

USU Extension Grant—Final Report

2. Project Leader: Stacey S. MacArthur

3. Project Title: Expanding the Reach of County 4-H Programs through Volunteer Recruitment Events

4. Project beginning & end dates: June 1, 2016 – May 30, 2017.

5. Total Requested: \$8,482

6. Project Summary:

The purpose of this project was to expand the reach of local county 4-H programs through volunteer recruitment events using the Discover 4-H Clubs guides. These guides have proven successful in addressing obstacles facing potential 4-H volunteers such as time constraints and knowing project-specific information to lead clubs. As a result, county personnel wanted to team up to host recruitment events to increase collaboration, volunteers and youth participants. In addition, I wanted to create more guides to appeal to more interests of youth and volunteers.

7. Project Results:

a) Increased collaboration between on-campus and off-campus faculty.

One of the main goals of this project was to increase collaboration between county faculty and the state volunteer specialist. The recruitment events required coordination to assess needs, approach, and implementation. I also attended all but one recruitment event (schedule conflict) to show support to county personnel. In addition, I have followed up with the counties after the events to continue support.

b) Outcomes, outputs, and impacts.

Of the 20 counties that expressed interest in this project, 15 (Beaver, Cache, Davis, Garfield, Iron, Kane, Piute, Salt Lake, San Juan, Sanpete, Uintah, Utah, Wasatch, Wayne, & Weber) followed through and participated by hosting 21 recruitment events. These recruitment events reached 1,832 people plus another 3,175 at the farm field days events. After the events, the county personnel reported that they had an increase of adults sign-up as volunteers. For example, in Wayne county, we held two recruiting events. The first one was to let potential volunteers know about the Discover 4-H Clubs and how easy it is to get involved in 4-H. At that event, we recruited two adult volunteers and one teen volunteer to run a community club in Hanksville that had previously been run by the 4-H staff. Many of the potential volunteers we spoke with were excited they could lead

clubs. The second event was specifically to enroll horse volunteers and organize a horse council. Eleven families signed up for the 4-H horse program and they organized the horse council and schedule of events.

c) Efforts/plans to produce, publish, and disseminate scholarly materials. With support from this project, we have completed 10 Discover 4-H Clubs--7 have completed the review process and are up on the website, and 3 more are in FastTrack. In addition, I gave a workshop presentation on using Discover 4-H Clubs in recruiting new volunteers at Western Region Leader's Forum (WRLF) in Canada in March 2017. The presentation included the approaches to recruitment and outcomes from this project.

d) Efforts/plans to secure extramural funds. Towards the end of the grant project, Dave Francis and I have used funding from two external grants to hire two interns to continue working on Discover 4-H Clubs. Now that I have teamed up with the counties to organize and host recruitment events, they can now continue those each year. I can continue to provide support and guidance on these events as needed.

8. Share results and lessons learned within the USU Extension system.

Aside from sharing progress on the project during Extension Annual Conference, I plan to give a presentation at 4-H Inservice.