



The 4-H Entrepreneurs™ program gave youth from across Utah the ability to employ themselves and their peers, creating a pipeline of employment opportunities starting with our youngest generation. Supported by the Daniel's Fund and facilitated through partnerships with Extension employees and volunteers statewide, the 4-H Entrepreneurs™ program taught youth how to start their own businesses. Youth attended four workshops and hosted a booth for their business at their county fair where they sold their products directly to the public.

Beginning in November, 2022, over 315 youth have participated in 4-H Entrepreneurs™ across 22 sites in Utah. 196 youth have completed the course and have started small businesses as a result of the program. Evaluation results show a statistically significant improvement of knowledge and confidence gain across all four modules of the course. Participants will continue to run their businesses across Utah throughout the summer.



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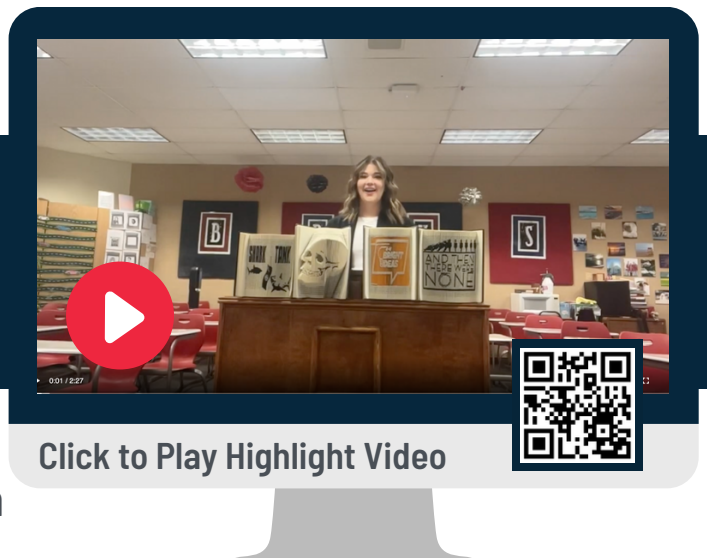


Youth Business Owners Pitching to Investors



Justin Westergard, one of six \$1,000 winners for his Alpaca fiber business.

The Daniel's Fund grant and the Rural Online Initiative sponsored the 4-H Bright Ideas contest as a culminating event for 4-H Entrepreneurs™ participants. The contest taught youth to pitch their business concept to a panel of judges for a chance to win \$1,000. This program focused on eliminating barriers for participation by allowing contestants to compete remotely or in person, with no cost to enter. The ideas included capturing drone footage, freeze drying non-traditional foods, selling fiber from livestock projects, folding books using a uniquely coded designs, creating outdoor products from materials headed to the landfill, and many more.



4-H Entrepreneurs™ Reaches Rural Youth

Kody Mote is a 10th grader from Box Elder County, Utah. Kody submitted his idea for a custom shirt printing business to compete in 4-H Bright Ideas. His idea made the final round, and he planned to compete in person. The night before the contest, a friend called and asked his family for help with livestock in a remote area. Kody wanted to help, so he threw his iPad, business supplies, and a flip chart into his horse trailer to compete remotely. Kody zoomed into the contest from his tack room on the range and presented to our judges to successfully win \$1,000 to put toward his t-shirt business. In partnership with sponsorship support and the reach of Extension to rural youth, Kody is able to start his business this summer.



