



THE PERCEIVED AWARENESS OF 4-H YOUTH
PROGRAMS BY THE ADULT POPULATION
OF CANADIAN COUNTY, OKLAHOMA

By

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CHAPTER I

INTRODUCTION

In its early days, 4-H focused on teaching agriculture and home making skills to rural school children. Many changes have come about in the 4-H program since its' beginning as boys' corn clubs and girls' canning clubs in the early 1900's (1).

Through the years 4-H has been defined differently throughout its history. In Oklahoma 4-H for Century III, Kruse (2) has this definition:

4-H is the youth development phase of the Cooperative Extension Service. It can be defined as a youth development program which utilizes a variety of program methods and areas of interest (known as projects) to reach and teach all youth 9 to 19 years of age regardless of race, color, national origin, residence or membership in any other organization (p. 6).

Major program thrusts have seen much modification due to more of the population living in towns and cities and less in the rural areas. Because of this and the changing environment in both rural and urban areas, there has been a redirection of 4-H efforts and the development of 4-H projects to include urban, low income, and minority youth.

Is the general public aware that 4-H is a youth organization for all youth irrespective of whether they live in a city, a suburb of a city, a town, as well as those living in a rural area?

According to a 1974 Gallup (3) study, of the Public's Awareness and Image of Voluntary Youth Agencies, 82 percent of all those

interviewed were aware of 4-H. The same Gallup Study found that among respondents who were aware of 4-H, 65 percent reported its efforts centered around agriculture. Twenty-one percent reported the teaching of homemaking skills such as cooking and sewing.

In the Midwest there are several rural areas where there is a great deal of interest in the traditional projects of agriculture and homemaking, but there are also large population centers that have a large amount of 4-H activity. In these metropolitan centers, as well as in the rural areas, many youth get involved in nontraditional projects such as woodworking, rocketry, arts and crafts, bicycle safety and personal development along with the traditional projects.

Oklahoma is a prime example of the 4-H program in a Midwestern state. Only 27.9 percent of 4-Hers live on farms with another 33.6 percent residing in rural nonfarm areas and towns under 10,000 population. Twenty-six percent of Oklahoma 4-Hers live in cities or suburbs of cities of more than 50,000 population (4).

Of the 77 counties in Oklahoma only four, Tulsa, Comanche, Cleveland and Oklahoma, have cities with a population of more than 50,000. Oklahoma County has two, Midwest City and Oklahoma City (5). If the 4-H program has a rural image that keeps urban youth from considering being a 4-H member the effect would be especially harmful to the 4-H program in any county which is totally or even partially urbanized. Approximately one-half of the area of the county being studied is a suburb of Oklahoma City a city of 403,213 (5).

Background

In 1914, the federal Smith-Lever Act created the Cooperative Extension Service by which practical information could be taken from the land-grant colleges and the Department of Agriculture to the people in their local environment (6). The four arms of Cooperative Extension included Agriculture, Home Economics, Rural Development, and 4-H Youth Development.

The national program that became known as 4-H stands for the equal training of the head, heart, hands and health of every member.

The 4-H mission is positive youth development. 4-H attempts to instill leadership and citizenship qualities in boys and girls to increase their poise and self-confidence, as well as to teach practical skills. This is carried out through organized 4-H clubs headed by volunteer adult leaders. Each club functions independently, carrying out one or more projects. County 4-H staff, known as 4-H Agents, recruit and train volunteers and coordinate the total County Extension youth program and its events based upon local needs.

According to the 1980 fiscal year annual 4-H Youth Enrollment Report, there were 3277 boys and 3532 girls for a total of 6,809 youth enrolled in 248 4-H units in Canadian County (4). There were 189 adult and teen volunteer 4-H leaders.

Statement of the Problem

According to the Gallup (3) Study citing 4-H's rural image, the public does not seem to be aware of changes that have occurred in the 4-H program during the past years. But, the Gallup study does show that the general public thinks highly of 4-H and its delivery system.

