



## University of California

Agriculture and Natural Resources | 4-H Youth Development Program

# Evaluation Report for the 2013 and 2014 State 4-H Field Days

Since 2002, hundreds of 4-H members and adult volunteers have gathered on the UC Davis campus on the last Saturday of May to participate in the State 4-H Field Day. Estimated annual attendance is 1,400 4-H members, adult volunteers, staff, and parents from across California.



The event is the largest statewide 4-H activity and invites a 'picnic'-like atmosphere where families enjoy the day on campus while youth participate in contests. The State 4-H Office provides overall coordination support and each contest and activity is independently coordinated by a group of 4-H adult volunteers and youth.

### Evaluation Methods

In 2013 and 2014, attendees at the Field Day were invited to complete a brief survey. In both years, survey collection began about half-way through the event. Those who completed a survey received an incentive (in 2013 a 4-H Centennial lapel pin and in 2014 a 4-H Healthy Living water bottle).

### Activities and Contests at the State 4-H Field Day:

The table below provides an overview of the types of activities at the Field Day and the number of contests in which people participated in for both years. (NOTE: Members, adult volunteers, parents, and visitors all completed surveys.)



**Table: Survey Responses by Contest**

Contest	Description	2013 Survey Responses			2014 Survey Responses		
		ALL	Youth Member	Adult Volunteer	ALL	Youth Member	Adult Volunteer
Presentation Day	Youth receive feedback from volunteer judges on their public speaking.	202	148	48	323	208	91
Judging Contest	Youth learn to judge and rank items based on standards.	125	102	20	169	125	37
Entomology Contest	Youth identify insects and take a written test.	35	30	5	75	63	9
Chess Contest	Youth compete with each other in chess.	10	8	2	8	1	0
Fashion Revue	Youth display their clothing and textiles that they've made, sewn, or assembled.	115	70	35	85	48	34
Logo Design Contest	Youth submit designs for the following year's Field Day and vote for one design.	39	29	10	43	28	14
Film Festival	Youth submit their films for viewing.	11	6	5	16	8	7
Plant Science Contest	Youth identify plant samples and take a written test.	58	44	10	93	76	13
Interview Contest	Youth apply for a mock job by preparing a resume and being interviewed by a panel.	32	25	6	34	24	8
Photography Contest	Youth submit their photographs for judging.	49	34	14	57	42	15
MyPlate Challenge	Youth submit a photograph of their MyPlate.	23	18	4	36	28	7

