



**CANADA**  
4-H Alberta

# **4-H Alberta Leader Satisfaction Survey 2019**



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### **Goal: Positive Enriching Culture**

4-H Alberta is recognized as a youth organization with a positive, enriching culture that is demonstrated through its' values of integrity, accountability, respect and excellence. 4-H Alberta encourages creativity, safety and fun.

### **OBJECTIVES**

The objectives of the 4-H Alberta Leader Satisfaction Survey 2019 was to gather input from adult 4-H volunteers in designated leadership roles (including general, project, key, regional and district council members) regarding:

- current volunteer professional development needs
- methods to better build their 4-H knowledge and skills to enable them to best fulfill their 4-H leadership role
- 4-H volunteer leader professional development opportunities currently involved in
- reasons for not participating in 4-H volunteer leader professional development opportunities
- specific wants and needs achieved through Leaders' Conference

The survey did not gather input about 4-H leader training and development opportunities offered outside of Alberta.

Survey results will be used to improve 4-H leadership training and development opportunities available to volunteers in leadership roles. To accomplish this, results will be shared between the 4-H Section, 4-H Council of Alberta, 4-H Foundation of Alberta, provincial advisory committees, key leaders and regional councils. The 4-H Section and 4-H Council of Alberta will work together with the provincial advisory committees, key leaders and regional councils to make improvements in training and development opportunities, as appropriate.

### **DEVELOPMENT AND DELIVERY**

The 4-H Council of Alberta and 4-H Section confirmed the objectives and drafted a survey for leaders based on 4-H Alberta's 2010 Retention and Recruitment research results and 2016 Needs Assessments results, KASA (Knowledge, Attitudes, Skills, Aspirations) evaluation objectives, and 4-H Canada's Positive Youth Development (PYD) Model.

Questions were reviewed by 4-H Council of Alberta Directors, 4-H Section Staff and a Government of Alberta (GoA) survey professional. Compiled into a survey format available in Google, it was then tested by 4-H Council directors, 4-H Alberta staff. Following some edits, the survey was made available to 4-H Alberta leaders to complete, in March 2019.

## 2019 4-H ALBERTA LEADER SATISFACTION SURVEY - RESULTS

296 surveys were completed and received from 4-H Alberta leaders indicating the following:

### **Leadership Roles filled** (respondents able to indicate filling more than one role)

General Leader –	<b>87</b> (29.5%)	Key Leader –	<b>22</b> (7.5%)
Assistant Leader –	<b>79</b> (26.8%)	District Council Member –	<b>63</b> (21.4%)
Project Leader –	<b>137</b> (46.4%)	Regional Council Member –	<b>35</b> (11.9%)
Cleaver Kids Leader –	<b>28</b> ( 9.5%)	Other –	<b>19</b> (6.4%)
		Provincial Advisory Committee Representative –	<b>17</b> (5.8%)

### **Leadership Role Duration**

190 (64.4%) – 1 to 5 years	22 ( 7.5 %) – 11 to 15 years
53 (18.3%) – 6 to 10 years	30 (10.2 %) – 16 years or more

### **Region Response Rate**

1 – South Region	38 (12.9%)	4 – Northeast Region	47 (15.9%)
2 – Calgary Region	44 (14.9%)	5 – Northwest Region	54 (18.3%)
3A – West Central Region	48 (16.3%)	6 – Peace Region	25 (8.5%)
3B – East Central Region	39 (13.2%)		

### **CLUB INVOLVEMENT (top responses)**

#### **Type of club associated with**

Multi-project club**	144 (48.8%)	Sheep	36 (12.2%)
Beef	131 (44.4%)	Canine	24 (8.1%)
Equine	64 (21.1%)	Dairy	4 (1.4%)
		Not applicable	5 (1.7%)

### **MOST PREFERRED METHOD OF RECEIVING INFORMATION**

Opportunity Specific emails	109 (36.9%)	4-H Alberta Magazine	12 (4.1%)
E-Scoop	56 (19.0%)	Mailouts	8 (2.7%)
Text Message	15 (5.1%)	Website	6 (2.0%)
<b>ALL OF THE ABOVE**</b>	<b>89 (30.2%)</b>		

### **TRAINING AND DEVELOPMENT OPPORTUNITIES IN THE PAST THREE YEARS**

#### **Participation in 4-H leader training and development opportunities**

Yes	115 (39.0%)
No	180 (61.0%)



### Reasons for NOT participating in 4-H leader training and development opportunities (top 5)

1. Other commitments	100 (61.0%)
2. Timing of offered opportunities	77 (47.0%)
3. Travel distance	56 (34.1%)
4. Not aware of the 4-H leader training and development opportunities	31 (18.9%)
5. Registration fee is not affordable	26 (15.9%)

