

4H Strategic Priorities Survey Results

Comparison of Responses across Groups

Question	Extension Professionals	Volunteers/Parents	Members	Partners
Number of Responses	100	413	58	41
Gender	Female: 72%	Female: 86%	Female: 80%	Female: 68%
Age (largest group)	25-34: 30%	35-44: 47%	12-18: 89%	25-34: 24%
Top 5 Priority Areas	<ol style="list-style-type: none"> 1 Leadership 2 Citizenship 3 Foods & Nutrition 4 Communication 5 Health & Wellness 	<ol style="list-style-type: none"> 1 Leadership 2 Foods & Nutrition 3 Citizenship 4 Beef 5 Shooting Sports 	<ol style="list-style-type: none"> 1 Leadership 2 Citizenship 3 Communications 4 Foods and Nutrition 5 Shooting Sports 	<ol style="list-style-type: none"> 1. Leadership 2. Citizenship 3. Health & Wellness 4. Communications 5. Foods and Nutrition
Recommend Investment in Project Areas	<ol style="list-style-type: none"> 1 Volunteer/leader training 2 All areas 3 Entrepreneurship 4 Animal Sciences 	<ol style="list-style-type: none"> 1. STEM related fields 2. Animal fields 3. All areas 4. Shooting sports, online resources, leadership 	<ol style="list-style-type: none"> 1. STEM related fields 2. Leadership 3. Citizenship 	<ol style="list-style-type: none"> 1. Leadership 2. Public Speaking & Comm. Skills 3. Administrative support for volunteers/leaders
Other Training Needs	<ol style="list-style-type: none"> 1. Volunteers – running meetings, setting goals, communication, succession plan 2. Recruiting volunteers 	<ol style="list-style-type: none"> 1. Working with kids of all ages 2. More information on projects 3. Leaderships – running meetings, organizing, overseeing projects 	NA	Inclusivity/overcoming differences
One thing I appreciated happening in 4H	<ol style="list-style-type: none"> 1. Focus on youth development 2. Quality of volunteers 3. Creativity & excitement of projects 	<ol style="list-style-type: none"> 1. Hands on learning 2. Friendships & teamwork 3. Life Skills, Responsibility 4. Parliamentary procedure 5. Leadership Development 6. Public speaking 	<ol style="list-style-type: none"> 1. Sense of family/community 2. Broad/inclusive involvement 3. Leadership opportunities 4. Serves the community 	NA

One thing I would change about 4H learning	<ol style="list-style-type: none"> 1. Meetings can be boring, not always engaging 2. Hard to integrate new families into 4H 3. Need for committed project leaders 	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. More members 2. Better member engagement/club culture 3. Better club leadership 4. Improved meeting organization/format 	NA
One specific training needed	<ol style="list-style-type: none"> 1. Leadership for projects 2. Parliamentary procedure 	<ol style="list-style-type: none"> 1. Leadership 2. Team building 3. Record Keeping 4. Parliamentary procedure 5. Public speaking 6. New member training 	<ol style="list-style-type: none"> 1. Leadership activities 2. Volunteer/community engagement 	NA
What skills have you seen members gain	NA	<ol style="list-style-type: none"> 1. Leadership Development 2. Public speaking 3. Communication 4. Community responsibility 5. Self confidence 	NA	NA
Suggestions to get youth involved	<ol style="list-style-type: none"> 1. More short term projects 2. More SPIN clubs 3. Increase marketing 	<ol style="list-style-type: none"> 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 	NA	<ol style="list-style-type: none"> 1. Better outreach and marketing 2. After school 3. Partnerships 4. Work with schools

Obstacles that prevent youth from participating in 4H	<ol style="list-style-type: none"> 1. Time & number of other activities 2. Lack of parents knowledge and commitment in projects 3. Cost of joining 	<ol style="list-style-type: none"> 1. Time and the many other activities, especially sports 2. Parents don't have the time to be involved 3. Cost 	NA	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. Leadership Studies 2. Agriculture 3. Engineering 4. Education 5. Computer Science <p>Also – Food & Nutrition</p>	<ol style="list-style-type: none"> 1. Leadership Studies 2. Agriculture 3. Vet Med 4. Computer science 5. Engineering 	NA	<ol style="list-style-type: none"> 1. Agriculture 2. Leadership Studies 3. Business 4. Education 5. Vet Med
Suggestions for state-wide partners	<ol style="list-style-type: none"> 1. Agri-businesses 2. Higher education (KSU, Community colleges) 3. Chambers of commerce, Groceries 	<ol style="list-style-type: none"> 1. Ag-related businesses 2. K-State & other colleges 3. Local community members 4. Local businesses 	NA	<ol style="list-style-type: none"> 1. Focus on local/county connections 2. Agri-businesses 3. K-State units
How best to communicate	<ol style="list-style-type: none"> 1. Stories posted on Facebook 2. Stories about the year, not just the Fair 3. Videos of successes 4. Alumni stories 	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. Hire marketing/social media person to help local groups tell their stories 2. Use real member/alumni stories