



4H PROGRAM SURVEY Summary of Results

Introduction:

In December 2013, the Chiesman Center for Democracy was contacted by the Brookings County Commissioners to assist with the implementation and facilitation of a “summit” or conversation among citizens of Brookings County concerning the future of 4H in the county. The “summit” would focus on engaging those 4H program stakeholders so they may help identify key elements that would enhance, expand and ensure the future of the program.

Prior to conducting the “summit”, a short survey was developed and disseminated among the stakeholders. All told, a total of 151 stakeholders participated in the survey.

The following is a brief synopsis of the survey results. A more detailed report will be provided to the Brookings County Commissioners at a later date.

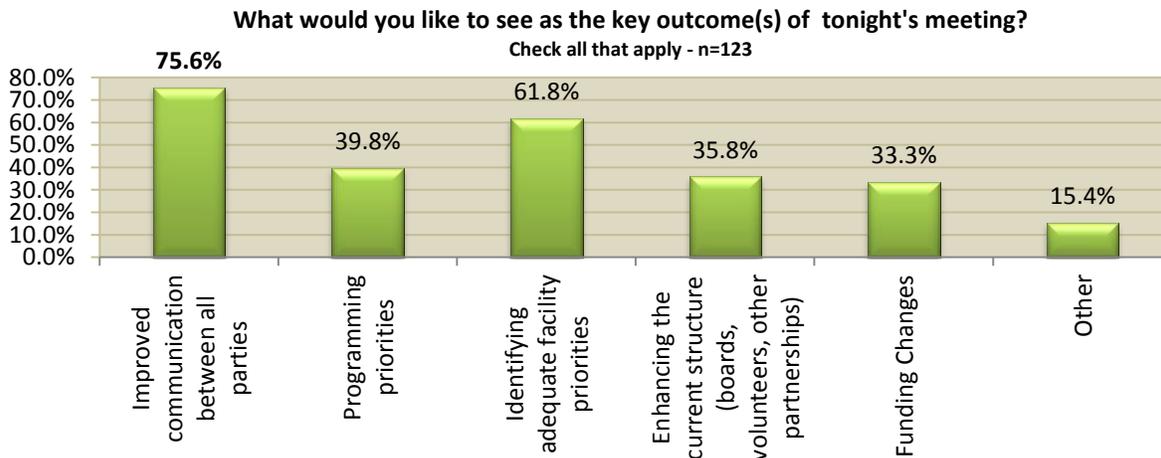
Demographics:

Residency of respondents:

- City/Town – 40%
- Rural/non-farm – 19%
- Rural/farm-ranch – 41%

Role of respondents:

- 4H Leader – 8%
- 4H Volunteer – 28%
- 4H Member – 12%
- 4H Alumni – 18%
- Sponsor – 8%
- Other (parent, family member, etc.) – 26%

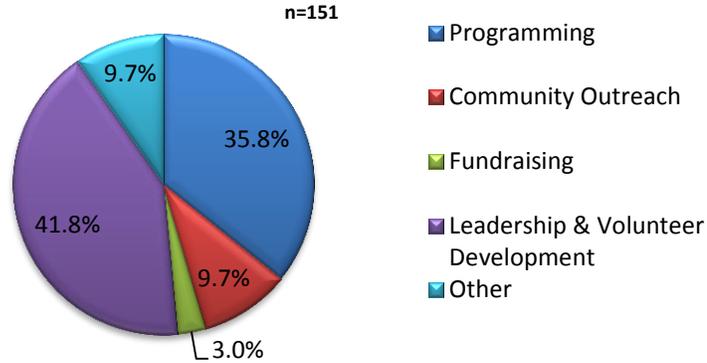


General perceptions of the 4H Program in Brookings County among survey respondents (Agreed/Strongly Agreed):

- 92% - provides worthwhile services to youth
- 90% - supports the needs of young people
- 80% - that they (survey respondents) understood the purpose/mission
- 75% - is effective in fulfilling its mission/purpose
- 61% - markets its programs in the county
- 52% - adequate outreach activities are provided
- 49% - has positive relationships with non-4Hers
- 44% - 4H should consider using facilities in the community, while 38% - neither agreed/disagreed

Programming/Service to the County:

