



4H Summit Report Findings & Recommendations

March
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Collected & Reported By:



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Brookings County 4H Summit Report – Findings & Recommendation
Prepared For
Brookings County Commission

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I. EXECUTIVE SUMMARY

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 the 4H Program in the county.

Prior to conducting the “Summit,” a short survey was developed with input from the Brookings County Commissioners and Stephanie Ellwein, Commission Assistant. The set of questions were further refined by the Chiesman Center for Democracy and then disseminated among identified stakeholders through the County website, email lists obtained by the Commission Assistant and by the 4H Program Advisor (via emails and postcards to 4H leaders, etc.). A total of 151 stakeholders participated in the survey.

Throughout the survey process, several key conclusions can be made. These points of interest are stated below and organized by topic area. In addition, open response results have been subjectively categorized in order to draw conclusions.

As a result of the survey, two central themes were used to form the overall “Summit” participant questions:

1. Communication
 - a. Current issues
 - b. Potential solutions
2. Program Enhancement (includes facilities)
 - a. Current issues
 - b. Growing programs/activities & addressing facility issues

On Monday, February 10, 2014 the “Summit” was held in Brookings, South Dakota. For nearly 3 hours, 128 participants (separated into 14 roundtables) discussed the strengths, weaknesses, and opportunities facing the Brookings County 4H program as it related to the above two questions.

Survey of Stakeholders – Summary:

General Demographics of Survey Respondents:

Rural – farm/ranch = 41.1% City/Town = 39.7% Rural – non-farm = 19.2%

Sector/role of survey respondents:

4H Volunteer = 27.8% Other (4H parent, grand parent, etc.) = 25.8% 4H Alumni = 18.5%
4H Member = 11.9% 4H Leader = 7.9% 4H Sponsor = 7.9%

➤ **Serving the Community**

Overall, 92% of the survey respondents thought that the Brookings County 4H Program provides worthwhile services to youth, wherein 90% stated that the program meets the needs of young people in county. Of specific note, the most positive thing(s) respondents noted about the 4H Program included positive leadership development skills, building self-esteem and service to the community.

Although the data demonstrated a perceived high quality of service to the county as facilitated by the 4H Program, there were notable areas of improvement mentioned. Many respondents felt that by increasing awareness of activities (among current 4H participants and the county as a whole) as well as partnering with other organizations, more young people can be impacted/served.

➤ **Funding**

In order to analyze the current mindset among stakeholders in regard to funding of the Brookings County 4H Program, several questions were presented ranging from how the program should be funded to what other ways funds could be obtained to support the program. More than 80.6% of the respondents stated that funding should come from the public (i.e. government). However, stakeholders also gave high marks

for sponsorships (72.9%), fundraising (66.0%) and membership fees (56.3%). In addition, respondents indicated that grant funds are available to support programming and that a diversity of funding sources is needed.

➤ **Marketing/Branding/Image**

When asked regarding their perceptions of the Brookings County 4H Program in the community/county, more than 82.6% of the respondents thought it had a positive image. However, when asked if the program marketed its services/activities throughout the county, only 61.2% stated that they believed that it did. Concerning positive relationships the program has with the media as well as its own participants; 71.5% agreed with this statement regarding the media, while 86.1% agreed as it related to the 4H Program members.

Of specific note, only 49.3% of respondents felt that the 4H Program has a positive relationship with those not involved with its services. Furthermore, only 52.0% of those surveyed thought that the 4H Program provided adequate outreach activities.

Improvements identified in the areas of marketing/branding/image centered primarily on the need to enhance and expand communication while engaging the public with the overall 4H Program and its activities. An interwoven theme among survey respondents was the need for communication on nearly all levels.

➤ **Purpose/Mission**

A large majority (80.4%) of the survey respondents indicated that they had a strong understanding of the purpose/mission of the Brookings County 4H Program. A total of 75.4% of all respondents said that the program is effective in fulfilling its purpose/mission as they understood it.

➤ **Assessing & Addressing Community Needs**

Stakeholders were asked what they believed to be the most critical need(s) among youth in Brookings County, particularly those needs that are unmet, unserved or under-served by the 4H Program. Respondents identified providing more positive youth development programs, particularly focusing attention on attracting more youth from the various cities/communities. Most stakeholders agreed that current 4H Programs/Activities are/were in place, therefore there is not a need to create new programs/activities. However, the inherent issue regarding communication about the availability of these particular programs/activities remains.

➤ **Strengths/Opportunities**

The most notable strengths (regarding the 4H Program and its activities) identified by the survey respondents included, leadership and volunteer development (41.8%) and programming (35.8%).

Concerning challenges/opportunities, several items were noted. In order to achieve growth in the future, 75.6% of the respondents stated that financial support will be needed. Moreover, the underlying concern of facilities (i.e. future location of 4H offices and programs), was readily apparent at 42.7% (however, 61.8% wanted to see it as a key outcome of the Summit).

4H Summit – Summary

➤ **Communication – Issues/Solutions**

(Communication is a key issue that is at the core of all other issues presented in this report.)

Participants during the February 10th 4H Summit were asked about their perception of the level of communication among all parties involved with the Brookings County 4H Program (i.e. is there a problem). Summit participants stated that there has been a systemic breakdown in communication among nearly every stakeholder involved with the 4H Program. This includes communication between the

County Commissioners, Extension and 4H Promotion and Expansion Committees, Swiftel Center, State Extension Office, etc. Those in attendance that evening (most are/were involved with 4H in some manner) stated that communication among 4H leaders and/or the 4H Programs needs to improve as well.

Solutions to these issues included a general understanding among those in attendance of the need to work together. This was seen in responses by many participants regarding the importance of clear, concise and current information about the 4H Program, how it operates, who is responsible for what, and what the future may hold for not only the program itself but facilities as well.

➤ **Program Enhancement/Expansion**

Summit attendees stated that 4H currently provides a great number of relevant programs/activities. However, Summit participants were reluctant to identify specific programs that should be targeted for enhancement and/or expansion. When attendees were encouraged to specify programs to be enhanced/expanded, most stated that technology, leadership development/citizenry and agriculture activities should be emphasized. Nearly all of the Summit attendees agreed that 4H services need to be modern and appealing to young people. They went on to say that a better job needs to be done to let parents and young people know what 4H has to offer them.

Attendees were then asked to provide examples of how to enhance/expand the above programs, with the goal of increasing overall youth participation. Themes presented by attendees included the need to address the organizational structure of 4H, a clear understanding of current and future facilities, and the need for additional staffing to provide a focused approach to services. Confusion still exists as to the organizational structure of Brookings County 4H.

Some Summit attendees stated that there is a need for a clear vision for 4H and a strategic plan for growth. The future of the 4H facility continues to be on the mind of nearly every 4H member and his/her family.

➤ **Survey & Summit Participants Recommendations**

A summary of notable final thoughts/concerns provided by both survey respondents and 4H Summit participants is listed below:

- There is a basic, general understanding of the 4H Program and its activities.
- Most believe the 4H Program is worthwhile and supports young people.
- Current 4H Program activities should be enhance/expanded, new programs may not be necessary.
- Additional efforts need to be made to reach youth who live in Brookings (city) and the surrounding communities, yet continue to provide programming for rural youth.
- A consensus among all parties that there are communication issues on various levels:
 - Among Brookings County 4H leaders, its programs, the State Extension/4H office and the general public
 - Between Brookings County 4H, County Commission, State Extension/4H office and the general public
- A clear understanding of the County Commission's intent for the current 4H facilities.

➤ **Chiesman Center for Democracy – Recommendations (Summary)**

(See also Recommendations section for additional details.)

The following recommendations to the Brookings County Commissioners are based on survey responses, issues/solutions identified during the 4H Summit and observations by Chiesman Center for Democracy staff.

- Create an ad-hoc committee comprised of members from various 4H stakeholder groups. This committee would focus on the sole issue of communication.
- Consider holding a town hall discussion as soon as possible concerning the current 4H facility and possible future locations, etc.

- Develop and publicize a 4H Program organizational chart that delineates roles, responsibilities and parties, etc., (to include County Commissioners).
- Consider requesting a 4H Program Report be provided to the County Commission at least on an every-other month basis (a standing, separate agenda item).
- Research the need/requirement for both a 4H Promotion and Expansion Committee and an Extension Advisory Board. Consider combining both entities if possible.
- Investigate the possibility of adding a 4H Program page to the County website that can be updated regularly.

II. DATA COLLECTION/RESEARCH METHODOLOGY

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 4H Program. Prior to conducting the “Summit,” a short survey was developed (with assistance from the Brookings County Commissioners and Commission Assistant Stephanie Ellwein) and disseminated among the stakeholders.

Survey focus areas included:

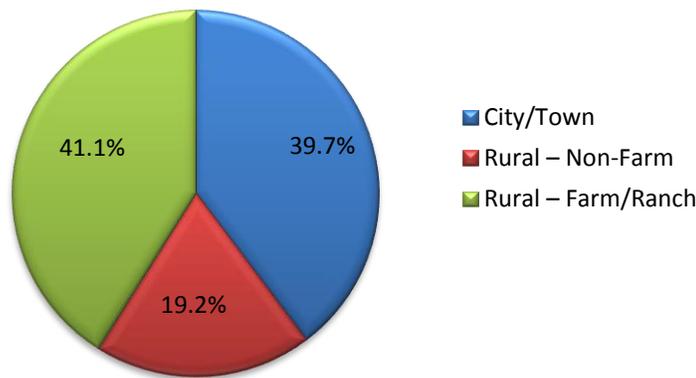
- Serving the community
- Funding
- Marketing/Branding/Imaging
- Purpose/Mission
- Assessing & Addressing Community Needs
- Strengths/Opportunities

Population Demographics

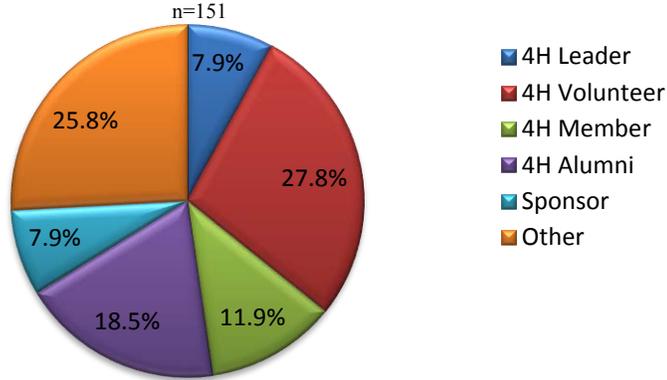
The stakeholders that comprised the pool of survey respondents were identified by the Brookings County Commissioners, Brookings County Commission Assistant, and the Brookings County 4H Program. In addition, the general public was asked to respond to the survey via a link provided on the Brookings County website. Both the Brookings County Commission Assistant and the Brookings County 4H Program Advisor utilized various email lists to encourage stakeholders to take the survey.

A total of 151 stakeholders participated in the survey.

Residency of Survey Respondents
n=151



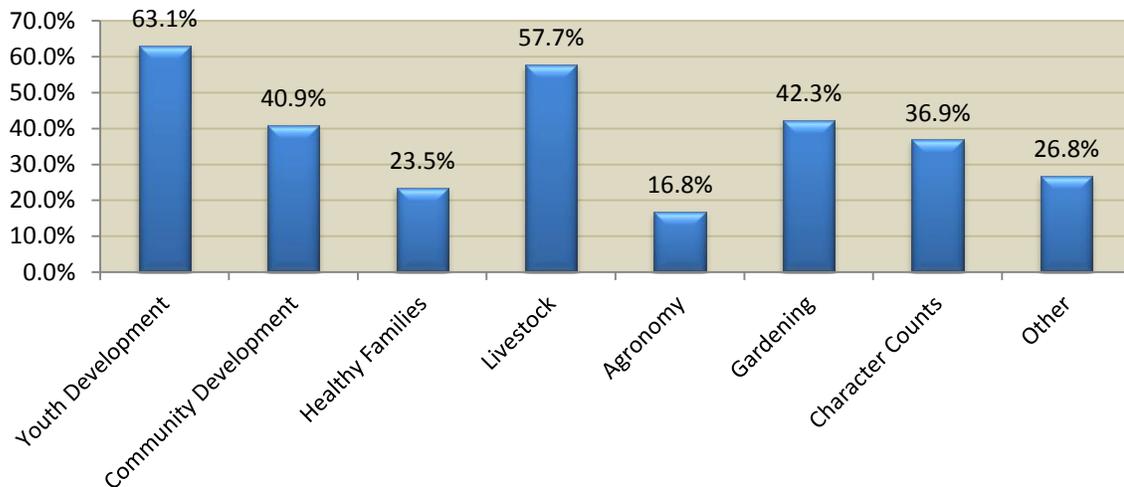
Role or relationship (of survey respondents) with
Brookings County 4H:



Other included (n=38):

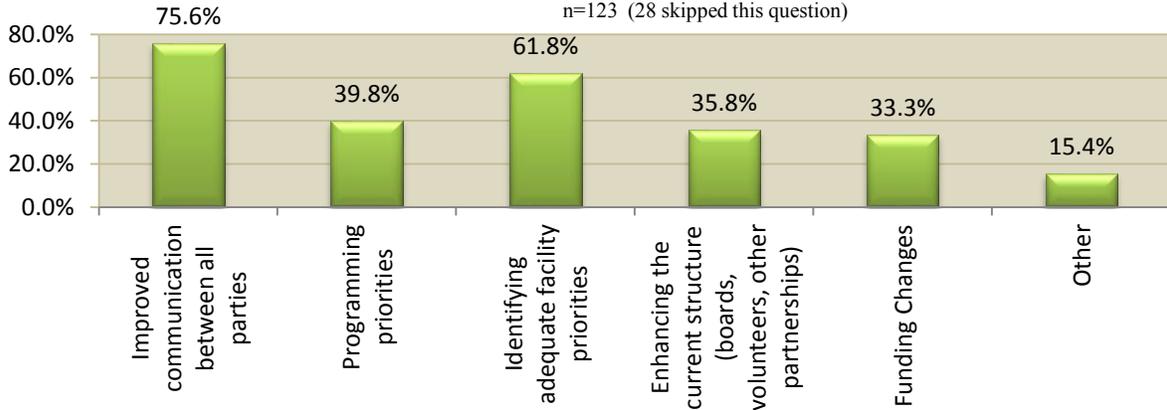
- parent (20)
- no role/relationship - citizen, taxpayer, community member (11)
- other family member (4)
- grandparent (2)
- financial supporter (1)

Have you or your family ever been involved with any of the following 4H programs?
n=149 (2 skipped this question)



Expectations for the 4H Summit

What would you like to see as the key outcome(s) of tonight's meeting (4H Summit)?
Check all that apply



Other included (combined) (n=19):

- common goals
- community outreach
- future funding/how 4H will be funded
- lay the ground work for strategic planning for 4H
- view things with an open mind

Serving the Community/County:

Question: The Brookings County 4H Program provides worthwhile services to youth.

- 147 respondents answered this question
- 4 respondents skipped this question

Response:

- 92% of survey respondents agreed or strongly agreed that the Brookings County 4H Program provides worthwhile services to youth.

Question: The Brookings County 4H Program supports the needs of young people in the county.

- 147 respondents answered this question
- 4 respondents skipped this question

Response:

- 90% of survey respondents agreed or strongly agreed that the Brookings County 4H Program supports the needs of young people.

Question: Briefly describe in your own words the most positive thing(s) the Brookings County 4H Program is doing to support the needs of youth in the county.

- 115 respondents answered this question
- 36 respondents skipped this question

Responses (most prevalent):

- leadership development, creating leaders of tomorrow
- positive teaching for kids of all ages in the areas of safety, teamwork, respect, honor, discipline
- 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

Question: Briefly, describe in your own words one thing the Brookings County 4H Program can do better to support the needs of youth in the county.

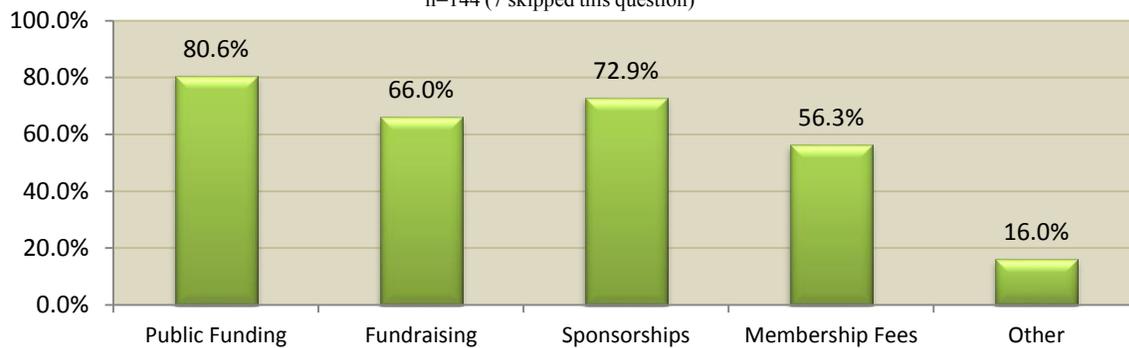
- 101 respondents answered this question
- 50 respondents skipped this question

Responses (most prevalent):

- recognize the shift in population demographics and adjust programming for city youth/provide more opportunities for youth
- get more involvement from the community through promotion of activities
- enhance communication with everyone involved with 4H and those who want to be a member
- better, more stable funding
- clear understanding of the future of 4H facilities

How should the Brookings County 4H Program be funded:

Check all that apply
n=144 (7 skipped this question)



Other included (combined) (n=23):

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

Marketing/Branding/Image

(7 respondents skipped these questions)

The Brookings County 4H Program:	N	Strongly Agree		Agree		Neither Agree Nor Disagree		Disagree		Strongly Disagree	
		%	n	%	n	%	n	%	n	%	n
has a positive image throughout the county and region.	144	45.1%	65	37.5%	54	9.0%	13	7.6%	11	0.7%	1
markets its programs & services throughout the county and region.	144	29.9%	43	31.3%	45	20.8%	30	18.1%	26	0.0%	0
has a positive relationship with the media.	144	38.2%	55	33.3%	48	22.9%	33	4.9%	7	0.7%	1
has a positive relationship with the participants in its program.	144	54.2%	78	31.9%	46	9.7%	14	3.5%	5	0.7%	1
has a positive relationship with people not involved with its services.	144	23.6%	34	25.7%	37	35.4%	51	14.6%	21	0.7%	1
provides adequate day-to-day outreach activities.	144	19.4%	28	32.6%	47	31.9%	46	13.2%	19	2.8%	4

Question: *In a brief sentence or two, describe the most positive thing the Brookings County 4H Program is doing in the areas of image management, marketing and managing its day-to-day community relationships.*

- 82 respondents answered this question
- 69 respondents skipped this question

Responses (most prevalent):

- individual 4H clubs promote their activities
- good publicity in the papers and on the radio at times
- word of mouth advertising among 4H members to nonmembers
- 4H members do a lot of community service – that gets the word out
- some outreach has been provided to schools and other community youth clubs

