The All Important First Impression
Parent & Guardian Perceptions of their First Year in 4-H

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4-H Youth Development Program
Topics

- Why their child joined 4-H
- How they heard about 4-H
- Intent to re-enroll
- Family history in 4-H
- Expectations (open ended)
- Best part of 4-H (open ended)
- Changes they’d make (open ended)
- General experience (scale)
Why did your child join 4-H?

To try new things (53%)

To have fun (40%)

To show at fair (34%)
But....what did they say?

I had fun in 4-H, maybe she will too!

Maybe she’ll learn something valuable!
How did you hear about 4-H?

- From another parent (35%)
- From a friend of my child (16%)
- Family History (19%)
The “BEST” Part of 4-H

- New People and Friendships
- Showing or Competition
- Animals
- Learning Experiences

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Program Improvements

- Too Complex (33%)
- Lack of organization (30%)
- Adult Leadership (16%)
- Communication Issues (15%)
Overall Positive Experience!

Mean = 3.82
More positive experience

3.55x

Intend to re-enroll
Next Steps

• More states
• More data
• New Family Handbook
• Checklists
Interested?

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