

SOCIAL MEDIA

Beginning in March of 2015 we hired a social media and marketing assistant to create and manage social media profiles. We have created two Facebook pages. The **USU Extension - Sanpete County** Facebook page was created to educate Sanpete county residents about gardening, family relations, nutrition, agriculture, and natural resources. The other page, **Sanpete County 4-H**, was created to facilitate communication between 4-H members across the county as well as to promote events, offer reminders, and educate the public about opportunities available in 4-H. The data found below is an aggregate of both of these pages.



EXTENSION STAFF

- Matt Palmer**  
Sanpete County Director, (435) 283-3472 Ext 1  
USU Extension Associate Professor of Agriculture & 4-H youth Development matt.palmer@usu.edu
- Shannon Cromwell**  
USU Extension Assistant Professor, (435) 283-3472 Ext 2  
Family & Consumer Sciences 4-H Youth Development shannon.cromwell@usu.edu
- Cheryl Bartholomew**  
4-H Afterschool Avenues Director (435) 283-3472 Ext 3  
Staff Assistant cheryl.bartholomew@usu.edu
- Daina Taylor**  
Nutrition Assistant (435) 283-3472 Ext 4  
Food Sense Nutrition Educator daina.taylor@usu.edu
- Pete Conover**  
Sustainable Agriculture Education (435) 283-3472 Ext 4  
Center Assistant Manager peter.conover@usu.edu
- Kaden Hanks**  
Marketing & Social Media Assistant (435) 283-3472 Ext 4  
kaden.hanks@usu.edu
- Roxie DeBiasi**  
Office Assistant & Finance (435) 283-3472 Ext 5  
roxie.debiasi@usu.edu



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ADVERTISING BUDGET

\$37.69

TOTAL PAGE LIKES

305

PAGE VISITS

1,205

ENGAGEMENTS (Like, Comment, Share)

3,364

TOTAL REACH

20,379

2015 SANPETE COUNTY HIGHLIGHTS

325 West 100 North, Ephraim, Utah 84627

(435) 283-3472

extension.usu.edu/sanpete

INTRODUCTION

The partnership between USU Extension and Sanpete County contributes to the development of quality educational programs that address the needs of Sanpete County individuals and families. Extension professionals have the opportunity to educate and empower families and communities by developing, implementing, and sustaining successful community-based programs. In order to report the impact a program has made on community participants, evaluations have been created and disseminated among several Extension programs.

4-H AFTERSCHOOL AVENUES & FAMILY FUN NIGHTS



The 4-H Afterschool program provided 260 underserved elementary school-aged youth in all eight elementary schools with weekly opportunities to participate in 4-H projects and activities in a safe, inclusive environment with caring adult mentors. Through participation in 4-H Afterschool activities, youth have gained valuable life skills to become active, productive members of their respective communities by engaging in service-learning activities, educational lessons, and healthy living and physical activities.

Monthly 4-H Family Fun Nights provided opportunities for families to improve communication and strengthen family bonds by working together to complete various 4-H activities. In 2015, approximately 1,625 individuals, both youth and adult from all eight elementary schools throughout Sanpete County participated in the monthly activities.

In order to gauge the impact of Family

Fun Night activities, An IRB approved Qualtrics survey was emailed to 86 parents who had youth enrolled in the 4-H Afterschool program. Survey responses resulted in a 49% response rate with 42 parents completing the survey.

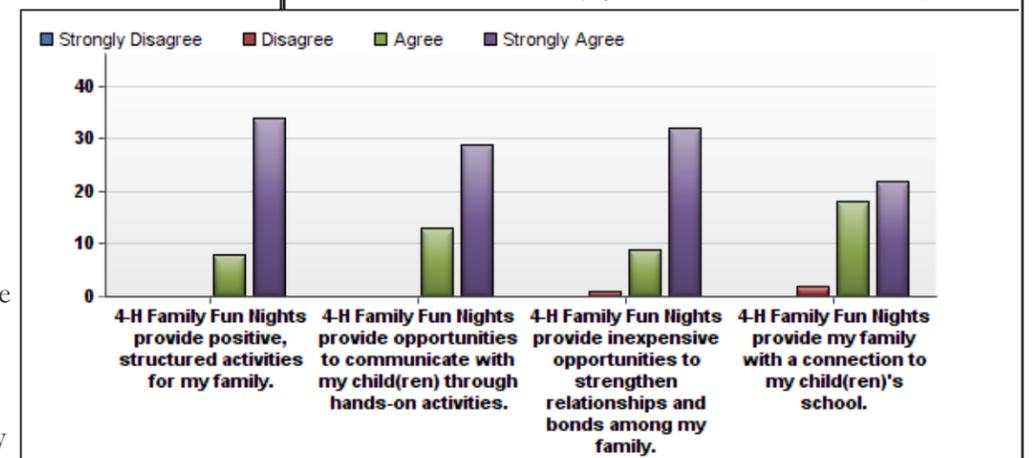
Survey statements intended to gauge parental experiences included:

1. 4-H Family Fun Nights provide positive, structured activities for my family.
2. 4-H Family Fun Nights provide opportunities to communicate with my child(ren) through hands-on activities.
3. 4-H Family Fun Nights provide inexpensive opportunities to strengthen relationships and bonds among my family.
4. 4-H Family Fun Nights provide my family with a connection to my child(ren)'s school.

Results indicated that:

- 81% of respondents **strongly agreed** that 4-H Family Fun Nights provided positive structured activities for their family.
- 69% of respondents **strongly agreed** that 4-H Family Fun Nights provided opportunities to communicate with their child(ren) through hands-on activities.
- 76% of respondents **strongly agreed** that 4-H Family Fun Nights provided inexpensive opportunities to strengthen family relationships and build family bonds.
- 52% of respondents **strongly agreed** that 4-H Family Fun Nights provided a connection to their child(ren)'s school.

