



# **Alberta 4-H Member Attraction & Retention Review - 2010**



# Market Research

## Why - How – Who

- The project was initiated by Alberta 4-H to try to identify strategies to attract more members and retain the ones currently enrolled.
- Consultation with current and past members, leaders and parents was completed through:
  - Focus Groups
  - Surveys
  - One-on-one interviews





# Market Research

## Why – How - Who

- A single level stakeholder participation model was deployed to *involve* and *collaborate*
- The marketing research was overseen by Drive Solutions Inc. and took place over a six-month period (October 2009 – April 2010)





# Goals of the Study

1. To evaluate the current level of youth engagement in Alberta 4-H.
2. Provide recommendations on how to improve member recruitment and retention.

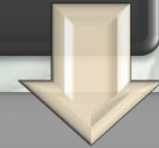


# Discussion Points

Research complete



Why members stay and leave



Recommendations



Tactics – Moving forward



# Questions from the Study

1. Who is the typical Alberta 4-H member?
2. How does Alberta 4-H compare to other 4-H jurisdictions?
3. How does Alberta 4-H compare to other youth clubs and organizations?
4. How has Alberta 4-H performed in recent years and are there any trends that can be identified?
5. What can be improved to increase participation and retention rates?
6. How can Alberta 4-H implement the recommendations?