Question: *In a brief sentence or two, describe one thing the Brookings County 4H Program could do better in the areas of image management, marketing and managing its day-to-day community relationships.*

- 83 respondents answered this question
- 68 respondents skipped this question

Responses (most prevalent):

- a strategic plan/marketing plan would provide direction
- need to get the word out more through social media and other electronic means/ be more aggressive in marketing the 4H Program
- more community involvement with 4H
- enhance the understanding of the public and the County Commission regarding what 4H is doing

Purpose/Mission

(13 respondents skipped this question)

	N	Strongly Agree		Agree		Neither Agree Nor Disagree		Disagree		Strongly Disagree	
		%	n	%	n	%	n	%	n	%	n
I have a strong understanding of the purpose/mission of the Brookings County 4H Program.	138	44.9%	62	35.5%	49	35.5%	18	6.5%	9	0.0%	0
The Brookings County 4H Program is effective in fulfilling its mission/purpose as I understand it.	138	32.6%	45	42.8%	59	42.8%	27	5.1%	7	0.0%	0

Question: *In your opinion, what is the primary purpose of the Brookings County 4H Program?*

- 103 respondents answered this question
- 48 respondents skipped this question

Responses (most prevalent):

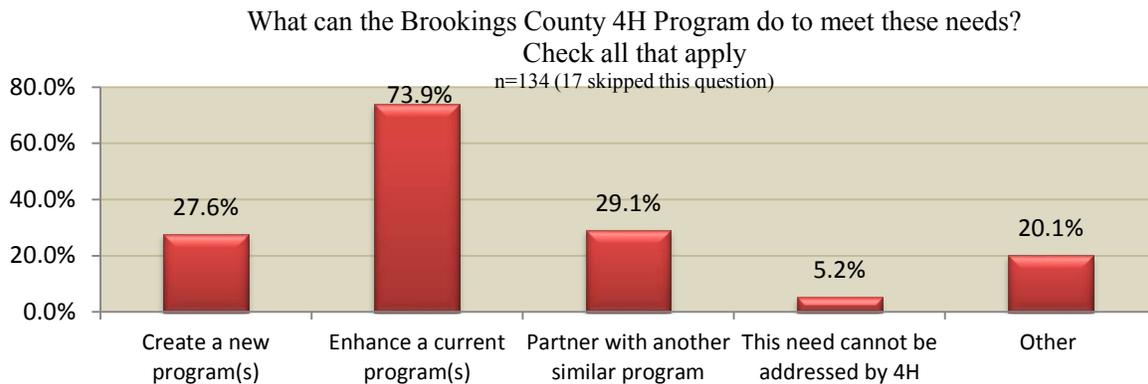
- to provide youth hands-on experiences that help create life-long skills
- to teach youth to be productive adults in our community, teaching them decision-making and practical living skills for everyday living
- youth development and to become good citizens
- to teach youth critical thinking skills
- not sure/I don't know (3 responses)

Question: *In a brief sentence or two, describe what you believe to be the most critical need(s) among youth in Brookings County right now that are unmet, unserved or under served by the 4H Program.*

- 80 respondents answered this question
- 71 respondents skipped this question

Responses (most prevalent):

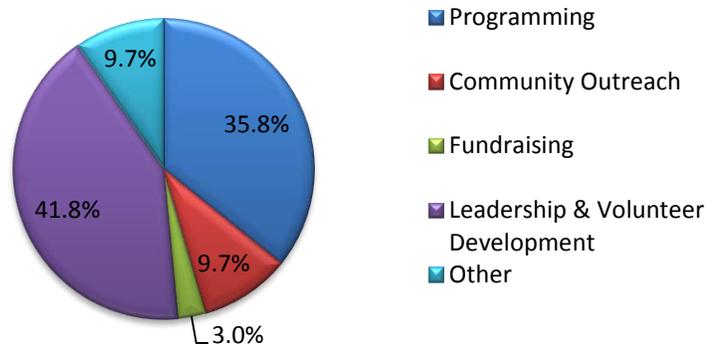
- positive programming that builds personal, social and civic responsibility for youth/teens
- grass roots programs that expand to include non-traditional 4H youth and more male teens
- a broader range of programs such as science, engineering, animals, crafts, shooting sports, etc.
- enhanced parental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



Other included (combined) (n=27):

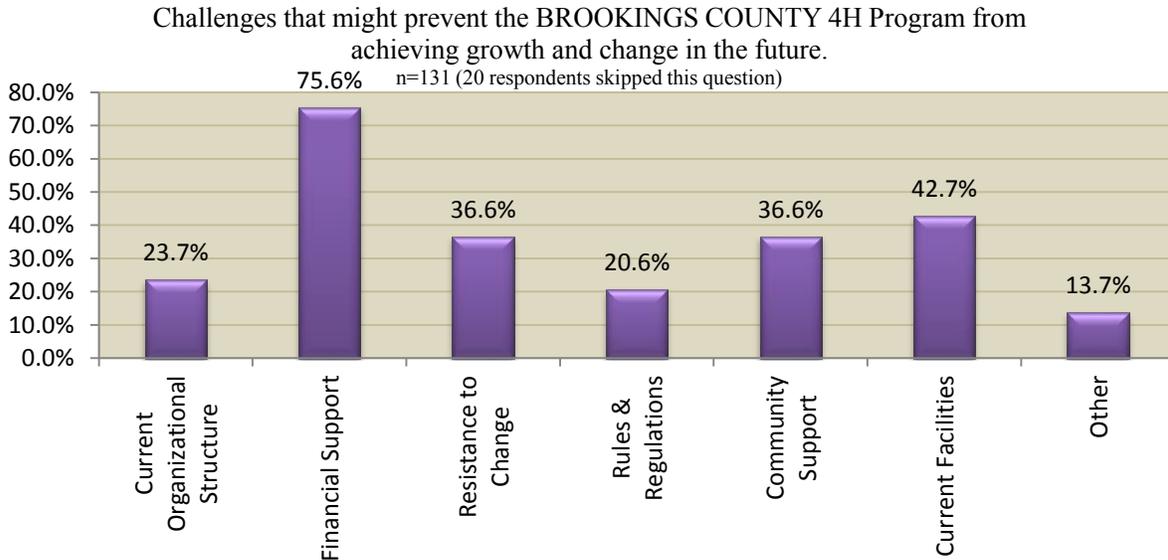
- expand outreach activities
- promote, communicate, market programs
- reach out to other partners
- county support

What does the Brookings County 4H Program do well that could serve as a basis for future growth and change for the organization.
n=134 (17 skipped this question)



Other included (combined) (n=11):

- achievement days
- shootings sports
- all of the above

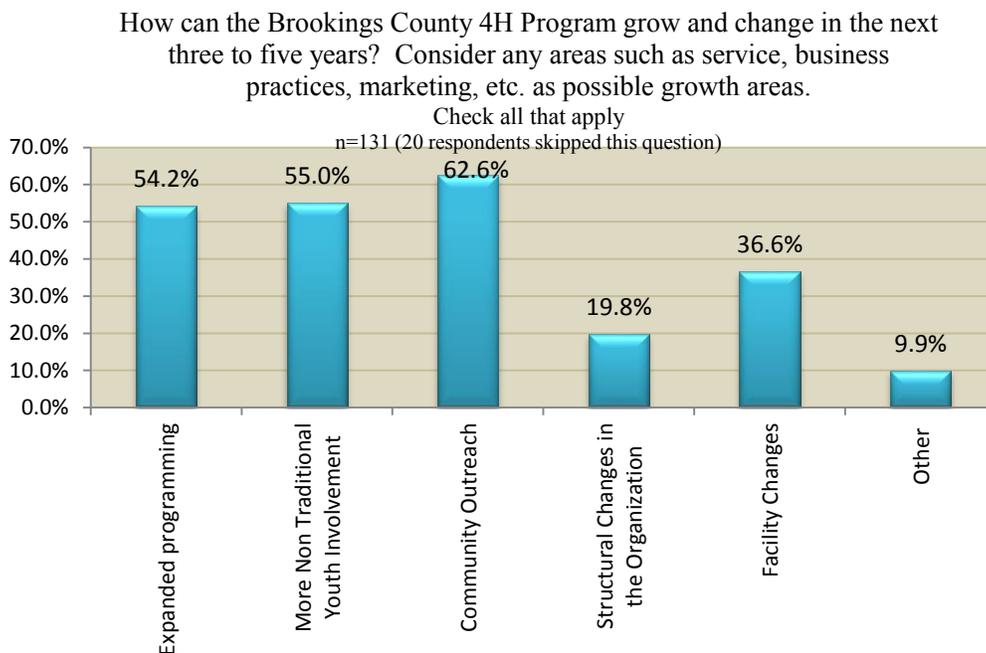


Question: Please give more information detailing the challenge(s) you selected.

- 70 respondents answered this question
- 81 respondents skipped this question

Responses (most prevalent):

- 4H needs community support, like other groups/organizations have
- financial support seems to be a never-ending battle
- overall miscommunication or lack of communication
- current organizational structure does not seem to be effective or able to change
- confusion about facilities
- city vs. rural mindset
- need a vision for the future of 4H from all stakeholders
- there seems to be reluctance from the county to support the program



Other included (n=13):

- we need to reach more youth
- provide accessible programs (for disabled)
- provide more non-traditional programs
- better communication/marketing

Question: *Please give more information detailing the choice(s) you selected.*

- 62 respondents answered this question
- 89 respondents skipped this question

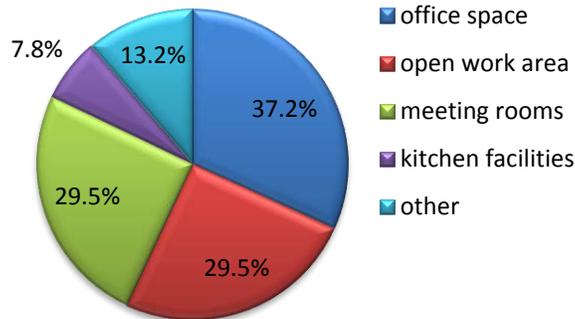
Responses (most prevalent):

- more creative programming
- focus on non-traditional 4H youth to enhance membership/services
- enhanced community outreach and communication/marketing of activities
- better visibility for 4H in the community
- expand partnerships

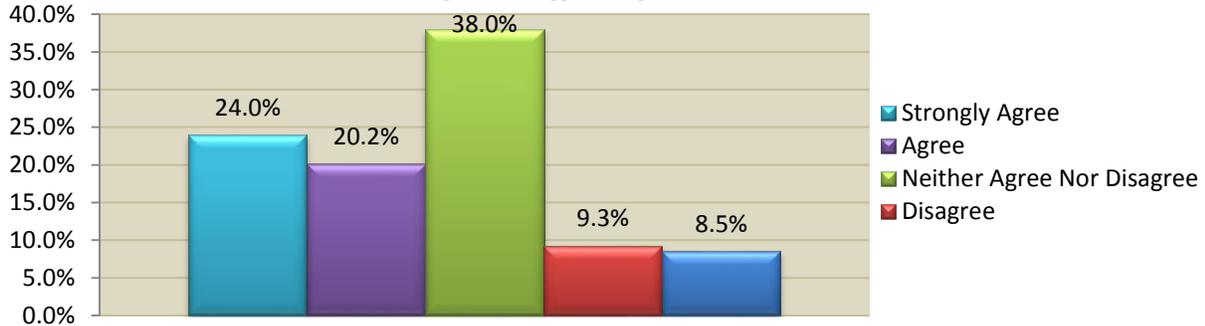
Facilities:

There have been discussions regarding relocating the Brookings County 4H Program offices (Achievement Days would remain at the Swiftel Center). If an adequate alternate location is found, would you support this move? (22 respondents skipped this question)		
	%	n
Yes	68.2%	88
No	31.8%	41
Total	100.0%	129

Most important elements needed for a new location
 n=129 (22 respondents skipped this question)



Brookings County 4H should consider using existing facilities in communities throughout Brookings County to deliver programming needs?
n=129 (22 respondents skipped this question)



Question: What concerns might you have with a change in location for the 4H Program offices?

- 74 respondents answered this question
- 77 respondents skipped this question

Responses (most prevalent):

- ability to continue to serve the county
- we will lose membership
- another location may mean more staff time
- accessibility (both location and for disabled)
- the space needs to be adequate in size to accommodate a large number of 4H members, etc.
- the facilities we have now are fine/built for 4H

Best way to communicate with survey respondents

Question: What is the best way to communicate with you regarding 4H programs, Brookings County topics, etc.? (As a result of this question, more than 100 names and/or email addresses were obtained.)

- 105 respondents answered this question
- 46 respondents skipped this question

Responses (check all that apply – multiple answers):

- Email = 84
- County website = 24
- Facebook = 20
- Mail = 15

III. 4H SUMMIT

In the 4H Program survey instrument, stakeholders were asked if they planned on attending the 4H Summit scheduled for February 10, 2014. A total of 109 survey respondents answered this question with 68 indicating “yes” they would be attending. In addition to the survey, information regarding the date and time of the 4H Summit was provided on the Brookings County website, in the *Brookings Daily Register* newspaper, as well as via email reminders sent by the 4H Advisor to the various 4H leaders and clubs.

On Monday, February 10, 2014 the “Summit” was held in Brookings, South Dakota. For nearly 3 hours, 128 participants (88% more than the survey response RSVP’s) discussed the strengths, weaknesses, and opportunities facing the Brookings County 4H program.

When participants arrived at the Summit, they were asked to sign the participant list and then given a random seat assignment. This allowed for a mix of participants at each of the 14 discussion tables. This random seating provided for a more diverse discussion among differing individuals.

The results from the stakeholder survey brought for the following 2 topic areas for discussion during the 4H Summit:

1. Communication
 - a. Current issues
 - b. Potential solutions
2. Program Enhancement (includes facilities)
 - a. Current issues
 - b. Growing programs/activities & addressing facility issues

Summit Participants – Demographics:

As stated above, a total 128 people participated in the 4H Summit discussions. These individuals represented the communities of:

Brookings = 72	Bruce = 19	Volga = 10	Sinai = 3
Aurora = 5	Elkton = 4	White = 8	None listed = 7

Nearly all of the Summit participants indicated that they were currently involved with 4H in some capacity or had been involved with 4H in the past. (See appendix for participant listing.)

Summit Questions/Topic Areas & Results:

Question 1a: (This question is based on 76% of survey respondents expecting a result of improved communication among all parties from the Summit proceedings.)

Is communication an issue within the Brookings County 4H program/community? If so, where are the shortfalls?

The answer to this question among all Summit participants was a resounding “Yes”.

Two themes, regarding this question, were prevalent during this portion of the 4H Summit. Communication between County Commissioners & the 4H Program (and other stakeholders) needs to be improved, and the county and its communities need to know and understand what the 4H Program has to offer.

Several Summit participants stated that:

- *“we need better communication between the County Commissioners, the 4H extension board, the promotions board, Swiftel Center and the State Extension office”*
- *“there needs to be an understanding of how 4H and all of the other parties fit into the organizational structure...there is a lack of defined responsibilities...who reports to whom?”*
- *“there is a perceived negative relationship between 4H and the County Commission”*

Question 1b:

What measures can be done to address deficiencies in communications?

A number of themes concerning resolving communication deficiencies were brought forth. These revolved around: enhancing inter/intra agency communications, organizational development, the I-Grow website, representation & staffing, and public relations/media.

A number of participants provided the following potential solutions:

- *“someone needs to provide clarity as to how Brookings County 4H differs from the State 4H office and the 4H Foundation”*
- *“have a 4H liaison attend county commission and city council meetings...have 4H clubs provide regular reports of activities”*
- *“have the 4H Advisor provide a regular report to the county commission”*
- *“commissioners need to attend 4H activities”*
- *“have a group of 4H members meet/communicate monthly with other community groups”*
- *“we need a clear understanding of what 4H has to offer to the county/communities”*
- *“fix I-Grow...it needs to be more efficient”*
- *“increase office staffing to enable increased awareness of programs/activities”*
- *“we need to develop a strategic plan...develop long-term strategies...provide a more effective use for the 4H Advisor and the extension board and promotions committee”*
- *“we need stronger leadership...bring/find solutions from National 4H and others to organize a communication plan that will address the needs...”*

Points of Interest/Summit Observations – Regarding Communications Question:

- It appears (based on the initial survey results and the Summit discussions) that a systemic breakdown in communication between multiple parties (State 4H Program, County Commission, 4H Advisor, Extension Committee, 4H Promotions Committee and 4H consumers) has occurred over an extended period time. The impact of this is seen above.
- Most in attendance during the summit had a keen interest in improving communications among all parties and a willingness to work together to resolve this issue.
- Those in attendance appeared to want more information or clarification of past information they had received from either 4H or the County Commission.

Question 2a: (This question is based on 74% of survey respondents stating they would rather expand current programs than add a new program.)

Which 4H programs would most benefit from enhancement and/or expansion?

Several overarching areas identified by Summit participants concerning program enhancement/expansion included the need for a holistic approach for the delivery of services/programs. Most participants stated that the current program offerings are good, yet focus and energy needs to be placed on growing those programs/activities that are the basis of 4H and have the ability to attract more youth such as technology, leadership development/citizenry and agriculture.

A number of Summit participants stated:

- *“we need to encourage more leadership programs...this helps build basic life skills which in turn develops our future leaders...community service and judging also helps with decision-making skills”*
- *“get the non-farm kids involved...showing livestock or in other non-ag 4H programs such as journalism, cooking, Character Counts, etc.”*
- *“take advantage of science, technology, engineering, robotics and other similar opportunities to provide programs”*
- *“4H needs to state current/modern and appealing to young people...parents/young people need to know what 4H has to offer them”*

Question 2b:

How can Brookings County 4H enhance and/or expand these programs?

Most Summit participants identified four general areas that need attention prior to or in conjunction with any enhancement or expansion of programs. These include: there is a definitive need to increase overall youth participation in all aspects of 4H, there is a need to address the organizational structure of 4H, the issue of the future of the 4H facilities should be defined/clarified, additional staffing may be necessary or a more focused approach to the current staffing workload.

A number of Summit participants stated, in regard to how 4H should grow its programs:

- *“we need to identify which 4H programs are growing and have the most interest”*
- *“partnerships with other organizations and groups is needed...use community resources that are already there such as SDSU, Outdoor Learning Center, Collegian 4H, etc.”*
- *“enhance/expand current programs by using our 4H junior leaders”*
- *“use current leaders to demonstrate programs in the community”*
- *“addressing the need for a vision, strategic plan and clear understanding of the overall organizational structure of 4H will help expand programs”*
- *“require shooting sports participants to be active traditional 4H club members”*
- *“use technology tools to enhance communication among all 4H members and others”*
- *“we need a 4H home to be proud of...a facility location is a hub for activities, information and ease of access (such as Outdoor Learning Center)...we need to know where the facilities will be in coming years...a facility that is open all the time is needed”*
- *“more funding for qualified staff in extension office...need full time support staff...more volunteers and staff”*
- *“identify volunteer leaders with specific project interests...expand and train more volunteers...encourage community service”*

Points of Interest/Summit Observations – Regarding Programming Question:

- The issue of current and future 4H facilities was “top of mind” among many of the evening participants.
- During the Summit, many participants stated that in order to grow the 4H programs, partnerships need to be developed with other youth groups and organizations.
- As stated earlier in this Preliminary Report, there was much confusion regarding the overall organizational structure of 4H (who reports to whom, etc.).
- Participants, the evening of the Summit, were complimentary of the current 4H Advisor.

