

# **SHEBOYGAN COUNTY 4-H YOUTH DEVELOPMENT PROGRAM**

**Program  
Prioritization  
&  
Action  
Planning**

# THE PROCESS

- REVIEW AND REFLECT
- VISIONING
- SORTING AND ORGANIZING
- SETTING PRIORITIES
- WRITING AN ACTION PLAN

# GROUND RULES

- Be Open to new ideas and respect others opinions
- Actively Participate in each session and follow-through
- Everyone is equal
- There are no right or wrong answers
- Be concise so everyone has an opportunity to participate
- Only one person talks at a time
- Start and End on time
- Have fun!

# WHERE ARE WE NOW?

- **4-H Community Club Demographics:**
  - Membership in the 4-H Community Club program has remained steady over the past 5 years. There were 1076 members in 2008 and there are 1061 in 2012.
  - The number of adult volunteers has also remained fairly steady. There were 439 in 2008 and there are 408 in 2012.
  - The number of clubs decreased from 41 to 35 between 2008 and 2009 but has remained fairly steady with 33 clubs currently chartered.
  - There are more females than males.
- **Sheboygan County Demographics**
  - According to 2010 census data, there are 23,120 youth ages 5-19 in Sheboygan County
  - Of these youth 5% are Hispanic and 3% are Asian
  - 12% of these students are disabled or involved in Special Education Programming.

# PROGRAM COMPONENTS

- 4-H Clubs
- 4-H Camps
- 4-H Projects
- Awards and Recognition
- Communication and Correspondence
- County-wide programming
- Fundraising
- Leader and Volunteer Development
- Leader Association Assets

# 4-H CLUBS

Rank in order from 1 to 6 1 = highest value/importance 6 = lowest value/importance	1. 4-H Clubs	Check if participated
1 (1.7)	Club Meetings	505
2 (2.61)	Community Service	432
3 (3.08)	Parent Involvement	282
4 (3.51)	Club Participation in County-wide Programs	365
5 (4.17)	Cloverbud Opportunities	214
6 (4.29)	Enrollment Process	304

- Club meetings are, and likely always will be, the most valuable part of our 4-H Program, including the activities that clubs participate in together such as Community Service Projects.
- Because the Enrollment Process is necessary does not mean that it has great value. Perhaps the low value indicates that changes to the process to provide greater efficiency would not meet great resistance.

# 4-H CLUBS

**My club has the support it needs to offer a meaningful experience for all members.**

<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>
<b>9</b>	<b>7</b>	<b>0</b>

Discussion reflected that ample support was provided through UW-Extension and county-level project meetings but more support was needed from parents, club level project leaders, and members.

<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>
<b>5</b>	<b>11</b>	<b>2</b>

- Opportunities for volunteer training and development at the county-wide level are valued but need to focus on building capacity in members, parents and leaders for the club level.
- Responses from Question #13 – (What do you value least in 4-H ) indicated that 4-H Meetings were the overall least valued aspect of the program.
- Our program still has work to do to make club meetings welcoming, meaningful and fun!

# 4-H CAMPS

Rank in order from 1 to 5 1 = highest value/Importance 5 = lowest value/importance	1. 4-H Camps	Check if participated
1 (1.8)	Base Camp (at Upham Woods)	117
2 (2.43)	Outpost Camp	36
3 (2.43)	Cloverbud Camp	60
4 (2.48)	Farm Safety Camp	19
5 (2.31)	Camping at 4-H Camp Riversite	41

- Does Farm Safety Camp add value or meet a need in our program that is not met in another way?
- The number of participants (relative to the number of responses in this survey overall) and the low ranking value of camping at 4-H Camp Riversite do not indicate a positive response.
- Cost, time, resources and priorities all play a significant and varied factor in each of these programs.



