

YQCA Background Information Sheet

Version 09.24.18

How did YQCA get started?

The National Pork Board (NPB) program manager for the Youth PQA Plus program called a meeting in 2013 to discuss the feasibility and interest in a national, multi-species youth quality assurance (QA) program. Attending the meeting were representatives of other livestock organizations and state leaders from states where a statewide multi-species QA program has been approved by NPB as a Youth PQA Plus equivalent. The consensus among the 15 attendees was that the burden of each state and group maintaining a unique QA program was growing burdensome and that a collective, national effort would be worth investigating.

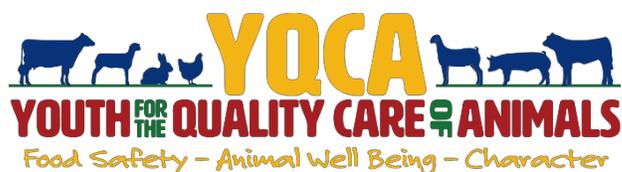
The next year, this same group conducted a series of three meetings to explore the feasibility of a national program that would replace Youth PQA Plus and the need for states to develop and maintain their own programs. The group gathered input from stakeholders and others to arrive a decision to move forward with fundraising efforts to initiate the launch of YQCA.

With initial funding secured, this informal task force established committees to determine program requirements, to establish evaluation priorities, to define the scope and sequence of the curriculum and to seek and secure additional funding for program sustainability. This work began in 2015 and was managed by Vivayic, a firm contracted to facilitate the development process and to build the elearning modules for the online program. This group made integration with 4HOnline a high priority and established an agreement with RegistrationMax, the developer of 4HOnline to build the platform to host and deliver YQCA to achieve this integration. YQCA was officially incorporated as a not-for profit in September 2016 and is currently seeking federal 501c(5) status.

Who established and reviewed the content and curriculum for YQCA?

The initial planning group of YQCA established a curriculum committee. The committee was comprised of state youth livestock extension specialists. This group established the overall curriculum framework and objectives for each module in the 14 years of YQCA programming. A weeklong content writing workshop was held in November 2015 with 12 state university extension specialists. The resulting content source documents were then sent out for a blind peer review with topic experts (animal wellbeing, food safety, and youth life skills). With final revisions made, these content source documents were used to create the storyboards for the online modules and the instructor-led workshop designed and developed by Vivayic. Drafts of the modules and instructor-led materials have been reviewed by YQCA committee members, experts from livestock organizations, and others. The first two years of online materials were launch in March of 2017 and 2018. The final two years will be launched in September of 2019 and 2020.

These same content source documents and online modules were utilized to create instructor-led training materials. In total, there are three sets of instructor-led training materials that will be rotated through by instructors annually.



Are livestock organizations involved and supportive of YQCA?

Livestock organizations have provided both financial support and technical expertise to the YQCA program. The National Pork Board plans to discontinue the Youth PQA Plus program after 2017 and provide ongoing support to YQCA. Beef Quality Assurance (BQA) program specialists have been involved in the development of the YQCA program and are ready to support state efforts to promote YQCA for youth producers. Representatives of sheep, dairy, and rabbit industries were involved in the planning and review of materials and plan to promote the use of YQCA to young producers as well. The National Pork Board, National Cattlemen's Beef Association and the American Sheep Industry Council contributed financially to the development costs for YQCA.

Who is the Current YQCA Board of Directors?

State Representatives

- IA - Mike Anderson
- NE – Rob Eirich
- MO – Marcia Shannon
- WA – Paul Kuber (Vice President)
- WI – Bernadette O'Rourke (Secretary)
- OH – Lizz Share
- SD – Heidi Carroll
- NV – Lindsay Chichester
- CO – Steve LeValley

Livestock Organizations

- Chase DeCoite – National Cattlemen's Beef Association
- Dinah Peebles – National Pork Board (Treasurer)
- Emily Stepp – National Milk Producers Federation
- Peter Orwick – American Sheep Industry Association
- Mike Avesing – American Rabbit Breeders Association

Livestock Shows

- Erin Dorsey, National Western Livestock Show

University Livestock Specialists

- Jodi Sterle, Iowa State University (President)

This information sheet is provided as a resource. For additional questions, please email info@yqca.org.



YQCA Fees Information Sheet

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This information sheet is provided as a resource. For additional questions, please email sales@yqca.org.

Breakdown – where do they go?

The following is a breakdown of where the fees collected are distributed for utilization.

