



CANADA
4-H Alberta

4-H Alberta Member
Satisfaction Survey 2018

4-H Alberta Member Satisfaction Survey 2018

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.

OBJECTIVE

1. Gather member's satisfaction at a Club, District, and Regional and Provincial level
2. To what extent is 4-H contributing to member's positive youth experience
3. Identify specific areas of the 4-H Program that need altered to align with the Program vision and mission Are they satisfied with their membership benefits?
4. Understand why members are leaving 4-H?

ACTION

Combine a member exit survey with member satisfaction survey.

Review results and identify key actions to be incorporated in 2019-2020 planning for 4-H Alberta. Circulate an online survey for 4-H Alberta Members.

Each survey included standard questions about members' satisfaction with their 4-H experience at the Club, Regional and Provincial level. The standard questions will be directly related to 4-H Canada's Positive Youth Development (PYD) Model and 4-H Alberta's outcomes (vision, mission and values).

DEVELOPING AND DELIVERING THE 4-H ALBERTA MEMBER SATISFACTION SURVEY 2018

4-H Council of Alberta and 4-H Section confirmed the objectives of the survey and drafted a survey for members based on KASA questions, 4-H Canada's PYD model, 2010 Retention and Recruitment Research results and the 2016 Needs Assessments results.

Survey questions were reviewed by 4-H Council of Alberta Directors, 4-H Section Staff and a GOA Survey professional. After completed questions the survey questions were built into a Google form. The survey and the Google system was tested by Directors, Staff and 4-H Members from three 4-H Clubs. Edits were made and the survey was circulated in July 2018.

RESULTS

2018 4-H Alberta Member Satisfaction Survey Stats

198 Responses

Ages

82 - 9 to 11 years of age

56 - 12-14 years of age

60 - 15-20 years of age

89.9% of Members are in one (1) 4-H Club

10.1% of Members are in two (2) 4-H Clubs

Region

30 responses - South Region (1)

36 responses - Calgary Region (2)

32 responses - West Central Region (3A)

16 responses - East Central Region (3B)

24 responses - Northeast Region (4)

35 responses - Northwest 4-H Region (5)

13 responses - Peace 4-H Region (6)

12 responses - Did not know what region they were apart of

The top five reasons for joining 4-H are:

1. Wanted to meet new people
2. Thought the events and programs were interesting.
3. Wanted to develop new project related skills/Wanted to learn a new skill
4. Thought the projects offered sounded interesting
5. My Parents Decision

Provincial Programs

72 out of 198 have not attended a provincial program.

Top five attended provincial programs out of responses:

1. 4-H Alberta Junior Camp (64)
2. 4-H Alberta Combined Camp (46)
3. 4-H Alberta Multi Species Judging (35)
4. 4-H Alberta Intermediate Camp/ 4-H Alberta Selections (33)
5. Counselors-In-Training (CIT) (30)

Top five reasons for not attending a provincial program:

1. The program dates conflicted with non-4-H activities or events (50)
2. Too far to travel (28)
3. The program did not interest me (27)
4. The program dates conflicted with another 4-H event (24)
5. Registration fee was too high (19)

89.9% participated in a 4-H District or Regional event/program

Agriculture and Food

60.1% had an opportunity to learn about the agriculture industry in Alberta.

72.2% had an opportunity to learn about food processing in Alberta.

Learning about agriculture and food processing was rated highest at the club (40.9%) and then the district level (25.8%).

Returning to 4-H for the 2018-2019 Club year

83.3% of members are planning to return for the 2018/2019 club year.

The top five reasons for returning to 4-H:

1. It was fun (115)
2. I developed friendships with other members (105)
3. I want to improve my leadership skills (61)
4. I enjoy project competitions/I want to go to camp (55)
5. My parents have encouraged me to continue (50)

Survey responses say that 4-H Alberta should:

Continue to provide:

- Projects that are in-depth learning experiences for members (157)
- Competitions that are project or skill-based, offered to members at various levels. (151)
- Resources (34)
- Technology (118)
- Promote and advertise (113)
- 4-H minimum requirements (145)
- Teaching life skills (148)
- Personal development

Start to:

- Promote and advertise (50)
- Use technology (38)

Stop:

- Minimum requirements (15)

Exiting 4-H Alberta

Those who are not returning to 4-H:

90.6% participated in a district or regional event

68.8 % participated in a provincial program

Top reasons why members are not returning to 4-H in 2018/2019:

1. Graduating grade 12 and moving (16)
2. I did not feel supported and valued by adults involved in 4-H (6)
3. I am too old to continue 4-H Membership/I was not able to meet my clubs requirements (5)
4. 4-H was too competitive/I did not feel comfortable at 4-H/ I am too busy with other activities (4)