**RURAL
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4-H Entrepreneurs™ Evaluation Results



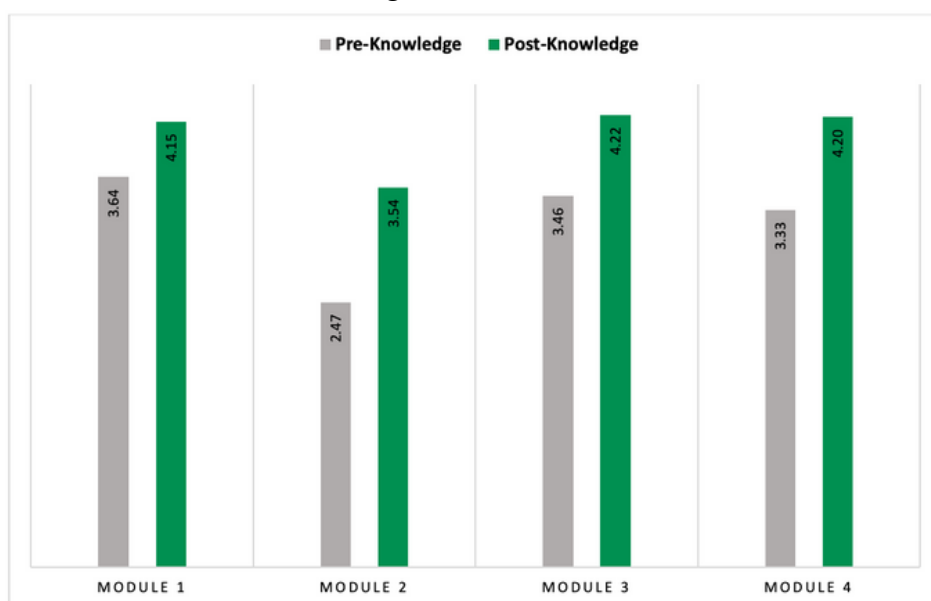
The 4-H Entrepreneurs™ program tracks youth progress through a one-group pre-post-test evaluation design. The evaluation plan measures actual net changes in youth knowledge and confidence to start their own businesses after completing the four modules of the 4-H Entrepreneurs™ course. With comparisons to baseline data collected before the course starts, the evaluation can show improvements in knowledge and confidence due to program participation. The program was offered in 22 sites in 2023, and a total of 315 youth participated in the program. Evaluation data were gathered at each site (n = 196).

Outcome 1: Knowledge of Entrepreneurship

Results from a Paired t-test indicate youth participants experienced a statistically significant increase in their knowledge of all four (4) modules of the course (Module 1: $t = 5.49$, $p < 0.01$; Module 2: $t = 7.33$, $p < 0.01$; Module 3: $t = 7.06$, $p < 0.01$; Module 4: $t = 8.98$, $p < 0.01$). Overall, there was a statistically significant increase in youth overall knowledge of entrepreneurship after the course ($t = 10.71$, $p < 0.01$). Based on Cohen's d , the course had a large effect on students' overall knowledge of entrepreneurship ($d = 3.57$). Figure 1 provides a summary of the improvements in youth knowledge after completing the course.



Figure 1: Improvements in Youth Knowledge of Entrepreneurship



Note. There was a statistically significant increase in youth knowledge across all modules [Paired Samples t -test]. 3rd – 5th Graders ($n = 32$) were not required to complete the knowledge assessment.



Figure 2 provides a summary of the overall knowledge gained by students' grade levels. Results indicated there were no statistically significant differences between pre-and-post-test based on grade level. This suggests that 6th – 8th and 9th – 12th both benefited from similar improvements in their knowledge of entrepreneurship after completing the program; the program was effective in improving youth knowledge across 6th to 12th-grade levels.