# 4-H PROJECTS

Rank in order from 1 to 5 1 = highest value/importance 5 = lowest value/importance	1. 4-H Projects	Check if participated
1 (1.91)	Club Project Meetings	389
2 (2.27)	County-level Project Meetings	350
3 (2.37)	Fair Judging	309
4 (3.14)	Fun Shows	181
5 (3.65)	Skill-a-thons	42

- Project Meetings both at the club and county level are well attended and highly valued.
- Of all project experiences the skill-a-thons impact the least number of youth .
- #1 response to Q12 (What do you like best about 4-H) was Projects.

# 4-H PROJECTS

The projects offered in the Sheboygan County 4H Program reflect the interests of young people.

Agree	Neutral	Disagree
18	9	0

Discussion reflected an adequate variety of projects offered and the value of exhibiting at the Sheboygan County Fair. Most projects are definitely helping young people develop skills.

Agree	Neutral	Disagree
13	5	0

- Discrepancy in numbers reflect an error in recording.
- No one disagreed with the value of project-related work.

# AWARDS AND RECOGNITION

Rank in order from 1 to 7 1 = highest value/Importance 7 = lowest value/Importance	1. Awards and Recognition	Check if participated
1 (2.33)	Project Awards	199
2 (2.41)	Award Trips – State/National (State 4-H Youth Conference, Space Camp, American Spirit, Citizenship Washington Focus, National Congress, National Conference)	76
3 (2.45)	Clover Awards	229
4 (2.55)	Scholarships	43
5 (3.51)	Leader Awards	45
6 (3.84)	Key Awards	28

- More members participate in the Clover Awards Program than any other awards and recognition opportunity.
- Program will be piloting a combined awards program this year.
- Scholarships, Trips and Key Awards and Project Awards all have 3 separate interview processes. Now interviews with Clover Awards.

# COMMUNICATION AND CORRESPONDENCE

Rank in order from 1 to 5 1 = highest value/Importance 5 = lowest value/importance	1. Communication/Correspondence	Check if Utilized
1 (1.83)	Cloverleaf Crier (Electronic or Paper Copy)	412
2 (2.24)	Club/Project Meetings	402
3 (2.43)	E-mails	360
4 (3.28)	Website	264
5 (3.86)	Postcards	201

- Ranking reflects utilization proportionately.
- Below only Projects and Fair, the variety of opportunities offered in 4-H ranked high in Q12. How are we sure people know about these opportunities?
- Still a struggle for some families to access Crier via e-mail or website. On the other hand some families are asking for more information via texting.

# COUNTY-WIDE PROGRAMMING

<b>Rank top ten only!</b> 1 = highest value/Importance 10 = lowest value/Importance	<b>1. Countywide Programs and Activities</b>	<b>Check if participated</b>
3.7	Enchanted Forest	210
3.36	Project Day	209
4.08	Club Booths	204
3.26	Music and Drama Festival	204
3.08	Softball	180
3.94	Cloverbud Meetings	143
3.4	Bowl-a-thon	134
3.45	New Family Welcome	122
3.39	Anything Goes	109
3.3	Youth Building Display	105
3.97	Younger Member Night	89
3.26	Communication Arts Festival	66
3.55	Youth Association	40
2.61	Clothing Review	39
3.33	Ambassadors	27

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# COUNTY-WIDE PROGRAMMING

- ❑ Clothing Review served the lowest number of participants but ranked the highest in terms of value of the program.
- ❑ The only program to rank in the bottom 5 in terms of participation and value was Younger Member Night.
- ❑ The significant value of Younger Member Night lied in the fact that it was and is planned by members of the Youth Association. This is also the case, however, for Movie and Pizza Night, Anything Goes, Cloverbud Meetings and several programs hosted by the Youth Association.

