## 4H Strategic Priorities Survey Results

### Comparison of Responses across Groups

<table>
<thead>
<tr>
<th>Question</th>
<th>Extension Professionals</th>
<th>Volunteers/Parents</th>
<th>Members</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Responses</td>
<td>100</td>
<td>413</td>
<td>58</td>
<td>41</td>
</tr>
<tr>
<td>Gender</td>
<td>Female: 72%</td>
<td>Female: 86%</td>
<td>Female: 80%</td>
<td>Female: 68%</td>
</tr>
<tr>
<td>Age (largest group)</td>
<td>25-34: 30%</td>
<td>35-44: 47%</td>
<td>12-18: 89%</td>
<td>25-34: 24%</td>
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<tr>
<td>Top 5 Priority Areas</td>
<td>1. Leadership</td>
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<tr>
<td>Recommend Investment in Project Areas</td>
<td>1. Volunteer/leader training</td>
<td>1. STEM related fields</td>
<td>1. STEM related fields</td>
<td>1. Leadership</td>
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<tr>
<td></td>
<td>3. Entrepreneurship</td>
<td>3. All areas</td>
<td>3. Citizenship</td>
<td>3. Administrative support for volunteers/leaders</td>
</tr>
<tr>
<td></td>
<td>4. Animal Sciences</td>
<td>4. Shooting sports, online resources, leadership</td>
<td>4. Leadership</td>
<td></td>
</tr>
<tr>
<td>Other Training Needs</td>
<td>1. Volunteers – running meetings, setting goals, communication, succession plan</td>
<td>1. Working with kids of all ages</td>
<td>NA</td>
<td>Inclusivity/overcoming differences</td>
</tr>
<tr>
<td></td>
<td>2. Recruiting volunteers</td>
<td>2. More information on projects</td>
<td>2. Leadership</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>3. Leadership – running meetings, organizing, overseeing projects</td>
<td>3. Citizenship</td>
<td></td>
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<tr>
<td>One thing I appreciated happening in 4H</td>
<td>1. Focus on youth development</td>
<td>1. Hands on learning</td>
<td>1. Sense of family/community</td>
<td>NA</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. Parliamentary procedure</td>
<td>4. Serves the community</td>
<td>4. Serves the community</td>
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<tr>
<td></td>
<td></td>
<td>5. Leadership Development</td>
<td>5. Serves the community</td>
<td>5. Serves the community</td>
</tr>
</tbody>
</table>
| **One thing I would change about 4H learning** | 1. Meetings can be boring, not always engaging  
2. Hard to integrate new families into 4H  
3. Need for committed project leaders | 1. Need more leaders & parents willing to care  
2. Need meetings to be engaging for all member  
3. Need info on getting started for parents new to 4H  
4. Less complicated paperwork  
5. How to deal with conflict & politics in clubs | 1. More members  
2. Better member engagement/club culture  
3. Better club leadership  
4. Improved meeting organization/format | NA |
| --- | --- | --- | --- | --- |
| **One specific training needed** | 1. Leadership for projects  
2. Parliamentary procedure | 1. Leadership  
2. Team building  
3. Record Keeping  
4. Parliamentary procedure  
5. Public speaking  
6. New member training | 1. Leadership activities  
2. Volunteer/community engagement | NA |
| **What skills have you seen members gain** | NA | 1. Leadership Development  
2. Public speaking  
3. Communication  
4. Community responsibility  
5. Self confidence | NA | NA |
| **Suggestions to get youth involved** | 1. More short term projects  
2. More SPIN clubs  
3. Increase marketing | 1. Market more in local schools  
2. Communicate the wide variety of activities  
3. Discuss the non-Ag related projects that are possible  
4. Understand that 4H competes with sports and other activities | 1. Better outreach and marketing  
2. After school  
3. Partnerships  
4. Work with schools | NA |
| Obstacles that prevent youth from participating in 4H | 1. Time & number of other activities  
2. Lack of parents knowledge and commitment in projects  
3. Cost of joining | 1. Time and the many other activities, especially sports  
2. Parents don’t have the time to be involved  
3. Cost | NA | 1. Parents are busy  
2. Cost of participating  
3. Competing activities  
4. Narrow conception of 4-H (see as only an ag program) |
|---|---|---|---|---|
| K-State areas that would benefit 4H | 1. Leadership Studies  
2. Agriculture  
3. Engineering  
4. Education  
5. Computer Science  
Also – Food & Nutrition | 1. Leadership Studies  
2. Agriculture  
3. Vet Med  
4. Computer science  
5. Engineering | NA | 1. Agriculture  
2. Leadership Studies  
3. Business  
4. Education  
5. Vet Med |
| Suggestions for state-wide partners | 1. Agri-businesses  
2. Higher education (KSU, Community colleges)  
3. Chambers of commerce, Groceries | 1. Ag-related businesses  
2. K-State & other colleges  
3. Local community members  
4. Local businesses | NA | 1. Focus on local/county connections  
2. Agri-businesses  
3. K-State units |
| How best to communicate | 1. Stories posted on Facebook  
2. Stories about the year, not just the Fair  
3. Videos of successes  
4. Alumni stories | 1. Social media of all kinds (YouTube, Snapchat, etc)  
2. TV  
3. Face-to-face at schools and in the community  
4. Share success stories | NA | 1. Hire marketing/social media person to help local groups tell their stories  
2. Use real member/alumni stories |