### Most valuable 4-H leader training and development opportunities (top 6)

Leader's Conference/conferences	Connect to Kids
Train the Trainer	Leader Level Training
Knowledge College	Key Leader Cafe

### TOPICS or SUBJECT MATTER

#### TOPICS to learn about to deliver more effective 4-H activities and programs (top 5)

1. Roles, responsibilities and expectations of leaders	145 (49.2%)
2. Hands on clinics or workshops specific to projects	128 (43.4%)
3. How 4-H Alberta Policies and processes support members, leaders, clubs, regions, programs, activities	91 (30.8%)
4. Organizing, knowing rules and preparing members for communications	88 (29.8%)
5. Effective Committees	70 (23.7%)

#### AREAS that help become a more effective leader (top 5)

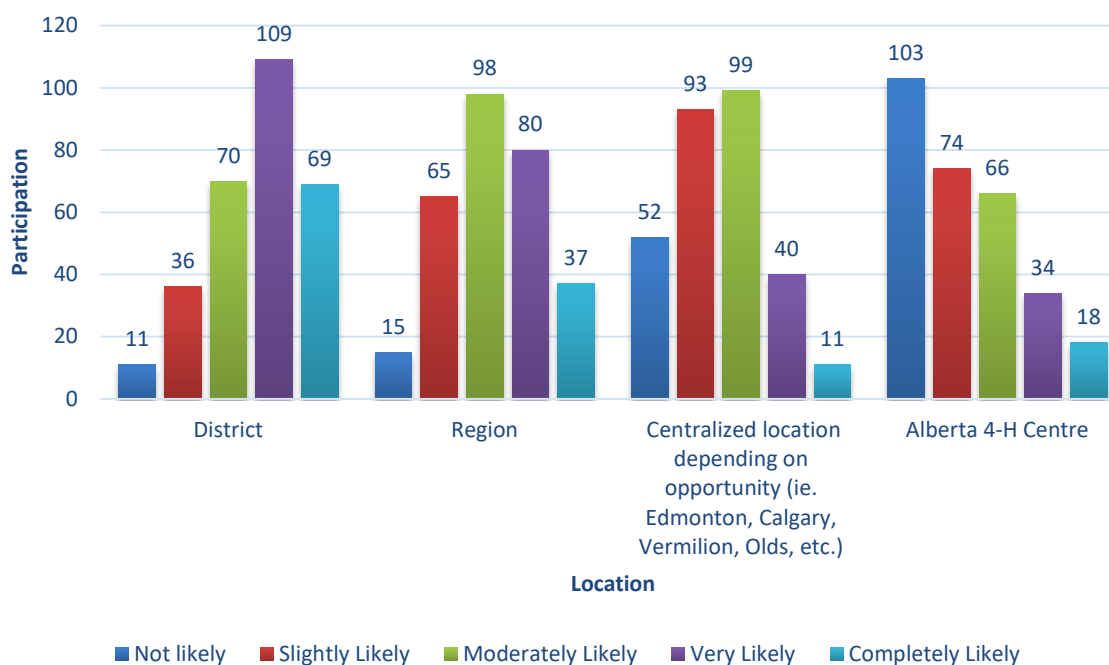
1. Strategies to get members involved in new 4-H activities and participating in personal leadership development	176 (59.7%)
2. Building positive relationships between 4-H members, 4-H leaders and volunteers	126 (42.7%)
3. Coaching and mentoring members and leaders effectively	115 (39.0%)
4. Developing age appropriate programming activities	113 (38.3%)
5. Positive Youth Development (PYD) principles to create, organize and deliver programs focused on and deliver programs focused on nurturing responsible, caring and contributing youth	106 (35.9%)