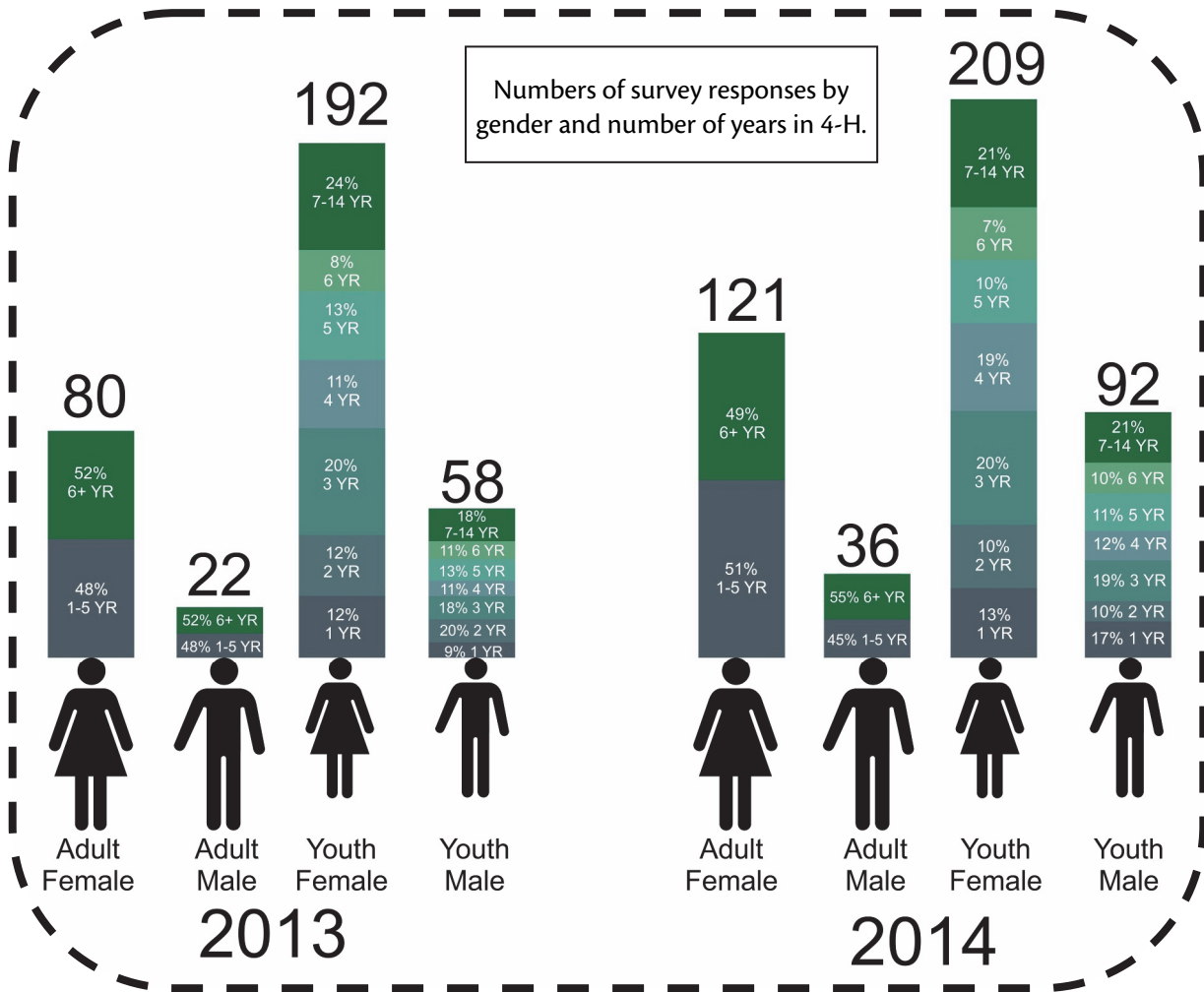
## Who responded to the survey?

Anyone who wanted to complete a survey.

In 2013, 365 surveys were received while in 2014, 537 surveys were completed but surveys from visitors were removed before analysis.

The median age of youth completing the survey in 2013 was 12 while in 2014 it was 13. Youth, on average, had attended the Field Day twice.

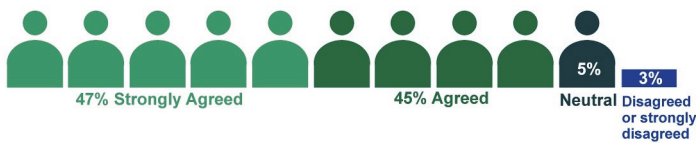
The chart to the right includes the breakdown of responses by gender and years in 4-H.



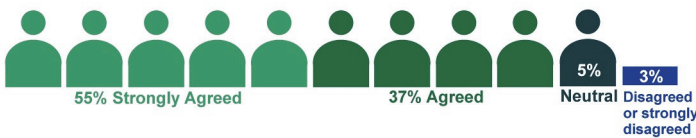
## What did they say?

Overall, people responded favorably about the Field Day on all seven questions. There were no statistically significant differences in satisfaction between 2013 and 2014.

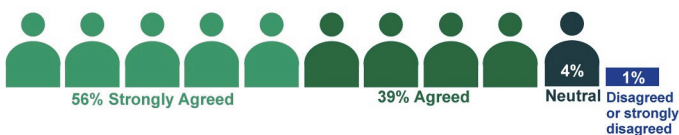
### I am satisfied with the Field Day.



### I want to attend next year's Field Day.



### I will recommend the Field Day to other 4-H members.



### I feel more connected to 4-Hers from across the state.



### I was treated with respect by judges.



### I learned something new at the Field Day.



### I plan to continue in 4-H for another year.



## Exploring Satisfaction with the Field Day

To explore satisfaction, participant's responses to the questions asking them to rate their satisfaction, desire to attend next year, and recommendation to others were combined, resulting in an overall satisfaction score ranging from 3 to 15.