General Summit Observations:

- A central theme throughout the evening of the Summit was the general lack of information and/or confusion among participants regarding where/how to get information about 4H and its programs. Specifically, a number of Summit participants (most of whom were 4Hers) indicated that they

had difficulty receiving and/or obtaining information from 4H concerning how enroll in programs along with accessing/utilizing the I-Grow website.

- All throughout the evening of the Summit, there was an underlying/overwhelming concern among a large number of participants regarding facilities (current and future plans, etc.). This issue was brought forth on several occasions, particularly as it related to information about the County Commission's intent for the current 4H facilities, and/or erroneous misinformation that decisions had already been made to move 4H from its current location.
- Several Summit participants stated that they were pleased at the number of people in attendance as well as the overall accomplishment of getting those of diverse opinions together to discuss the issues.

IV. CONCLUSIONS/RECOMMENDATIONS

Survey & Summit Participants' Recommendations

A common theme, echoed by most survey respondents and 4H Summit participants is that there are communication issues among individuals, organizations and other entities involved either directly or indirectly with the Brookings County 4H Program. This includes the State Extension/4H office, the general public, Brookings County 4H, and the Brookings County Commission. This communication breakdown is somewhat prevalent even within the 4H clubs themselves.

A summary of notable final thoughts/concerns provided by both survey respondents and 4H Summit participants shows that:

- There is a basic, general understanding of the 4H Program and its activities. However, information (i.e. specific activities) beyond this is sometimes difficult to obtain.
- Most believe the 4H Program is worthwhile and supports young people. Yet, some want to focus energy and resources on those efforts that are most appealing to youth.
- Current 4H Program activities should be enhanced/expanded, new programs may not be necessary. (See also above.)
- Additional efforts need to be made to reach youth who live in Brookings (city) and the surrounding communities while continuing to provide programming for rural youth. Most believe this is where there is the best opportunity to increase the number of youth served.
- A clear understanding of the County Commission's intent for the current 4H facilities. This was a major concern among survey participants and those attending the 4H Summit.

Chiesman Center for Democracy Recommendations

The following recommendations from the Chiesman Center for Democracy are based on survey responses, issues/solutions identified during the 4H Summit and observations by Chiesman Center for Democracy staff. The recommendations are provided to the Brookings County Commissioners as a basis for further discussions and/or actions.

The issue of communication was inter-woven among all other concerns brought forth in both the 4H survey and during the 4H Summit. Many of those in attendance at the 4H Summit came seeking information; clarification and an opportunity to voice their opinion while hearing from others.

Recommendations for consideration by the Brookings County Commission:

- Initiate/create an ad-hoc committee comprised of members from various 4H stakeholder groups. The sole purpose of this committee would be to identify the underlying issues concerning communication surrounding the 4H Program and to provide potential solutions.
- Consider holding a town hall discussion (or a meeting with the 4H leaders, etc.) as soon as possible concerning the current 4H facility, possible future locations, the County Commission's intentions, etc. Anxiety among the 4H community regarding this issue is building rapidly.
- Develop and publicize a 4H Program organizational chart that delineates roles, responsibilities and parties, etc., (to include County Commissioners). This would offer additional understanding of where/how the 4H Program fits into the overall county and state structure.
- Consider requesting a 4H Program Report be provided to the County Commission at least on an every-other month basis (a standing, separate agenda item). This would offer accountability and a chance for the Commission to receive valuable updates on program progress, etc.
- Research the need/requirement for both a 4H Promotion and Expansion Committee and an Extension Advisory Board. Consider combining both entities if possible. During the 4H Summit, several participants (most of whom were 4Hers) appeared to be confused as to what each of these committees/advisory boards are responsible for.

- Investigate the possibility of adding a 4H Program page to the County website that can be regularly updated. This could offer an opportunity for all parties to learn more about the 4H Program and its activities while attracting more 4H participants. The site could also have online activity registration information and other integrated components that offers ease of access to the 4H program. A majority of 4H Survey respondents indicated that they had access to the internet and use email.

Addressing the overwhelming issue of communication can be seen as a gargantuan task. It is only when we swallow our pride, bite our tongue and focus on what's best for our community, our county and our country can we truly accomplish great things. The first step is to sit down with our neighbors with a cup of coffee and begin the conversation.

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In closing, the Chiesman Center for Democracy staff would like to extend its deepest appreciation to the Brookings County Commissioners for their enthusiast support. Their commitment to both the initial fact seeking and the 4H Summit components of the project has been exemplary.

We would be remiss if we did not thank the person who has been so gracious of her time and input throughout the entirety of this project. Stephanie Ellwein, Brookings County Commission Assistant, has shepherded this project from its initial conception through its current metamorphosis. Her tireless work and support has enabled the Chiesman Center for Democracy to create a product that can be used to help guide the future of 4H in Brookings County.



APPENDICES:

4H Program Survey Instrument

4H Program Survey – Open Ended Responses (raw data)

4H Summit Participant List

4H Summit Notes/Raw Answers

Appendix A

4H Program Survey Instrument

Brookings County 4H Summit

Dear 4H Program Supporter,

The Brookings County Commissioners have tasked the Chiesman Center for Democracy to develop and analyze a brief survey regarding the current 4H Program in BROOKINGS COUNTY.

Please take a few minutes to complete the survey. Your input and feedback is greatly appreciated and will be used to help shape the future of 4H services.

*Which describes your residency in BROOKINGS COUNTY:

- City/Town
- Rural – Non-Farm
- Rural – Farm/Ranch

*Which of the following BEST represents your role or relationship with BROOKINGS COUNTY 4H:

- 4H Leader
- 4H Volunteer
- 4H Member
- Other (please specify)
- 4H Alumni
- Sponsor

*Have you or your family ever been involved with any of the following 4H programs? (check all that apply):

- Youth Development
- Community Development
- Healthy Families
- Livestock
- Other (please specify)
- Agronomy
- Gardening
- Character Counts

*Serving the County:

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
The BROOKINGS COUNTY 4H Program provides worthwhile services to youth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BROOKINGS COUNTY 4H Program supports the needs of young people in the county.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brookings County 4H Summit

Briefly, describe in your own words the most positive thing(s) the BROOKINGS COUNTY 4H Program is doing to support the needs of youth in the county.

Briefly, describe in your own words one thing the BROOKINGS COUNTY 4H Program can do better to support the needs of youth in the county.

***How should the BROOKINGS COUNTY 4H Program be funded (check all that apply):**

- Public Funding
- Fundraising
- Sponsorships
- Membership Fees
- Other (please specify)

***Marketing/Branding/Image**

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
BROOKINGS COUNTY 4H Program has a positive image throughout the county and region.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BROOKINGS COUNTY 4H Program markets its programs/services throughout the county and region.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BROOKINGS COUNTY 4H Program has a positive relationship with the media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BROOKINGS COUNTY 4H Program has a positive relationship with the participants in its program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BROOKINGS COUNTY 4H Program has a positive relationship with people not involved with its services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BROOKINGS COUNTY 4H Program provides adequate day-to-day outreach activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In a brief sentence or two, describe the most positive thing the BROOKINGS COUNTY 4H Program is doing in the areas of image management, marketing and managing its day-to-day community relationships.

Brookings County 4H Summit

In a brief sentence or two, describe one thing the BROOKINGS COUNTY 4H Program could do better in the areas of image management, marketing and managing its day-to-day community relationships.

***Purpose/Mission:**

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
I have a strong understanding of the purpose/mission of the BROOKINGS COUNTY 4H Program.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The BROOKINGS COUNTY 4H Program is effective in fulfilling its mission/purpose as I understand it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In your opinion, what is the primary purpose of the BROOKINGS COUNTY 4H Program?

In a brief sentence or two, describe what you believe to be the most critical need(s) among youth in BROOKINGS COUNTY right now that are unmet, unserved or under served by the 4H Program.

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

- Create a new program(s)
- Enhance a current program(s)
- Other (please specify)
- Partner with another similar program
- This need cannot be addressed by 4H

***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.**

- Programming
- Community Outreach
- Other (please specify)
- Fundraising
- Leadership & Volunteer Development

Brookings County 4H Summit

***Check all challenges that might prevent the BROOKINGS COUNTY 4H Program from achieving growth and change in the future. (check all that apply)**

- Current Organizational Structure
- Financial Support
- Resistance to Change
- Other (please specify)
- Rules & Regulations
- Community Support
- Current Facilities

Please give more information detailing the challenge(s) you selected.

***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. (check all that apply)

- Expanded programming
- More Non Traditional Youth Involvement
- Community Outreach
- Other (please specify)
- Structural Changes in the Organization
- Facility Changes

Please give more information detailing the choice(s) you selected.

***Facilities**

	Yes	No
There have been discussions regarding relocating the BROOKINGS COUNTY 4H Program offices (Achievement Days would remain at the Swiftel Center). If an adequate alternate location is found, would you support this move?	<input type="radio"/>	<input type="radio"/>

Brookings County 4H Summit

***In your opinion, what are the affordable essential elements of a new location?**

Please RANK your selection (1 being MOST important - 5 being LEAST important). Please do not have more than one selection with the same ranking number.

	1 (most important)	2	3	4	5 (least important)
office space	<input type="radio"/>				
open work area	<input type="radio"/>				
meeting rooms	<input type="radio"/>				
kitchen facilities	<input type="radio"/>				
other	<input type="radio"/>				

***Facilities Cont..**

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree
BROOKINGS COUNTY 4H should consider using existing facilities in communities throughout BROOKINGS COUNTY to deliver programing needs?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What concerns might you have with a change in location for the 4H Program offices?

The BROOKINGS COUNTY 4H Program has planned a meeting (4H Summit) of the county commissioners, 4H leaders and other parties on February 10th. What would you like to see as the key outcome(s) of that meeting/process? (check all that apply)

- Improved communication between all parties
- Programming priorities
- Identifying adequate facility priorities
- Other (please specify)
- Enhancing the current structure (boards, volunteers, other partnerships)
- Funding Changes

Appendix B

4H Program Survey

Open Ended Responses (raw data)

Briefly, describe in your own words the most positive thing(s) the BROOKINGS COUNTY 4H Program is doing to support the needs of youth in the county.

- Beginning with the understanding that the 4H program is where the young person is the product. To that end, the Brookings County 4H program provides experiential learning (learn by doing) through several different programs, led by positive adult (role model) interactions which help the young person to learn responsibility, ethical behavior a positive degree of self-confidence and to have a positive self-image. In short the 4H program seeks and succeeds to a significant degree in developing Purple Ribbon youth. Purple Ribbon youth who turn into Purple Ribbon adults.
- Teaching leadership and keeping youth active.
- Hometown Heroes by SD 4-H Foundation addresses bullying, an urgent need
- Personal development of the youth through all programs - building good citizens!
- I was a really shy kid and didn't like being around or talking to people and through 4-H, I have gained a lot of confidence and I'm not so shy anymore. I do a lot of public speaking and I encourage kids to get involved in 4-H because it teaches lifelong lessons. 4-H brings kids together that wouldn't normally get together and forms strong friendships.
- Non competitiveness at monthly meetings where all members can participate and be successful. Providing things for them to do w/o costing a lot of money.
- Outdoor learning center and the positive direction and attitude of the shooting sports and the arts/crafts, and the support from the legislature
- The youth programming seems top notch and has great volunteers. I am most impressed with the archery program. We have developed some excellent young archers here.
- The Character Counts program is very important in youth development; the shooting sports are very popular and the safe use of fire arms is important as we look at societal issues related to gun violence
- no comment
- Teaches kids, safety, team work, respect, honor, discipline, valuable life lessons, valuable survival skills, positive role models, etc...
- Providing opportunities to explore different activities, develop life skills, and promote good character.
- A lot of opportunities for youth. Many other services try to repeat the work 4-H already has. More efforts should be made to work with 4-H and increase support so they have the people to be part of this group. Too many others try to repeat efforts instead of utilizing them. Plus they have state and national support beyond any local stand-alone effort. System to screen volunteers as well to ensure quality people working with kids, training support for volunteers too.
- Providing programming to youth in a variety of ways that is helping to promote lifelong skills. Helping to give the skills and tools that will make help youth to be contributing members of their society now and in the future.
- Provide project leadership and judging skills; teach lifelong living skills
- Leadership development. Providing our youth with the characteristics to lead our community in the future.
- Building confidence and character through a wide range of programs that capture different interests in different youth.
- Brookings County youth excel Community activities.

- Kids are learning to communicate and not using texting and Facebook.
- I learned to work with others and to step forward to help when needed. I help on other boards from what I learned in 4-H.
- Developing leadership and life skills.
- Improving Shooting Sports so that more people can be involved
- Youth are gaining experiences not offered through other means. Experiences such as public speaking, educational experiences (how things grow - - food / livestock / home), presentations, judging teams
- My children are actively involved in shooting sports and the quality of the volunteers is exceptional. The kids learn valuable safety and handling of firearms and bows, lessons that will last a lifetime.
- It is sustaining 4-H
- Traditional 4-H clubs are very good, as they provide opportunity for public speaking, leadership development, community service and growth in skills and knowledge in specific project areas. Some of those project areas include livestock and horse, foods/nutrition, shooting sports and many others.
- I was in the character counts program and I felt honored to be elected. The character counts program helped me speak in front of people and also help the younger generation overcome their fears.
- Brookings County has a diverse program that covers activities that kids are interested in from Livestock and Shooting Sports to Special Foods and Fashion Review. There is something for everyone,
- 4-H is still teaching the same skills and values it did 35 years ago, although I am adjusting to the fact that it is different- it is still effective in teaching public speaking, meeting skills, community service, consumer skills, etc.
- Help children learn responsibility of many projects that they do. like making sure that the animals are ready for the show ring and making sure their projects are done on time
- Their programs help promote good character, hard work and self-discipline which gives them confidence.
- 4-H Camp was so positive for our son. I greatly appreciate the opportunity 4H offers it help him grow and develop his life skills.
- Provides opportunities for youth to experience success in their activities; Learning opportunities with parliamentary procedure; working together in a club of varied ages of other members.
- It is making a positive impact on the youth of the community. They are building self-esteem by participating in Youth in Action contests, judging contests and speaking to a judge about their projects.
- 4-H programs develop leaders for tomorrow. The various programs teach skills for life including time and money management. It is 4-H that helps to build positive self-esteem.
- Developing leadership skills.
- Teaches kids responsibility
- They offer a variety of programs for youth who live throughout the county not just in the city of Brookings.

- Brookings 4H is building patriotism, teaching community service and helping youth become future leaders
- Offers a variety of "traditional" sorts of programs that relate to our state's history such as agriculture, shooting sports etc. in a time when those types of things seem to be of less importance...
- Brookings County 4-H is who I owe my success to. Living on a cow calf operation I quickly learned the importance of responsibility and found my passion for the livestock industry. 4-H was a way for me to promote my passion through showing, public speaking, fashion review, and numerous judging contests.
- Provides much-needed direction for young people to learn skills and to put their talents to use in a productive way. Gives youth an opportunity outside of the schools to connect with caring adults who can guide them and mentor them in the future.
- The programs offered by Brookings County 4H educate youth with the results of research being done at South Dakota State University, and youth share that information with their families to help deliver the practical results of research to the community.
- 4-H is a wholesome fun way to learn a variety of things in a positive environment.
- Teaches responsibility and self-worth
- It is a great outlet for all kids with interest in farming animals and any 4 h program
- Leadership opportunities
- Getting them involved in community activities, helping learn about agriculture,
- Providing opportunities for the young of Brookings County to learn and grow in fellowship, leadership and sportsmanship.
- Leadership development by providing, supporting and assisting with various projects and activities.
- A great variety of excellent programs that appeal to and benefit both city and rural youth.
- This program helps round out the youth of the county. It helps educate the city/town kids with the daily tasks that rural kids are responsible for within their family. This program also promotes kids of different types to come together to build friendships.
- Teach 4-H'r to become better young adults.
- Partnering with the Boys & Girls Club of Brookings to serve more youth.
- Brookings 4-H provides a forum in which youth of all ages and with a variety of interests can gather and share knowledge with one another and create interests in others that may not have previously existed. Also, the Brookings County 4-H group contributes to non-profits in the area, which indirectly may help other youth county-wide.
- Brookings County 4-H is helping the young people to be more confident in the projects that they are doing and this helps them in other aspects of their lives.
- Providing a place where constructive activities can be shown off to give a sense of accomplishment.
- 4-H promotes responsibility, leadership, confidence in different situations, character building, and teamwork for the youth. It is not a glorified day care center. The youth are expected to participate to an outcome.
- Encouraging youth to "learn by doing" by doing various projects. Providing good volunteers to encourage and mentor youth

- Offers them opportunities to express themselves in many different ways including Youth-In-Action such as Special Foods, Fashion Revue, Livestock shows and showmanship, public speaking as well as allowing them to give back to their communities through community service projects.
- Outdoor Adventure Center of SD and shooting sports
- The shooting sports program has given much the confidence they need to succeed.
- Helps to give our kids leadership skills and to help them understand that work isn't a bad thing it helps your self-confidence and gives a sense of accomplishment. Teaches them to do for others and care about their community. They learn that everything doesn't need to be handed to them.
- Keeping the kids out of trouble
- providing different opportunities for kids with different interests than sports to expand their horizons
- 4-H is a program that involves a child and an adult working and learning together, this is usually a parent which is greatly needed in our society today
- Provides opportunities for kids in agriculture
- The 4-H program teaches goal setting and positive reinforcement. It is a well-rounded program that leads to personal discovery and learning. This program is unlike any other program available to youth.
- Providing positive learning programs to youth
- Host teaching clinics and provides events to practice and demonstrate the learned skills.
- 4H gives our youth the opportunity to try out different things such as getting involved in livestock, horses, rabbits, shooting sports, judging, consumer sciences, and so many other areas that it is too many to mention. It allows youth to try their hand in these activities and to do it on a nonthreatening environment that encourages them every step of the way. While providing these opportunities, 4H also teaches our youth responsibility, leadership skills, and the skills it takes to grow up to be a quality individual. 4H makes it possible for all youth to be successful no matter what their skill level or personal resources may be. 4H is just a wonderful organization that creates so many positive situations for our youth that is hard to put into words the many ways it has a positive impact in the lives of our youth.
- Shooting sports
- Great variety in programs. Very good instructors.
- Offering a range of learning opportunities from livestock to Legos. The opportunity to learn leadership and teamwork life skills.
- 4H Shooting sports program
- 4H offers a variety of programs and opportunities for youth in the whole county and city of Brookings to participate in all year long for many years. Youth benefit from so many 4H programs without having to invest in expensive sports or other activities offered locally like hockey, baseball, club soccer which takes families away from Brookings to spend their time and money.
- Encourages youth to participate
- Brookings 4H has a diverse audience. They offer traditional 4H programs, Shooting Sports and other programs.
- Focusing on the child instead of politics. I like to see that.