#### OPPORTUNITIES respondents would consider participating in (top 5)

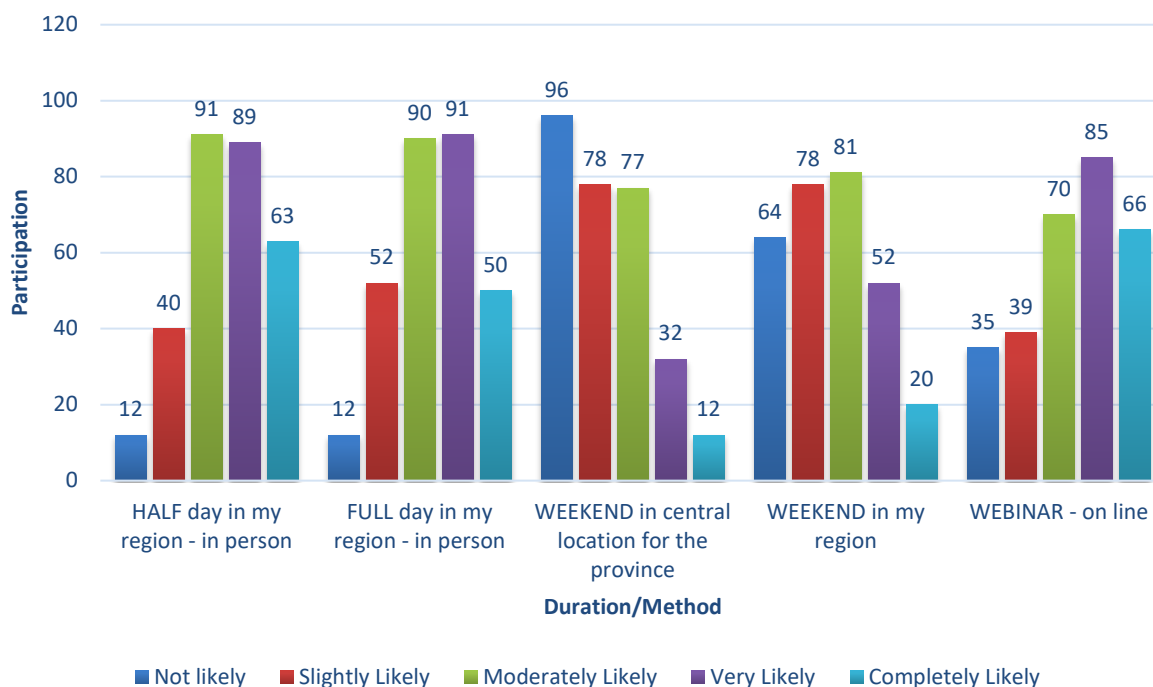
1. Leader training and development opportunity in my region	134 (45.4%)
2. 4-H Project specific webinars	125 (42.4%)
3. 4-H Project specific in-person training	122 (41.4%)
4. Opportunities for project and/or program committee sharing between regions	115 (39.0%)
5. A formalized structure to connect 4-H project leaders with related industry experts	111 (37.6%)

## LOCATION

### Participation in leader training and development opportunities at identified locations



### Duration/Method of participation in leader training and development opportunities





## **4-H ALBERTA LEADERS' CONFERENCE**

### **Have attended a 4-H Alberta Leaders' Conference**

Yes	109 (36.9 %)
No	186 (63.1 %)

### **Reasons for NOT attending 4-H Alberta Leaders' Conference (top 5)**

1. Other commitments at this time	131 (70.4%)
2. Travel distance	73 (39.2%)
3. Time of year does not work for me	60 (32.3%)
4. Other conference related expenses (hotel, etc.)	58 (31.2%)
5. Not aware of the 4-H Alberta Leaders' Conference	25 (13.4%)

### **MORE LIKELY to attend if 4-H Alberta Leaders' Conference held in which MONTH (top 6)**

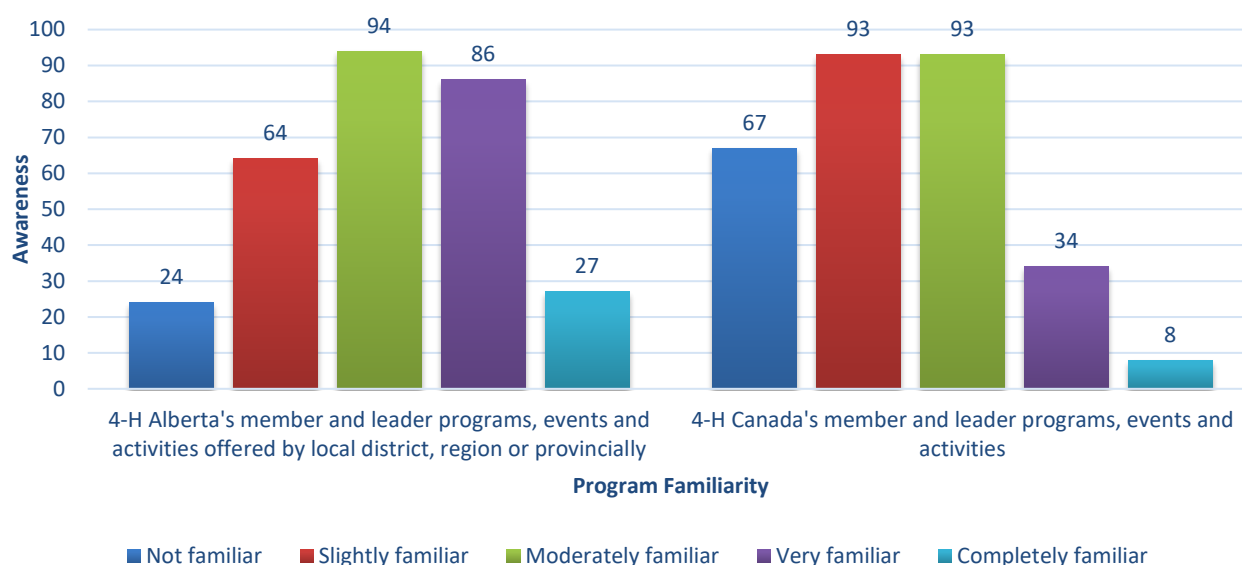
January	123 (41.7%)	February	72 (24.4%)
November	82 (27.8%)	September	58 (19.7%)
October	78 (26.4%)	March	46 (15.6%)

