

## A NEW Process for 4-H AIRE Program in 2019 – The Road Towards Digital

NC 4-H is excited to announce a new format for the State-Level 4-H AIRE Program in 2019.

Starting in 2019, 4-H'ers age 11-19 who wish to participate in the State-Level 4-H AIRE Program will need to submit / participate in the following AIRE components:

- Application
- A VIDEO Interview
- Resume
- Electronic Video: VE (3-minute pre-recorded video based on this year's VE question)



**Why is 4-H Making This Change? A:** We can't afford not too! The future of the workplace is already here. Three of "Top Human Resource (HR) Trends" for the last two years have included 1) Virtual Interviews; 2) Recruitment / Candidate Videos; and 3) a surge in the of companies / businesses / industries using "Recruiters" in the initial stages of hiring.

Today, over 63% of organizations use video interviews during their recruitment and hiring processes. The "interviewing process" itself has become much more convenient and accessible thanks to the Internet. Video interviewing is one of the fastest growing recruitment and hiring tools used today. Thanks to video interviews both employers – AND – employee candidates can now quickly and conveniently screen each other for "good fit" prior to face-to-face interviews.

Recruiters can also reach candidates globally thanks to digital resumes and the accessibility of video interviewing; and, let's face it – you [our 4-H'ers ] will be working in fields that don't exist today and in careers not tied to geography.

Video applications are also being used in big and small organizations alike. Companies like Apple, Twitter, Dropbox, Facebook, Google, Cisco, ZeroCater, and SAS have all implemented candidate videos as a part of their hiring processes. Video applications allow candidates to show their skill set, express their creativity and spotlight what makes them the "best candidate" for the position or organization.

**4-H AIRE Basics:** AIRE (Application, Interview, Resume and E-Video) is a workforce development and college prep program. Youth ages 11 – 18, are eligible to participate in this program in one of two ways.

**Option 1:** Youth participate in this program by completing the four (4) AIRE candidate packet components. All candidates submitting a complete packet will be invited to participate in either the State-Level competitive program (open to youth ages 14-18) or in the non-competitive program (open to youth ages 11-13). Youth participating in the competitive AIRE

program are eligible to be selected to attend national events such as National Congress, National Conference, and International Leadership Conference.

**Option 2:** Youth participate in this program by completing the AIRE program components as self-study and/or as part of their local 4-H program. Option 2: Does not require the participant to submit their AIRE packet for State-level review.

### State-Level 4-H AIRE Candidate Packet Components

1. **Application:** The 4-H AIRE program uses a simple 3-page application that secures general candidate information, denotes what competitive area the candidate wishes to be considered for (i.e. a trip to National 4-H Conference or National 4-H Congress, etc.) and the local 4-H agents' signature.
  2. **Video Interview:** Starting in 2019, the State-Level "interview" component of AIRE will be conducted through a secure NCSU Video Interview process (i.e. a live distance video link). AIRE candidates that complete all of the required AIRE components will be invited to participate in a live video interview process. Candidate interviews will take place on-line with a panel of AIRE reviewers. Candidates will be able to sign-up for their own on-line interview re: dates and times to be released later this year.
  3. **Resume:** Candidates should develop and submit a resume that is reflective of both their skills and experiences, AND their 4-H History. Candidates are encouraged to use one of the three main types of resumes used today: Functional, Chronological or a Combination. \*Resumes should be no longer than 3-pages in length.
  4. **Electronic Video:** Candidates will create and submit a 3-minute video (videos submitted over 3 minutes in length will NOT be viewed / scored). Candidates can use their phones, tablet or computer to record a 3-minute video that covers this year's question (see below). \*Candidates should include a link to their EV on their Resume.
- **EV Prompt for 2019:** "YOU have a background, identity, interest, or talent that is so meaningful that your 4-H AIRE application would not be incomplete without it. Share your story."
    - This EV prompt offers all the flexibility a candidate could ask - it's got just enough direction to get those creative fountains flowing. Focus on the key words "background," "identity," "interest," and "talent" and use them as launch points for your brainstorming. What about your history, personality, hobbies, or accomplishments might be worth highlighting in a 3-minute video application? It can be something as small as seeing an episode of a television show (are you living life in the Upside Down?) or as large as the struggle of moving to new school (especially if you had to leave behind friends). The most important thing to consider for this VE prompt is that your subject and/or perspective is dynamic and specific to you and who you are and no one else.

**Submission Guidelines for 4-H Professionals:**

4-H AIRE Candidate Packets must be submitted via the Google Registration Form **NO Later than June 10, 2019.**

**What Gets Submitted:** The candidates Application information is entered online and their Resume is uploaded (which includes a link to their EV).

**When Are the Video Interviews:** Video Interviews will take place between June 17, 2019 – July 31, 2019. 4-H AIRE Candidates will be sent a link to sign-up for their individual Video Interview once the program closes on June 10th.

**For Additional Information:** Please contact Dr. Mitzi Downing at [mitzi\\_downing@ncsu.edu](mailto:mitzi_downing@ncsu.edu) or 919-515-8487

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