Background

- Enrollment in 4-H is declining nationwide.
- Understanding why youth join 4-H and how families hear about the program can help 4-H staff target recruitment efforts.
- The purpose of this study was to examine why youth join 4-H, as reported by 4-H members and their parents and guardians.
- We also examined how parents and guardians heard about the 4-H program.

Methods

- Data were collected as part of a multi-state study to understand youth retention in 4-H.
- Data were collected from 4,371 youth, 4,823 adults.
- Surveys were sent to 4-H members and their guardians after their 1st year in 4-H.
  - Data collection years were: 2015-16, 2016-17, 2017-18, 2018-19.
- Survey details are described in Lewis et al. (2018).

Implications

- Results provide information for targeted recruitment.
  - Encourage youth to bring a friend to 4-H.
  - Reach out to alumni and encourage them to reengage their families in 4-H.
- Promotional materials can emphasize that 4-H helps youth find their “spark” to help them try new things, have fun, build skills, and grow.
- For more details about these suggestions, scan these QR codes to view two videos:

References


To learn more about the study visit: http://ucanr.edu/4-hyouthretentionstudy

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In Loving Memory of Jeannette Rea Keywood