- Gives the youngsters activities that help promote development and leadership. Future 4Hers may give back to the community by becoming students at SDSU or via jobs
- Encouraging youth to try new things.....or get better at a favorite activity....Developing self-worth for youth through hard work and accomplishment....Developing healthy relationships with mentors and friends.
- expanding programs in 4-H shooting sports and outdoor education
- There are some very caring, involved adults in this program. They give so much of their time to the youth!
- Sonia is doing an excellent job in Brookings County. We are lucky to have her.
- Brookings County 4-H helps develop our future thru our youth by offering opportunities in leadership, team work, motivation, and character building opportunities. Brookings County 4-H has an Extension Educator and office personnel that support youth and volunteers and help guide and direct the State programs at the County level.
- The 4-H program in Brookings County is wonderful. My son participates in the program and he loves it. We are not farmers but 4-H is not all about farming. In their programs they teach the kids about respect, honor, values, morals and overall it has taught my son to be a better person. Also, the people who work at the extension office are very helpful. Anytime I call with a question, they are happy to help. They are detail oriented, organized and genuinely care for the youth of this community.
- Positive organization for youth. Development of skills of youth. Relationship building in the family and community.
- I've heard there are a variety of programs available to youth and I think by providing so many different opportunities the children of Brookings County will likely be able to find some activity that they can get involved in.
- 4-H encourages community service, lifelong skills and responsibility in youth.
- Giving them opportunities to develop skills that no other youth organization does. No other youth organization offers the services for teaching/training leadership and responsibility along with community service like 4-H does.
- Brookings County 4-H is developing leaders. Young people who will continue to be leaders in the future aspects of their lives.
- Brookings County 4-H serves youth in this large area--youth have many opportunities for activities such as sports, music, etc., but 4-H remains as an organization that molds future leaders and community members.
- Providing the opportunity for activities for youth.
- Providing a variety of activities for youth to participate in. From shooting sports to livestock events to public speaking events to cooking events and many more events that take place throughout the year.
- teaching them skills they may not learn at home
- Provides leadership and volunteer activities as well as hands on learning to help youth develop skills need to be successful in life and build self-esteem.
- Community service, responsibility, learning how to conduct a meeting,
- They have resources available for youth choosing to pursue 4H as an organization that they can excel in.

- Nice for the youth to do community service like bell ringing. Gives them pride and satisfaction along with confidence in everyday life skills.
- We are a new club, so getting emails to let us know about all the options
- Teaches leadership, teamwork, and responsibility. It also teaches the importance of helping others.
- The 4-H program teaches youth many aspects for their adult life. Such as public speaking, when they give a program, demonstration or show animals, projects etc.
- Having various programs for different interests for the youth
- It provides them with the skills needed to become an adult. Also teaches them some of the "lost" arts.
- The Brookings County 4-H has taught & is teaching my kids agriculture & how to be leaders. I believe that though 4-H my kids have become more confidence in themselves through showing livestock/showmanship & also through public speaking. They have learned various skills in everyday living that will stay with them when they become adults.
- They offer judging programs.
- Offer a program for almost any interest
- They are teaching youth life skills. Not everyone is a good student or a good athlete. They learn decision making. These teach them skills for jobs and life. They learn leadership skills.
- 4H shows both farm and city youth they have a place to show their skills and talents. 4H promotes responsibility, and working towards a goal. It nurtures a youth's sense of self-worth and self-esteem. I encourage activities for youth to work with their peers and with adults. It also gives youth an opportunity to act as role models to younger members of the community. 4H also inspires our youth to continue South Dakotas Agricultural and Home Living way of life.
- I believe that the youth that are involved in the program are benefiting from the program...learning leadership skills, learning more about a particular interest/hobby, and meeting other youth from around the state.
- provides a group experience, opportunity to learn the benefits of working toward a goal and satisfaction of achieving from your work
- It allows them to interact with other children that are involved in agricultural.
- teaching responsibility
- They provide leadership in almost any type of project a young person is interested in.
- giving the youth an outlet for creativity encouraging community service teaching how to run a meeting--we met monthly our club has youth from 8 yrs. to 18--the older ones help the younger ones--everyone works together--cooperation with all ages and disabilities

Briefly, describe in your own words one thing the BROOKINGS COUNTY 4H Program can do better to support the needs of youth in the county.

- The Brookings County 4H program can do better by recognizing the demographic shift in the population base toward cities and towns and develop creative programming to attract the city youth as well as the rural youth so that all youth in the county have the opportunity to experience the many benefits of the 4-H program.
- Incorporate 4-H programs with other organizations or school programs.
- Be more active in obtaining more members and the starting of new clubs
- County director should be in closer contact and meeting with clubs
- Better accessibility for all youth - stability & commitment from the county commissioners - esp. with regards to facilities and funding!
- I think Brookings County 4-H could improve by getting all the different clubs together more than just at achievement days so even more friendships can happen and the kids can learn from each other to better themselves.
- Move to more cooperation and away from selfish self-serving motivation of the livestock industry trying to build a wall with shooting sports/horse/arts/crafts and small animals of rabbits/dogs/cats. The livestock industry has gone away from building up herdsman ship of people who keep records and track expenses and income to a professional breeding program. The livestock industry uses 4H to promote own self interests of breeding programs over youth development. Get along and have the office at the Outdoor Learning center. Move out of the swiftel and just have an operating agreement on the use for 3 times a year for horse, achievement days and 1 extra show.
- There is a perception that 4H is primarily for rural kids on farms. 4H should look at what more than can do to get "city" youth involved.
- New programs centered on 21st Century skills and learning- some of the projects are very traditional and have remained so even though we are experiencing rapid change - particularly in the area of technology, social media, etc.
- More programming at the Boys & Girls Club. Grow 4-H clubs in the county.
- They really need to work on their communication skills with parents trying to enroll their kids into the Shooting Sports and not finding out until it is or is almost too late. Many parents have told me that they had problems...
- They do a great job already. The county needs to support this program more to better serve the area.
- from my understanding if there was more money they would buy LEGO robots in order to start a robotics club
- Provide a permanent "home" and facilities for the 4-H program so that the status is not in limbo. Treat all programs equally in terms of support.
- There are many great programs and experiences out there in the 4H program right now. More funding from the county to provide an additional half or full time advisor would bring those programs to more youth.
- Much has been made of the space needs for the program, which I think is a key need, but the core issue seems to be the need for elected leader, long term support.
- Community Support

- Community support and a facility
- They need better community support.
- Reach more youth with increased staffing and secretarial support
- not treat non-animal showing people like they don't matter
- Find a better 4-H Youth Program Development Leader. One who wants to grow the program, and not just be comfortable with the 'status quo'? Brookings County 4-H has a lot to offer youth, but feel a more energetic and excited 4-H Leader is what it will take to make this program what it was and what it can be.
- I would like to see a bit more communication through Facebook, but that has been improving over the past year or so.
- Does not promote growth of 4H in county youth
- Expand more into non-traditional/non-club audiences to serve a wider group of youth. The benefits of 4-H are many, but unfortunately there still seems to be some stigma that it is only for farm/rural youth, which is not true.
- I think that they should reach out to students more at schools and also in the community.
- New 4-H member orientation. I was blessed to have a neighbor and another 4-H mom mentor me on what programs/activities were available and how to keep a record book. Without them, my child would have missed some opportunities. A robotics Lego team might be something to consider.
- The county can stop scaring and stressing the kids with the recurring talk of where 4-H will be, and if it will still be here.
- To keep the program around and going, makes sure town kids know that they be a part of it too
- Find a permanent home.
- It seems that they are limited in their staffing. Do a great job with what they have but additional support for the clubs would be helpful.
- Provide a location for the 4-H office in a more convenient location
- Let the 4-H program do their work and not have to almost daily deal with hassles from the county government; i.e. moving to a different location and finances.
- Keep local programs going that are current and relevant to what youth are interested in. This may necessitate additional help for the youth educator.
- Be more proactive on getting kids involved
- Get more involvement from community.
- They could have programs that were offered later in the afternoon or on Sunday's for families who live outside the city of Brookings.
- the only issue I see is with 4H is the lack of support....I believe with more support from our commissioners and city government we would be able to meet the needs of more youth
- Simply a stronger presence especially from an advertising and promotional standpoint
- Make the 4-H Achievement Days a more publicized event. When I showed at my first county fair, the MultiPlex wasn't finished being built so we showed in the front lawn under a tent. The show was little but it was well publicized and covered by the local newspaper. Now, showmen wait over a month to see the results from a show in the paper. Kids strive to be successful; they strive to be in the paper. When 4-Hers face the tough decision of finding time for 4-H events instead of

school sports, peers can be incredibly hard to face. Being acknowledged for their success in 4-H would truly help.

- If the 4H program were better funded and therefore capable of giving greater opportunities to all youth--regardless of their family incomes or family situation--that would fill a major gap in the community.
- Greater investment in the programs by the community would allow broader reach to youth.
- Not necessarily 4-H, but the County needs to allow 4-H to stay where they are since it was their building in the first place.
- Maybe more united activities for all groups to get together.
- Continue with all the opportunities it offers for local youths
- More support from the community during 4-H events. Poor attendance at Achievement Days by the public and no coverage from the paper.
- Provide and support additional projects and activities related to community development and leadership.
- Better funding to broaden outreach to youth who would benefit from 4-H.
- Maybe this is already being done but I think it would be beneficial for 4-H representatives to go into classrooms to help promote the program.
- If we had more funding we could reach more young adults.
- Get the word out about all the projects/activities available in 4-h.
- The program needs to have more support to provide more staff time to assist youth.
- Give the families and youth the stability to believe that the program can and will exist so that the members can count on their projects and helping the community.
- Develop and offer outdoor adventure curriculum
- THE PROGRAM NEEDS MORE FUNDING AND SUPPORT FROM THE STATE
- 4H has eliminated many judging schools which I feel helped my kids learn and grow in 4H
- Stand up and demand that the County Commissioners start supporting the 4H program instead of what the City of Brookings wants.
- provide more opportunities for the teenage group of 4H's
- I feel if Brookings County 4-H had a stable and permanent home (not worrying about getting kicked out) it would be a more prominent organization.
- Reach out to kids who are currently not involved
- It is an "insiders" group. People who have never been in 4-H don't understand how to begin. I was in it for 10 years but things have changed so much, I still have to ask many, many questions. Paperwork is important but some of the prerequisites are too extensive and time intensive. I am discouraged by the changes in the "pin" requirements. The programs and fair entries are what interest the kids, not just Character Counts. The general feeling from people across the state is that there is a continual threat to the future of 4-H.
- Promote to get more kids involved
- Better promotion and awareness, to bring in more members and increase community viewing of events.
- I guess I feel that our 4H program does a really good job of meeting the needs of our youth but if there is a weak area 4H is always trying to improve what they do.
- Fund shooting sports, the biggest 4-H event

- The program director for Brookings County is very difficult to work with. I quit volunteering because of her. She needs to be replaced
- To support all 4-H activities within the county regardless of size and scope of the project - not just shooting sports that seems to be getting all of the attention.
- 4H does a tremendous job. I believe the lack of support and the needless criticism of 4H by some key commissioners has hurt 4H participation and has created an atmosphere of instability and negativity about the whole program. The commissioners should invest in this proven youth program instead of trying to tear it down.
- There are many options for kids in Brookings Co. Who do they hope to reach?
- We need to get our 4Hers into the OAC. They are there waiting for us to use it.
- Have a facility that is designated for 4H and its varieties of activities. One where workshops, seminars etc. could be held. Brookings is a good east central location for state projects like the dog project.
- I wish information about how to become a part of 4H was more advertised. This is something fairly new for us....I would like to get my other children involved in other aspects of 4H. For those of us who did not grow up with 4H, the knowledge of how to get started and how to fit in hasn't been as easy as other things.....
- stop thinking that the only important 4-Hers are those in the ag projects
- COMMUNICATE with fellow 4H programs.
- More needs to be done to involve non-rural youth. More promotion of things that are not livestock related!
- Education on what 4H has to offer Brookings youth. Advertise and communicate the 4H organization better.
- I think people think of 4H and they think of "farm kids". While I understand they are getting something started at the Brookings Boys and Girls Club and I think it's a great way to reach a new target audience I would also like them to think about other schools and communities within Brookings County and not just Brookings.
- Market the activities to the non-traditional 4-H member, get more youth involved in life long skills such as 4-H shooting sports.
- Continued support of Achievement days and other county contests. Offer 4-H in non-traditional ways for those who don't have the background in 4-H or family support to get connected.
- Work to become more sustainable and to be able to overcome changes in the 4H organization
- Marketing. Getting the word out about 4-H and all the opportunities that 4-H supports.
- One thing Brookings County can do to support 4-H is build a 4-H grounds. A tremendous focus has been put on the Outdoor Adventure Center, but there seems to be a genuine lack of interest in supporting other areas of 4-H. Many of the kids enrolled in shooting sports are not even traditional 4-H club members. There is no longer a 4-H grounds and the Swiftel center makes it clear they do not like having 4-H there. Let's make an investment in 4-H in Brookings County that we can be proud of. I think it would be beneficial to benchmark Fair/Achievement days in other South Dakota counties.
- More awareness of the program in schools, more parent involvement
- Brookings County 4H could help support the responsible raising of chickens within the city limits of the town. Fear and misinformation is dominating an area that 4H supports in other states and

communities that are more urban than we are. It's unfortunate that we can't support responsible and educational opportunities in a community that reaps many benefits from the rural economy. Penn state <http://extension.psu.edu/animals/poultry> is doing a good job of educating the public on poultry raising, etc. Perhaps we need to take an interest in what families with children want to explore with their children.

- support the new club to get up and running, provide alumni or volunteers to give direction
- I am not sure at this time.
- I think the public needs to be educated that 4-H is not just for the rural Youth. Many people associate 4-H with raising livestock when that is just a small part. It is so much more and has so much to offer the youth. Fun, Friendship, and learning about so many different things. There is a program or project for whatever the child is interested in and it is a great way to find out their interests.
- Check with the schools to see what programs are being duplicated or ones that can be built on
- The Brookings County 4H program teaches kids everything from being a strong leader, to confidence in them whether they are doing speaking, showmanship, cooking, and photography, to sewing. All these skills are going to make them successful!! On top of everything else, the memories & friendships these kids gain through 4-H.
- They offer the judging programs at weird times so that the rural county kids are not able to attend because they are still in school.
- get more in tune with today's youth
- Allow us to have our offices continue to be in the Brookings County Resource Center which is a VERY good facility.
- I think they need a place of their own where they can grow and expand on all programs. We need room to do other activities that are limited by space now.
- Educate Brookings community businesses/government on the benefits and importance of their support for our 4H members.
- Outreach to those youth not involved in the program is lacking. I have lived in rural Brookings for 12 1/2 years. My daughter is 10 and my son is almost 7 and we've never been contacted to see if the kids would be interested in joining. They do receive some information on Character Counts in school, but I don't think anyone has come to speak to them about joining 4H.
- Be open to other ways to get kids involved; including non-traditional 4H youth.
- Involve more youth
- Provide them a stable place to do their events.
- encourage responsibility
- Find a permanent home for 4-H so they can continue on with their programming and not have to spend time worrying about where they will be in the future.
- find more volunteers--just not enough to help with everything the kids would like to do--so much paperwork that takes away from hands on with the kids

How should the BROOKINGS COUNTY 4H Program be funded? (Other)

- Sell something like girl scouts sell cookies
- Have members do fund raising event and not rely on public funding
- County should provide facility
- NOT membership fees!
- not sure - no opinion
- Grants
- I think diversity of all sources is good, but local county funding is very poor with poor support. Seems to me they don't believe in program and try to micro-manage. A lot of time wasted by county leadership not empowering our leaders and volunteers.
- through county support, like in most of the counties in SD. Some programs like Shooting Sports do charge fees in order to cover costs and equipment needed for that project and that is fine however 4-H should be a program that ALL youth can participate in regardless of their financial situation.
- Many grants are available for youth and several have been obtained.
- Public Funding being a partnership with the Extension Service as an arm of SDSU, the County represented by the County Commissioners and contributions from the City as well. Investment in our youth is critical to the future of our community and should not be taken lightly.
- I do not have a strong opinion on this but we want to make to affordable to members.
- Fees for supplies for workshops or for activities requiring an investment in equipment not used by other 4-H projects.
- County, City and State
- Brookings County supplement
- All the above?
- Grants
- County taxes need to go to the 4H Program instead of the City of Brookings
- I thought public or county funding was required by law.
- donations
- program fees for specific activities
- County
- Federal Grant Programs
- any way we can be funded

In a brief sentence or two, describe the most positive thing the BROOKINGS COUNTY 4H Program is doing in the areas of image management, marketing and managing its day to day community relationships.

- The Brookings County 4H program uses some social media and advertises events in the newspaper. This is an inadequate effort to engage the public in my opinion.
- Maintaining a very positive image within the community despite lack of support from the "powers that be."
- Marketing is slight, some press releases OK
- The construction of the outdoor learning center and the "public's perception" the outdoor learning center will be the center headquarters of 4H.
- The new outdoor adventure center has really increased citizen's awareness of 4H and what it can accomplish in the community.
- Achievement Days presents a positive image as well as the strength of the Outdoor Adventure Center with the many activities it provides for 4-H youth and others across the region
- 4-H Promotion and Expansion Committee - regularly looks at the 4-H program and how to strengthen it.
- Healthy choices and leadership development for kids.
- a majority of the image Brookings 4-H has is a direct result of the comments made by county commissioners. The members and leaders of the program continue to be positive and look for ways to market themselves on a limited budget.
- Providing leadership to club leaders and 4-H youth to market our image in a positive manner.
- BC 4H is in the public eye at youth and community events.
- Youth participants thanking sponsors and donors, and letting them know their stories of growth and change.
- They are trying to expand their programs as funding is available.
- They are providing after school programs. They are providing a place for the clubs in Brookings to have their meetings.
- They have started a promotion and expansion committee. They pass out information about the program are in the Hobo days parade and the local area town parades
- Positive newspaper articles regarding 4-H activities
- we do a lot of community service but it is not shown in media in our area...
- Unfortunately, I haven't seen much outreach.
- newsletter
- They are in the schools and also keeping the members active in community activities also.
- Availability--you can talk to a person if you have a question.
- Achievement Days is still a big deal in the eyes of the community.
- That they doing projects in the community for people that they talk to everyday
- Most of the small towns around Brookings do a good job of featuring 4H in the paper.
- We are involved in the local schools teaching lessons on bullying, doing character building programs leaving a positive impact on the community.
- Achievement Days and publication of the schedule of events helps to draw community members to see what youth are doing.