Figure 2: Youth Knowledge Gain by Grade Level

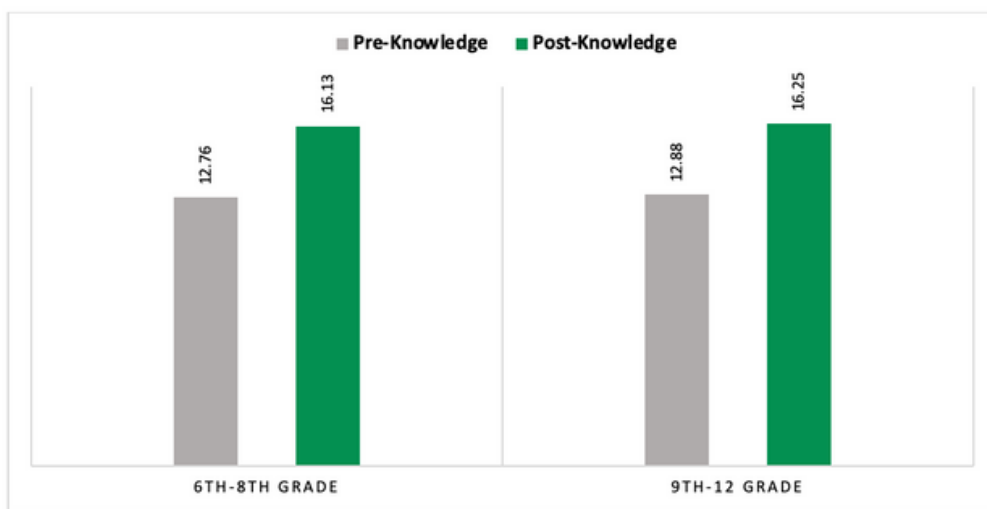
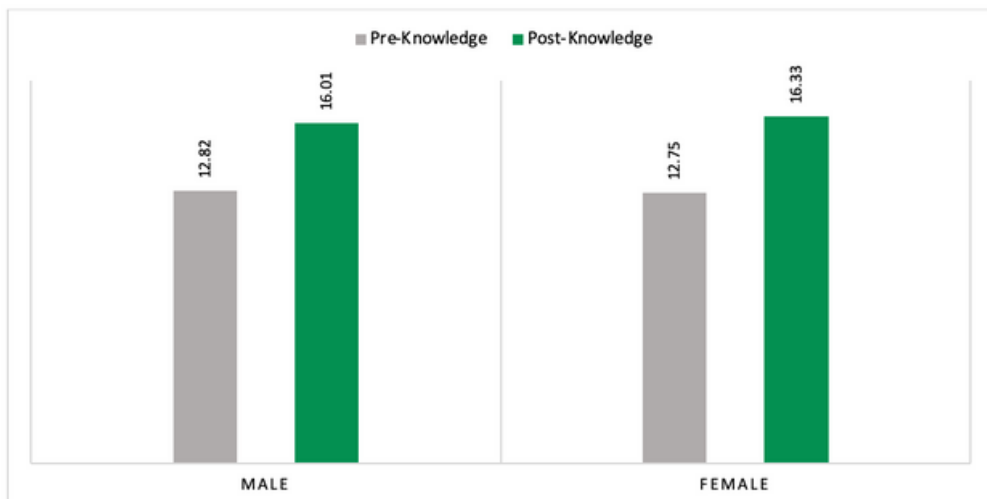


Figure 3 provides a summary of the overall knowledge gained by students' gender. Results indicated there were no statistically significant differences between pre-and-post-test based on gender. This suggests both males and females benefited from similar improvements in their knowledge of entrepreneurship after completing the program; the program was effective in improving knowledge for both male and female youth.