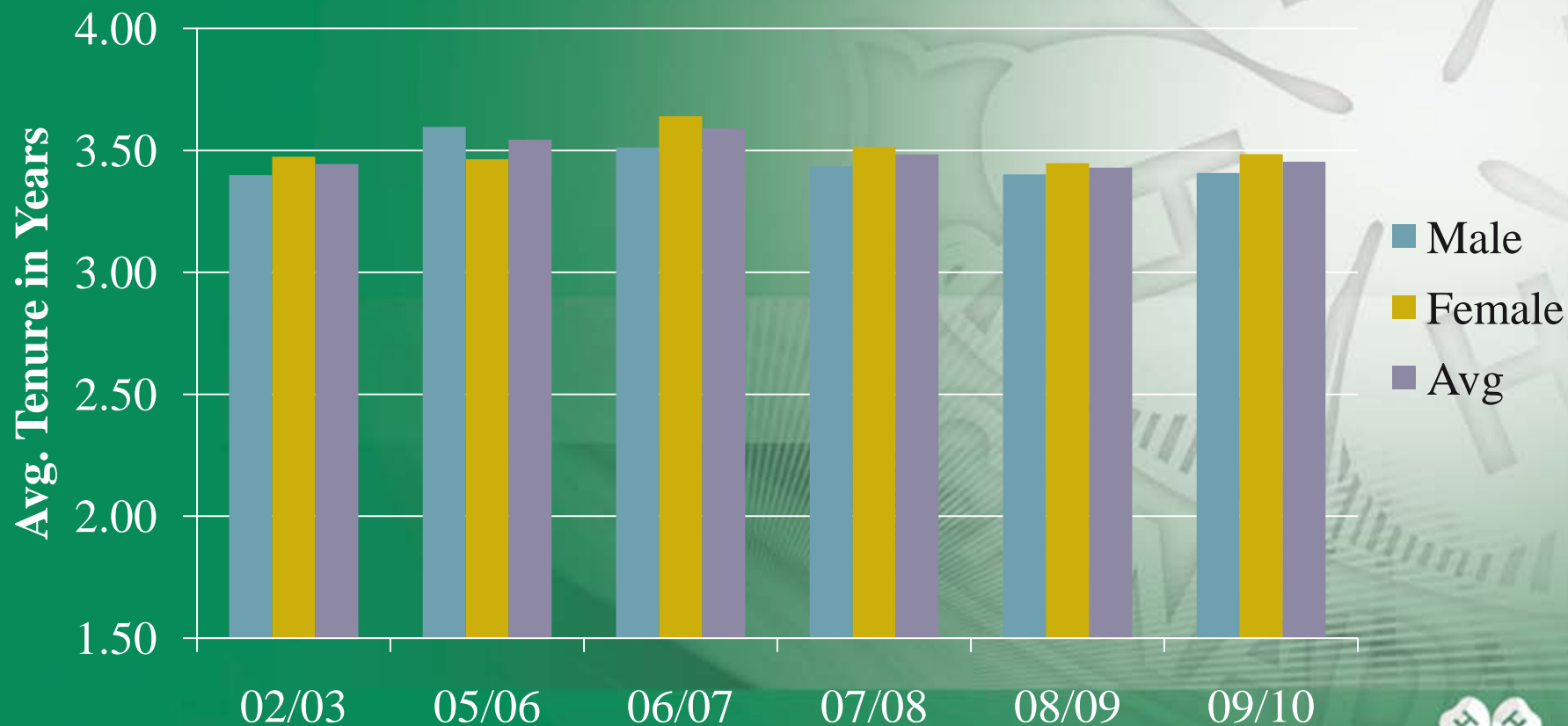


**Who is the typical Alberta 4-H member?**



# Alberta 4-H Member Tenure Relatively Flat

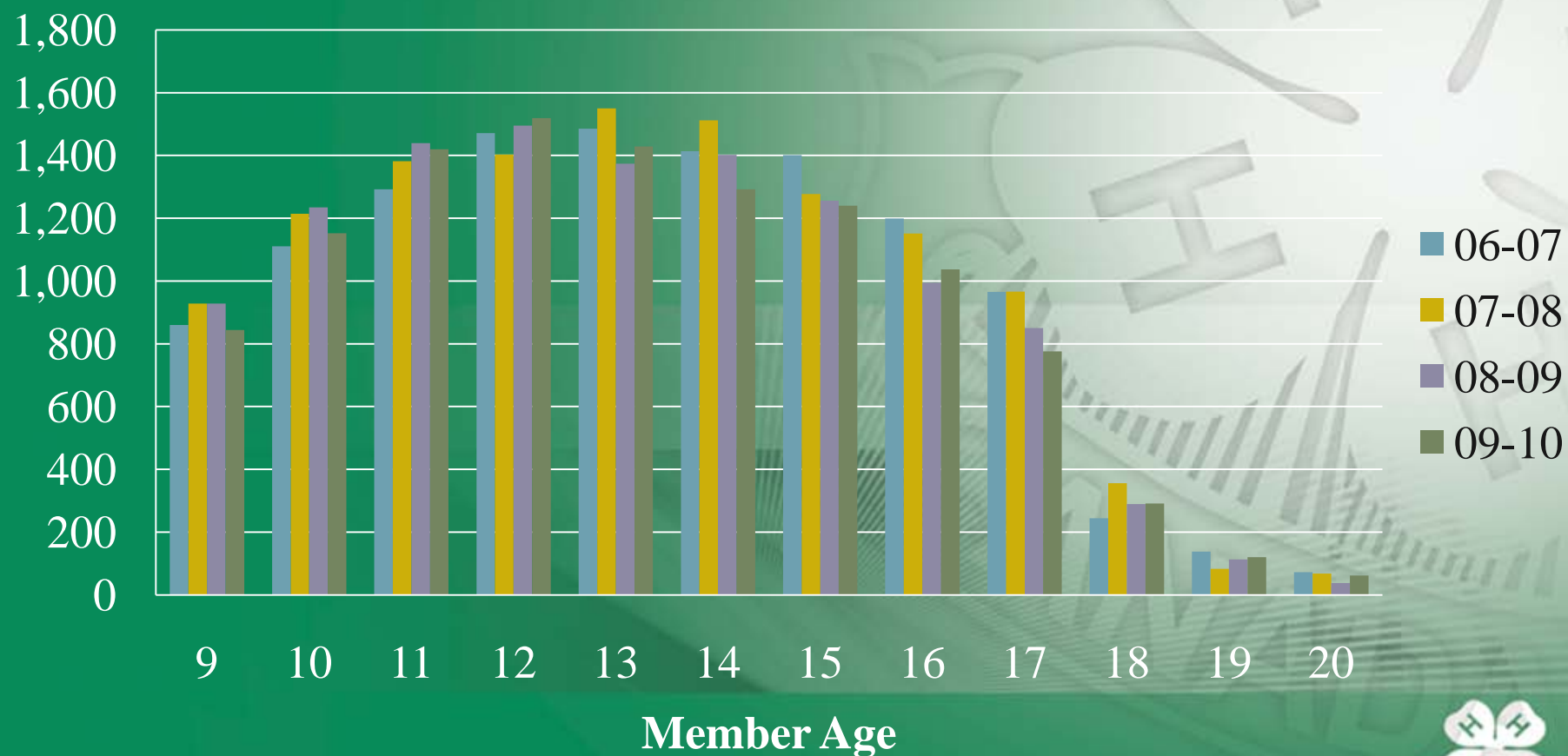