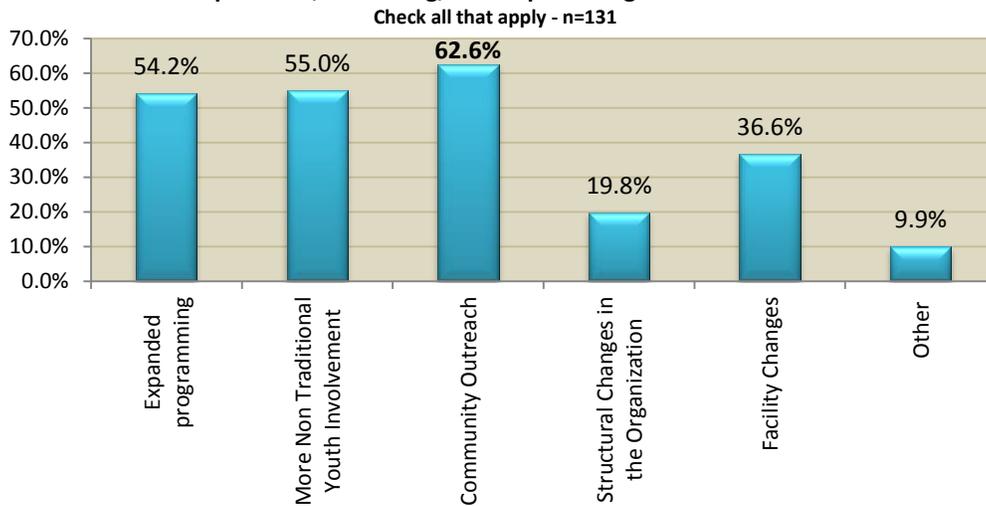
Check one thing that the BROOKINGS COUNTY 4H Program does well and could serve as a basis for future growth and change for the organization.



Positive thing(s) the Brookings County 4H Program is doing (sample narrative responses – most prevalent)(n=115):

- leadership development, creating leaders of tomorrow...
- positive teaching for kids of all ages in the areas of safety, teamwork, respect, honor, discipline, etc...
- opportunities for youth...
- builds self-esteem, confidence, responsibility, and positive decision-making skills...
- learn by doing, provides an outlet for creativity, etc...
- encourages community service...

How can the BROOKINGS COUNTY 4H Program grow and change in the next three to five years? Consider any areas such as service, business practices, marketing, etc. as possible growth areas.

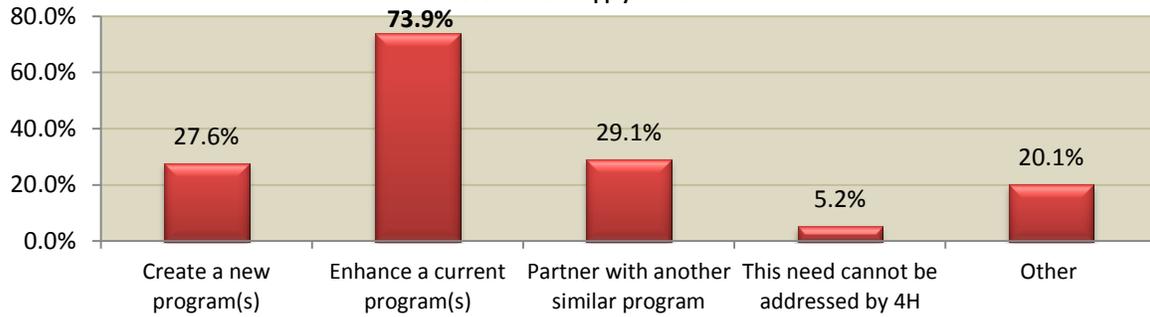


What is/are the most critical need(s) among youth in Brookings County that are unmet, unserved or underserved by the 4H Program? (sample narrative responses – most prevalent) (n=82):

- positive youth development programming that builds personal, social and civic responsibility that includes youth/teens...
- grass roots programs that expand to include non-traditional 4H youth and more male teens...
- a mix of programs (broader range) that include science, engineering, animals, crafts, shooting sports, etc...
- enhanced parental involvement...
- lack of staff to provide programs...
- facilities...
- more funding...

What can the BROOKINGS COUNTY 4H Program do to meet these needs?