# FUNDRAISERS

Rank in order from 1 to ? 1 = highest value/Importance ? = lowest value/Importance	1. Fundraising Activities	Check if participated
1.95	Pizza Sale	349
1.6	Fair Foodstand	310
1.6	Club Fundraising: (List these below and include in ranking)	243
0.01	Soup Supper	3
0.13	Wreath Sale	36
0.00	Vande Welle's Candies	1
0.04	Candy Bar Sales	9
0.19	Brat Fry	49
0.05	Tri County Pork Meeting	9
0.007	Bossy Bingo	4
0.03	Bake Sale	6
0.007	Heritage Day	1
0.007	Toy & Craft Sale	2
0.01	Lock-In	5
0.006	Project Angel Hugs	0
0.00	Aluminum Cans	2
0.06	Avon	12
0.05	Tastefully Simple	2
0.02	Pizza Ranch	4
0.009	Chili Supper	4
0.01	Fair Food Stand for Shows	3
0.009	Car Wash	0
0.004	Pasta Sale	0
0.01	Jewelry Sale	2
0.009	Food Drive	1
0.00	Bell Ringing	1
0.008	Solo and Ensemble	1
0.008	Bowl-a-thon	2
0.006	Fireman's Picnic	1
0.006	Silent Auction	1
0.006	Project Fund Raising	1
0.02	Sausage Fest	2
0.004	Lawn Sale	0
0.01	Flower/Plant Sale	3



# LEADER AND VOLUNTEER DEVELOPMENT

Rank in order from 1 to 5 1 = highest value/Importance 5 = lowest value/importance	1. Leader/Volunteer Development	Check if participated
1 (2.22)	Club Officer Training	112
2 (2.29)	Project Leader Training	72
3 (2.33)	New Leader Orientation	106
4 (2.37)	Mandatory General Leader Meetings (Spring/Fall)	78
5 (2.74)	All Parent and Leaders Association Meetings	74

- Club Officer Training reaches about 50 youth each year and sets the stage for club support and development throughout the upcoming year.
- There is currently no targeted Project Leader Training offered other than the newly revised Leader to Leader Training (previously the Tri-County Workshop)
- Of these opportunities the most time and energy is put into the Parent and Leaders Association Meetings and they are the least attended and valued.

# LEADERS ASSOCIATION ASSETS

Rank In order from 1 to 4 1 = highest value/Importance 4 = lowest value/Importance	<b>1. 4-H Leaders Association Assets</b>	<b>Check if Utilized</b>
1.9	<b>Youth Building Assets (Refrigerators, Shake machine, Ovens etc.)</b>	<b>157</b>
1.92	<b>Project Controlled Assets (Horse Trailers, Archery Equipment, Dog Agility Equip etc.)</b>	<b>108</b>
2.05	<b>Camp Riversite</b>	<b>127</b>
2.35	<b>Endowment Fund</b>	<b>20</b>