\$12.00 fee for online program

- \$0.36 = credit card fees (typically)
- \$5.00 = technical/user support, email and phone support, based in U.S.
- \$5.00 = online system hosting, maintenance, ongoing development, security and privacy assurance
- \$1.64 = stays with YQCA to invest in ongoing curriculum development and revision, program management, and promotion

\$3 fee for in-person

- \$0.09 = credit card fees (typically)
- \$1.50 = technical/user support, email and phone support, based in U.S.
- \$1.00 = online system hosting, maintenance, ongoing development, security and privacy assurance
- \$0.41 = stays with YQCA to invest in ongoing curriculum development and revision, program management, and promotion

Cancellations are allowed prior to youth beginning their web-based or instructor-led training courses.

How were these fees established?

The fee structure was established by the YQCA Board of Directors. As a not-for-profit established for the sole purpose of providing quality and effective youth quality assurance training, the fees are intended to cover the costs of offering the program. The YQCA Board projected two major costs: 1) the initial cost to develop the new curriculum and to develop an online system that would integrate with 4-H Online, was safe and secure for minors, was stable, and met current data and web standards, and 2) the ongoing costs of keeping the curriculum revised, managing and promoting the program, and keeping the online system secure, safe and up-to-date.

The YQCA Board had to make estimates on number of users to establish a price point that would cover both the remaining costs of development and ongoing costs. The goal of the YQCA Board was to establish a fee structure that would not have to increase for at least 5 years so that all users would have a known cost to use for future planning. The YQCA Board also heard from state leaders that there was little capacity in state offices to provide user technical support, especially over holidays and weekends. The decision was made to have YQCA offer this support to all users and include this cost in the fee structure.

Are these fees comparable to other programs?

- Nebraska Extension offered an online quality assurance training program for a cost of \$10 per user. This program did not include materials for an instructor-led workshop, nor did the program offer to provide

integration into 4-HOnline. Nebraska Extension will be discontinuing their program upon the availability of YQCA. A representative of YQCA is on the YQCA Board of Directors.

- The Youth PQA Plus program is offered for free to youth but only includes information for pigs and the National Pork Board allocated funds to revise the materials every three years. Local educators delivering the instructor-led workshop may have charged a fee for their time and materials, but there was no fee for the online program. The National Pork Board did allocate checkoff funds to support the development of the YQCA program and has a representative on the YQCA Board to ensure the program meets the standards established to qualify as an equivalent replacement for Youth PQA Plus. No other livestock organization offers a youth quality assurance training program.
- Many states maintained their own programs that require staff and educator time to develop, edit, design and maintain the program materials. Some states charged fees for quality assurance workshops while others offered them at no cost.
- Many states have not offered a youth quality assurance program but expressed interest in utilizing YQCA once developed and available.
- Texas Agrilife offers Quality Counts, a training and certification for youth quality assurance that includes resources for instructor-led workshops and an online program called Texas Trail. Fee information for this program was not readily available.

How do YQCA coupon codes work?

The YQCA system offers the ability for anyone to purchase coupon codes that can be applied to YQCA registration expenses. A few details about the coupons:

- Codes do not expire
- Each code is unique and once used it cannot be used again
- Coupons can be \$12 for a web-based training or \$3 for an instructor-led training
- Whoever purchases the coupon codes is responsible for distributing them to designated users; YQCA cannot be held liable for misuse of coupon codes

Here are a couple of suggestions on how to utilize coupon codes:

- Find sponsor(s) interested in supporting youth livestock projects and have them help offset the cost of YQCA for youth in a club, a county, or the entire state
- Use coupon codes for families that do not want to use credit cards for online purchases. Find another family or adult that will accept payment from this family and will purchase coupon codes to use for youth registration.

What if my state needs to charge more for instructor-led workshops to recoup costs for materials and staff time?

The YQCA system is not capable of establishing different price points based on delivery location. There are two options to consider for this situation:

1. Require participants to make two payments: one for the \$3 online registration fee to YQCA and another payment for local costs.
2. For convenience to youth and their families, you could have them write you one check that includes the \$3 YQCA online fee. Your instructor could go online and purchase \$3 coupon codes at yqca.org and distribute these codes to the families that included the payment in their check.

YQCA Information Sheet for Shows and Fairs

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How will YQCA benefit my livestock show?

The YQCA program ...

