

## Background

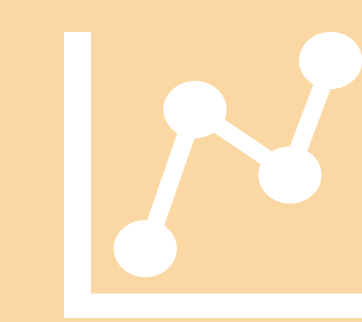
Enrollment in 4-H is declining nationwide.

The 4-H Youth Retention Study explores first-year experiences in 4-H from both member and adult perspectives. This multi-state research project seeks to understand why youth and families join and stay in the program. This poster provides an overview of the study's qualitative and quantitative findings. Specifically, reasons for joining 4-H, the best part of 4-H, and reasons for leaving 4-H.



## Methods

- Over four years (2015-2019), data were collected from eight states to understand youth retention in 4-H
- Data were collected from 4,371 youth 4,823 adults
- Online surveys were sent to 4-H members and parents (guardians) after their 1<sup>st</sup> year in 4-H
- Both qualitative and quantitative data were collected
- Survey details are described in Lewis et al. (2018)



## Implications and Key Points

- Understanding why youth join 4-H, the best parts of 4-H, and reasons for leaving 4-H can be useful to 4-H staff in identifying ways to retain members.
- Utilize results to develop resources and methods to better orient new families into the program and to develop strategic plans and materials to improve organizational practices and communication among leaders, families, and staff within the program.



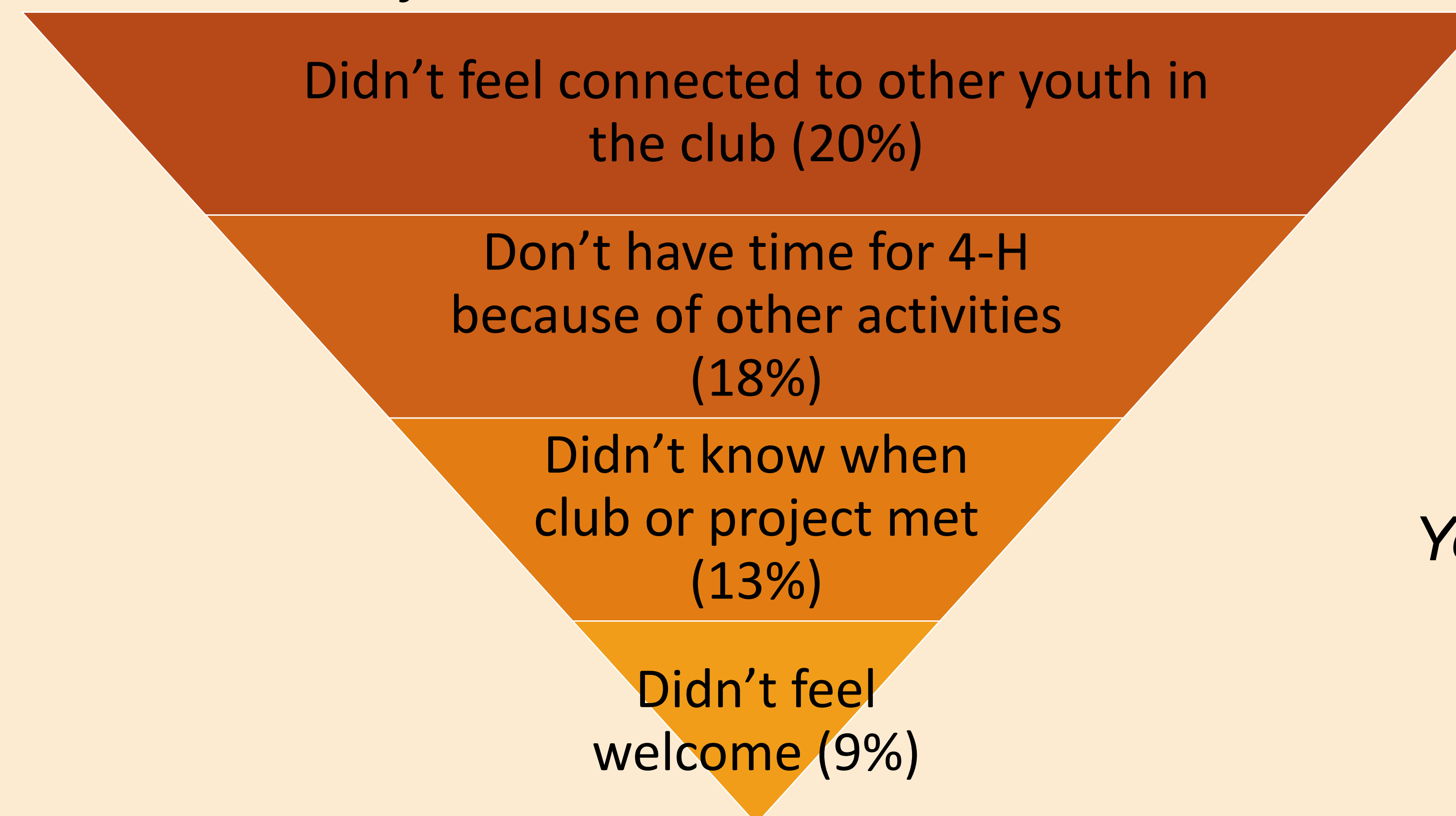
In Loving Memory of Jeannette Rea Keywood