- Community service projects.
- They send news releases to the Brookings Register.
- Brookings County 4H's image is presented positively by the youth who help with community service
- They do maintain the historical significance of the 4H program as it was originally intended
- Generally, kids in 4H and families in 4H are great ambassadors for the program--they speak for themselves, which goes a long way towards building the program's positive image.
- 4H's connections to the new outdoor programs offered in Brookings have increased the exposure to 4H among people who traditionally were not aware of the scope of 4H.
- Sonya Mack is a very good 4-H coordinator with informative emails and knowledge of all aspects of the program.
- Social media.
- The 4-H youth and volunteers interacting with the community.
- I didn't end up volunteering last 2 years so I feel out of the loop on this topic. I have been focusing on our young growing family that I hope will be able to participate in during upcoming years.
- Putting articles in the local papers and getting the word out.
- Brookings County 4-H makes its presence known through parades, contributions to local non-profits, and by encouraging participants to wear 4-H shirts and share what they enjoy about the program with peers.
- Brookings county 4-h is fortunate to have access to great facilities (resource center, outdoor adventure) that a lot of counties don't have. That helps a lot.
- I think word of mouth is an important way to do these things. By providing positive examples of what a great program it is, its image will continue to improve
- When they promote shooting sports and the OAC of SD
- 4h does an outreach program to the schools for clover buds.
- It is great at promoting family and healthy leadership skills and reinforces the positives of trying new things.
- providing successful programs for kids with different interests, providing activities throughout the year
- The outreach to schools is great. Shooting sports are great. It's very hard to figure out how to join 4-H and how to get involved once a meeting is attended...part of that is due to the open ended nature of the program. It might be an option to set up a mentor program within clubs/counties.
- Unsure
- I've no idea. I haven't seen any.
- The 4H program has always strived to present itself in a positive manner and to be on top of day to day operations.
- Need to move into today's world and reach not just a few of the youth in the count.
- For the amount of staff and funds available they are doing the best that they can. They get information in the paper promoting 4-H events and awards listings.
- Articles in the Brookings Register keep us informed of ongoing 4H activities. Pictures are especially effective and fun to see.
- Participating in parades and achievement days

- It is using social media for updates and getting information out to participants.
- I have not seen evidence of this behavior.
- The leaders and volunteers that we have had contact with are helpful, caring, and kind.
- Outdoor Adventure Center of South Dakota/4-H has created a tremendous buzz for youth programming and participation
- I have not seen any marketing or day-to-day relationships from the Brookings County 4H Program.
- The extension educator of Brookings County is doing a great job. Both of my children are at GAP and they have nothing but good things to say about the activities. I've seen brochures come home from the school marketing the program so that's a positive aspect.
- Media communication with Brookings Register and Brookings Radio. Involvement in Brookings parades and community events.
- I think by offering 4H programs at the Brookings Boys and Girls Club is an ideal location to recruit youth within Brookings.
- Electronic newsletter gives important info and dates of activities.
- They are doing a great job with social media updates and the newsletter. Keeping my kids involved and informed of how to be involved is upholding their image as far as it relates to me.
- Emails to its members on upcoming events
- Brookings 4-H does promote it's self through parades, radio talks with youth for fundraising and posters to promote achievement days. I am not aware of any day-to-day promoting besides maybe Facebook.
- Use of Facebook for information is an important communication tool. Also, community activities like parades, feeding Brookings, etc. are positive.
- Getting information in the paper AFTER the event has occurred. Mostly this is up to the individual clubs.
- The area newspaper carries articles regarding the activities and outreach of individual clubs.
- Monthly newsletters. lots of photos in the local papers
- I have seen posters around and sent home with school children.
- The Brookings County 4 H goes to our school and conducts a Cloverbud program once a month. Which is how my daughter became involved. I feel that is a great way to introduce the younger kids to 4 H
- The number in new families joining Brookings County 4-H has increased just this past year alone. I'd say by what families have seen & done through the 4-H program alone is marketing itself. If you ask any of the kids that belong to the Brookings county 4-H, they would say nothing but positive feedback about the whole 4-H program in itself.
- Honestly - nothing comes to mind. It is based totally on the kids in Brookings, not Brookings county.
- Trying to get the word out to people
- We have worked hard on promoting 4-H but have a challenge when most country commissioners put the program down.
- Individual 4H clubs often organize and participate in multiple community service events. Whether it's a road side clean up, meals on wheels, preparing and riding on float for parades or visiting local assisted living facilities. 4H members promote a positive persona.

- They are sharing some of the Character Counts information with the schools in the county.
- Good publicity in newspapers and on radio of the programs and activities.
- They are keeping the children active, even when as adults they realize that they may not have a home soon.
- providing positive programs for the youth
- They have an outreach program in the schools as well as a new club in the Boys and Girls Club.
- using the radio and newspaper to inform the public on Brookings county 4-H

In a brief sentence or two, describe one thing the BROOKINGS COUNTY 4H Program could do better in the areas of image management, marketing and managing its day to day community relationships.

- It would be nice to have a marketing and image management plan and adequate resources to implement such plans.
- Need better support from the "powers that be."
- Get on radio, Facebook, twitter and in print
- Work together and move on, this is a new generation of science, engineering, mathematics, and crafts. Move onto growth.
- Unsure. Seem to be doing a good job. Maybe look at electronic media more???
- Update in programs as mentioned earlier
- There needs to be improvement in this area. Marketing is key.
- communication on upcoming programs/activities
- Continue to develop and expand social media presence.
- Have better support from county leadership.
- Seems to me like they have to fight for everything they get
- Give them the ability to take away the irresponsible, negative comments and controversy created by the county commissioners. Funding limitations don't allow for much marketing of the program. But critical events such as the Hobo Day float and Spaghetti feed have positive impacts to the program. With more funding Brookings County 4H could have some tremendous marketing opportunities.
- Promote the value for all kids to correct the impression that this is for "country kids". Develop better understanding with county commissioners.
- They need support. The public needs to hear outside on what we are doing in the Community!
- The media needs to talk to the people in the 4-H program (leaders, educator, members) about what they are doing and is going on not just other public people that have a negative outlook to the program. They aren't involved and have their minds set on what they want and won't talk to anyone and get the facts.
- Have the County Commissioners support!
- Publicizing the value of 4-H to youth, adults and the community in terms of positive youth development
- the main office can support ALL areas of 4H
- Provide flyers to the schools to send home with the kids. Have never seen anything of the such come home with my kids. Promote 4-H at the Boys & Girls Club, GAP and other after school programs. Partner with SDSU faculty/staff and do a program/project for kids, with a basis of agriculture.
- Does not work with schools and other youth programs
- Work with media to produce stories about current and former members successes, such as what they are doing/have done in the community; where are they now - how has it contributed to their success in careers, what are they learning (life skills and project knowledge) and how will they use it in the future.
- it needs to be able to say 'this is our building and we will be here and it will be convenient and pleasant for everyone to use,

- Keep up the work with community
- If we had more hours to our day - OR MORE STAFF - we could do more programs in the schools and after school programs.
- Youth activities sponsored by 4-H could be publicized for others to attend but if a non-member then minimal fee could be charged. We also need to make 4-H in the school setting after school available. Develop topics relevant but expanding on school standards.
- We could try to use more social media resources and traditional media outlets to let kids know about afternoon events such as craft days, etc.
- More people need to understand that 4H is not just about cows, there is engineering, shooting, cats, etc. the list is endless.
- Stronger presence through advertising and promotion.
- Work with the local newspaper and radio to better publicize the events taking place as well as the hard work conducted by the 4-H members.
- I think the Brookings County 4H program could work harder to market itself beyond rural families or families who are aware of 4H because parents were involved as children. Essentially, the program could reach out to youth who haven't been exposed through family connections.
- Greater involvement for adults, both 4H alumni and non-alumni, would help market 4H.
- Hold their ground to keep their building and keep the 4-H program where it needs to be.
- If don't know. Maybe more advertising.
- I feel it would be a positive to make more contact with all youth in Brookings County.
- More publicity of current activities, community service messages, even paid advertisements.
- Same answer from above applies.
- Run more stories and articles if funding would allow,
- Being seen more in the community. I don't see the logo or marketing pieces around the community too often.
- Full time support staff would be a good start. There are times no one is in the office to help with questions. Support staff could get out press releases and other public notices.
- Providing a more unified front and helping to clarify that the local organization is separate from the state 4-H office which is housed in Brookings and the 4-H Foundation which is also housed in Brookings.
- Need to let everyone know 4h is more than Ag.
- WE DONT HEAR ENOUGH ABOUT UPCOMING PROGRAMS
- The media is not always informed correctly and not always informed by those that understand 4h
- Advertise more
- more information in local papers, including Volga, Elkton, etc. newspapers
- I feel we need to get more media attention
- Peter Nielson has said some interesting things about priorities within the 4-H program....Are the clubs and individual project and livestock areas a priority to the County 4H program? He seemed to indicate that they weren't. Support the leaders and volunteers, staff the office adequately.
- Unsure
- Employ pleasant personalities.
- At this time I cannot think of anything to add to this topic.
- Promote and reach out to more none farm youth

- Get an advisor with a "team work" mentality instead of a dictatorship.
- I think we need to look for more sponsorships/partnerships for funding and we need to invite these people to more of the club and county activities to see what really goes on and is learned thru 4-H.
- With all the negative criticism from certain commissioners, it must be very frustrating for 4H leaders and supporters as they continually fend off attempts to diminish the program.
- It needs to "settle" on a home for the program. It needs to have more positive impact articles in the paper and on the radio that goes beyond Achievement Days.
- It would likely help to rebrand in order to take advantage of the urban flight occurring in this region. City folk matter too.
- Support and market all projects, not just the more popular ones.
- Marketing...making 4H services and activities well-known and accessible to all households.
- Understand that there is more to 4-H than livestock
- Being sure to communicate with the community about important events & help out 4H programs when necessary.
- Again, it is more than just farm kids and needs to be marketed in that way.
- I can't think of anything other than I know the extension office is busy and it seems as though in the afternoon it's hard to get a hold of someone. Might want to think about a full-time secretary so there is someone in the office at all times.
- Reaching more children in terms of the organization. Be able to answer parent and teacher questions. Many people do not know you do not have to have an animal to be in 4H.
- Perhaps they do this and since I don't have children in the age groups who would yet participate I may have missed this however, I think they can do some sort of recruiting at each of the schools at the beginning of the year to help kids determine what activities they want to be involved in. Make it some sort of family fun night where parents and kids can go together and learn about 4H.
- Increase number of people (target audience) and dispel image of a "country kid" club....shooting sports has crossed these boundaries well.
- I would hope that they just continue with the positive outreach programs that they are currently managing.
- Get more out in the community to attract new supporters and participants
- Promote in the Brookings newspaper. I know they have tried several times, but the paper does not support Brookings 4-H which is sad. There are lots of youth that are achieving great success in our county and they do not get recognized. It is sad that our community and business owners are not made aware of the success and the potential our youth are capable of in Brookings County.
- The Outdoor Adventure Center was a wreck. There didn't seem to be enough open, up front sharing of details on fundraising and cost. I understood that we (4-H) were raising money for the OAC and then learned they wanted \$24,000 a year rent. It was really unclear as to how 4-H fits in the picture.
- Put ALL 4-H related activities in the paper and radio encouraging participation even from non-members. Getting in with Park & Rec and becoming more involved with other youth activities
- The state staff and leaders need to have contact with the kids, not just the leaders & parents.
- I am not sure at this time.

- I think they need to market the 4 H program more aggressively. Perhaps with radio or newspaper spots highlighting one of the programs in each spot. Have some of the youth speak on their experiences, Hold a 4-H fair where interested families can visit and find out information.
- I believe they have been doing the best they can with what they have.
- Take into consideration all the Brookings county kids.
- Be more accessible
- Have full time support staff to help people and keep office open more. Need more support from the county commissioners.
- I would like to see the program involve all types of local businesses, including more radio and television involvement.
- I think they can contact families with school-age children in the county that currently don't have kids in the program. I think the 4H groups/leaders probably have an idea of kids in their areas that aren't in 4H that may want to be and they should try to reach out to those families.
- Be open to community partnerships and involving more youth by exploring new possibilities.
- Emphasize the less known projects and achievements of individuals, not just shooting sports
- Give the County Commission a monthly written report or update during a commission meeting.
- involve the community
- Get the word out to people who do not understand exactly what it is they do.
- More clubs using the newspaper to report their activities and meetings.

In your opinion, what is the primary purpose of the BROOKINGS COUNTY 4H Program?

- Brookings County 4H should be attractive to both youth and volunteers in providing programming that provides a positive self-concept and self-worth as well as develop skills in personal responsibility, social skill and positive attitudes. Additionally, to learn the knowledge, skills and attitudes associated with the programs subject matter the youth is involved with. Not to be repetitive, but in short to develop purple ribbon youth.
- To help educate our youth and teach them life-long skills. Public education does not teach what 4-h has to offer. It's also tradition and about making memories and lifelong friends.
- Develop youth skills.
- Attract new members to be involved in various projects more than just livestock
- Preparing youth for responsible adulthood
- To provide learning/leadership/development opportunities to Brookings county youth.
- To prepare our youth to become positive leaders and role models to brighten the future of Bookings County.
- Get youth and keep youth active
- to promote professional livestock breeding and sale programs.
- To develop leadership, communication, critical thinking, specific skills in young people.
- The primary purpose is youth development - providing opportunities for growth physically, mentally, socially and emotionally - The 4-H pledge says it all.
- 4-H traditional and non-traditional roles.
- To teach all the youth to become knowledgeable respectable adults
- Educational opportunities and leadership development for youth.
- To provide youth with opportunities and hands on experiences that help to create lifelong skills.
- Teach the youth to become productive adults in our community, teaching them decision making skills in judging; practical skills of everyday living and behavioral skills to work with others as a group.
- To provide youth with experiential learning under adult guidance.
- Youth development and citizen development
- We try to teach Responsibility for the things they do.
- To teach life skills to, have kids that are involved in the community.
- To grow youth to be involved in their communities. To become leaders with life skills
- Enhancing the development of the youth of Brookings County so they become productive and contributing members of our society
- to help youth reach their full potential and goals
- Giving youth the experiences they need to grow and become responsible members of our community.
- Serve and support the development of the youth of the area.
- To give Brookings County youth a positive life experience
- Provide opportunities for youth to develop life skills - responsibility, community service, technical knowledge, leadership, presentation skills, etc.
- To help kids understand the values of a farm and grow in leadership, responsibilities, and also respectfulness.

- Build tomorrow's leaders through activities that grow the character and leadership skills of our youth.
- To be a positive experience for participants and something desired by those not yet involved.
- Making sure the children are ready to lead the world
- Youth development
- It is to help members develop lifelong skills in many and varied project areas.
- Help develop leadership, communication, and other skills vital to making our community and beyond a better place.
- Showing young kids responsibility for completing projects and being and receiving recognition for doing a great job
- Involve kids in agriculture
- To serve youth throughout the county in establishing lifelong learning skills and interests.
- To help youth
- I do not know
- To build the pillars of character counts within our county youth through events of every kind.
- To provide educational programs and support for youth to learn important skills to help them grow into good community members.
- The primary purpose of the program is to disseminate information from SD Extension to the public through youth programs.
- To teach our youth in several interests and aspects of life to help them to develop into intelligent well-rounded individuals.
- Youth skill building and confidence
- Offer activities and opportunities to area youths
- Provide, support and encourage youth the opportunity to be successful and do their best as related to their interests.
- Youth development.
- For me I would reference back to the 4-H pledge as a solid purpose for the program.
- To help the youth to be a better rounded persons.
- To teach youth lifelong skills such as baking, how to raise and take care of animals, how to sew, etc.
- To encourage its members to be conscious of public service; to share knowledge and interests that they have with others; to encourage members to speak out when they have new ideas about any of the 4-H programs; to encourage youth to become leaders.
- To help the youth of the Brookings County in all aspects of life.
- To provide youth opportunities to develop/expose lifelong skills. There is no other group that provides this.
- The primary purpose is to enable youth with the chance to be involved with in a group setting to learn about responsibility, teamwork, and character while gaining confidence and competence.
- Strengthen the development of youth in our community. Our youth are our future, so it is essential for them to learn life skills.
- An organization to help youth develop social skills through presentations and a providing opportunities for them to showcase their talents.
- Youth development. The project is the child. Somewhere along the way this has been lost.

- Promoting health, heart, hands and head for better living for club, community, country and world
- To give kids the encouragement they need to try new things, to learn the importance of being a responsible and respectable citizen, and to teach them to never quit trying to do their best.
- Provide opportunities for youth in developing leadership, their interests, citizenship, and other qualities that future endeavors they would encounter
- Educate youth and families in life building skills
- To guide the youth in learning, goal-setting and personal achievement.
- Seems to be focused on ag. All the media coverage I have heard recently is about how to build an ag complex.
- To promote positive education to youth to become involved in community, become future leaders, and support healthy lifestyle
- To educate and instruct youth in the arts of agriculture, community service, and self-enrichment.
- The purpose is to give our youth opportunities to try doing things that they may not have the chance to if they were not in 4H. In doing these activities, 4H is trying to teach our youth how to be leaders, be responsible, be honest, be trustworthy, and just be decent, honorable young people.
- Encourage and develop youth mind and body
- youth education
- To offer a program for youth of all ages which teaches leadership, life skills including responsibility, and communication skills to be a well-rounded citizen in their community.
- Youth development
- Encourage youth to become active in the community through a variety of service projects.
- To provide life skill and character building opportunities to Brookings youth.
- To lead children and young adults into a life of good citizenship focused on responsible choices and leadership skills through doing. We must make the best better. Learn to do by doing.
- To support the needs of all projects/programs and facilitate community interaction
- wish I knew.....kids have said it at awards events....not something that has been promoted regularly in my experience
- To engage youth people from diversified backgrounds in projects of the program that are of interest to them
- To help youth become involved upstanding adults.
- To develop youth into leaders and expand their knowledge in many areas like livestock, electricity, photography, etc. it also gives the man opportunity explore their interests and what they may pursue as a career.
- To provide healthy activities for our youth to participate in. To promote healthy relationships, healthy thinking, healthy lifestyles.
- To enhance our youth with teaching them skills so that they can provide a better community, country, and world. Help kids understand and demonstrate that they can make a difference.
- To educate and develop skills in the youth of Brookings County.
- Organization that promotes youth involvement in a range of life long skill development projects and activities. It teaches skills and youth interaction beyond school activities and sports.
- Brookings County 4-H is an activity for developing kids into leaders. Advancing minds and skills for confidence and learning. Allowing for fellowship and compassion while teaching and enjoying both.

