Program Planning with Your 4-H PDC – Looking at the Big Picture

Objective: To help 4-H PDC members see the big picture of program planning which includes looking at the **total** school age youth audience.

Items needed:
♦100 items (suggest marbles, popsicle sticks, cotton swabs)
♦U.S. Census Bureau Quick Facts for your county or district http://quickfacts.census.gov
♦4-H Statistics http://www.kansas4h.org/p.aspx?tabid=525

Instructions:
In the development of a new 5 year work plan for 2010 – 2014, 4-H PDC members need to discuss and prioritize the key issues and opportunities believed to be critically important for K-State Research & Extension to emphasize now and in the future.

4-H PDC members need to be engaged in the processes necessary to design, develop, deliver, and evaluate for strong local programs.

Focusing on the big picture and looking at the total school age youth audience is crucial for planning.

Provide each PDC member with a worksheet, U.S. Census Bureau Quick Facts and local 4-H Statistics.

Review U.S. Census Bureau Quick Facts
To get a clearer picture of the youth population in your Extension unit
Write the number Person's under 18 years old _____ (A)
Subtract the number of Person's under 5 years old _____ (B)
Equals % youth population _____ (C)
Multiply (% youth population (C)) times the (total population)
to equal the total number of school aged youth. _____ (D)

This is a clearer picture of the total youth population that the 4-H PDC should be focusing on to plan the 4-H Youth Development Extension Program.

Example Using Geary County Data
Write the number Person's under 18 years old 31% (A)
Subtract the number of Person's under 5 years old 10% (B)
Equals % youth population 21% (C)
Multiply 21% (youth population) times the 24,174 (total population) equals the total youth population 5,076

24,174 total population
x .21 (% youth) (C)
5076 estimated youth population (D)

Geary County has an estimated youth population of 5,076 (D)

To look at total percentage of number reached through
4-H Youth Development Programming

Write the total school age youth population (as figure D above) _____

Write the total number of 4-H participants reported found at 4-H Statistics
http://www.kansas4-h.org/About/Statistics/Default.htm _____

Divide 4-H participants by the total school age youth population to equal the percent of youth reached through 4-H Youth Development Programming.

_____

Today our 100 items represent the total school age youth population of our local unit. To see how many of the youth we've reach we'll take out the % reached through current 4-H Youth Development programming efforts.

100 minus total percent currently reached = POTENTIAL

GOOD NEWS – We have lots of potential

Suggested Questions to ask PDC members:

1. How many youth are left that were not reached?

2. Is it possible to reach them all? If not, what target audiences should we focus on reaching?

3. Give each PDC member several of the (items) youth who are not reached. Ask them to write down possibilities of audiences not reached. When they are finished ask them to report back to the total group.

4. What issues are facing the youth our community? Which of the issues should we focus on?

The answers provided will help guide the 5 year planning process.

Developed by Diane Mack and Beth Hinshaw, 4-H Youth Development Specialists, 2008

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WORKSHEET Completed on _____

Section 1

To get a clearer picture of the school age youth population in your Extension unit

Use U.S. Census Bureau Quick Facts for your county or district
http://quickfacts.census.gov

Write the number Person's under 18 years old _____ (A)

Subtract the number of Person's under 5 years old - _____ (B)

Equals % youth population _____ (C)

Multiply (% youth population (C)) times the (total population)
to equal the total number of youth. _____ (D)

Section 2

To look at the total percentage of number reached through 4-H Youth Development Programming

Write the total school age youth population _____ (D)

Write the total number of 4-H participants reported found at 4-H Statistics
http://www.kansas4-h.org/About/Statistics/Default.htm _____ (E)

Divide 4-H participants reported by the total youth population to equal the percent of youth reached through 4-H Youth Development Programming.

(E) / (D) _____(F)

Section 3

Potential audience (school age youth currently not reached by 4-H)

100 – (F) _____(G)

A - Persons under 18, according to Census data
B - Persons under 5, according to Census data
C - % population ages 5-18 (school age youth)
D – Total number of school age youth ages 5-18
E – Total 4-H Participants
F - % of local population ages 5-18 that is being reached through 4-H
G – Potential (school age youth currently not reached by 4-H)

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