



YQCA Background Information Sheet

Version 11.21.2016

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

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(3) tax exempt 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 online materials are preparing for a field test in late December 2016 for final edits and release for the March 2017 launch of YQCA.

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 - Karna Dam
 - MO – Marcia Shannon
 - WA - Paul Kuber (Vice President)
 - WI – Bernadette O’Rourke (Secretary)
 - OH - Nancy Snook
 - SD – Heidi Carroll
 - NV - Lindsay Chichester
 - CO - Steve LeValley
- Industry Representatives
 - 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
 - Allied Industry
 - Brett Kaysen, Zoetis
 - University Livestock Specialists
 - Jodi Sterle, Iowa State University (President)

Standing Committees:

- Curriculum
- Research/Evaluation
- Promotion/Fundraising
- Program & Policy

National Youth Program for Quality Care of Animals

Curriculum Map

Junior (8-11)	Year 1	Year 2	Year 3	Year 4
Food Safety	The Basics of Animal Identification	Administering Animal Health Products	Keeping Animals Healthy	Consumer Education – Thinking Like A Consumer
Animal Well-Being	The Basics of Animal Care	Quality Care	Willful Acts of Abuse	Record Keeping
Life Skills	The Basics of Animal Behavior	Goals To Success	Ethics In The Show Ring	Get Involved

Intermediate (12-14)	Year 1	Year 2	Year 3
Food Safety	Providing Quality Feed	Administering Animal Health Products	Herd Health Plan
Animal Well-Being	Daily Animal Care	Providing Quality Care	Animal Handling & Food Quality
Life Skills	Youth Leadership & Service	Emergency Action Plan	Ethics In The Show Ring

Senior (15-18)	Year 1	Year 2	Year 3	Year 4
Food Safety	Providing Quality Feed	Administering Animal Health Products	Herd Health Plan	Responsibly Producing Foods
Animal Well-Being	Quality Animal Care	Record Keeping	Providing Quality Care	Ethics And Animal Well Being
Life Skills	Sharing the Story	Emergency Action Plan	Environmental Stewardship	Careers in Animal Agriculture

Young Adult (19-21)	Year 1	Year 2	Year 3
Food Safety	Food Safety And Youth Producers	Administering Animal Health Products	Herd Health Plan
Animal Well-Being	Animal Well-Being In Youth Livestock Projects	Providing Quality Care	Hot Topics in Animal Agriculture
Life Skills	Goals to Success	Continuous Improvement	Environmental Stewardship

YQCA Fees Information Sheet

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Breakdown – where do they go?

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

\$15.00 fee for online program

- \$0.45 = 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
- \$4.55 = stays with YQCA to invest in ongoing curriculum development and revision, program management, and promotion

\$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.
- \$1.41 = online system hosting, maintenance, ongoing development, security and privacy assurance

Refunds are allowed on a very limited, case-by-case basis (e.g., instructor-led workshop cancelled due to extreme weather)

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; treat them like cash
- Each code is unique and once used it cannot be used again
- Coupons can be any amount (up to \$15)
- Users can apply multiple coupon codes to a registration fee
- 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 all or some of 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.