- To encourage youth to be the best they can be, making "the best better" through individual and group activities.
- To provide activities for youth of Brookings County
- Providing youth opportunities to learn and grow and providing a fun and save environment.
- To aid in developing youth into compassionate, successful, contributing citizens.
- Provide opportunities for youth to contribute to the community and be involved in projects that interest them and they can excel at.
- Encourage students to explore activities that are no longer supported in school and home ... cooking, gardening, livestock. Leadership is encouraged and that's good.
- provide youth an opportunity to show their skills at local and state competition.
- To help our youth be the best they can be for themselves and in helping others.
- To conduct programs to prepare our youth for many aspects of their adult lives.
- To teach kids leadership skills, to teach the kids respect, to teach the kids confidence in themselves, to teach the kids everyday living, agriculture, healthy living & all about the community.
- 4-H has always been about learning how to be the best you can be, try new things, and learn about life expectations. It should not be focused on how many entries they can get to the state level. Poor workmanship should not be awarded.
- gives the farm kids something to do.
- To teach youth life skills, leadership skills and how to communicate with the public.
- To educate and physically involve our Brookings Co. youth in the areas of Agriculture and Home Living. Brookings Co. 4H also encourages members to be good role models and productive members in the Brookings Community through service projects and by continuing to share their knowledge of agriculture and other skills. The purpose of 4H is also to guide and teach youth about projects that interest them and then it gives them an opportunity to show what they have accomplished and learned.
- To provide youth with leadership skills and further their interest and knowledge in specific areas of 4H--whether it be shooting sports, livestock, photography, baking, etc...
- Education and social
- Support agriculture and family throughout the whole county.
- I am not sure
- To provide programming and activities to prepare our youth to be better citizens to our community.
- develop the youth of Brookings county into strong, educated, caring adults

In a brief sentence or two, describe what you believe to be the most critical need(s) among youth in BROOKINGS COUNTY right now that are unmet, unserved or under served by the 4H Program.

- Males and teen youth are under-represented and it will take creative programming to attract them. With the severe ramifications of youthful indiscretions, a program that builds personal, social and civic responsibility along with a positive self-concept and self-image as previously mentioned, is critically lacking for the county youth.
- Opportunities to refine some skills.
- Learn the values that 4-H offers and make sure we teach the values of good citizenship and character development.
- Dealing with bullying, social media peer pressure
- The county program is suffering due to the lack of support by the commissioners - both in funding and facilities. We are currently under served in most areas because of lack of staff.
- Youth need to be served with a positive blend of ethnic mix, science, engineering, crafts, animals, shooting sports, and small animals. The county is not the same it was 50 years ago,.
- Interest and career planning for the future.
- Character development and service to others through service learning
- The Brookings County 4-H program needs to be more inclusive
- I believe the 4H is Great! But if they don't do better at communicating with parents/public that are trying to get there kids involved, it's going to fail...
- Expanding program services, having the resources and tools to support other people interested in serving our county youth.
- We need to maintain a permanent office space; with space for special foods and judging activities, livestock and static exhibits.
- Continued participation in the 4H program for youth over 13 years old. Programs focused on the older youth - such as a Junior Leaders program - again more funding and additional staff is needed to develop this program to focus on this group.
- Character and family unit development.
- They need more support staff to be available to answer questions and to be able to assist anything that you need.
- We don't have adequate place to do things the Swiftell Center doesn't let us have any control for what we do.
- A place of their own where they can do projects and workshops on different programs.
- Helping youth understand they need to contribute to their community and, be positive role models as well as being self-supporting individuals.
- Not enough leaders and those of us who do lead do not get acknowledged
- Helping youth believe in themselves, and become responsible members of our community.
- Kids need a calling and a positive environment to learn, explore, and grow. Those that are involved in 4H are getting this, but how can we get more youth involved and share that experience?
- 4H does not try to expand the number of youth getting a positive life experience
- Provide the opportunities described above to a broader range and larger group of youth.

- It seems to me that 4-H is still primarily reaching the needs of more rural oriented youth, which has always been the case. Making it appealing for large numbers of 'city' kids has always been the challenge.
- More classes on speeches
- We like the County Resource Center as our headquarters and would hope the commissioners would allow us to stay there and continue to effectively teach and train youth to become better citizens.
- They need more supervised enrichment activities and not a mass chaos gathering like the Boys and Girls Club.
- Funding
- A larger variety of accessible traditional grass roots programs.
- Underprivileged children--either because of household income or because of absent parents-- could be better met by the program. Continuing to encourage nutrition and physical activity should, I think, be a top priority for the program moving forward.
- Math and science education in ways that appeal to kids and lay the groundwork for them to want to pursue interests in those fields.
- Not the 4-H program, but the County in jeopardizing the confidence of the 4-H youth in knowing they have a home for their program.
- Community involvement. And communities must invest in our youth for their future and the future for all.
- 4-H has many programs that will benefit most non-farm youth, yet many families still have the perception that 4-H is for farmers.
- I cannot think of anything at this time.
- To have more programs and activities for the youth to participate in.
- Getting the youth involved that has parents who will not take the initiative to sign them up.
- Showing off what the whole 4-h program can provide.
- Outdoor emphasis with an activity basis.
- ENCOURAGING SUSTAINABLE PRACTICES WITH UPCOMING YOUTH
- The indecisiveness as to where 4H will be
- More classes being taught in various subjects that might interest the kids.
- leadership, teenage youth
- get more youth and families involved in youth in action programs
- Give the youth a well-rounded background to rely on as an adult. Accomplish this through adult/parent involvement so the youth have positive role models
- I am unsure what exactly 4-H is doing so this is tough to answer. I would say that 4-H place is to find out what is not being served and then fill that spot.
- Unsure
- Physical fitness for those not involved in team or club sports.
- I am not sure.
- Give them positive life skills and activities
- Replace Sonia Mack. She has a bad reputation among city and county leaders.
- There is always a need for more staff and more funds, but most importantly we need a gathering place for our county wide activities, learning experiences, and resources.

- cost effective programs by caring adults
- There are so many choices, not sure what to select.
- There needs to be more focus on the new curriculum. Robotics, sciences, shooting sports, and teens as teachers are popular and should be used to recruit new youth to 4H. However, ag sciences shouldn't go away either.
- More support in terms of staff. More permanent meeting and show places.
- Offering programs that are of interest to youth who don't want to do livestock
- MENTORSHIP. They need someone consistent who can guide them in the right direction. All of Brookings is lacking in this area, and 4H can be a great source for this.
- More geared to city kids, for animals, more focus on pets. More marketing in crafts and craftsmanship projects to get more kids involved.
- I think 4-H is doing all they can with the limited funds they receive.
- Facilities and Community Support so that the mission and purpose of 4H can be met. Brookings country 4H facilities fail compared to many 4H counties programs in MN and SD.
- I think because so many youth don't participate in extracurricular activities or don't have parents involved with their daily activities the youth in this county turn towards drinking and drugs. By expanding the outreach efforts I think you could be saving kids from developing these negative habits by giving them a positive outlet however I think the image of 4H needs to change in order for you to get more youth involved. I think many kids think it is for farm kids and that they will get made fun of by classmates if they participate especially into the middle school to high school age range.
- Lifelong skill development, most of the practical skill development is/has been removed from schools for the sake of standardize testing.
- Not sure
- I am not sure.
- I think the 4-H Achievement Days location is the most unmet need. Brookings County needs a dedicated 4-H area. This could house Achievement Days along with 4-H offices.
- More friendly and recruiting in schools, positive example set by Youth Program Advisor
- Educate the community on the benefits of the small animal livestock programs that are successfully administered in other communities. The families shouldn't have to go to bat alone if they are willing to be responsible participants in a 4H supported project that can be managed within the city limits (namely chickens and rabbits).
- I am not sure at this time.
- Just the fact that some youth who want to join a 4H club do not know who to contact or there may not be a club in their area.
- I believe the Brookings County 4-H has done an excellent job in serving the needs of the youth.
- Properly judging items (based on age) and awarding excellence appropriately. Blurry images are not State Fair appropriate - regardless of age. Sloppy workmanship that is awarded only leads to kids not trying harder to achieve the best results possible. Proper judges and personnel dealing with the creations also needs to be better... several broken items after Achievement Days that needed to be fixed before heading to the State level... unacceptable.
- computer science
- A place of their own!

- I believe the Brookings County 4H program is doing the best that they can to meet the needs of Brookings Co. youth. Despite the lack of funding and City official support
- I think the program is successful for those involved, but the outreach to those that are not involved is lacking. I feel like if you don't have a history with the 4H program, then they don't extend an invitation to become a part of it.
- Nontraditional, non-farm youth are not encouraged to participate.
- drawing in children with single parents, latch key kids
- Fear of the unknown, will their programs keep going or will they be shut down.
- I am not sure
- More volunteers and funding are needed.
- having a home we know will be there for the youth that is provides space for all the activities

What can the BROOKINGS COUNTY 4H Program do to meet these needs. (Other)

- Summer softball 4-h team would be good. To help with membership etc. like back in the old days! Or a travel the world program and do mission style trips teaching other countries how to grow crops! Etc.!
- Adequate support by the county
- not sure
- Hire a new county director and build teamwork at all levels.
- Promote - promote - promote
- communicate in a way that brings new people in
- reach out to schools and partners
- Engineering and Technology
- Receive support from our county
- Hold their ground to keep their building
- More publicity and outreach about existing programs.
- unsure
- Secure a non-confrontational facility
- Develop a program for Brookings utilizing the OAC OF SD and the Nature Park
- add more Character Counts
- could be any of the above, but since I don't know what exactly it is doing, it is hard to say what it should do
- Find developing modern mind and body skills for all youth
- New leader that will listen
- Partner with schools, B&G club to reach more youth and encourage skill development from practical skills to business skills.
- Develop a plan and fundraise
- have educated state employees that will go to city council meetings to speak on behalf of the participants and their projects
- Host more small class opportunities to get youngsters involved and interested in other areas.
- Get a place of their own.
- Expand outreach beyond those families currently in 4H.
- Look for ways to encourage more participation with new programs. Provide more support to individual clubs. Encourage more clubs to start
- Educate the public better regarding 4-H
- partner with the county to find this home

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. (Other)

- It truly lacks the initiative to try new projects to inspire growth of members
- Achievement Days
- Shooting Sports
- Programming and Leadership Volunteer Development
- its shooting sports program
- All of the above
- same as above, I don't know what 4-H is doing so I don't know what they are doing well
- they care about kids
- I don't have an answer
- Outdoor adventure center/4-H shooting sports
- Including all kids, all interests, great leaders!

Check all challenges that might prevent the BROOKINGS COUNTY 4H Program from achieving growth and change in the future. (Other)

- Current director limits growth and divides the county. not a team player
- communication
- Current County Commissioners
- lack of staff
- County support
- Complacence in where they are at
- Loss of facilities
- Minimal county funding
- City of Brookings
- County Commission
- Resistance to change comes more from our local government
- Uncertainty of 4H office location and lack of commissioner support
- fear
- don't have enough facts
- County funding from County Commissioners
- Brookings community should use this opportunity to create a 4-H center of excellence for the youth of SD, summer skill camp in Brookings for state youth, involve SDSU 4-Hers/4_H alumni, and utilize the assets of Brookings to create the premier county 4-H program.
- Lack of communication between groups.
- stable relationship with county commission

Please give more information detailing the challenge(s) you selected.

- Achieving growth with new members/volunteers will be a challenge for a volunteer led organization for the following reasons. Documentation is poor, with volunteers and leaders relying on the birthright members to carry on the 4H legacy. Too many define 4H by the particular programming offered and miss the youth impact which should be the real objective. The city vs rural mindset. The "cows and sows" image of 4H is a barrier for city/town youth participation.
- Sounds like the government has cut back on funds for 4-h
- The County needs to realize the value of 4-H and quit crippling the program.
- It seems the director lacks motivation in various to implement any type of change.
- Change should be embraced instead of resisted and build bridges, not dig moats
- Evidence with the division of not moving the office to outdoor learning center and not cooperating to be proactive with an operating agreement with Swiftel and not following up 2 years go to establish a club with Boys and Girls club and cooperate with outdoor learning center. Not a team player, but a self-serving player
- addressed these earlier in the survey
- The partnering might be a challenge.
- For example, I heard friends talking about their kids in the shooting sports and I asked how to get my kid into that. I found the web site, tried for a couple hours to figure out and get my kid signed up. Called the 4h office a few times before getting the right info to click the right spot to finish enrolling my kid. I was told to watch that site for when the shooting sports would start. I kept looking and no info. After i heard friends talking about it again I looked again and still nothing, I called the office and was told that the shooting sports is not updated to the web site, ugh!! I went to the office directly and signed up my kid and there were other parents signing up at last minute also, I'm guessing for the same lack of communication reasons. BTW, it took me approx. 10 months to get my kid into the shooting sports - that's ridiculous...
- The county seems very reluctant to fund and support the 4-H program. We have a out dated mentality with old ideas and no supporting leadership by public officials. There is no vision from public leadership for what could be possible. Our county 4-H went from having its own location, buildings and facilities to being swept in under other county/city efforts. 4-H here has lost its own land/resources and identity to serve the people of Brookings County. This is from the lack of leadership, vision, and support to keep 4-H strong. If there was truly public official support there wouldn't be a need for this survey or a summit. This survey makes it sound like people are failing when they are stretched/stress to the limit doing what we need them to do. It is an insult to their efforts and the efforts of volunteers. We have good people. We need the structural and fiscal support. People want to provide opportunities for our county yet our leadership is holding them back. Many good things take place and more can be done. Yes it is a cost, but it is really a long term investment. I'd rather support this than county detention centers and services for troubled kids. Get a vision and support 4-H like it needs to be!
- All 4-H Programs need to be supported and leadership provided. Adequate financial support should be available and community organizations should support 4-H

- Financial support from the county appears to be one of the lowest in the state on a per member basis. The program is subject to state influences etc. The community support of the critical importance of investing in our youth must be realized to grow the program.
- Facilities - competition for current space with Swiftel has been an uneasy alliance. Event oriented scheduling conflicts with scheduling of weekly series scheduling. Financial support - I believe that there has been an erosion of public support for 4-h that puts greater burden in individuals. My perception from news reports of commission proceedings is that there is a decline in their support for and commitment to 4-H.
- The community needs to back us and support us.
- We do not have Community Support like other programs in the County / City do.
- 4-H needs additional commissioner support for staffing to meet programming needs. Otherwise it will not grow and thrive.
- NA
- You have city officials who want us who don't make much to give up OUR time to make our community better while they sit in little offices...also you have those who think 4h IS and ALWAYS will be only ag and animals
- stability and communication will help
- The current structure does not respond to today's world and is not aggressive in trying to grow
- Current organization structure and financial support go hand in hand. For a 4-H Youth Advisor to be effective in reaching more youth, providing more opportunities in programming, or spending more time on volunteer development; he/she needs to be out and actively engaged with youth, potential partners, and volunteers on a regular basis. To do so requires adequate support staff to handle details, scheduling etc., and to simply be available to answer people's questions. Without this, the 4-H Youth Advisor is in a difficult situation because he/she is not at the office which will irritate people, but if he/she is at the office then, they aren't out doing the programming.
- The program is in place, and is available for all children in the county and that should be enough to keep it in place. Attempting to justify funding it by saying it needs to increase participation from a segment of the population that is not using it heavily right now is not the answer. The program is there- all who want to get value out of it are able to.
- That I feel that we don't have money from the government and don't have the support of people that would help us grow. That we are being kicked out of the building that they built with us in mind to be sharing and not having a place for us be at.
- As a new member is was hard to figure out all the rules and processes.
- Please don't involve our youth in a political game because the county commissioners have other ideas.
- The disagreement over the current facilities and funding between the county and the city has the potential to really cripple the 4-H program.
- The county commissioners are not behind 4-H and continue to try to undercut it in financial and facility support. They are trying to pass the buck and not accept their roles that are required by state law.

- Our county commissioners have cut the budget drastically. The community is not fully aware of the benefits of 4H. Our current building, which was built for the specific purpose of Ag and 4H has been sold to the city and on the chopping block to be sold again.
- So many organizations vying for the same dollar, and we have always done it this way attitude, community is unaware of opportunities because of limited marketing, and there is no real home for them at this point.
- To reach out to underprivileged kids, 4H could use some money to develop programs specifically targeted for that purpose.
- The single biggest obstacle that I see is stasis in the system. Extension as a whole attempts to revamp and reorganize every few years, yet quickly slides back into traditional and comfortable (for those working in the system) ways of operating.
- Brookings County needs to support the 4-H program and let them continue their program where it is. The 4-H program should not have to change since the building was built for them.
- Not really sure where they have the 4H program is being run out of. Sometimes I feel 4h ruins itself with all paperwork and not enough about kids
- We need to provide for what our youth would like to rather than hanging on to what keeps us in the past. It's not all bad however life has changed and so must we. 4H is for the youth and their needs.
- Many smaller counties have much better county funding than Brookings.
- The need to be pushed out of the current facility for the Swiftel Center's sake.
- We need more money and a new place for 4-H
- This is based on the fact that Brookings 4-H might not have a physical home or office in Brookings County that the organization can afford or that the staff might not be able to work in comfortably.
- Since the State Cooperative Extension Service is lacking on funds to help the counties to promote 4-H it is left up to the individual counties to do more fundraising themselves or to find other sources of financial support to provide the level of service that the County 4-H program needs. This can hurt and will limit the possibilities of what the 4-H program can do and what it needs to survive.
- Financial support always seems to be a never ending battle. Commission always seems to keep the people who think they should cut funding and leave the 4-h program "homeless". Current facilities are not a big problem as long as 4-h can utilize when needed without resistance. There are people in the program who are resistant to change meanwhile the rest of the world continues to change. There are people ready to change if needed.
- The commissioners need to do what is right for the 4-H youth. To do adequate planning for the future 4-H needs to know the finances and facilities will be available. 4-H is so much more for youth development than the other club that gets so much press. My kids have gone to the other club only to play with friends; they don't learn anything.
- Need more support (financial and moral support) from public government.
- The constant battle with the county commission over where the program is going to be housed has created much animosity. So much has been published in the paper that has led to people to jumping to conclusions without knowing all the facts. People need to know what is fact and what

is fiction as well as have confidence that the program will have the facilities and funding it needs to continue to operate.

