Evaluation Report for the 2013 and 2014 State 4-H Field Days

Since 2002, hundreds of 4-H members and adult volunteers have gathered on the UC Davis campus on the last Saturday of May to participate in the State 4-H Field Day. Estimated annual attendance is 1,400 4-H members, adult volunteers, staff, and parents from across California.

The event is the largest statewide 4-H activity and invites a ‘picnic’-like atmosphere where families enjoy the day on campus while youth participate in contests. The State 4-H Office provides overall coordination support and each contest and activity is independently coordinated by a group of 4-H adult volunteers and youth.

Evaluation Methods
In 2013 and 2014, attendees at the Field Day were invited to complete a brief survey. In both years, survey collection began about half-way through the event. Those who completed a survey received an incentive (in 2013 a 4-H Centennial lapel pin and in 2014 a 4-H Healthy Living water bottle).

Activities and Contests at the State 4-H Field Day:
The table below provides an overview of the types of activities at the Field Day and the number of contests in which people participated in for both years. (NOTE: Members, adult volunteers, parents, and visitors all completed surveys.)

### Table: Survey Responses by Contest

<table>
<thead>
<tr>
<th>Contest</th>
<th>Description</th>
<th>2013 Survey Responses</th>
<th>2014 Survey Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>ALL</td>
<td>Youth Member</td>
</tr>
<tr>
<td>Presentation Day</td>
<td>Youth receive feedback from volunteer judges on their public speaking.</td>
<td>202</td>
<td>148</td>
</tr>
<tr>
<td>Judging Contest</td>
<td>Youth learn to judge and rank items based on standards.</td>
<td>125</td>
<td>102</td>
</tr>
<tr>
<td>Entomology Contest</td>
<td>Youth identify insects and take a written test.</td>
<td>35</td>
<td>30</td>
</tr>
<tr>
<td>Chess Contest</td>
<td>Youth compete with each other in chess.</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Fashion Revue</td>
<td>Youth display their clothing and textiles that they’ve made, sewn, or assembled.</td>
<td>115</td>
<td>70</td>
</tr>
<tr>
<td>Logo Design Contest</td>
<td>Youth submit designs for the following year’s Field Day and vote for one design.</td>
<td>39</td>
<td>29</td>
</tr>
<tr>
<td>Film Festival</td>
<td>Youth submit their films for viewing.</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>Plant Science Contest</td>
<td>Youth identify plant samples and take a written test.</td>
<td>58</td>
<td>44</td>
</tr>
<tr>
<td>Interview Contest</td>
<td>Youth apply for a mock job by preparing a resume and being interviewed by a panel.</td>
<td>32</td>
<td>25</td>
</tr>
<tr>
<td>Photography Contest</td>
<td>Youth submit their photographs for judging.</td>
<td>49</td>
<td>34</td>
</tr>
<tr>
<td>MyPlate Challenge</td>
<td>Youth submit a photograph of their MyPlate.</td>
<td>23</td>
<td>18</td>
</tr>
</tbody>
</table>
Who responded to the survey?
Anyone who wanted to complete a survey.

In 2013, 365 surveys were received while in 2014, 537 surveys were completed but surveys from visitors were removed before analysis.

The median age of youth completing the survey in 2013 was 12 while in 2014 it was 13. Youth, on average, had attended the Field Day twice.

The chart to the right includes the breakdown of responses by gender and years in 4-H.

What did they say?
Overall, people responded favorably about the Field Day on all seven questions. There were no statistically significant differences in satisfaction between 2013 and 2014.

I am satisfied with the Field Day.

I was treated with respect by judges.

I want to attend next year’s Field Day.

I learned something new at the Field Day.

I will recommend the Field Day to other 4-H members.

I plan to continue in 4-H for another year.
Exploring Satisfaction with the Field Day
To explore satisfaction, participants’ responses to the questions asking them to rate their satisfaction, desire to attend next year, and recommendation to others were combined, resulting in an overall satisfaction score ranging from 3 to 15.

Were people more satisfied with any particular contest?
No. Most responded with similar satisfaction regardless of the contest. There was slightly more satisfaction with the interview contest in 2013 and the MyPlate Challenge in 2014, but the differences were small.

Were adults more satisfied than youth?
There was no difference found between youth, adults, and others (like parents and visitors) in satisfaction either year.

Were girls more satisfied than boys?
Not in 2013, but in 2014 youth females were more satisfied than youth males, but the difference was minimal.

Were any background factors predictive of satisfaction?
No, there were no differences in satisfaction in any other background demographics such as age, years in 4-H, number of years participating in the event, the total number of activities someone participated in at the field day.

What were the reasons people were more (or less) satisfied with the Field Day?
Youth satisfaction was primarily influenced in this order: being treated with respect by the judges, learning something new, and feeling more connected to 4-Hers across the state.

Adult satisfaction differed between years; in 2013 it was feeling more connected to 4-Hers across the state while in 2014 it was learning something new.

These results must be interpreted with caution as they only explain around 30% of satisfaction, hence, there are other factors influencing people’s satisfaction with the event that were not captured by the survey.

Conclusion
Overall, youth and adults were highly satisfied with the 2013 and 2014 State 4-H Field Days.

Respondents reported feeling respected by judges, learning something new, and planning to continue in 4-H for another year. These results help reveal many of the valuable benefits achieved for youth and adults participating in the event.
**Requests from participants**
The most requested changes to help improve future events included:

- More signage from the parking areas and to each activity; maps available.
- Shaded areas when watching the stage; the afternoon sun was fierce.
- Improved organization and instruction for presentation day judges.
- Commemorative t-shirt with the Field Day logo available for purchase.

**Recommendations for future Field Days**

- Provide information and training to judges in asking good questions and writing constructive and tactful feedback to participants, which may improve youth satisfaction.
- Provide activities that help participants, particularly adults, network, mingle, and learn from each other, which may improve adult satisfaction.
- Ensure clear and consistent communication between contests, particularly for those contests with strict schedules like Fashion Revue.
- Finally, continue evaluating the Field Day in the future. Explore additional indicators of satisfaction to help determine what else contributes to satisfaction with the Field Day.

**Favorite Activities**

![Favorite Activities](image)