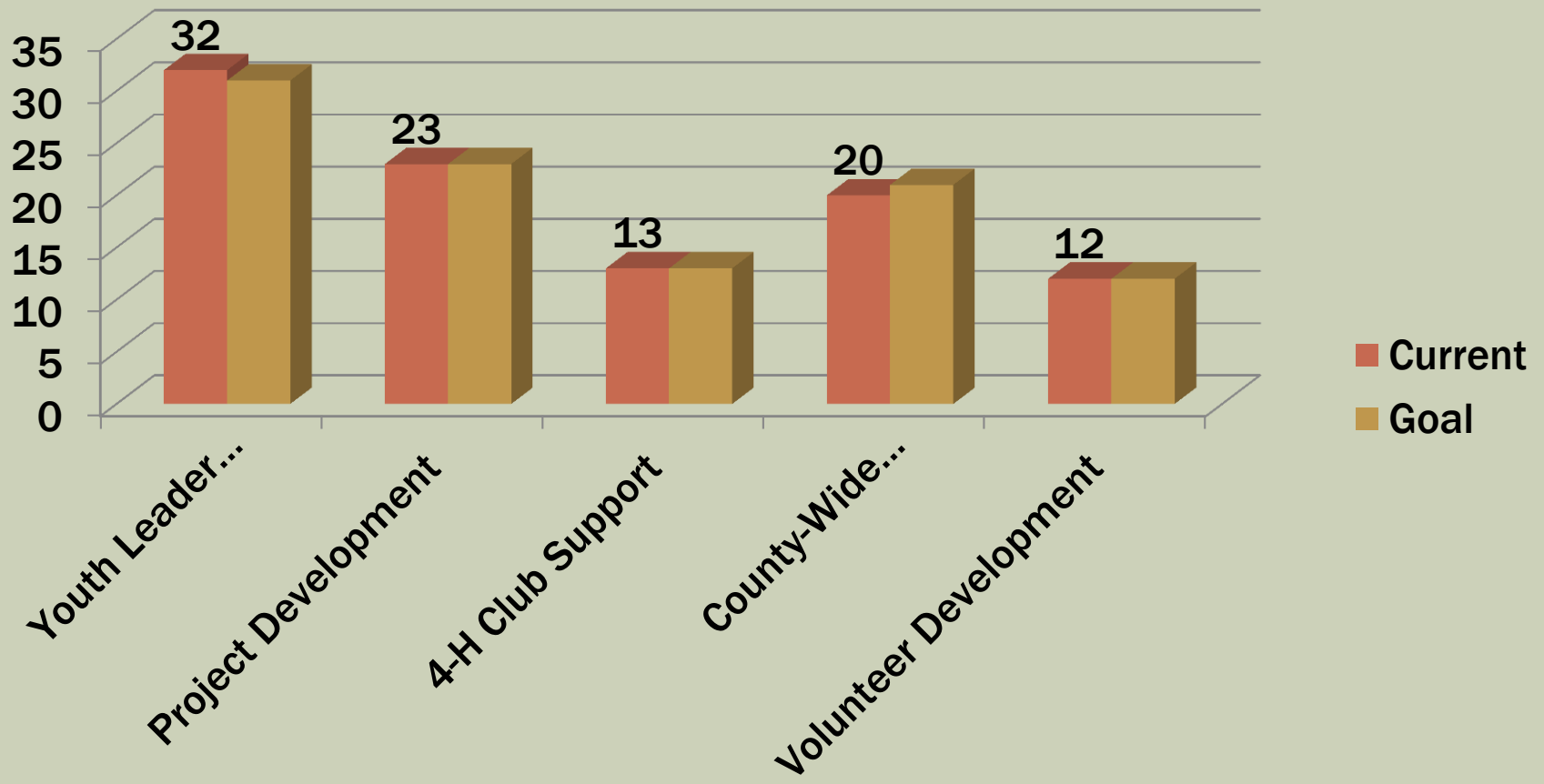
- Endowment Fund, by nature, does not serve a great number of participants.
- 4-H Camp Riversite currently take a significant amount of staff time and the time and energy of the Management Committee who is going through the Strategic Planning Process.

# RANKING ALL COMPONENTS:

1. 1.8 4-H Clubs
2. 2.6 4-H Projects
3. 4.2 4-H Camps
4. 4.39 County-Wide Programs
5. 4.41 Awards and Recognition
6. 4.68 Communication and Correspondence
7. 4.8 Fundraising
8. 5.11 Leader and Volunteer Development
9. 5.17 Leaders Association Assets

- Overall people value the “things” less than the experiences.
- Experiences that are focused on youth development rank highest in value.

# HOW DO WE SPEND OUR TIME?



# HOW DO WE SPEND OUR TIME?

- ✓ Projects are what keep kids going vs. maybe 4-H isn't meant to be only about the projects.
- ✓ Rely on mentors to transition new leaders/volunteers in. If you can rely on mentors, you could keep the county-wide development to a minimum.
- ✓ Concentrate on the youth more than the adults.
- ✓ All five areas are equally important.

# WHERE DO WE WANT TO BE?

- What do you **envision** for our program?
  - What do you hear?
  - What do you see?
  - How do you feel?
- What **Projects** will take us there? What **efficiencies** can we create?
- What are our **“Next Actions”**?