Figure 3: Youth Knowledge Gain by Gender

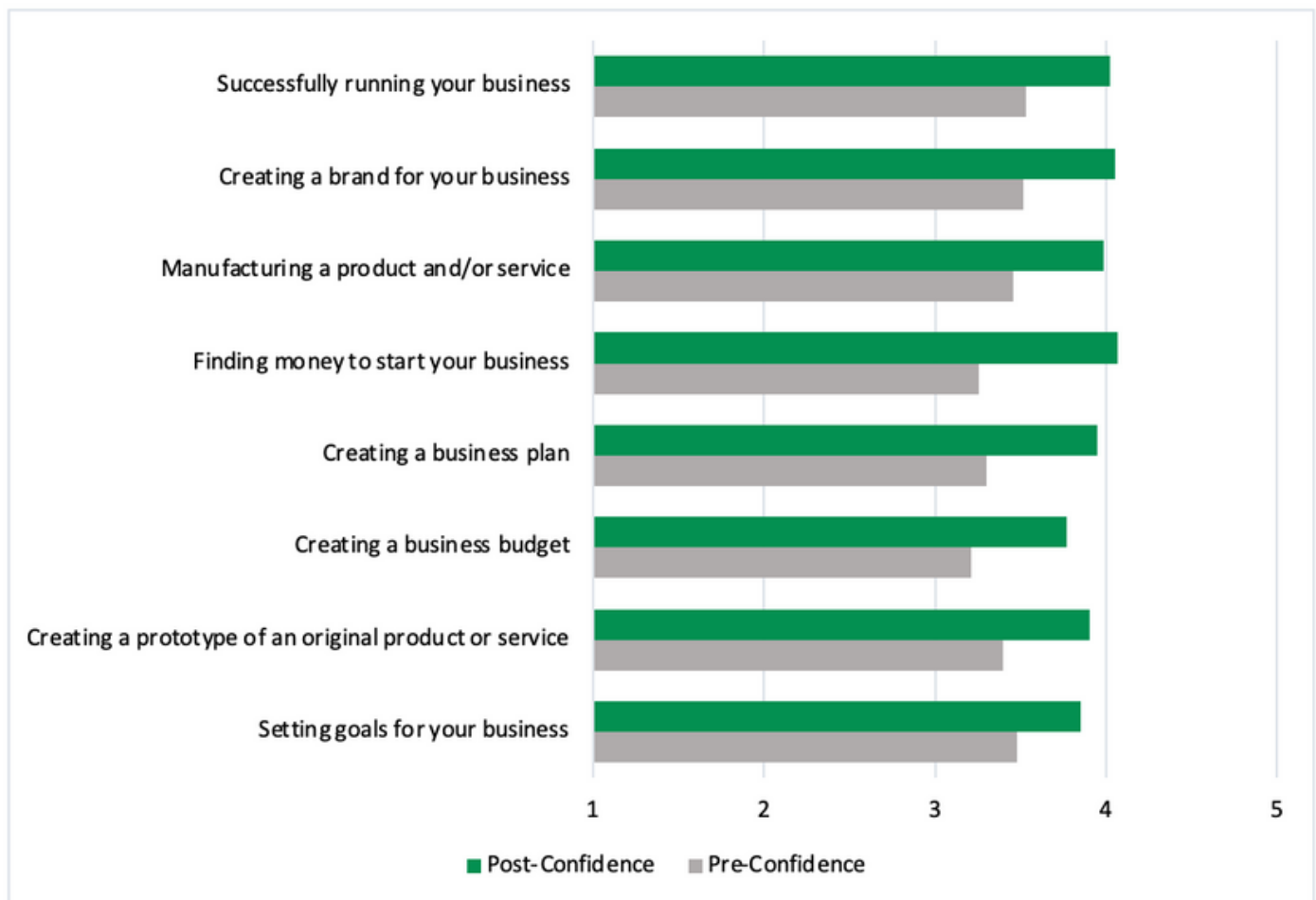


Outcome 2: Youth Confidence in Entrepreneurship

The evaluation also measured changes in youth confidence to start their own businesses using a pre-post design. Results of a Wilcoxon signed-rank test showed there were statistically significant increases in youth confidence across all areas assessed in the evaluation. There was a significant increase in students' confidence to set goals for a business ($z = 3.20, p < 0.01$), create a prototype of an original product or service ($z = 3.22, p < 0.01$), create a business budget ($z = 4.41, p < 0.01$), create a business plan ($z = 5.98, p < 0.01$), find money to start a business ($z = 6.77, p < 0.01$), manufacture a product or service ($z = 3.86, p < 0.01$), create a brand for a business ($z = 5.45, p < 0.01$), and successfully run a business. ($z = 5.17, p < 0.01$). Figure 4 shows the improvement in youth confidence to start their business after completing the 4-H Entrepreneurs™ course.