- Increases the educational preparedness of exhibitors
- Adds another layer of quality assurance to improve sportsmanship, animal wellbeing, and food safety for animal purchasers
- Helps demonstrate our commitment to the educational development of exhibitors
- Provides a nationally available program that any youth exhibitor can access

What does YQCA cost my livestock show?

Nothing.

YQCA charges a fee for each youth that registers in the YQCA training and certification program; this fee is paid for by the youth or the family. Coupon codes can be purchased by anyone and gifted to youth to help offset a portion or all the cost. The cost for the online training is \$12. In states or with organizations agreeing to system-wide adoption of YQCA (for example: Nebraska 4-H and National Pork Board) they can offer in-person workshops by trained instructors with a YQCA registration cost of \$3. The information in the online and in-person workshops is the same so you can be assured that all youth coming to your show will have the same learning experience.

Which shows are requiring YQCA certification?

Starting with the National Pork Expo in June 2017, all National Junior Swine Association shows will accept YQCA certification for their quality assurance requirement. The National Pork Board will discontinue supporting the Youth PQA Plus program at the end of 2017 and is supporting YQCA for all youth livestock exhibitors. The National Western Stock Show will accept YQCA certification for their quality assurance requirement starting with their January 2018 show. Other shows and fairs are currently in the process of considering accepting and/or requiring YQCA certification.

Shows that currently require quality assurance certification are encouraged to accept YQCA. Shows that currently do not require quality assurance are invited to review the program and consider encouraging youth to complete the program for the goals of self-improvement and increased project success.

We are maintaining a list of shows and fairs that either require or accept YQCA certification at our website: <http://yqca.org/fairs-shows>. Please contact us at info@yqca.org if you would like your show to be listed or your information needs to be updated.

What are my options to promote and/or require YQCA certification for exhibitors at my livestock show?

The following are options for your livestock show to consider:

1. Promote YQCA as a valuable educational component in their livestock project

2. Accept YQCA certification if your show requires that youth have a quality assurance certification
3. Require YQCA certification for all exhibitors in your show
4. Work with other shows in your state or region to enact a requirement for YQCA certification for all exhibitors in all shows

YQCA offers promotional resources for you to use with exhibitors and others. YQCA program managers and board members are also willing to have conversations with your show regarding options to move forward.

How will my show know if a youth exhibitor has completed YQCA certification?

Youth will be issued a certificate and a unique certification number from YQCA upon meeting the certification requirements. Youth will be able to email or print their certificate for show entries. Show managers will also be able to utilize the public-facing certification verification site to validate certification numbers.

What about other livestock quality certification programs – are they going away?

The Youth PQA Plus program provided by the National Pork Board will be discontinued after December 2017 with their full support of YQCA. Nebraska Extension has offered an online quality assurance program that was discontinued in March of 2017 with their support of YQCA, as well. Shows are asked, however, to honor the certificates earned by youth from these sources through the expiration of their certificate. This will require up to three years of “grandfathering” in youth that earned Youth PQA Plus certification, for example, even if a show begins to require YQCA.

The adult version of Pork Quality Assurance (PQA) Plus® and Beef Quality Assurance, BQA®, will not be impacted by YQCA and shows may choose to accept these certifications for youth producers, if desired.

Who governs YQCA?

The YQCA program is owned and managed by the newly established Youth for the Quality Care of Animal nonprofit. There is no government involvement in this program. The board of YQCA is comprised of state university extension specialists and representatives of the livestock industry. YQCA has taken no funding from animal pharmaceutical or animal feed companies. The only funds for development have come from checkoff funds from beef, pork, sheep and corn producers and from the University of Missouri. There is a representative of livestock shows on this YQCA Board of Directors. Erin Dorsey, Livestock Operations Manager of the National Western Stock Show, serves in that role.

How can we support the learning that is part of the YQCA program?

Great question! We’d love for the objectives and information in the YQCA training to be supported by additional educational activities provided by fairs and shows. Perhaps you have exhibits, pre-event mailings, participant workshops, or other means to communicate and educate youth. You can find the list of the YQCA Curriculum Objectives by Topic and Age in the IAFE toolkit. This is a roadmap of what youth will be learning in YQCA by age. This will give ideas about which objectives to support and when youth will be introduced to them in the YQCA program. If you would like access to the online modules to review the youth’s training program, please request a free coupon code reserved only for fair and show managers and education directors from Cara at info@yqca.org. She can also direct you to resources and connect you with other educators to brainstorm effective ways to extend the learning in YQCA.