## *Avg. Member Tenure by Gender*





# Alberta 4-H Membership by Age

*Members by Age*

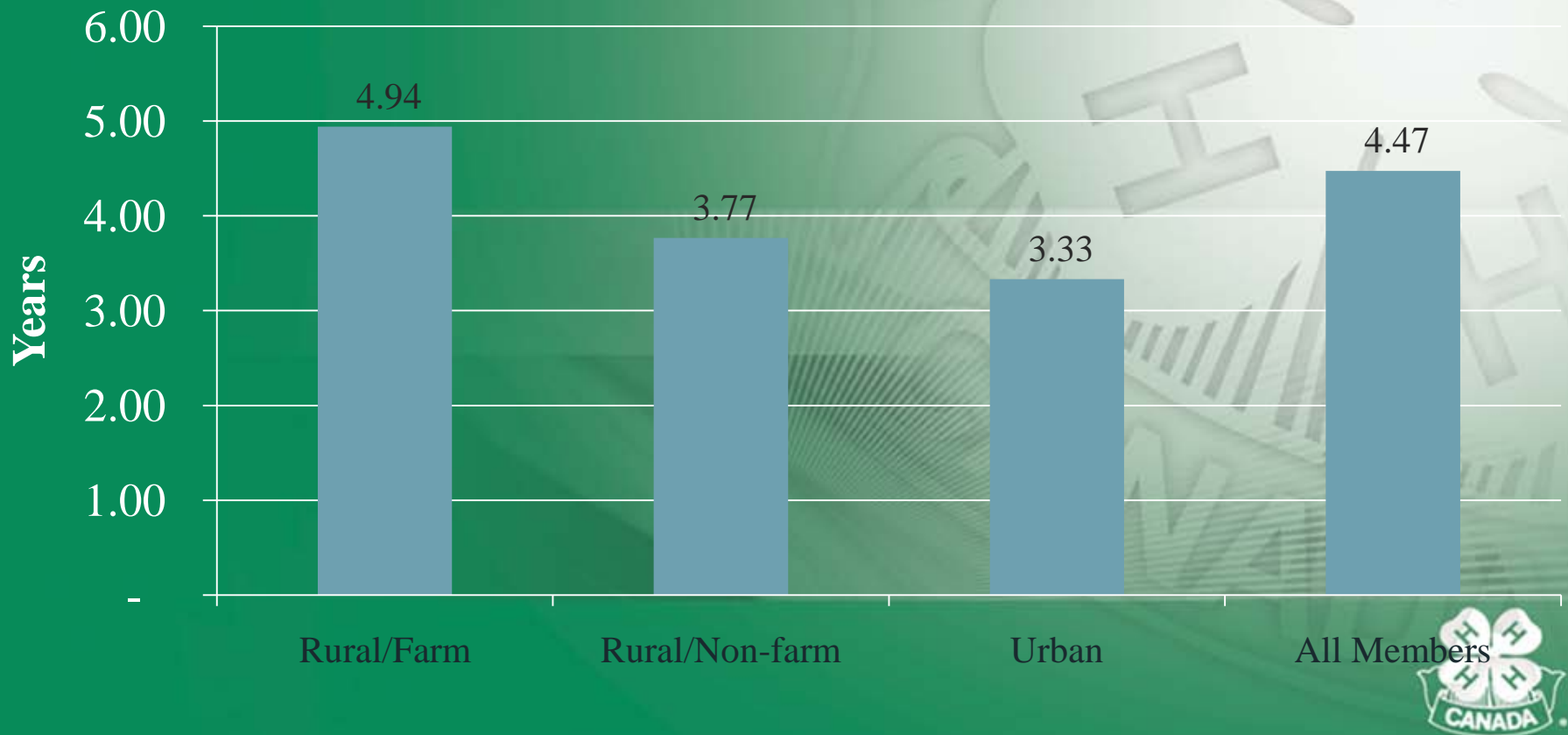


# Alberta 4-H Membership 1997-1998 