Parental Assessment of 4-H Family Fun Night Experiences (by number of responses)



### 4-H AFTERSCHOOL AVENUES & FAMILY FUN NIGHTS (CONTINUED)

Additionally, two open-ended questions provided qualitative data from parents that aimed to determine the reasons for family participation in the events, and to determine if any positive changes had occurred within their families due to participation. Reasons for participation resulted in a reoccurring theme that focused around family togetherness and bonding.



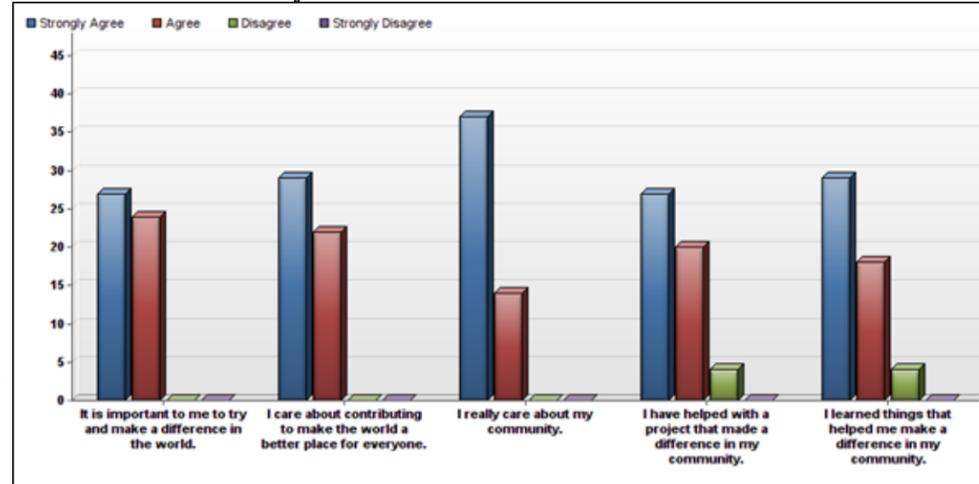
Parent responses included:

- “We enjoy the time together. It gives us somewhere positive to go.”
- “My children love it and it’s a safe place for them to feel independent.”
- “To spend some fun and quality time with my child while participating in wholesome (non-electronic) activities.”

Parents also shared many positive changes that had occurred within their family due to participation in 4-H Family Fun Night events.

Responses included:

- “Our kids have developed friendships and have expanded their talents.”
- “I have gained more patience with my children and let them have more hands on with other activities and they take turns more, and get along better.”
- “As a family, we have learned some new things, strengthened our ties to each other and to other families in the community.”



### 4-H AFTERSCHOOL SERVICE LEARNING

The 4-H Citizenship program empowers youth to become actively engaged in their communities by participating in service-learning activities. 4-H Afterschool youth participated in monthly service projects that positively impacted over 1,000 individuals throughout Sanpete County. Service-learning projects benefited both youth and adults at assisted living facilities, senior centers, the Sanpete Pantry, the Family Support Center, the Children’s Justice Center, and elementary school faculty and staff. In order to gauge the impact of community service projects on afterschool youth, an IRB approved survey was emailed to 86 families. Survey responses resulted in a 59% response rate with 51 youth completing the survey.

Survey results indicated that:

- **53%** of youth **strongly agreed** that it was important to try and make a difference in the world.
- **57%** of youth **strongly agreed** that they care about contributing to make the world a better place for everyone.
- **73%** of youth **strongly agreed** that they really care about their community.
- **53%** of youth **strongly agreed** that they helped with a project that made a difference in their community.
- **57%** of youth **strongly agreed** that they learned things that helped them make a difference in their community.

### Youth Assessment of Service-Learning Project Experiences (by number of responses)

### RETURN ON INVESTMENT OF VOLUNTEER ENGAGEMENT

The 4-H program relies heavily on volunteer involvement, and the County Fair is a yearly event that cannot be successfully completed without the help of 4-H Volunteers. According to [http://independentsector.org/volunteer\\_time](http://independentsector.org/volunteer_time), the national value of volunteer time is figured at \$23.07 per hour. Utah’s value of volunteer time is \$23.51 per hour. By using the following formula, we were able to calculate the return on investment by our 4-H Volunteers during the County Fair.

Number of Volunteers x Number of Hours x Utah Volunteer Rate of \$23.51 = Return on Investment of Volunteer Engagement

#### General 4-H Projects

Intake Day: 10 Volunteers x 6 hours x \$23.51 per hour = \$1,410.60

Judging Day Sanpete: 10 Volunteers x 8 hours x \$23.51 per hour = \$1,880.80

Judging Day Neighboring County: 12 Volunteers x 8 hours x \$23.51 per hour = \$2,256.96

Building Security: 8 Volunteers x 4 hours x \$23.51 per hour = \$752.32

Pick-up Day: 10 Volunteers x 5 hours x \$23.51 per hour = \$1,175.50

Return on Investment = \$7,476.18

#### 4-H Livestock

Volunteers = 16

Hours donated for each= 28

Total hours is 16\*28= 448

\$/hour = 23.51

Return on investment is

23.51\*448= \$10,532.48

#### 4-H Horse Show

Volunteers = 10

Hours donated = 8

Total hours is 10\*8=80

\$/hour = 23.51

Return on investment =

23.51\*80=\$1,880.80



Total Return on Investment for 4-H Volunteers

**\$19,889.46**

Return on Investment by 4-H Volunteers during County Fair (by \$ amount)

