



DT: June 24, 2015

TO: 2015 State 4-H Field Day Contest Coordinators
State 4-H Council Executive Committee

CC: Shannon Horrillo, Associate Director for 4-H Program and Policy
Alyssa Sankey, 4-H Program Representative for Animal Science Education

FR: Steven Worker, 4-H Science, Engineering, and Technology Coordinator

RE: Evaluation Findings for Expanding State 4-H Field Day to a Two-Day Event

Background: During the April 2015 State 4-H Council meeting, a recommendation was put forth to expand the State 4-H Field Day to two days. The rationale provided was that there are too many contests and activities for one day and a two-day event would better accommodate the growing number of activities.

Summary of Findings: The evaluation results contained in this memo clearly indicated that youth and adult participants do not prefer a two-day event, thus, Field Day will remain a one day event in 2016 and 2017.

Field Day Survey

To solicit broad input on expanding the event, two questions were added to the Field Day survey. This survey was administered at the Field Day to youth and adult participants. A student assistant staffed the table and provided an incentive to youth and adults who completed a survey. Two items asked participants about a potential two-day event: “I am in favor of expanding the State 4-H Field Day to a *two-day* event” and “The 2016 Field Day will be on Memorial Day weekend. If Field Day were to be a *two-day* event in 2016, which 2 days would you prefer?”

The total number of surveys collected was 472 which included 273 from 4-H members; 147 from 4-H adult volunteers; and 52 marked as other. The average number of years participating at the State 4-H Field Day was 2.4 (Standard deviation [SD] 1.7). Responses by section (from those who wrote in their county name) included 96 from North; 118 from North Central; 180 from South Central; and 57 from South. Counties with the most number of responses included Butte (23), Kings (27), Madera (23), Monterey (34), Solano (27), Stanislaus (48), and Yolo (23).

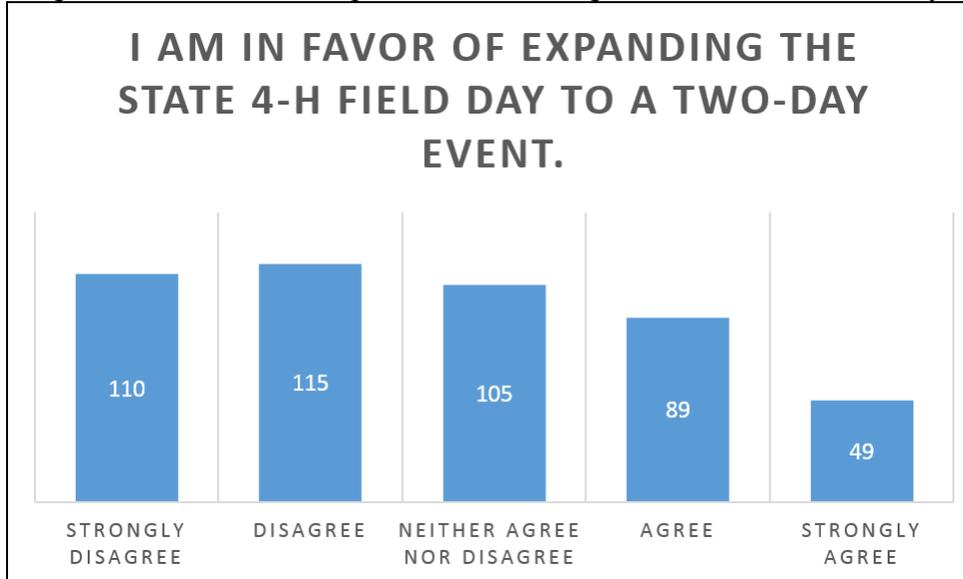
Findings for Preferences for a Two-Day Field Day

Overall: Over 48% strongly disagreed or disagreed that they were in favor of expanding Field Day to a two day event; 22% were neutral; and only 30% agreed or strongly agreed. When responses were converted to whole numbers¹, the mean was 2.68 (SD 1.3), which places the average in between “Disagree” and “Neither Agree Nor Disagree” options.

¹ 1=Strongly Disagree, 2=Disagree, 3=Neither Agree nor Disagree, 4=Agree, and 5=Strongly Agree