to 2009-2010

## *Members by Gender*



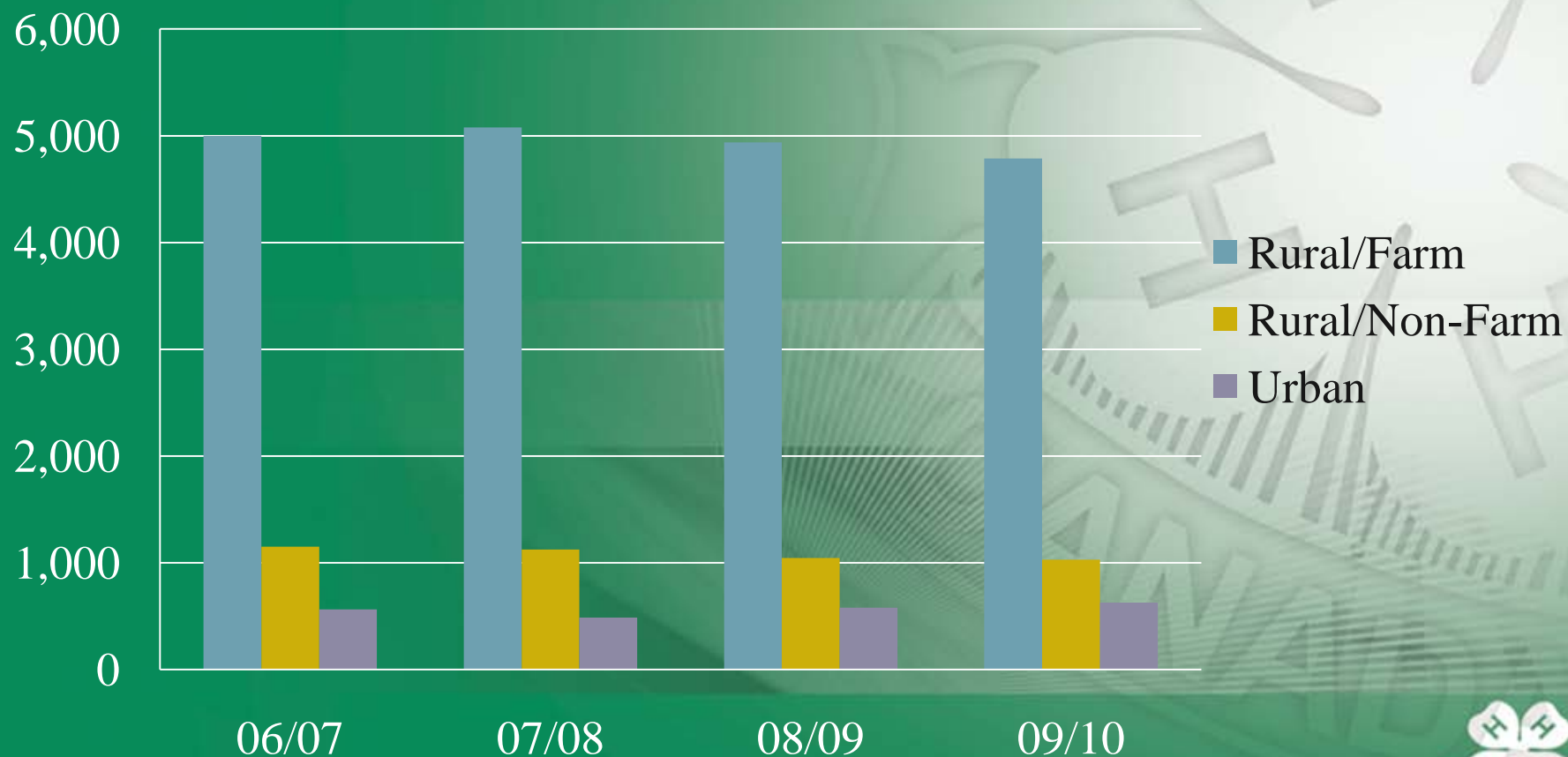
# Alberta 4-H Avg. Tenure Rural/Farm Members *Avg Tenure by Residence* (*'86-'09*)