Informed educators, also, consider 4-H to be one of the finest out-of-school educational experiences for boys and girls. Therefore, it appears that the 4-H program is suffering from a frozen rural image rather than a generally poor image.

For 4-H to reach its potential, more people must be given an opportunity to understand the scope of the program. 4-H apparently has a serious communications problem. To what degree is the general public aware of 4-H? Are they aware that 4-H is a youth organization for all youth in all different types of communities and rural areas? How did those who are aware of 4-H learn about it?

There seems to be a limited amount of current research data that deals with the problem. This information could determine the seriousness of the apparent communication problem and help to show the direction to take to improve it. The current information that is available is on a national level, or on the state and county level in an east coast state, New Jersey and New Hampshire. Therefore, this study was needed to attempt to provide some of the answers to the questions raised previously and those listed in the objectives of the study.

Purpose of the Study

The purpose of this study was to determine the perceived awareness of 4-H youth programs by the adult population residing in Canadian County, Oklahoma. Also, information was obtained concerning how they first became aware of the 4-H program and where they currently get their information about the 4-H program.

Objectives of the Study

In order to accomplish the purpose outlined, the investigation was directed toward the following specific objectives:

1. To determine the perceived awareness of the 4-H program by the general public residing in Canadian County, Oklahoma.
2. To identify how the public first heard about 4-H and where they receive most of their current information about what 4-H is doing.
3. To determine the public's awareness of each of the three major types of group organizational structures used by 4-H in the county.
4. To determine the overall image (rural-urban) of the 4-H program.
5. To determine the awareness of the location of the 4-H office in Canadian County.
6. To identify if respondents or any members of their immediate family are or have been involved in 4-H as a member.
7. To identify the public's perception of how the 4-H program is financed.
8. To identify and formulate recommendations, based on this study, for developing future planning for awareness and contact of potential audiences for Canadian County 4-H programs.

Assumptions of the Study

Concerning this research study, the following basic assumptions were made:

1. Those individuals selected in the random sample were representative of the general adult population of Canadian County.

2. The responses made by the participants of this study were accurate and sincere.

3. That people from all socio-economic levels in Canadian County have access to the telephone.

4. The survey instrument used adequately assessed the participant's perceived awareness of the 4-H program.

Scope and Limitations

An attempt was made to provide equal opportunity for all residents of Canadian County, Oklahoma, to be included in this research study. The target population was defined to be all adults in Canadian County, 18 years or older in age, having access to a telephone, and having their telephone number listed in a published telephone directory in Canadian County.

Since the research sample was drawn from the survey population, the writer recognized the following specific limitations in conducting the study:

1. The target population did not include those persons who either had no telephone or had an unlisted number.

2. Those individuals who had recently moved into Canadian County or those persons whose telephone service had been interrupted for any given amount of time were not involved.

3. The study was limited by the manner in which respondents interpreted and responded to the survey instrument.

4. The respondents were at times forced to answer to a list of statements prepared by the writer which might have imposed a limitation on some.

This study was also limited by a lack of sufficient related research dealing with awareness or perception studies of 4-H. The only research found relating to the public's awareness or image of 4-H was the national Gallup (3) study conducted in 1974, a state study done in New Hampshire (7), a county study done in Cumberland County, New Jersey on the image of 4-H (8) and a second national study done by Gallup (9) in 1978.

CHAPTER II

REVIEW OF LITERATURE

Introduction

No single Extension-sponsored organization is more widely known or recognized than the 4-H clubs. The technique of organizing boys and girls into clubs which Extension programs could be conducted was one of the early innovations -- and it succeeded admirably. The 4-H clubs gave identity to program activity; that enhanced the basic competitive nature of the project work; and they established a formal vehicle for involvement of adults (6, p. 27).

In 4-H's near 80-year history, very little has been done to determine the public's awareness of this organization. In fact, only four detailed analyses of the public's awareness of the 4-H program could be found by the researcher.