## Findings

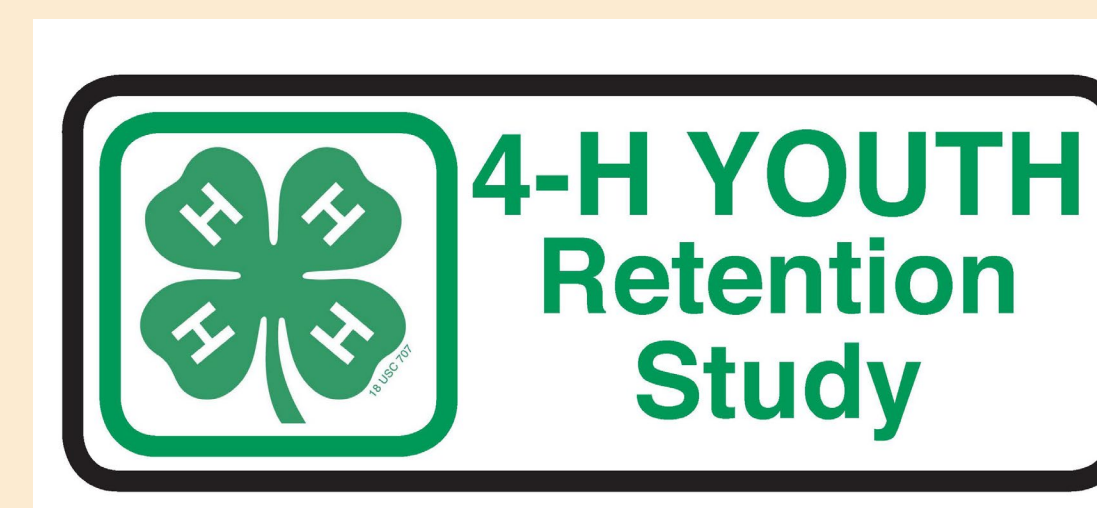
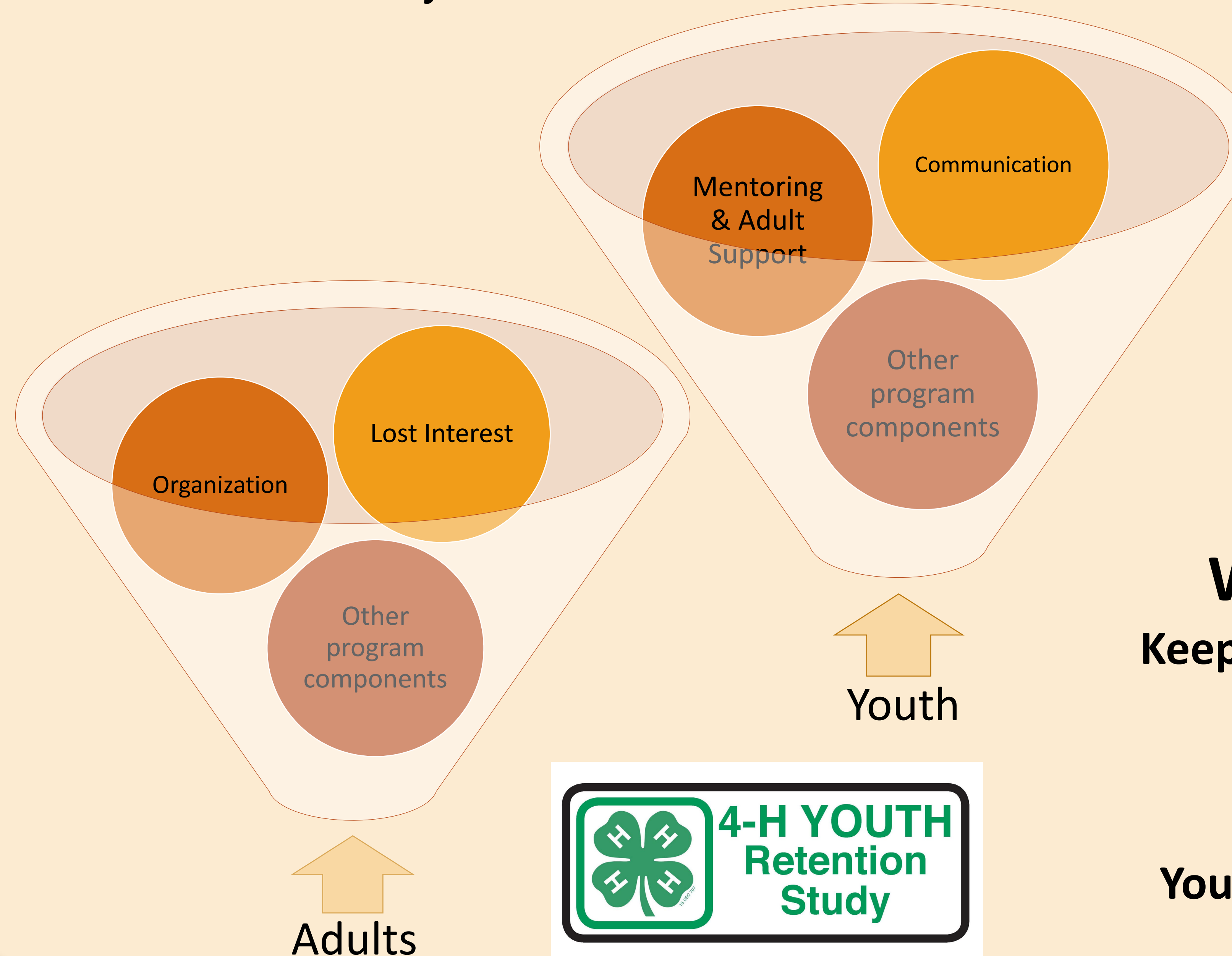
### Why Youth Leave? (Quantitative Data)