# Alberta 4-H Members

## Predominantly Rural

### *Members by Residence*





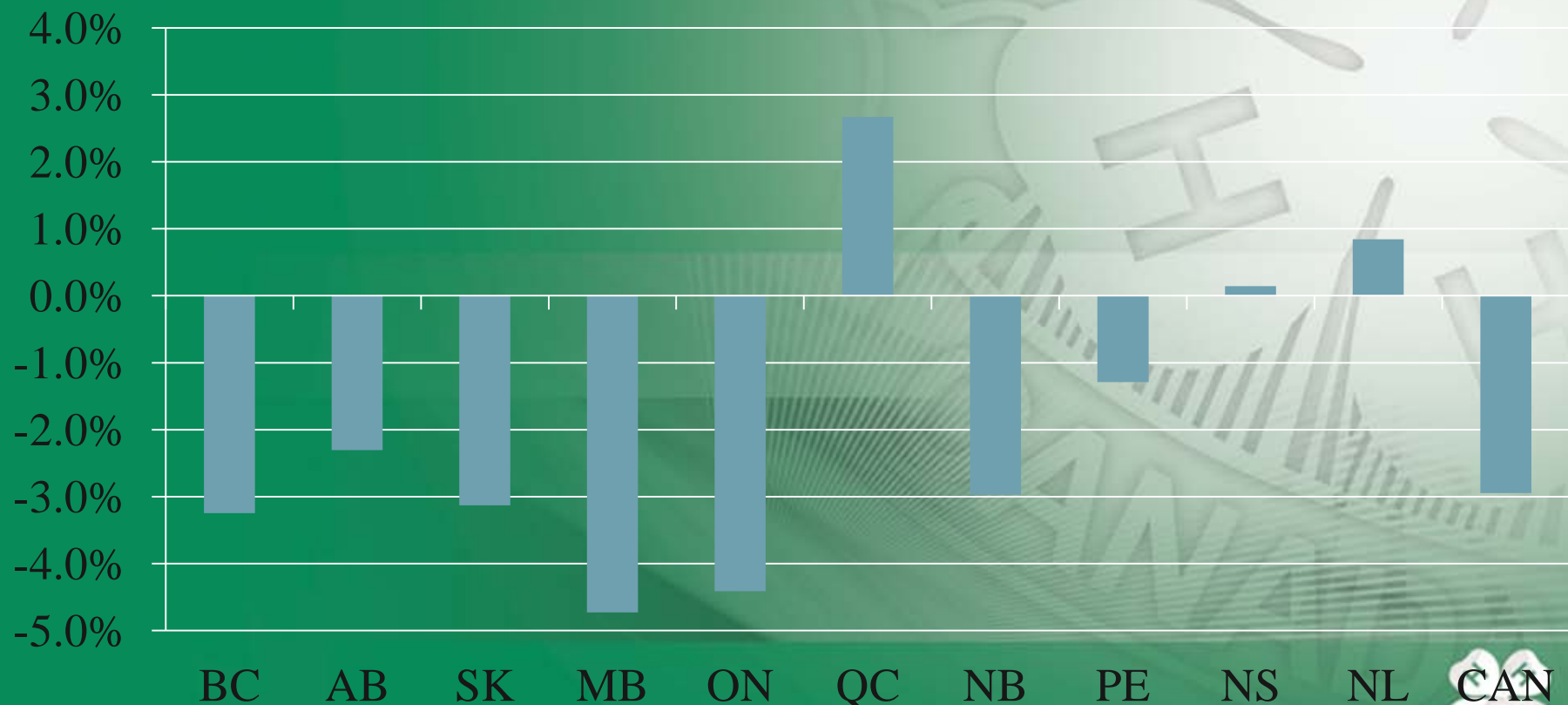
**How does Alberta 4-H compare to other  
4-H jurisdictions?**