- I cannot figure out why 4h would not embrace the OAC OF SD. It could service everything but Ag programs.
- I don't feel people in the county fill the need to continue 4h
- The County Commissioners tend to give more support to the City of Brookings than they do to the 4H Program. The City needs to start supporting more Ag based programs. It contributes to the success of the City as well.
- Does the commission really want 4H to be a part of the youth development program in Brookings County?
- Resistance to change is more from the community than Program Director.
- The county commission seems to want to do away with supporting 4-H. The current facilities (especially the office space) the county commission wants to sell it to the city but not provide us with a home.
- The idea of the 4-H program is that it's available to everyone. Cost should not be a factor to discourage involvement. The rules and regulations are becoming so extensive that It's hard to manage all of them without strong parent support- this is not an option for youth with divorced parents.
- It seems the current staff is getting plenty of financial support from the county and there seems to be community support for 4-H. They have a great facility and there are plenty of options for a relocation in town. I think the biggest problem that I can see is that the staff doesn't want to move, they don't want to rework the program and aren't interested in finding the niche for 4-H in the community.
- Re-organization and down-sizing of the 4H program shrank the availability to children and their families.
- I feel the cutback of funding to 4H and the reduction in force has made it difficult to carry out the goals of the Brookings 4H program as they would like it to be carried out. It is always hard when the same amount of work now rests on fewer people to be completed. Also trying to take away the facilities that the 4H program now uses is a huge detriment to the program.
- Facility seems to be the greatest concern at this time. I think a location would increase membership. Times are tight with many programs - so community support and financial support become challenges, too.
- You can't have a successful program if it is constantly fighting for its survival against unfair criticism by certain county commissioners. They need to get on board and support the 4H program that served them and their children and allow it to serve the future children of Brookings County.
- Culture and attitude which seem to reinforce that the only "true 4-Hers" are the livestock 4-Hers; other youth aren't as important; the fastest growing programs are 4-H shooting sports and they refuse to recognize or accept that fact
- Financial support is always a huge challenge for 4H, and I believe it is because the community does not know enough about it. It's not JUST a "farm" program as some see it, but a character development program and a mentorship program. We need more community support.

- 4-H should be major interest in our County for budgeting. There are many opportunities for youth, both rural and urban, to benefit and learn and have an opportunity for community volunteering. However, if they begin to charge for everything they do, this will make the program unavailable for financially challenged families. If the County and Community do not support 4-H financially and physically, how will we develop leaders to take over as current leaders retire? Investing in our youth is investing in our future.
- Community support, facilities, and finances fall under the community of Brookings. TO enhance our community, we need to invest in youth. Organizational structure and resistance to change falls under the 4H regime. 4H regime needs to be progressive, forward thinking, efficient, and lead.
- Get organized into one vision for the future
- The current structure does not give much support (man power) to keep all of the programs running. One and half people cannot make the program run efficiently. Burnout is or has happened already. The Brookings county commissioners & city of Brookings don't know what 4-H does or the success our youth have had in the past so they are not interested in continuing to fund the program because they are concerned about the city youth only (my opinion). It's frustrating that 4-H has had to fight every step of the way. Rural youth has just as many rights as city youth to participate in activities, why take that away from the rural youth?
- The current facilities are not acceptable. We need an improvement. Financial support and the current organizational structure might impede improvements to the facilities. A project like this would take a passionate and dedicated leader to make it successful.
- Seems there is always talk of lack of financial support and certain main leaders have negative attitudes and are on their cell phone texting during the entire 4-H meeting, very unprofessional. They should be setting the example, making 4-H a positive entity.
- Every group always needs more funding and a place they can call home. Would be nice for other 4-h groups to meet quarterly together to share ideas.
- I think they speak for themselves.
- I believe the county of Brookings needs to give the 4-H more financial support & more support for the program itself.
- It all needs to be more effectively managed and consistent.
- We are limited to the use of a place. They want us to move and we will have less room. We need a place to hold activities, meetings, workshops, project days, judging schools.
- After the state totally changed the way extension is handled, it seemed like no one was sure (and maybe still isn't sure) how 4H should be handled. No one likes change, but when the structure of your parent organization changes the way extension did, 4H has to change too. I think the current facilities suit the program well now. However, with the growth of the Swiftel Center, I'm not sure having 4H there is a good fit any longer. I think the two entities - Swiftel and 4H - have gone in two different directions.
- The new configuration with the state level seems not to be working well here and the uncertainty about the future of the facility causes confusion. Build them a place and stick to it.
- A lot of discussion about where they will be holding events has been in the newspaper.
- not sure

- The community doesn't understand how 4-H works and the changes they have gone through in the last few years. Then in addition the Commission wants to sell their home.

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. (Other)

- Volunteer development
- Maybe need to offer more incentives to do projects and join 4-h than just getting a purple ribbon
- not sure
- Supported Vision by County Leadership
- Get involved in the Science & Engineering projects such as robotics.
- Make it more accessible
- Helping special needs and challenged youth to achieve.
- flexibility in the facilities used
- Continue to support and encourage families to get involved.
- Figure out what the community needs and then do it
- Promotion of activities for city and rural participants
- Finances
- Marketing to all households

Please give more information detailing the choice(s) you selected.

- Work on creative programming to entice new participants throughout the County. Have a marketing plan, communicate the plan in a positive, inviting manner. Make it easy/simple to join 4H - please streamline the process. Develop and appreciate the 4H volunteers, help them with the skills to use their discipline (area of expertise) as the catalyst to teach the life skills to youth. Get them all on the same page with the objective that the youth is the product.
- Better support (not only financially) would really help.
- Partner such as with the Outdoor Center, plan programming with youth commitment and market
- Will we have a facility? It's practically impossible to do any planning (short term or long term) when you don't know what your financial & physical support will be.
- Replace the director with one who is more cooperative.
- Expansion to 4-H activities at the Boys and Girls Club, GAP, etc.
- Expand partnerships with other youth outreach programs.
- Your attitude with the survey is clear in the next question: "adequate alternate" Define that! Shouldn't we be looking at beyond "adequate"?
- More volunteer and paid leadership may be required, Actively recruit volunteers for specific program areas and advise them the opportunities that 4-H provides.
- Reach more youth, nontraditional and traditional in the community- again more funding is needed.
- Hard to give all my thoughts in this short space. If the phrase "non-traditional" means more city kids then I believe this would be a good move. Our particular club has a mix of city and county residents. A value to promote. -- Each club takes on community service projects. We will be doing service and outreach in most meetings and also outside of club meetings. A key area for development in youth. -- Facilities is a harder issue to work with, but should be approached with an open mind. Look at some other county models.
- If we had a place we could expand on the programs.
- The programming can grow if there was a facility to have programs at and to have a full time support staff. The office needs to have someone in it to help members with there questions.
- 4-H has the potential to do more for kids than any other organization or activity and they need the public and private support to accomplish that
- encourage ALL arts and talents, not just those that committee people like and we need a stable place for groups to have meetings and claim
- More responsive to inquires about new clubs
- The four items checked all work together. Structural changes that lead to a full-time 4-H Youth Advisor and a full-time support staff provide the opportunity for more community outreach, volunteer development and building partnerships, which in turn can lead to expanded programming - both traditional and non-traditional.
- Just by staff promoting what 4-H can do for a child. There are too many activities pulling kids in different directions to think it's simply about -competing for 'market share'- Every other youth activity only gets a certain number of the families involved and it is what it is. It's an activity that appeals to a certain number of kids and is worth funding for them. I have no interest in some youth activities but those activities are there for someone and are probably good for those kids.

- That we need makes sure we try to get more of the community to be involved with the programs we have. That we need to make sure the people that work for them in the offices at the Swiftel Center are get notice for what they do, that they are not getting paid for; but a year ago they were get paid for.
- Make it more accessible, it is very confusing and our local club is unsure how to do things and we do not know where to go for answers. We want our children involved but it is so hard to understand all the rules.
- Already on the right track here...just need to keep going.
- I suggested having later in the day or Sunday afternoon programming for families that do not live in the city of Brookings.
- We need to let the community be more aware of the wonderful youth that participate in 4H. We need to have more events to explain and show what 4H is all about
- We live in a dynamic world that moves at a very fast pace. If we do not continue to "upgrade", expand, and promote 4H will continue to lose steam to other organizations like Boys and Girls Club, GAP programs etc. And unless they all get on the same page and get housed under one roof...it will be impossible to work for the common goal and mission of 4H...and there is a facility that has offered this opportunity...the OAC of SD
- The program should make a greater effort to reach out to families who haven't had prior exposure to 4H programs to grow involvement and membership.
- I would rather see 4H do well at what is intended to do than to expand to try to be everything to everyone. People are the key element to success, and keeping and adding key people are crucial to the success of the program.
- Front page article in Brookings Register stating all the positive things 4-H has to offer.
- Consider taking programs to communities rather than activities in a single location. This action could prove to be more efficient and would allow for more youth to be involved. Perhaps more volunteers would be available.
- Many 4-H programs are designed for "nontraditional" youth. There needs to be more publicity and outreach so non-traditional youth are more aware of these 4-H programs.
- Get the word out better; get more people involved to help facilitate activities, whether volunteers or employees, Always seems to be a struggle with Swiftel as far as use of facility. The 4-h community didn't ask for a multi-million dollar building. Just wanted a new pole barn.
- Finding a facility that we know is available for us when we want and need it.
- Look at the growth numbers and needs and be willing to change to meet those needs or die as an organization
- A building that is just for 4h that no one else has control over
- Need to get some new programs going that interest the kids. Need to get the awareness out there more to the NON ag families. It's a good program for the town kids too!
- use of community centers in local towns
- Not really a facility change but a permanent place to call home. Community Outreach would maybe getting some financial support as well as the county
- Have an option for kids to enter static exhibits at the county fair without becoming a member- this may intrigue them to join. Do this through the art programs at the schools. The area to show the static exhibits at the county fair was way too small.

- I am aware that they are probably going to need to relocate, but I don't think that the facility plays that big of a role in the future of 4-H. When I was in 4-H, it was all about the people and the projects not where we were located. There are many office spaces that the 4-H offices could locate and then there are many churches, meeting halls, etc. that could be used for club meetings and projects. Finally, the Swiftel Center and Brookings City has said on many occasions that they want Achievement Days at the Swiftel Center so I don't see what the problem is with moving.
- publicize club activities and achievements
- I feel a shortage of money or funding is always going to slow down or stop the amount of impact 4H can have in our community. Therefore, be well funded is an area that could be improved upon to help the 4H program grow.
- 4-H has poor structure from bottom up. No one knows what the others response ability is
- Having programs at the new Outdoor Adventure Center would be a great move. It looks like a very nice facility
- We need to make sure we are keeping up with the technology needs and interests of youth. A facility that can handle Legos and livestock so everyone can participate in what they choose.
- Use that new building! Outdoor Adventure Center.
- It may be that since we are not in the Brookings county school system that we don't have access to what is available?? Mailers, door to door contact, media, more brochures at events?? I would love for my daughters to get involved with horses, art, cooking, etc.....I know I could call or check website, but a more personal introduction makes it easier to not feel like an outsider
- Will need to overcome deep seeded attitudes that youth outside ag sector aren't worthy of being recruited into 4-H
- Reach out to the community and educate them on 4H. Fundraise and support 4H programs around the area. Find larger and better programs to run to educate youth, volunteers and community.
- I do not support changing facilities. My fear is we move out of the Swiftel, and the Swiftel will move us off their schedule for Achievement Days - then where do we go? Years ago, the County was going to sell their property to URC and build a new facility. Then they decided to join with the City, and now the City wants us out? Makes no sense - and where does that leave 4-H and more importantly, where does that leave Youth in Brookings County? We should do all we can to support youth development so we can be assured we have future home grown leaders that are willing to stay in the community as they grow and lead the community. Youth development "makes" the world turn. Without programs like 4-H and the County, State, and Community support, where does that leave our youth and our leaders of the future?
- Better facilities and better marketing of the program should promote the growth of this remarkable organization.
- Expand programming to achieve more statewide youth relationship with city, SDSU and county staff through summer development camps. Camps focusing on skill development: i.e. - precision sports, ag farm skills, business skills, leadership skills.....make Brookings County 4-H the center of excellence for SD and region.
- This can be opportunity to expand and prepare 4H to move forward into the future with strong programing and participation, financial support, facilities, etc.
- Make 4-H more visible in community; possibly tie in with Parks & Rec, Children's programs & Museum, etc.

- Ask the community to support the youth in our community by encouraging responsible raising of chickens and rabbits.
- Nice to see more city kids in 4-h. 4-h is not all about farm animals and crops. so much for the youth to do and develop their skills
- It speaks for itself.
- I think the urban youth need to become involved and with outreach to educate them of the programs available
- Business practices definitely need to be worked through. Customer service too.
- When they have a stable environment, faith in the future and advances will be automatic
- They have a great bunch of volunteers in place; they need a permanent place to do their work.
- not sure
- Educate the public that 4-H is about way more than baking and showing livestock. All entities communicate openly.
- Brookings county 4-H needs a home!

What concerns might you have with a change in location for the 4H Program offices?

- You already moved from the best location by the park! That was the best place!
- Ability to continue to serve the county.
- It is my understanding the Swiftel Center is adequate and there is no charge for the facilities. A new location will obviously be a financial burden with little benefits.
- Some parts of the county are a hike from Brookings but Al Aho used to make it!
- We should not even consider moving unless it is to a facility that is as good as or better than the one we currently own!
- I totally support the 4H in getting a permanent location but if they can't figure out how to communicate with people that are trying to get there kids into it, they are wasting everyone's time and money and do not deserve a new place.
- Invest in this program; do not keep trying to slide it in with other services. Make 4-H the CENTER for our youth development efforts.
- Clubs and out of school programs are already being done in facilities throughout Brookings County. By giving up the current space it seems as though the original commitment made to the program is being disregarded as well.
- I would like to see the 4-H program offices stay in Brookings; however, if Volga or White could provide the required amount of space that might be feasible. I would like to see the offices continue in the present location inasmuch as livestock facilities, kitchen facilities and meeting space is available and must handier for Achievement Days.
- Difficult question to respond to. I don't know the specifics of options.
- We don't want to travel outside of Brookings to attend our meetings
- We will lose membership if parents and members had to commute outside of Brookings for activities.
- The loss of members because of no adequate space or location.
- Running 4-H events from another location will require more staff time and the change in location may not enhance 4-H or meet its day to day needs
- it is run by us who give freely of our time regardless of not having much...at least give us a stable building of our own so we can continue to improve our community without stress and hardship
- Access by the public. Brookings is the largest community in the county.... moving the 4-H Office to another community may result in a loss of members and make it appear 'less accessible' to the largest possible population.
- Convenience to area members, amenities, welcoming to visitors, serve the needs and mission of 4H
- These two questions don't seem to go together? There are existing facilities in Brookings and in the smaller communities that can be used in a variety of ways, but not necessarily for offices. There needs to be permanent location for offices. As the largest community, Brookings seems like the right choice for that. If Achievement days are to remain at Swiftel, early scheduling and a good relationship with Swiftel will be even more important than it is now. Also, unless it is clear that what from the Swiftel center will be provided free of charge, cost could become a huge issue that has the potential to severely limit activities.

- That having all the support materials in an office offsite from Achievement Days and other events will be very inefficient and time consuming for staff as well as families and frustration with being spread out will discourage interaction with the 4-H office as it exists now.
- NOT able have the same ladies that work at office be working, because they are too far for them to drive. And not having the right number of rooms for them to work together.
- I am not as close to this.
- Adequate office space, kitchens, rooms where 4H meetings can be held, judging schools, special foods, fashion revue. Is there adequate parking for stock trailers during Achievement Days and Winter Calf Show?
- Facilities should not have any less space than was offered when the move was made to the Swiftel.
- Accessibility
- It should stay in Brookings near SDSU
- Brookings is central to many within the county and if a parent needs to do other errands it can be accomplished easily.
- Visibility, Use...
- None...it is needed
- Keeping everything in the same facility seems like a good idea for the functioning of achievement days and other similar events. It's important for the office spaces to be close to the event spaces.
- Accessibility to the public, especially if programming is offered at the location. Youth and families need to be able to get to the offices/location easily, find parking nearby, not be in conflict with other services at the same location, and be able to get to the site conveniently.
- The people in the 4-H office should get to be located where the 4-H activities are held. It should all be centralized in one location. The way it is set up is the best and intended solution. The "Multiplex" was built for the 4-H program.
- The Swiftel center was built, in part to be THE home for extension and 4H
- Would need to be accessible not only for parking but large space is essential.
- Existing 4-H facility was designed for 4-H and extension programming, and was promised to be their permanent location. This question illustrates the basis of "empty as a politician's promise".
- The change in location from the old location near ULC was difficult to adjust to but the space and updated amenities were necessary. Unfortunately I do not fully understand why the current facilities wouldn't be adequate other than the space being needed by another group.
- If not a good location it could hurt our programs greatly.
- Giving staff a sense of "home".
- Why leave the largest city in the county? SDSU is resource that is close.
- It is very convenient to have the offices located where Achievement Days is so that all the resources needed during Achievement Days are there. The meeting spaces and kitchen facilities in the current location are also good.
- Ease of access for all members and the convenience for the staff.
- None. It makes absolutely no sense to me to stay in the county resource center
- 4h is more than office spaces. It needs room for youth to meet from all areas of the county.
- Not easy access for trailers in parking lots. Out of the way for everyone. We already gave money for the building we have. It has what we need.

- The thing that bothers me the most was when our previous 4-H grounds were sold the Swiftel Center was supposed to be our permanent home. The biggest concern would be to have adequate space.
- Why doesn't the county help fund this program? We should not have to fund raise for office space
- None, it is long past due and has been talked about a beaten to death. Find some offices for the staff and let the clubs find meeting places through the county for their club meetings. As far as I know, that is about all the Swiftel is currently being used for, offices and club meetings. It is time for the County to move out and let the Swiftel Center (that needs the room) us it for the betterment of Brookings.
- Limited concerns. Internet is now being used for registrations. Offices could be anywhere.
- I feel the facility they have now is wonderful. Anything else would probably not measure up to what 4H currently has and it would be like going backwards or being demoted. I see this as a big negative.
- Too much emphases put on programs with the least involvement
- I think it needs to remain in Brookings so that it is centrally located for those in the county as well as to be near the resources and support from SDSU.
- Accessibility
- Accessibility, downplaying of 4H in relation to programs like the boys and girls club. They are both impmt programs. 4H losing its identity and importance
- Distance.
- They only need office space for one FT professional and one support staff person. Most of the 4-H activities involving youth take place elsewhere so this is just space for office staff.
- The facilities are fine. Use the money to benefit better programs.
- Achievement Days being apart from the offices I think would create some difficulties in organizing and managing.
- Would the Swiftel keep us as a priority on their schedule or if something better comes along we get bumped? It is very convenient to have offices and all paper work at the same location as achievement days. Keep it easy access for people. i.e. Downtown Brookings would not be easy access. I believe if they have to move, the office should stay in Brookings.
- I guess I'm not sure why 4H should move locations? It has been working for them. Why change something that has been working. And to address your question...."If an 'adequate' location is found, would I support it?" I checked yes, however, it should be deemed adequate by the 4H advisor and members, not deemed adequate by the commissioners.
- I would like to see a breakdown on 4H participants based on community. If there is enough participation from each community I don't understand why they couldn't use a local facility to run their meetings instead of parents having to bring their kids into Brookings.
- Brookings 4-H should adopt a mobile office (still have a local office) concept of using best county resources for programming: Special Foods in Elkton, Shooting Sports at OAC, Achievement Days/Winter Calf Show at Swiftel, and special projects at surrounding communities as appropriate and feasible.
- Will 4-H be receiving any money back from being forced out of the Swiftel? Since money from the sale of the old 4-H grounds was used to fund the current 4-H office and area in the Swiftel.