Figure 4: Average Increase in Youth Confidence in Entrepreneurship



Note. There was a statistically significant improvement across all confidence areas after course completion [Wilcoxon Signed-Rank test].



Figure 5 shows youth confidence by grade level. Results indicated there was no statistically significant difference in improvements in youth confidence based on grade level. This suggests that 3rd – 5th, 6th – 8th, and 9th – 12th all benefited from similar improvements in their confidence in entrepreneurship after completing the program; the program was effective in improving youth confidence across all grade levels.

Figure 5: Youth Confidence Improvement by Grade Level

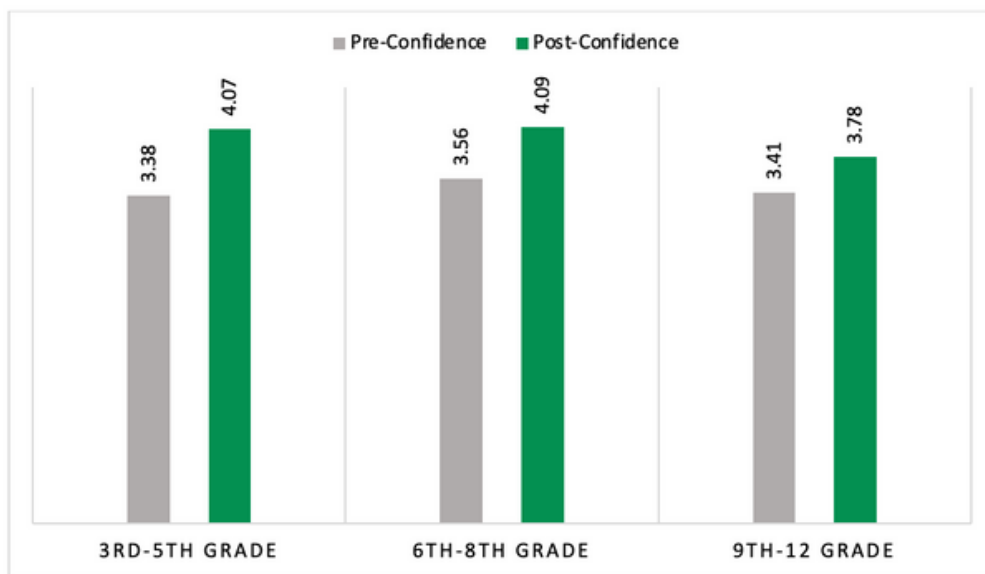
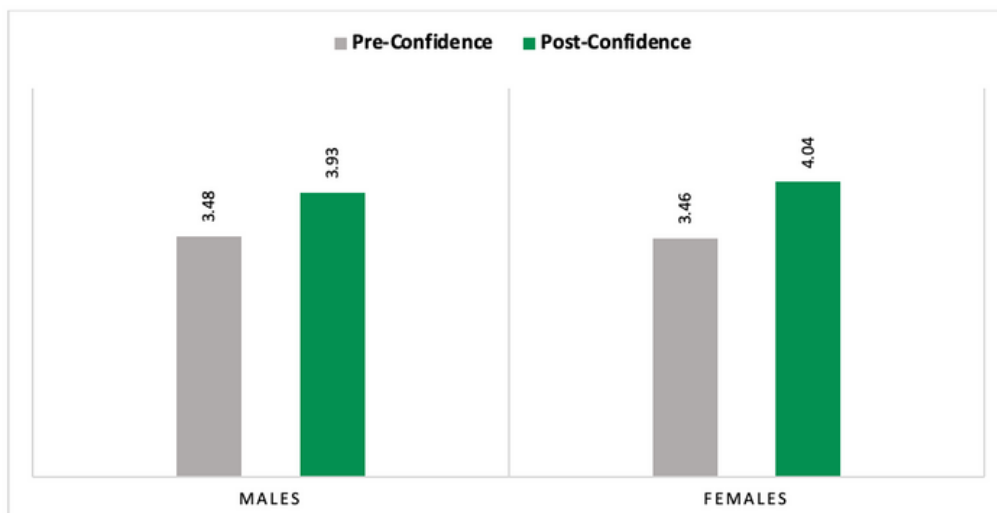


Figure 6 shows confidence by students' gender. Results indicated there were no statistically significant differences in confidence improvements based on gender. This suggests both males and females benefited from similar improvements in their confidence in entrepreneurship after completing the program; the program was effective in improving the confidence of both males and females.