Check all that apply - n=134

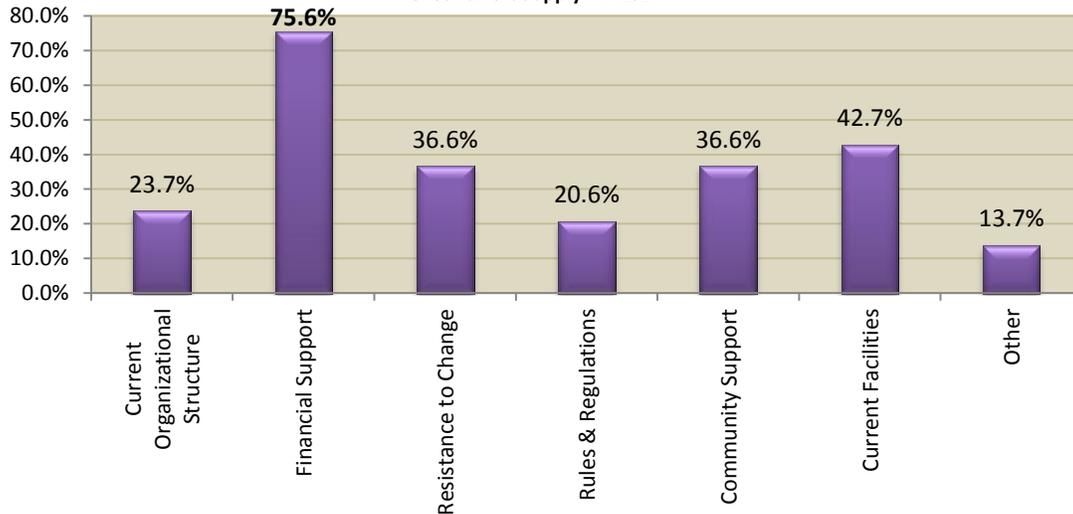


Other- how can we meet these needs (sample narrative responses – most prevelant) (n=27):

- develop more partnerships with other organizations...
- more publicity/communication of services, educate the public of what 4H has to offer...
- build teamwork among current program(s)...
- modernize current programs and activities...

Challenges that might prevent the BROOKINGS COUNTY 4H Program from achieving growth and change in the future.

Check all that apply - n=131



Details on the challenge(s) selected. (sample narrative responses – most prevelant) (n=73):

- city vs. rural mindset...
- lack of communication...regarding funding, facilities, how 4H works, etc.
- there needs to be an investment in our future (kids)...
- need a vision for the future of 4H from all stakeholders...
- we (4H) need community support like other county and city programs get...
- there seems to be reluctance from the county to support the program...
- we need to be aggressive in order to grow...
- find out what the youth want...

How should the BROOKINGS COUNTY 4H Program be funded:

Check all that apply - n=144

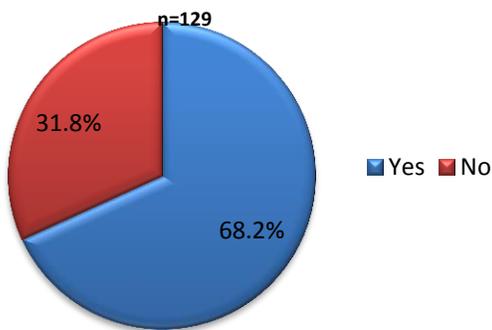


Funding options – Other (n=23):

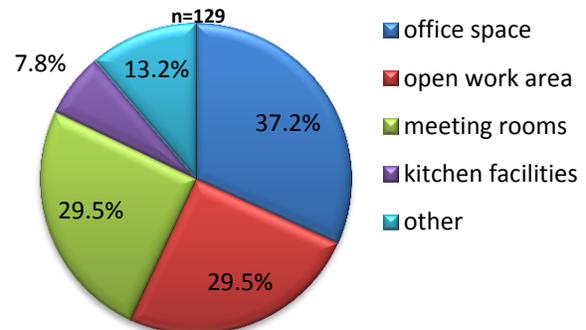
- many grants are available...
- diversity of funding from all of these sources...
- contributions from the city...
- fundraising among the members...

Facilities:

If an adequate alternate location (for the 4H office) is found, would you support this move?



Most important elements needed for a new location



Chiesman Center
for DEMOCRACY, INC.
1641 Deadwood Ave.
Rapid City, SD 57702
(605) 341-4311
www.chiesman.org

*Promoting and supporting democratic principles
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