Will 4-H be placed in an office with adequate facilities for expanding and hosting teaching opportunities? How long would we continue to be allowed to utilize the Swiftel for Achievement Days? What will the continued cost be?

- Brookings is centrally located and majority of the parents work in Brookings. When events do take place for youth the parents are still able to get youth to the events without burning vacation for driving time.
- I think the Brookings Count 4-H should have a dedicated location for both offices and Achievement Days that meets the needs of the youth.
- If they are out of the county, it becomes more difficult for leaders to gather to learn of the programming throughout the year.
- Achievement Days may be more challenging for office staff. They will not necessarily have all materials on-hand from a different location.
- I don't have a concern for changing the location of the offices. The individual clubs would still meet at their respective local facilities.
- We need to stay at a central location. A place to hold activities in one place!
- The ability to host the large amount of 4H members, families, and friends that attend activities and 4H programs.
- If an existing place can be found.
- Spending too much tax payer money on a facility that is only used by a small portion of County residents' children. Any money spent on the facility should be reasonable, and supports and users of the program should be supporting the funding of the facility.
- The county needs to own the facility, whether it is a new building or a renovated one so that the program can again be in charge or their own destiny.
- It needs to be centrally located to meet the needs of all citizens, east and west of Brookings.
- No concerns
- They do use other places to hold meetings but there needs to be one main location large enough to accommodate large clubs and groups.
- Needs to be accessible to the public and adequate in size

The BROOKINGS COUNTY 4H Program has planned a meeting (4H Summit) of the county commissioners, 4H leaders and other parties on February 10th. What would you like to see as the key outcome(s) of that meeting/process?

- How to make 4-h more popular among the youth today! What needs to be done to make 4-h an activity everyone wants to be a part of?
- Stability for the future!
- New county director.
- A supported long-range action plan to make Brookings County 4-H a model county youth service/program/resource/etc.
- I would like to see all projects supported equally, not just shooting sports at the advertised level.
- I'd like to see the City of Brookings give up trying to get rid of the 4H program all the time!
- organization in the summit so it does not go in circles, what is the defined objective of the Summit, funding definition required for the county and for future years
- I wouldn't say funding changes but adequate funding
- 4-H teaches goal setting and working to achieve those goals, but there seems to be none of that at the staffing level. Seems they should practice what is preached. Set some goals for youth involvement, new members, community outreach, etc. and then work toward them.
- View things with open mind.
- can't speak to this without more facts
- a commitment for outreach programming to engage youth from the urban area and diverse economic backgrounds
- Community Outreach should be an important topic as well. Communication is KEY.
- I would like to more support from County Government for the 4-H program. I believe our current facility meets our needs.
- Decisions made and move forward.
- Lay ground work to developing a strategic plan for programming in future a list of 4-6 key objectives, one being an office location for interim (1-3 years), long term plan to develop a facility to launch the 4-H center of excellence concept.
- Common goals.
- Kids are different and not all need the same things, popular activities come and go, emphasize variety.
- how 4-H will be funded in the future

Appendix C

4H Summit Participant List

Brookings County 4H Summit Sign-In Sheet

First Name	Last Name	Connection to 4H	Community
Denny	Caruiz Guel		
Betty	Knutsen	- Volunteer	Volga
Dede	Schulte	- parent	Brookings
Patryn	Schulte	- West Sioux II	Brookings
Tyler	Jensen	- White Co. Better	
Jamie	Tangen	- Leader Bruce Honey Bees	Bruce
Delanie	Tangen	Bruce Honey bees	Bruce
Tara	VanderWal	Parent Bruce Honey Bees	Volga
Kathy	Apland	- Volunteer	Brookings
Kelly	VanderWal	- Parent	Volga
Marian	VanderWal	- member/West Sioux II	
Ann	ROSS	- Volunteer	White
Pennie	Lutz	- Parent	Bruce
Oda	Sloum	- volunteer	Annona
Temy	Wendz	- Volunteer	Bhr.
Barb	Telkamp	- former leader	Brookings
Dwayne	Rackos	- 4-H Foundation	Brookings
Ginger	Post	- Parent	Volga
Mandi	Petersen	- Volunteer	White
Laurie	Ching	- Parent	Bruce
Abby	Ching	- Bruce Honey Bees	Bruce
Scott	Mack	- Parent	Brookings
Norris	FRICK		White
Barb	Brands	- former 4-H member	Bruce
Al	Alford	- 4-H Foundation	Brookings

Brookings County 4H Summit Sign-In Sheet

First Name	Last Name	Connection to 4H	Community
Mary	Mogstad	former leader	Volga
Jo	Waldner	former 4-H promoter	Brookings
Rich	Waldner	hobby rabbit 4-H	Brookings
Georgia	Jensen	parent	Brookings
Stephne	Miller	Commission	Brookings
Carolyn	League	Community - Retired	Brookings
Jennis	Hoffinger	Community Support Person	Brookings
Mallip	VanderWal	volunteer	Volga
Kay	Torenby	former parent/leader	Brks
Jordan	Schulte	West Sioux II	Brookings
Susan	VanderWal	Volunteer	Brue
Eric	Sterud	"Grandpa"	Brks
Keri	SKroch	Parent/volunteer	Brookings
Beillie	VanderWal	Member/volunteer	Brookings
Jenny	Grendler	parent/volunteer	Brookings
Dawn	Werborg	Parent/volunteer	Brookings
Don	Coell	friend	"1"
Frankie	Pickard	shooting sports photography volunteer	Brookings
Howise	Coall	Little Leprechaun	Brks
Dan	Nelson	Parent/volunteer	Sinai
Kristy	Nelson	Parent/volunteer	Sinai
Dawn	Taylor	Parent/volunteer	Volga
Jasen/one	Wane	Parent	Brookings
Jay	Wane	4H member	Brookings
Jenne	Wane	4H member	Brookings

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Brookings County 4H Summit Sign-In Sheet

First Name	Last Name	Connection to 4H	Community
Don	Larson	Commissioner	-
Carrie	Thompson	Medary Creek Beavers	parent - E Uctora
Cody	Larson	Northview lads & lassies	Brookings
Brent	Larson	Northview lads & lassies	parent - Brookings
Brianna	Larson	Northview lads & lassies	Brookings
Kylie	Eckman	member	Brookings
Patty	DeZeeuw		Elkton / Bkgs
Aaron	Singrey	Bruce Honey-Bees	Bruce
Tara	Johnson	Past 4-H Member	Bruce
Isaac	Jack	Medary Creek Beavers	Brookings
Alan	Vandeword	West Sioux TI	Brookings
Lisa	Elsinger	County Lines	Brookings
Rick	Geppert	4H	Brookings
Susan	Robbins	parent / Volunteer / leader	County
Shag	Miller	parent / Volunteer	Bruce
Larry	Jensen	parent / Volunteer	Aurora
Jim	Gutormsen	Volunteer	Bkgs
Shawn	Johnson	4H Director	Shai
Shane	Johnson	parent / past 4H'er	Bruce
Gay Linn	Eckman	parent / past member	Bruce
Shari	Avery		Brookings
Jim	Gilbertson	parent / coach	Brookings
Lloyd	Metzger	parent	Brookings
Bryan	Waltz	ADVOCATE	BROOKINGS
Ann	Vostel	leader	Volga

Brookings County 4H Summit Sign-In Sheet

First Name	Last Name	Connection to 4H	Community	
Dobby	Otten	children's members former member	White	/
Sandy	Hanson	interested because of former family membership	White	/
Beth	Frederiksen	former 4H leader ^{was} out of	Elkton	-
Liberty	Thompson	member of 4-H	Elkton	-
Tom	Yseth	County Commission	Brkgs	-
Dennis	Rebelein	Parent Member/Vol	Brkgs	-
Dan	Overbo	Sons in it	Brkgs	-
Jim	Pickard	OAC Pres	Brkgs	-
Dani	Taack	Medary Creek beaver	Brkgs	-
Jensina	Lund	Chamber of Commerce	Brkgs	-
Amy Vorch	VandelWeerd	4-H Parent	Brookings	-
Dave and	Gullikson	Karmy Emp on 4H	Brookings	-
Rich	Howers	Retired 4-H spec.	Brkgs	-
Becca	Aplond	West Sioux II	Bruce	-
Jensina	Davis	4-H Member (Medary Creek Beavers)	Brookings	-
Mark	Pederson	4-H Parent	Bruce	-
Jana and	Pederson	4-H Parent - leader	Volga	-
Nancy	Hartenhoff-Grooks	Aunt of 4-Her, former	Brookings	-
Joel	Feter	4-H leader/past	Brkgs	-
Karen	Jorenby	Parent - NVLL	Ranks/Aurora	-
Mark	Jorenby	Parent - NVLL volunteer	Ranks/Aurora	-
BOB	BURICE	Parent - NVLL ^{SHOWING} & SPORTS volunteer	BROOKINGS	-
Mark	Bullington	Parent	Brkgs	-
Julie	Tangen	Parent - ^{Bruce Honey} bees	Brkgs /Bruce	-
Dennis	Falken	Commissioner	Brkgs	-

Brookings County 4H Summit Sign-In Sheet

First Name	Last Name	Connection to 4H	Community
RaeAnn	Bowes	Volunteer / Parent	Brookings -
Deb	Fourel	Leader Extension Board	Bruce -
Mary	Meld	Parent	Aurora -
Mat	Ficht	PARENT	Volga -
Troy	Johnson	" "	Brookings -
Sharon	Janowal	Parent	Blue -
Tammy	Rebelein	Parent / Volunteer / Alumni	Brookings -
Dawn	Byers	Parent / Past Leader	White -
Amy	Singrey	parent / alumni	Brkop -
Dylan	Singrey	member	Brkop -
Preston	Singrey	member	Brkop -
Caden	Singrey	future member	Brkop -
Simi	Murk	parent / 4H Advisor	Brkop -
Tom	Richter	Parent / Alumni	Brookings -
Ron	Parnold	Alumni / Leader / Volunteer	Brookings -
Andy	Dupree	Alumni ext board	" -
Jennifer	Harrison	Alumni	Bruce -
Lynn	Dannall	Alumni	Brkop -
Carolyn	Knutsen	Parent	Brkop -
Don	Boone	BROOKINGS	USB -
Gwen	Larson	Parent	-
Victoria	Blatchford	parent / volunteer	Brookings -
Alan	Gregg	Board	Brookings -
Made	Klein	parent	White -
Joe	Klein	Parent	White -

Appendix D

4H Summit Notes/Raw Answers

Findings for Question 1: Communications

Is communication an issue within the **Brookings County 4H** program/community? If so, where are the shortfalls?

- Commissioners need to attend 4H functions too
- No direct communications with county commissioners
- Communications from office to members and clubs good and informative
- Communications with state office isn't good
- Communication between the 4H Extension Board/Swiftel center/4H office/County Commissioners
- County Commission communication with 4H office
- Understanding the delineation between Brookings County 4H and SDSU 4H Foundation (Foundation does not speak for Brookings County 4H)
- Plan for 4H in the outdoor adventure center? Full budget disclosure for OAC
- Better communication between county, city, public and commission
- Better communication between extension
- Can people not currently involved in 4H still have a way of knowing what's going on?
- Only communication is through commission minutes (need to be more timely)
- Need to get the word out to non-4H community
- GAP in communication between 4H and County Commission
- Perceived negative relationship between 4H and County Commission
- Community knowledge of what is 4H
- Only electronic communication
- Lack of radio/media of events and programs
- Media coverage of events
- Not using the 4H advisor effectively
- What ways can we use the extension board
- Communication in 4H is good and positive
- Communication to non-members is lacking (a new way is needed, i.e. newspapers)
- Communication to/from commissioners needs to improve
- Lack of understanding between commissioners and 4H
- Communication in transition with extension and different boards
- 4H vs. extension board (wording)
- Lack of communication between 4H and commission
- Different boards in 4H – Foundation separate from county
- Boys and Girls club
- Achievement Days are 5 day not 7 day contract
- Community does not know information without working at getting any information
- Parents get inconsistent sources of information(a little here, a little there) needs to be reliable
- Survey time and promotion of Summit meeting too short and not wide spreading information
- 4H PR very limited, hard to find information to start programs
- Need advocates

- Need consistent messaging – media kits for 4H week, schools, after school programs
- Swiftel and ITC channel – add 4H programming
- Lack of communication between city and county
- Lack of communication between 4H members and leaders
- Send more emails about leader’s meetings
- Use meeting minutes
- Increase staffing
- Develop long-term strategies
- There is a lack of defined responsibilities
- Accurate information in a timely manner
- Preconceived ideas without facts
- Who is to answering to whom?
- No consistent communication between extension and commission
- Commission is unclear of laws vs extension is following the law (example is the checkbook)
- Confusion between extension, state, and commission
- Communication from 4H to their members (what media reaches families)
- Short attention minded population requires information on a regular basis not half-time help

What measures can be done to address deficiencies in communications?

- I-grow needs to be more efficient
- More media press
- Need more Ag representation on or with county commission and city council
- GAP
- Invite Newspapers (monthly agenda)
- Send monthly calendar of events to newspapers
- A representative from Swiftel and Sonia Mack need to work together to set dates and inform commission
- Add a full time secretary/assistant (4H agent is not in the office to keep the doors open)
- More objective journalism at city level
- Need to want to support 4H and listen to what 4H is saying
- Move coverage in newspaper, radio etc. (stop using 4H as a filler and make it an actual story.
- With more coverage – more people would be aware and involved.
- More 4H brochures in the hands of youth
- Chamber should promote 4H to those new to town
- More sponsors of 4H activities
- Communicate about the program – 4H is more than livestock
- Educating people about the program is vital to growth. Current programs have evolved from yester-year
- Need to provide clarity about 4H in Brookings County – differs from “State 4H Office” and “SD 4H Foundation
- Improve communication between 4H and County
- Understand that 4H is all about youth, youth development, leadership skills, etc.
- Put 4H events in “community calendar” and in all community papers
- Put 4H events in the Chamber News
- Radio
- Club reports to County Commissioners
- Commissioners attend the 4H activities
- Lack of information on extension board
- Clarification of organization (support committees/groups and leaders association/extension board)
- County fair feel/countywide
- Use of media
- Media support
- More Ag business support
- Have a group of 4H members meet and communicate monthly with other community groups
- County commissioners need to listen to their voters
- Address deficiencies – understand what the county is offering to 4H
- Communication from state what boards job description is
- More press releases on 4H activities
- Put in Brookings paper

- Get the word out on what 4H does in the county and in the schools
- Fix iGrow to be user friendly (have current information, real online registration, and links that work!)
- Increase staffing to get 4H information to schools (to increase awareness of programs, character counts, to get 4H PR out, information on hours of operation.)
- Online tools to access media kits
- Keep online tools current and relevant
- Utilize Chamber Ag committee members
- Take 4H to Main Street
- Bring solutions from National 4H State of South Dakota to the county commission, 4H leaders, 4H staff, parents, and 4H members to organize the communication from leadership and address the needs.
- Have a liaisons for county and city meetings
- Parent should attend meetings
- Develop a strategic plan
- Clearly defined process of who should be communicating to whom
- Organizational Chart
- Stronger leadership
- 4H should promote accomplishments through media (example is Hobo Days Parade)
- Expand 4H brands in schools/Boys & Girls Club
- Partner with other organizations
- Fulltime office employment (staff)

Findings for Question 2: Program Enhancement

Which 4H programs would most benefit from enhancement and/or expansion?

- Public presentations
- Leadership and Citizenship
- Community service
- Basic life skills
- Talking on your feet
- Current programs are sufficient
- Enhance and expand robotics
- Develop younger project leaders
- Broadcast/Journalism
- Boys/Girls Club
- School – GAP/BASE
- Information about what projects are available
- Club involvement
- More judging and decision making opportunities
- Why ask those already involved in a program? Let's increase enrollment and see what the new members want?
- Science and engineering/robotics
- Basic life skills (cooking, clothing...)
- Consumer science skills
- Decision making/judging
- Move focus from the programming to creating better citizens (coping, competencies, contributory...) and use the programs to do it, regardless of the program.
- Move contacts into members
- Current 4H members mentor future 4H members
- Full-time office person
- Improve communication
- Shooting sports through school busing from GAP or Special Foods
- Start robotics and computer tech earlier in age
- Connect STEM related programs with schools
- Enhance non-ag related programs like character counts
- Leadership and public speaking should/could be grouped rather than individualized
- Facility to house all 9 clubs
- Livestock auction for raising money for members and programming
- Get nonfarm kids involved by showing livestock
- Learn about Ag and character counts
- Not picking and choosing one individual program – each program is going to be specific to each individual
- Add technological programs that will help and encourage 4H to move forward
- 4H needs to stay current/modern and appealing

How can Brookings County 4H enhance and/or expand these programs?

- Expand county fair with carnival – puts people in front of 4H community
- Generates more involvement
- A need to address previously discussed issues (vision, strategic plan, staffing, a 4H home to be proud of
- Shooting Sports only participants should be required to be an active participant in a traditional 4H club.
- Clarity of where the facilities will be in upcoming years – then we will know better what needs to be improved
- More funding for a qualified staff in extension office (Need at least 2 people, one for working with kids and one for computer/tech work.
- Moving would mean starting over and spending money but having our own 4H grounds would be beneficial and increase involvement. It would be ours so we wouldn't have to leave – it would/could be open to the public all the time unlike the Swiftel Center.
- Identify volunteer leaders that have specific project area interest and expertise
- Need a “Home” for 4H to enhance programs – this need to be addressed first!!! (it would build stability)
- Community service (volunteering)
- Need full time support staff
- Grants, work-study, interns to help with workload
- Include shooting sports accomplishments at Achievement Days to increase interest in other 4H activities
- More Clubs
- Improve iGrow
- More volunteers and STAFF
- Start life-skills demo in their smaller groups before going to the county
- We need to identify programs that are growing most and getting the most interest so we can track new demographics.
- Use community resources (Outdoor Adventure Center, collegian 4H, other SDSU groups i.e. livestock)
- Use county commissioners as resources
- Leadership training
- Have on facility location to hub activities, get information, and allow ease of access of programs (example would be the Outdoor Learning Center)
- Programs to add: personal finance
- Enhance technology tools, and communication
- Fix iGrow
- Make 4H the primary source (perceived and actual) as character and educational enhancement for future leaders
- Value 4H stakeholders: county commission, 4H leaders, parents, community, schools, members, Jr. leaders, and businesses
- Get into schools

- Explain to members about projects
- Utilize different age groups
- Develop partnerships
- Utilize our 4H junior leaders
- Expanding and training the volunteers
- Use current members to demonstrate the programs in the community
- Project nights in an appropriate location/size facility