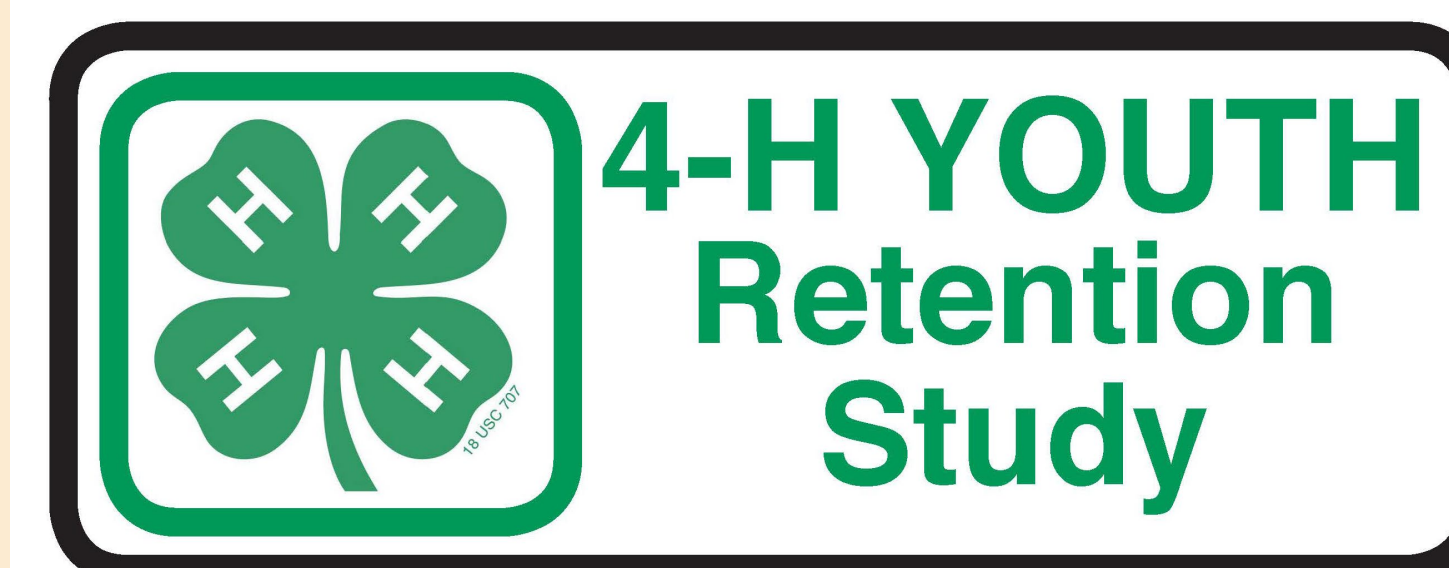


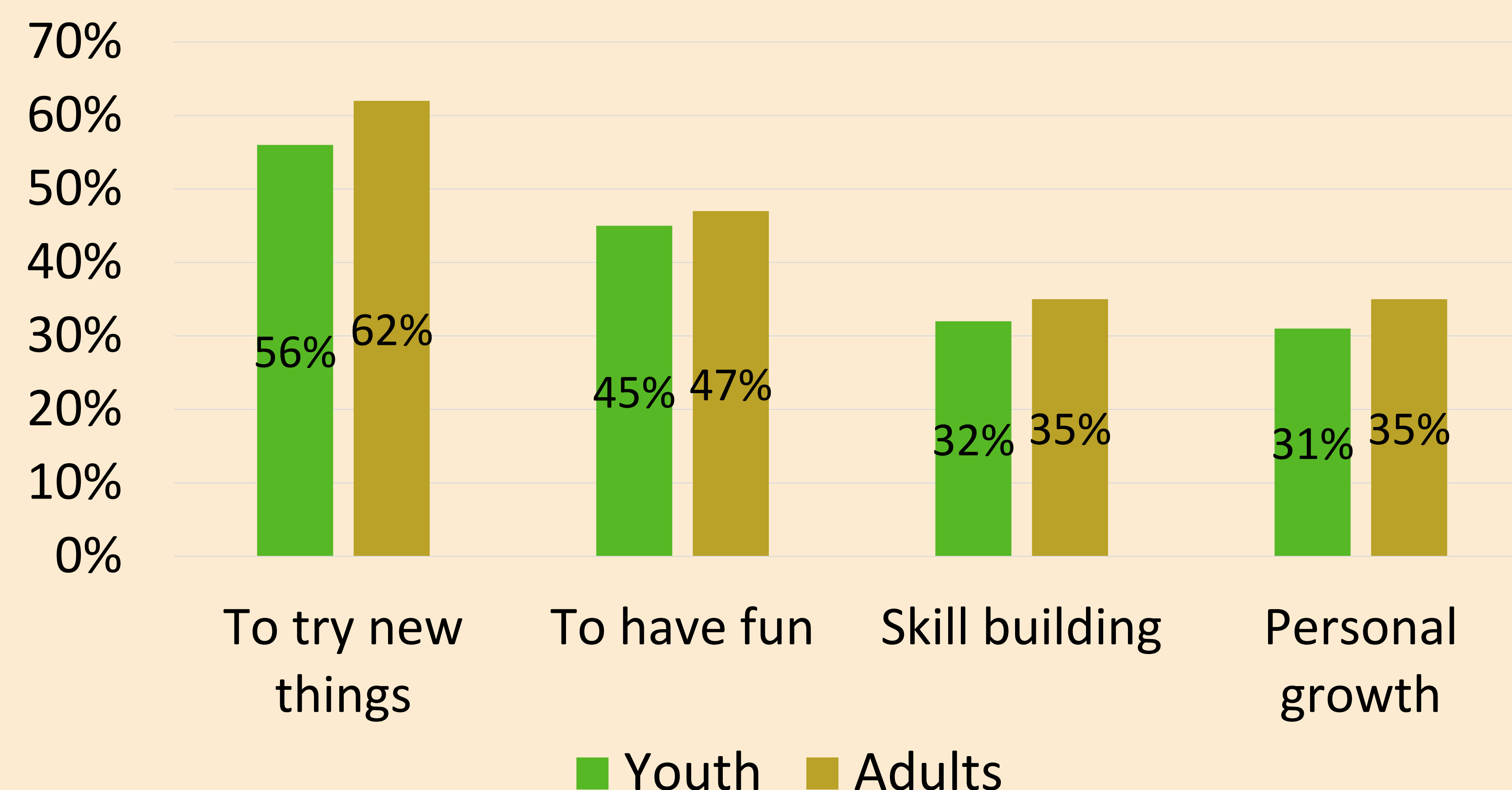


Background

- 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.



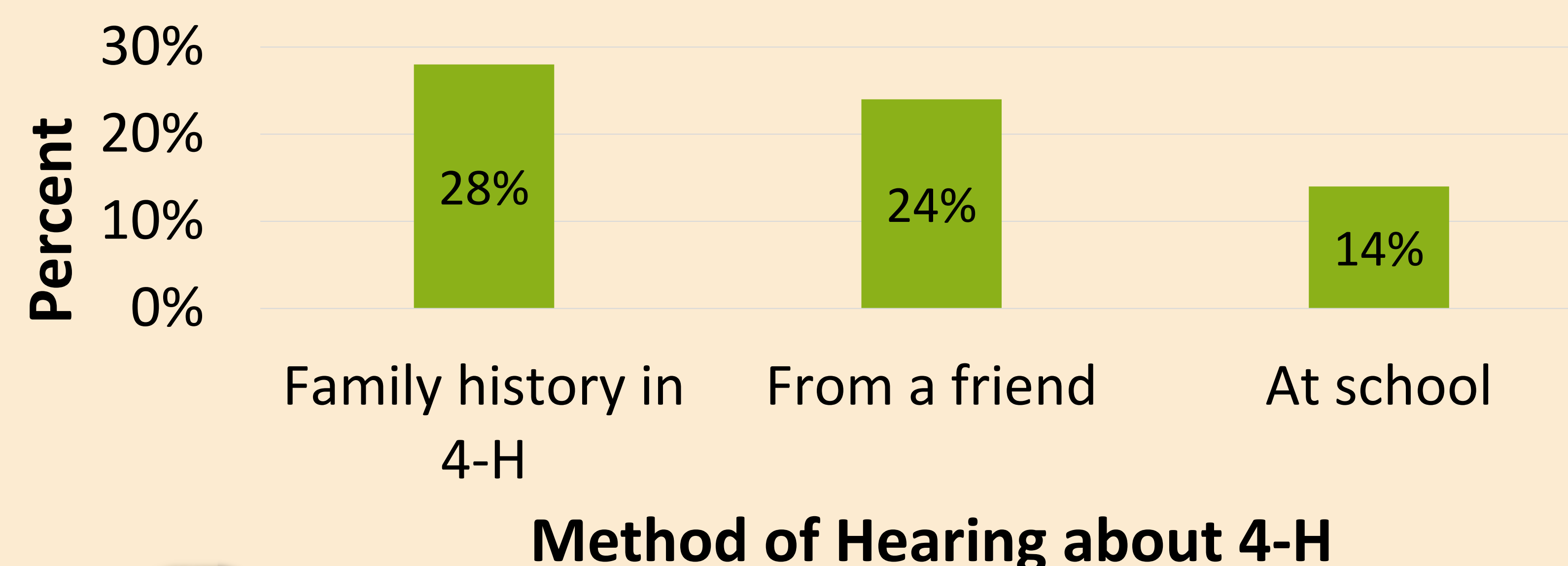
Why do youth join 4-H?



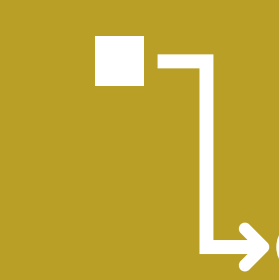
To learn more about the study visit:
<http://ucanr.edu/4-hyouthretentionstudy>



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



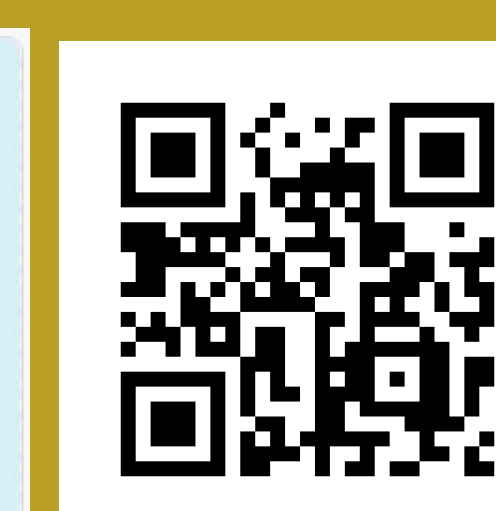
In Loving Memory of Jeannette Rea Keywood



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>