The top four reasons that youth indicated that may not continue in 4-H were:



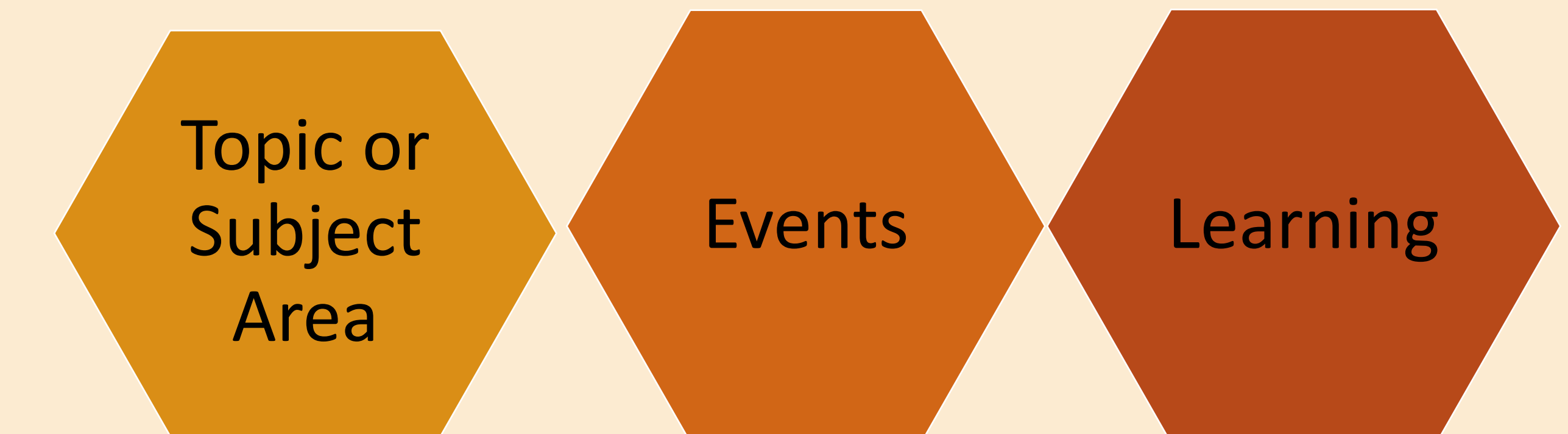
### Why Youth Leave? (Qualitative Data)