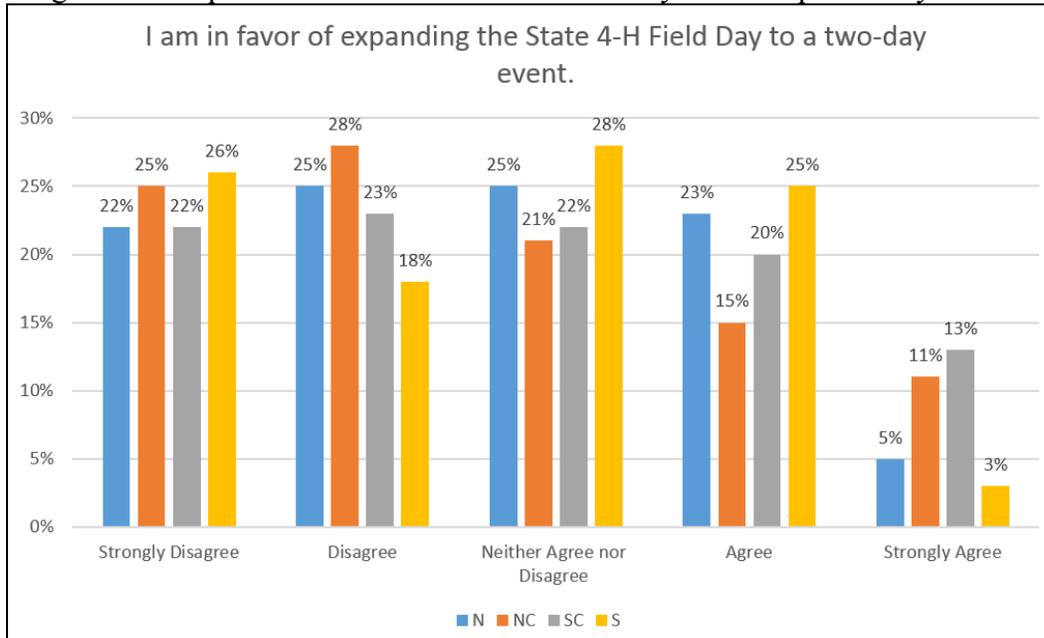


Diagram 1. Number of Respondents Indicating Preference for a Two-Day Event.



By Section: When responses were separated by section, the results were similar. Most participants responded between “Disagree” and “Neither Agree nor Disagree” options. The North (N) mean was 2.65 (SD 1.2); North Central (NC) mean was 2.59 (SD 1.3); South Central (SC) mean was 2.79 (SD 1.3); and South (S) mean was 2.61 (SD 1.2)².

Diagram 2. Frequencies of Preference of a Two-Day Event Separated by Section.

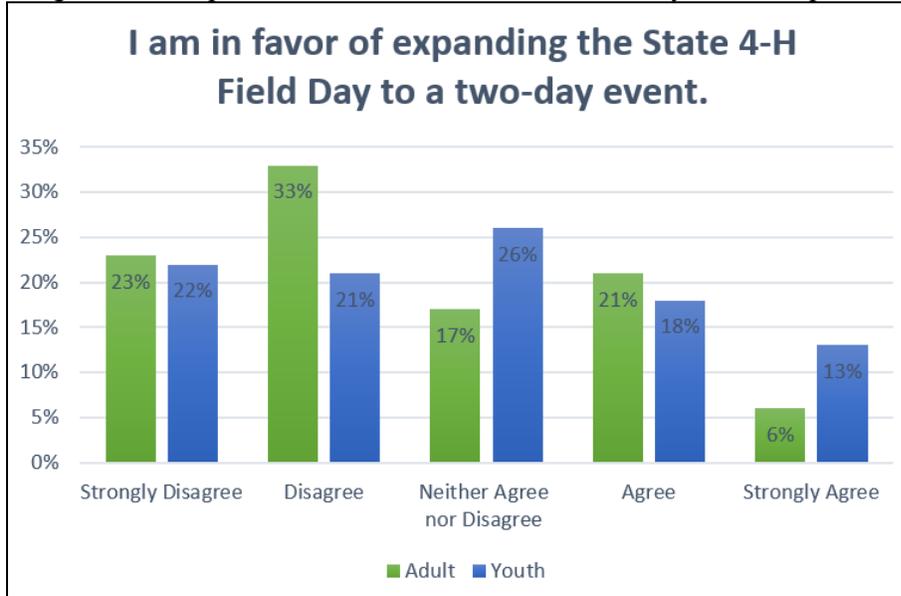


² An one-way analysis of variance (ANOVA) was computed which revealed no statistically significant difference between the means of the four sections; $F(3,444)=0.687$, $p=0.56$



By Youth versus Adult: Responses delineated by adult and youth revealed similar patterns with averages between the between “Disagree” and “Neither Agree nor Disagree” options. The adult mean was 2.54 (SD 1.2) and the youth mean was 2.79 (SD 1.3).

Diagram 3. Frequencies for Preference of a Two-Day Event Separated by Youth and Adults.



Findings for Preferred Days for a Two-Day Field Day

Those responding to the question about preferred days if Field Day were going to be a two-day event were overwhelmingly in favor of a Saturday, Sunday (204; 64%) with a second choice of Friday, Saturday (117; 36%); no other valid two-day option reached above 6%.

Moving Forward with a One-Day Event

The results of Field Day survey clearly indicated most respondents prefer a one-day event regardless of age (youth, adult) or geographic location. Given these results, in combination with the logistical challenges and financial constraints of a two-day event, the 4-H Field Day will continue for the next two years as a one-day event taking place during the last Saturday in May. Facilities at UC Davis have been reserved for 2016 on May 28, 2016 and 2017 on May 27, 2017.