



#### Recruitment Strategies for 4-H: Evidence from the Youth Retention Study

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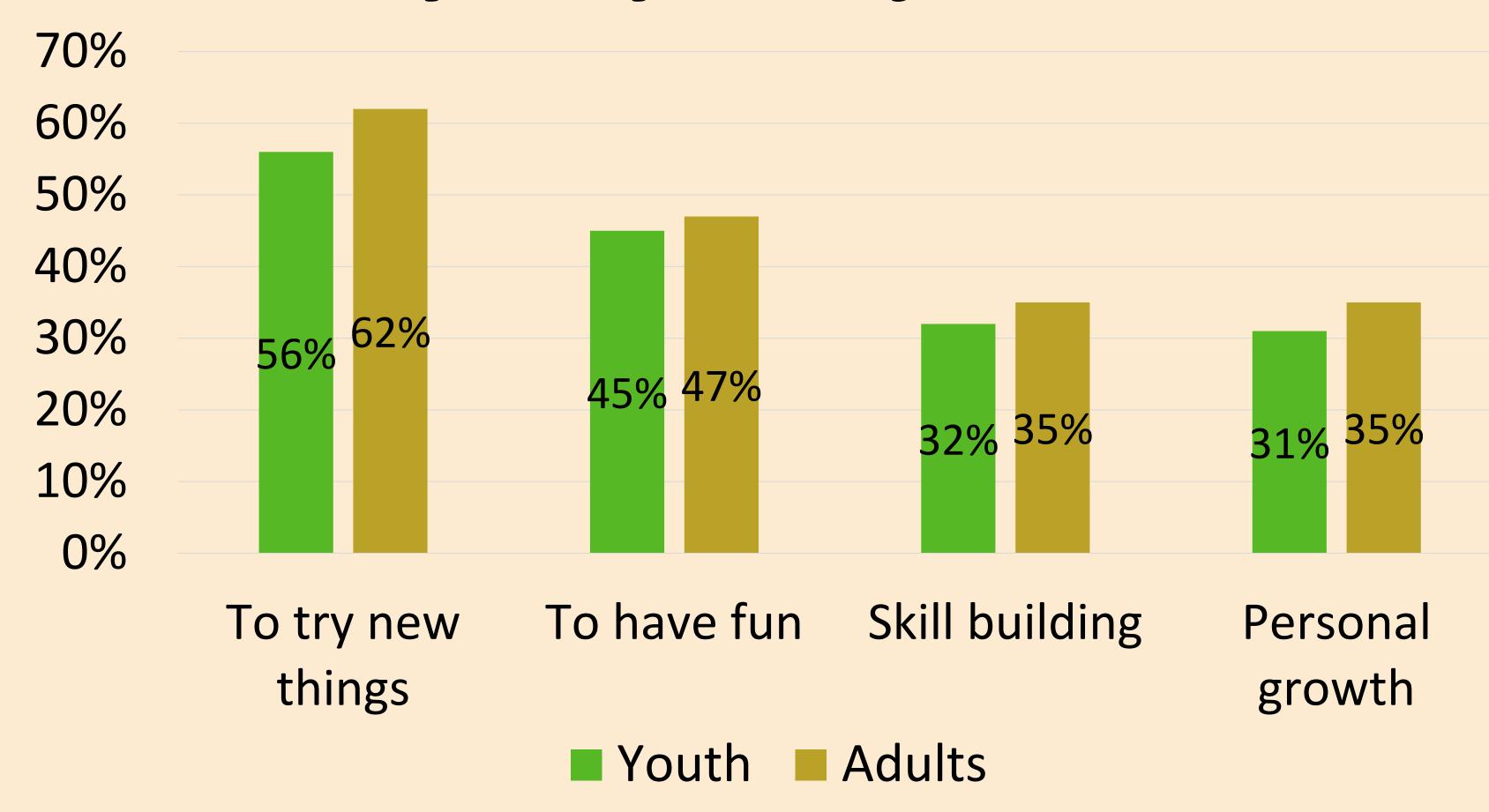


### Background

- 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.

# Retention

## Why do youth join 4-H?



#### To learn more about the study visit:

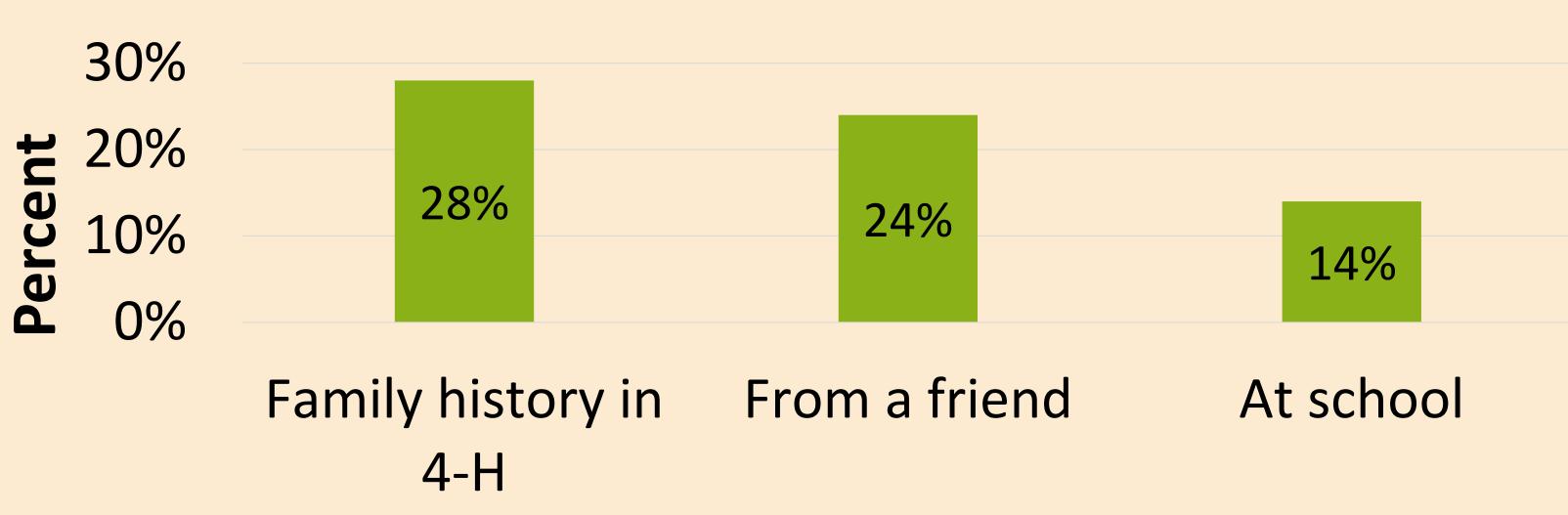
http://ucanr.edu/4-hyouthretentionstudy



### 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)

# How do parents (guardians) hear about 4-H?



Method of Hearing about 4-H



# 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:

Keeping Members in 4-H: A Look at Why They Join





Youth Retention Study: Keeping Members in 4-H





#### References

Lewis, K. M., Ewers, T., Miller, J. C., Bird, M., Borba, J., Hill, R., . . . Trzesniewski, K. (2018). Addressing retention in youth programs: A survey for understanding families' experiences. Journal of Extension, 56.

https://archives.joe.org/joe/2018june/tt3.php

In Loving Memory of Jeannette Rea Keywood