



University of California

Agriculture and Natural Resources | 4-H Youth Development Program



Evaluation Report for the 2014 Online Record Book Satisfaction Survey

California 4-H introduced an online version of the 4-H Record Book (ORB) in 2011. Since then, nearly 9,000 people have logged into the system to enter information, take a spark survey, and connect with other members using the social media interface. Over 160 4-H volunteers around the state have been trained on ORB through a dozen workshops, an ORB support website was created (<http://4horb.weebly.com/>), and an ORB training team was established.

Sample: 198 Youth, 33 Adults



Youth Members Adult Volunteers

User Satisfaction Survey

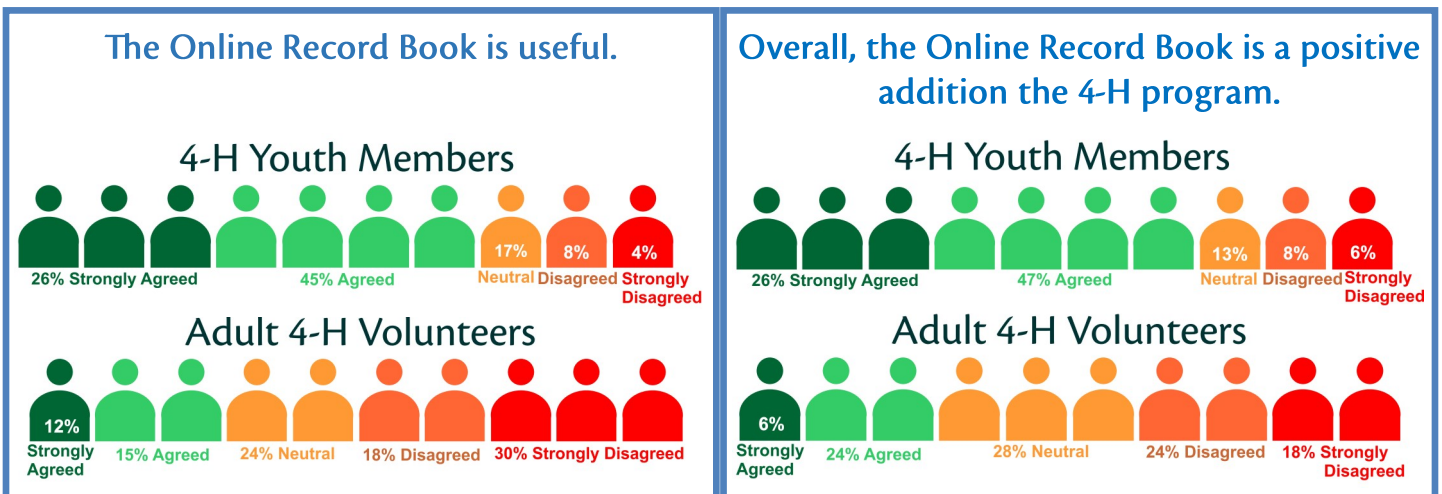
To evaluate user satisfaction with ORB, we administered a 14-question survey in July 2014. The online survey was embedded in ORB and emailed as a separate link (to ensure the survey was completed by those not currently using ORB). Data was collected from 198 youth (67% female) and 33 adult volunteers (90% female).

How did youth find out about ORB?

In general, 4-H members reported being talked to about using ORB from 4-H project leaders (78%) and parents (86%).

How do youth and adults feel about ORB?

In general, while youth found ORB to be useful and a positive addition to the 4-H program, adult volunteers did not find ORB to be useful or to be a positive addition to 4-H. There was a statistically significant difference between the youth and adult perspectives- youth were more positive in their views about ORB than were adult volunteers.¹



What do people like and dislike about ORB?

Two open-ended questions invited participants to share what they liked and disliked about ORB. Responses were coded into categories. The word clouds show the categories that came up most often.

Youth Likes: The most common response was the online format of the record book (54.9%), which included features such as the ease of data entry (particularly the “I attended this” hand feature), the professional look, and that ORB keeps information organized and keeps youth on track. The second most frequent response was general positive feedback (24.6%) such as “It makes doing the record book a lot easier” and “It is easily accessible”.

Adult Likes: The most common response was also in regards to the online format of ORB (50.0%). In stark contrast to the youth, the 2nd most frequent response was general *negative* feedback (29.6%) such as “I am really not in favor of the ORB” or “nothing”.



Youth and Adult Dislikes: For youth and adults, the most frequent challenges about ORB was general technical glitches (youth: 37.8% and adults: 56.7%), such as issues related to uploading photos and deleting activities and events. Youth also mentioned navigation issues (15.2) as a challenge, while adults found ORB confusing and complicated (10.0%).



What we learned from this survey

- In general, youth found ORB useful and a positive addition to 4-H, but adult 4-H volunteers did not.
- While both youth and adults reported liking the possibilities of an online system, they disliked many technical glitches that created challenges to using ORB.
- Navigating the user interface posed challenges to many—for example, one youth said, “There is a lot of clicking to get back to places and trying to find things can be a tad challenging to say the least sometimes.” Dozens of other comments pertaining to the navigation provided a clear indication that this should be addressed.
- Finally, the positive response to ORB from a majority of youth 4-H members provided support that ORB is a worthwhile investment and should continue to receive support both statewide and in counties.

¹The adult sample size was small (N=33) for this analysis. Thus, results should be interpreted with this limitation in mind.

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