# Alberta 4-H Compared Other 4-H Jurisdictions

*Avg Annual % Change in Membership  
(1998-2008)*



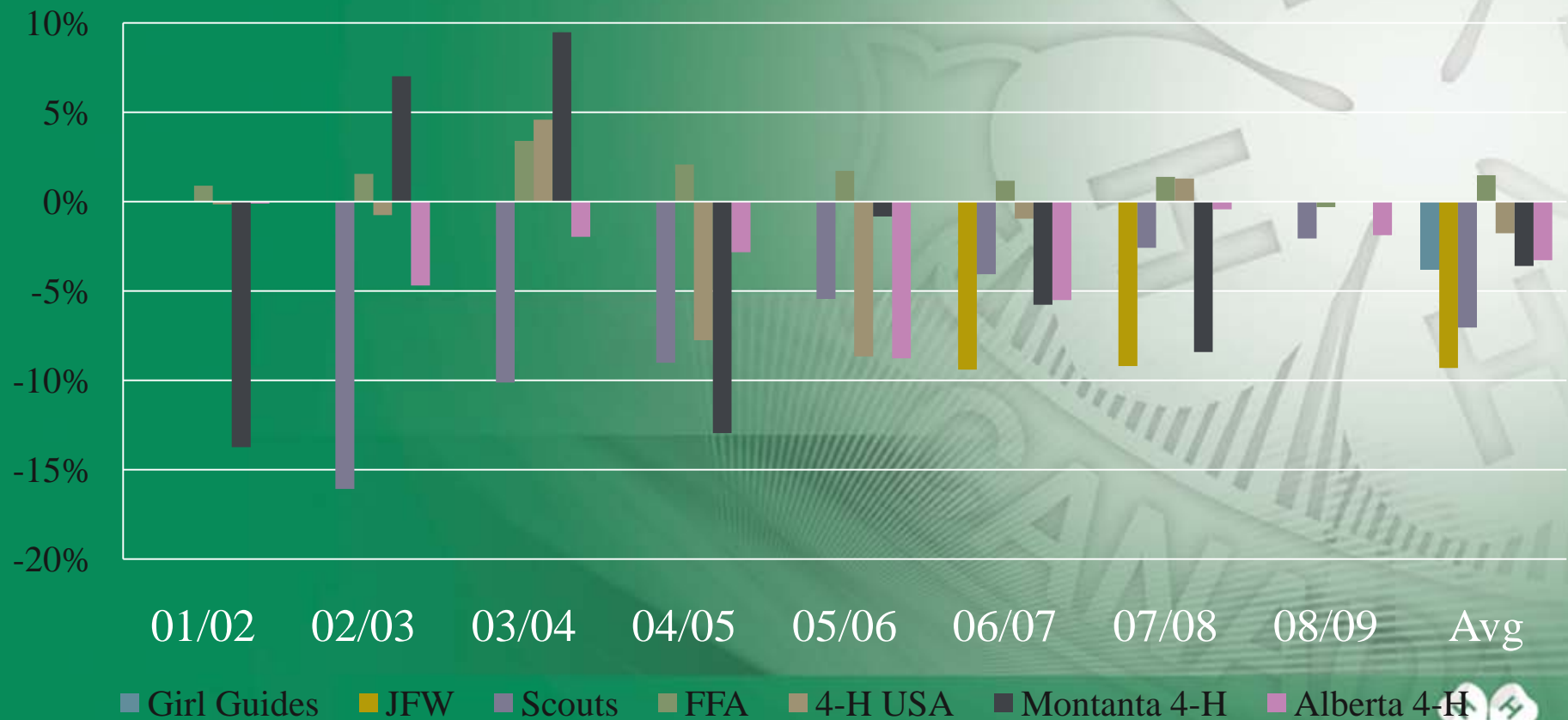


**How does Alberta 4-H compare to other youth clubs and organizations?**



# Alberta 4-H Fares Well Compared to Other Youth Organizations

## *Annual % Change in Membership*





**How has Alberta 4-H performed in recent years and are there any trends that can be identified?**



# Reason's Youth Join

**Interest in  
Project**

**Strong Family  
Encourage-  
ment**



# Reason's Youth Stay

**Social Aspects**

**Development  
of Strong  
Friendships**





# Reason's Youth Leave

**Busy  
Lifestyles**

**Boredom  
with Project**



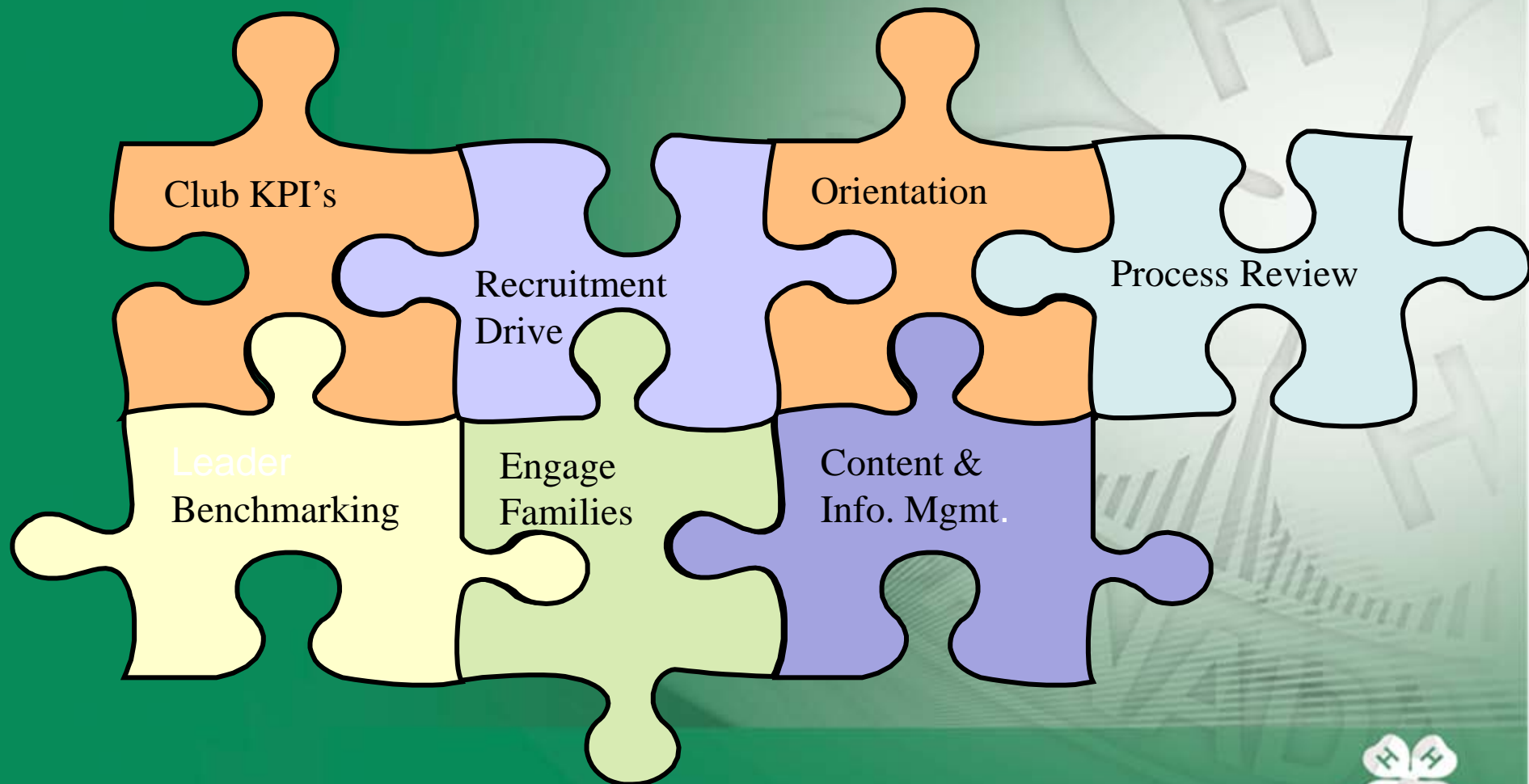




**What can be improved to increase participation and retention rates and how can Alberta 4-H implement the recommendations?**



# Recommendations



# 1. Content & Information Management

- Implement a technology solution that will provide key stakeholders the information they need in a format that is both easy to access and navigate.
  - An advanced website and database powered by a suitable content management system.

## **Alberta 4-H' s pathway**

- Comprehensive review of current website and database
- Needs analysis
  - ✓ Input from membership (members, leaders & parents)
- Research website and database companies, technology and services
- Review proposals and awarding of contract
- Launching of redesigned website and database



# 1. Content & Information Management

- Expand the communications strategy to include additional tools
  - Communications via email, forums, social media, etc.

## Alberta 4-H's Pathway

- Social media policy and strategy development
- Website redevelopment
- On- line workshops



## 2. Establish “New Parent” Orientation Program

- Successful retention of members relies on a committed family.
- Possible ways to involve and orientate parents as quickly as possible are:

### Alberta 4-H's Pathway

- Establish a mandatory parent orientation meeting at the beginning of the 4-H year
- Develop consistent outline for new family/leader/parent orientation
- Explain the 4-H culture and provide an overview of the club plan and outline the expectations regarding parent involvement.





## 2. Establish “New Parent” Orientation Program

### Alberta 4-H's Pathway continued

- Establish a “buddy” or mentor program for new parents/leaders
- Develop a Club Orientation checklist  
(club will be able to personalize)
- Incorporate the Alberta 4-H Club Information form
- Review and update *Family Guide*
- Pair a veteran 4-H parent with a new 4-H parent to encourage social integration early.