### **MORE LIKELY to attend if 4-H Alberta Leaders' Conference held in which LOCATION**

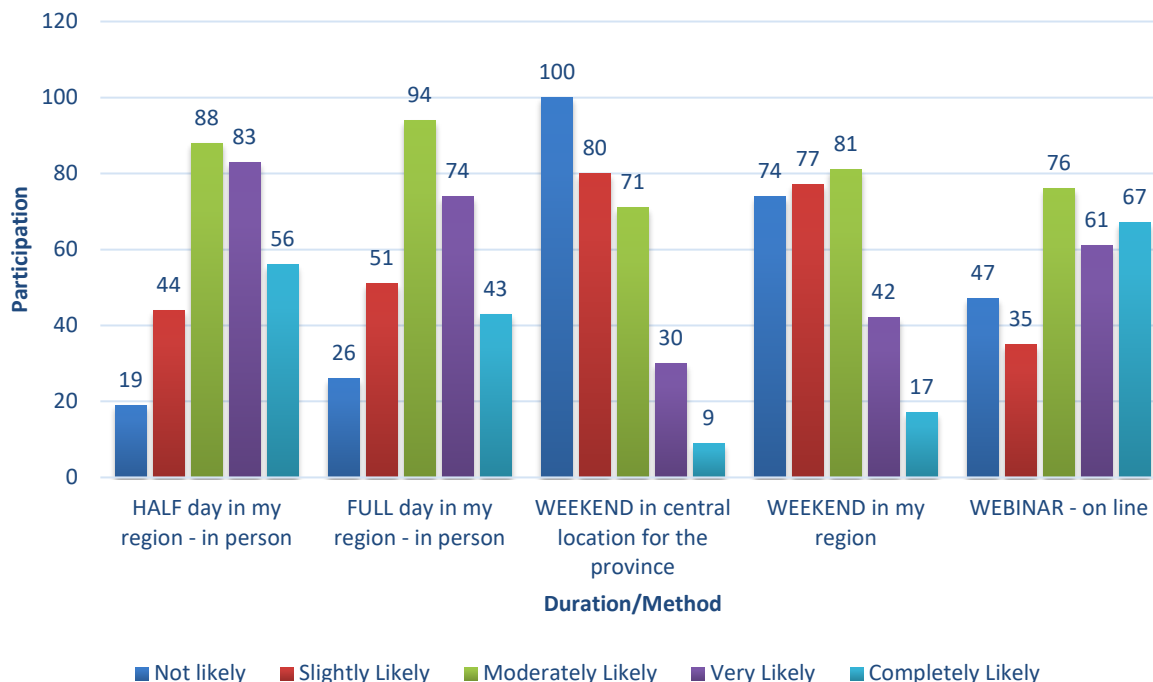
Edmonton	101 (34.2%)
Calgary	58 (19.7%)
In host region (rotated throughout province annually or bi-annually)	57 (19.3%)
Alberta 4-H Centre, Battle Lake	30 (10.2%)
Other	26 (8.8%)
Would not attend Leaders Conference	23 (7.8%)

## **4-H OPPORTUNITIES BEYOND THE CLUB**

### **Program Familiarity**



### Duration/Method of participation in “Beyond the Club” leader training and development



### LEADER SUCCESSION

**Club, committee or council has a plan in place to identify and develop a new leader to replace outgoing leader**

Yes	97 (32.9%)
No	198 (67.1%)

**Willing to participate in a formalized mentoring system teaming less experienced leaders with more experienced 4-H leaders**

Yes	221 (74.9%)
No	74 (25.1%)

### STRATEGIC PLAN

**Familiar with the 4-H Alberta Strategic Plan 2017-2020**

0 – not familiar	155 (52.5%)
1	46 (15.6%)
2	39 (13.2%)
3	33 (11.2%)
4	17 (5.8%)
5 – very familiar	5 (1.7%)