Figure 6: Youth Confidence Improvement by Gender



Quotes from Participants

"The 4-H Entrepreneurs program was so much fun! I learned a lot of new ideas on how to start a business! I loved being able to start my own baking business and loved working with all the people involved in the program." – Brooklyn W.



"I am glad that I did the 4-H Entrepreneurs program. I learn so much about business and how they run from the people who came to talk to us. ... It was a great program I am looking forward to participating again next year." – AJ S.

"I learned that I can finance my future by what I am learning and doing now."
– Kody M.



"I have always loved to bake and make treats. When I was younger I would set up a little bake sale table in front of our house. The 4-H Entrepreneurs program allowed me to take my baking and treats to the next level and turn it into a business. I had a lot of fun trying different recipes to see what I was going to sell at the fair. I learned a lot and I can't wait to participate again."
– Adison C.

The Richfield Reaper

Vol. 134 No. 37 Richfield, Utah

\$1.00

Making young entrepreneurs

By Catherine Bonnie
Contributing Writer

Maverick Makers is a club for helping local youth-owned businesses turn their dreams into a reality. Janette Wagner is a dedicated to guiding others to further business ideas and bring those dreams to life.

"When I heard about

the new 4-H entrepreneur program coming out of Utah State University, I knew it was something Sevier County youth would be excited about. Last January, I teamed up with Trenton Willson, program coordinator with the Rural Online Initiative, and Mallory Johanson, economic development assistant for Sevier

County, to start a club.

"We had just over a dozen youth participate in the club through the year where they were taught how to start their own business selling products and services," Wagner said. "Two of those youth attended the 4-H Career Pathways event in Logan last February. One of them, Sam Gonzales,

pitched his business idea to investors during the event. He placed very high but was just short of winning the \$1,000 investment for his business."

In addition to the lessons and support, youth receive a T-shirt they design with their business logo, up to \$100 in business cost reimbursements and the chance to sell

their product or service at the county fair.

Liliana Torgersen and Liesel Steele both completed the program and were able to successfully sell their products at the Sevier County Fair in August.

"Maverick Makers has made me more confident in my business plan and my products," Steele said.

According to the Journal of Youth Development, "When young people experience environments that nurture their needs for autonomy, competence, and relatedness, their resilience, concentration, and ability to connect with others grow."

"We strive to create this

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type of environment in Maverick Makers," Wagner said. "It continues to grow and improve. Any youth aged 8 and older interested in starting their own business, big or small, is invited to attend.

"Although work experience is ranked one of the top 10 needs for Utah's youth, it can be difficult to find for young people. In most rural Utah communities, the unemployment rate is more than double

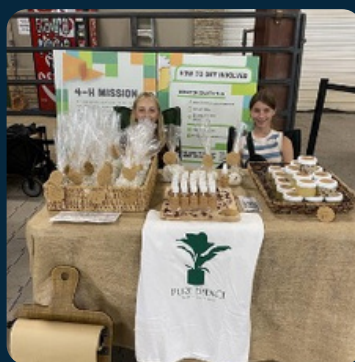
urban areas (Department of Workforce Services, 2021).

The 4-H Entrepreneur program gives youth the power to employ themselves and their peers, creating a pipeline of employment opportunities that starts with our youngest generations," Kelsey Romney, a Utah 4-H Career Readiness Specialist, said.

Be on the lookout for this club and its exciting opportunities.



Youth Sales Booths





4-H

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Questions / Comments?

Kelsey Romney: kelsey.romney@usu.edu



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