# 3. Develop Family Engagement Strategies

- Focus on “family”, with the inclusion of younger child/family oriented activities

## **Alberta 4-H's Pathway**

- Increase the family friendly aspect of existing activities and events at the club level
- Create programs for younger children to attract younger parents
- Cleaver Kids Pilot Project – engage 6-8 year olds





# 3. Develop Family Engagement Strategies

## Alberta 4-H's Pathway

- Connect with club leaders that have been successful in encouraging family engagement
- Collect “good news” stories to share with clubs, leaders and members



## 4. Establish Key Performance Goals for Individual Clubs (KPI's)

- It is important to set club goals that the members, leaders and parents can collectively strive to achieve.
- Establish a common set of performance measurements all clubs can establish goals from. Examples include:
  - # of club exchanges per year
  - # of “invite a friend” events per year
  - # of members recruited per year



# 5. Create Leader Benchmarks & Develop Tracking Mechanism

- “You can’t change what you don’t measure” ~ Unknown
- Establish a set of objective benchmarks that can be used to quickly evaluate leader performance.
- Implement an improved information management system that can provide “live” variance reports tracking actual performance against club goals and leader benchmarks.
- Establish a follow-up and support program/process that can “red flag” areas of improvement for leaders and initiate appropriate supportive actions for leader improvement.



# 6. Implement a Comprehensive Recruitment Drive

- Set aggressive, but achievable recruitment targets for all of Alberta 4-H to strive for.
- Partner with school boards to expose students to 4-H

## Alberta 4-H's Pathway

- Break the recruitment goals down into regional, district and club goals.
- Emphasize the importance of parent – parent recruitment.
- Reach out to Alumni with a strong “re-engagement” plan as their children are a significant source of new members.





# 7. Undertake a Process Review

- Review each of the processes within Alberta 4-H and critically critique them for efficiency and effectiveness.
- Identify areas of improvement or refinement that will better utilize existing resources and increase stakeholder satisfaction and lead to greater attraction and retention success.

## Alberta 4-H's Pathway

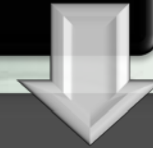
- Include both internal and external processes that impact members, parents, leaders, the 4-H Branch, Alberta 4-H Council, and the 4-H Foundation of Alberta.
  - i.e. registration, leader recruitment, member recruitment, parent orientation, record books, regional reporting, leader training, etc.



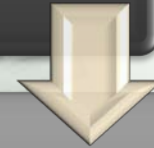


# In Conclusion

Research complete



Reasons to stay and leave



Recommendations



Tactics – Moving Forward





# Questions & Discussion



# **Additional Information**



# CONTACT INFORMATION

## Alberta 4-H Council

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Westerose AB TOC 2VO

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Toll Free: 1-877-682-2244

Email: [council@4hab.com](mailto:council@4hab.com)

## 4-H Branch

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## 4-H Foundation of Alberta

RR 1

Westerose AB TOC 2VO

Phone: (780) 682-2153

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Email: [foundation@4hab.com](mailto:foundation@4hab.com)



# HOW DO I GET MY SUGGESTION AND OR COMMENTS HEARD?

- Each 4-H region has an elected Marketing Action Committee member. Contact Alberta 4-H Council to find out who that is.
- Pass your suggestions or comments on to the MAC rep verbally or in writing to be presented at their next meeting.
- Suggestions and comments from Alberta 4-H's grassroots are a vital part of improving and maintaining a strong program.



# WHAT IS MAC?

The Marketing Action Committee (MAC) is a standing committee of the Alberta 4-H Council.

The purpose of the committee is to develop and support the implementation of a Marketing and Communication strategy for Alberta 4-H.

One elected representative from each 4-H region and representation from the 4-H Partners.





# Marketing Action Committee

Name	Email	Representing
Dwayne Fulton	<a href="mailto:dsfulton@airenet.com">dsfulton@airenet.com</a>	Alberta 4-H Council
Tim Church	<a href="mailto:t.church@4hab.com">t.church@4hab.com</a>	4-H Foundation of Alberta
Arron Madson	<a href="mailto:a.madson@agcall.com">a.madson@agcall.com</a>	4-H Foundation of Alberta
Bev Rasmussen	<a href="mailto:rasmussen@xplorenet.com">rasmussen@xplorenet.com</a>	Calgary Region
Dwayne Grover	<a href="mailto:dwaynegrover@xplornet.com">dwaynegrover@xplornet.com</a>	East Central Region
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# CREDITS

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Ag- Initiatives Grant

Financial Assistance to complete research

Alberta 4-H partners

Alberta 4-H Council

4-H Branch

4-H Foundation of Alberta