The top three reasons that youth and adults indicated they did not continue in 4-H were:



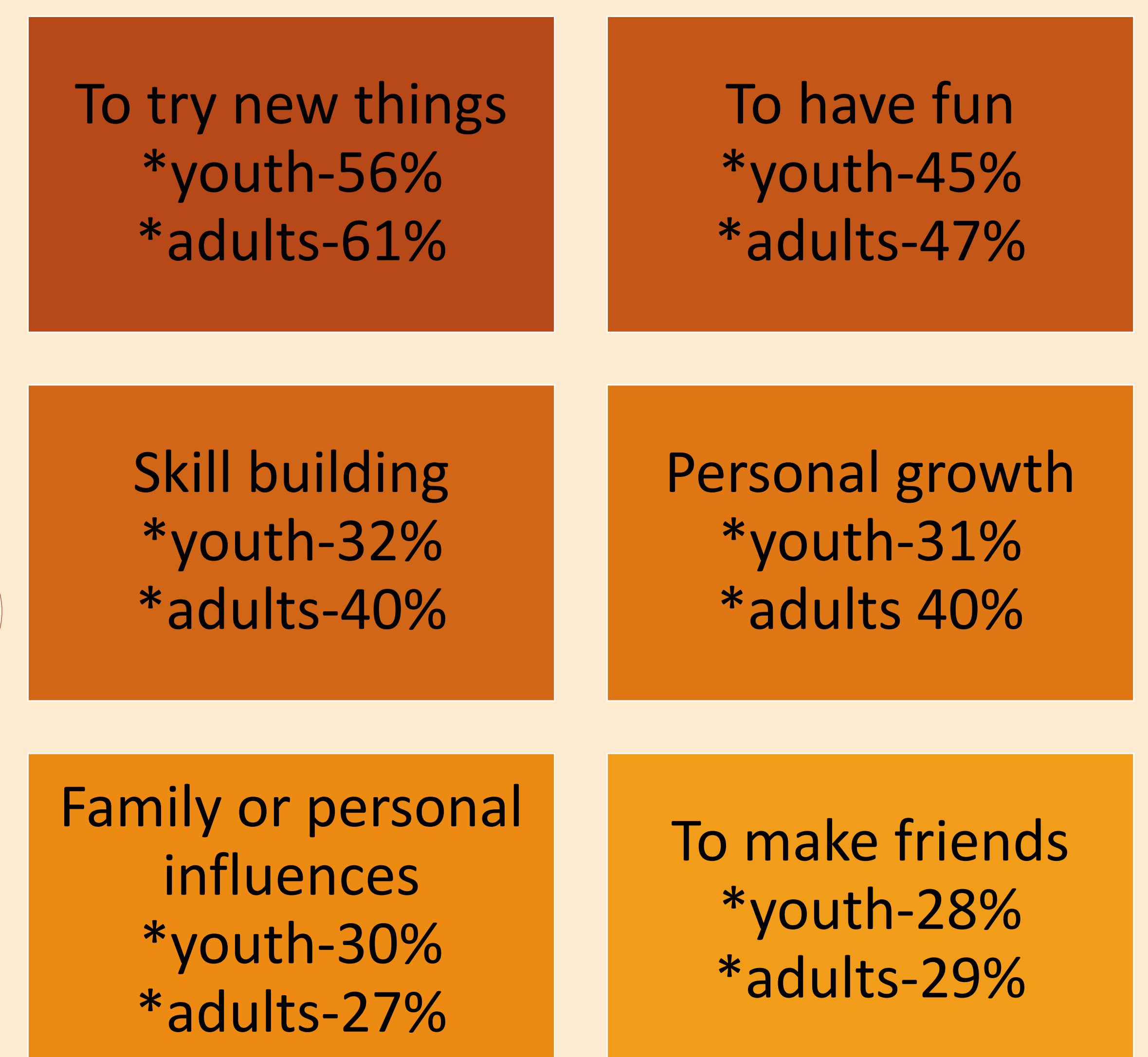
### What is the Best Part of 4-H?

Youth and Adults BOTH identified their top three reasons as:



### Why Did You Join 4-H?

Youth and adults report the same top reasons for having youth join 4-H:



## WATCH OUR RESOURCE VIDEOS

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



Youth Retention Study: Keeping Members in 4-H



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