### *Were people more satisfied with any particular contest?*

No. **Most responded with similar satisfaction regardless of the contest.** There was slightly more satisfaction with the interview contest in 2013 and the MyPlate Challenge in 2014, but the differences were small.

### *Were adults more satisfied than youth?*

There was no difference found between youth, adults, and others (like parents and visitors) in satisfaction either year.

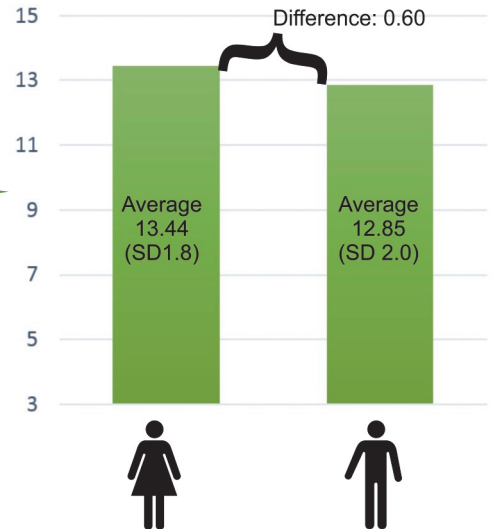
### *Were girls more satisfied than boys?*

Not in 2013, but in 2014 youth females were more satisfied than youth males, but the difference was minimal.

### *Were any background factors predictive of satisfaction?*

No, there were no differences in satisfaction in any other background demographics such as age, years in 4-H, number of years participating in the event, the total number of activities someone participated in at the field day.

### *What were the reasons people were more (or less) satisfied with the Field Day?*

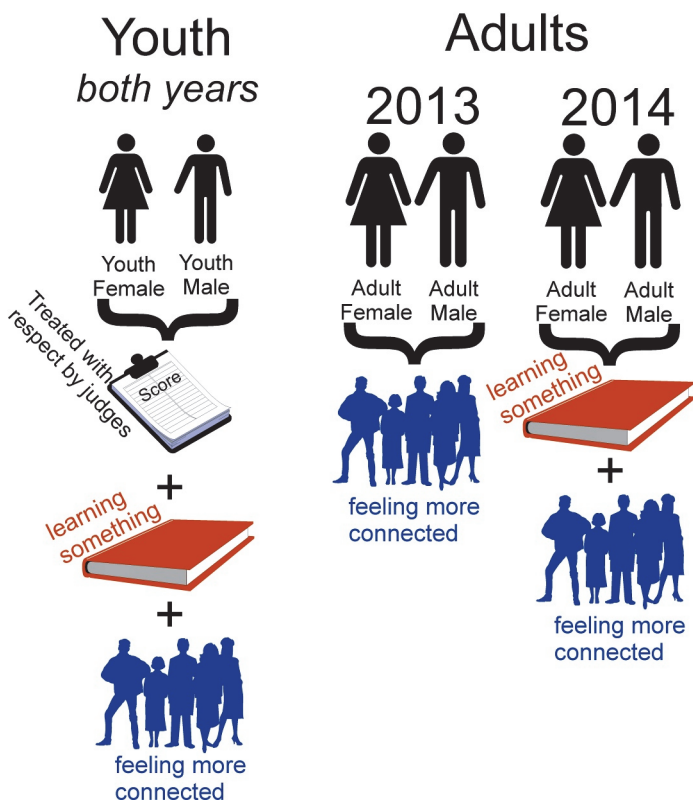


## Satisfaction with the Field Day influenced by:

**Youth** satisfaction was primarily influenced in this order: being treated with respect by the judges, learning something new, and feeling more connected to 4-Hers across the state.

**Adult** satisfaction differed between years; in 2013 it was feeling more connected to 4-Hers across the state while in 2014 it was learning something new.

These results must be interpreted with caution as they only explain around 30% of satisfaction, hence, there are other factors influencing people's satisfaction with the event that were not captured by the survey.



### Conclusion

Overall, youth and adults were highly satisfied with the 2013 and 2014 State 4-H Field Days.

Respondents reported feeling respected by judges, learning something new, and planning to continue in 4-H for another year. These results help reveal many of the valuable benefits achieved for youth and adults participating in the event.

