



## Examples

### Aerospace

In addition to or instead of building a model rocket for display, a 4-H member may create a visual display that highlights one or more careers that made up the team of people responsible for launching a space shuttle. The display could include pictures and descriptions of scientists, engineers, data analysts, astronauts, pilots, and other job titles involved with the launch of a spacecraft.

This exhibit is judged differently than the model rocketry or the aerospace display because the exhibit will be judged on demonstration of:

- 1) Knowledge about the industry of space travel, such as the names of key organizations and leaders in the field worldwide, knowledge of historical trends and innovations and related technology,
- 2) Knowledge about the related careers such as average salary, required skills and training, and
- 3) A well developed action plan, or goals that describe steps the 4-H member could take to prepare for a career in this field.

**Note:** If the display is focused on the science of space travel or the components that make up a space shuttle or rocket, then the exhibitor should choose to enter in Aerospace Display rather than the Ready4Life Challenge.

### Floriculture

A 4-H member enrolled in Floriculture decides to start a small business creating decorative flower arrangements for sale at the farmers market. The member may choose to exhibit their arrangements along with a display that includes custom business cards, fliers or a website advertising the product or service and a business plan that describes the business, marketing plan, pricing, analysis of competitors, projected income and expenses, and goals or milestones for startup.

**Remember:** the focus of the exhibit is NOT on the member's skill in floriculture design but in the development of their skill into a business. The business will be judged on how far along it is in development from the idea stage to the first sale, to demonstrating a profit/loss statement.

**Advice:** If a member wishes to be judged on the quality of a single floral arrangement and not on their development of a business or knowledge about a related career then they should enter the exhibit in one of the other floriculture classes.

## Welding

### **Option: Career Exploration**

A 4-H member enrolled in welding becomes interested in the possibility of making a living as a professional welder for a major fabrication company. The exhibitor could bring an item they welded as part of the Ready4Life exhibit but that item will not be judge for the quality of the welding so they should be sure to also include demonstration of what they learned about starting a career as a professional welder. The display could include welding training schools in their area, salary ranges for various welder jobs. Knowledge of the types of welding jobs and skills needed to be successful.

### **Option: Entrepreneurship Exploration**

**Member A:** A 4-H member enrolled in welding performs welding services for several neighbors and after earning money for the service decided to consider starting a steel weld repair business.

**Member B:** Another 4-H member enrolled in welding decides to start a business making and selling BBQ grills and Smokers. The member has only built one grill so far but has a clear and written plan for making several more grills in the future.

In both cases, an appropriate Ready4Life challenge exhibit could include a business plan, marketing strategy and pricing considerations. Both members are required to include a representation of their product or service that may include either a prototype or displayed photographs of the product/service being sold.

## Visual Arts

In this category there are many classes to choose from the Ready4Life Challenge exhibit class should be considered for members who's exhibit is focused on either a career or business in visual arts rather than on the specific piece of artwork they may have produced.

### **Option: Career Exploration**

A member exhibits a portfolio of computer design artwork and demonstrates their interest in and knowledge of the graphic design career field

### **Option: Entrepreneurship**

A member exhibits a scrapbook sample along with a business plan for a scrapbook making service

Again, in both cases what is judged is the level of knowledge gained about the career or business and the level planning achieved in preparation for success in the chosen path.