Because of the small amount of literature available on the specific subject of the public's awareness of the 4-H program the researcher felt a need to include the following areas in the review of the literature:

1. Public awareness studies of 4-H
2. 4-H studies related to awareness
3. Related Cooperative Extension Awareness studies

Public Awareness Studies of 4-H

In 1974, the Extension Service, United States Department of Agriculture, was invited by the Gallup organization to participate in a survey concerning the larger youth serving organizations in the nation,

of which 4-H is one. The purpose of the survey was to determine the public's knowledge and attitude concerning various youth organizations, as an aid in developing more effective programs for youth (3).

The findings were based upon personal interviews with a national sample of 1,582 adults, 18 years of age and older. The highlights of the study revealed the following:

Seventy-seven percent of all those interviewed were aware of 4-H.

Of the 77 percent aware of 4-H, 91 percent had a very favorable or fairly favorable attitude.

The composite reason of those reporting favorable attitudes toward 4-H were that 4-H is good for young people, provides constructive attitudes, teaches youth good skills, develops character and helps make good citizens.

Over 3 out of every 4 persons aware of 4-H believe its work is very worthwhile or absolutely essential.

To those reporting awareness of 4-H, 4-H has a basically rural image.

The more people know about 4-H, the more favorable their attitude (3, p. i).

As a part of a comprehensive 4-H program review in New Hampshire a committee comprised of three 4-H staff members designed an instrument and conducted a study in order to determine the public's awareness level of the New Hampshire 4-H program by the state's population (7).

Findings were based on 177 questionnaires distributed on a random selection basis at a number of public places. Teenagers to senior citizens were included in the survey.

Ninety-six percent of those surveyed said they had heard of 4-H. "The greatest source of information is word of mouth, i.e. telling others about the program" (7, p. 33). Thirty-five percent had heard from others, whereas 32 percent had participated in the 4-H program or

knew others who had. Schools made up the third greatest source of information with 11 percent and fairs, as a source, was listed by 8 percent. Only 9 percent listed any type of mass media as the source with newspapers receiving 6 percent of the total.

A study was developed and administered by Mozenter (8) to determine the awareness and image of the 4-H program among the adult population of Cumberland County, New Jersey. In this study a telephone questionnaire was administered to 525 residents of the county. Mozenter (8) listed the major purpose of the study:

To determine how many people had heard of the 4-H program, their general impression of the youth organization, the value placed on the work accomplished by 4-H, and an opportunity to offer suggestions for improving 4-H's image (p. 24).

From the study it was found that 82 percent of the residents had heard of 4-H but 51 percent of those felt they knew very little about what 4-H clubs do.

Newspapers were the most frequent method noted as the means by which the respondent first heard of 4-H, with friends second. The same communication vehicles plus radio provided respondents with current information about 4-H after first hearing of it.

An overwhelming majority of respondents, average of 87 percent on two similar questions, had a positive attitude toward 4-H and the quality of work done.

The 4-H program was primarily regarded as a program for rural youth only by 44 percent of the respondents. However 51 percent correctly viewed 4-H as a program for rural, urban, and suburban youth.

A followup of the 1974 Gallup (3) study was held in 1978 (9). The Science and Education Administration - Extension contracted with

the Gallup Organization to include 4-H in their second study of youth organizations. Findings were based on personal interviews of a national sample of 1503 adults, 18 years of age and older.

One area that was not a part of the earlier study was the types of federal funding the public preferred for 4-H programs.

Among those aware of 4-H, 33 percent preferred long term programs and 37 preferred a mixture of both long and short programs. Eight percent . . . preferred short term federal financial programs. Eighteen percent . . . preferred none of the above (9, p. 4).

The responses to the funding question above when asked of those not aware of 4-H were almost identical to those who were aware.

Another added area was that of the areas best for 4-H clubs to serve. Seventy-three percent of the total sample preferred 4-H to continue to serve both urban and rural youth. It was preferred by 10 percent that it serve rural youth only.

In the two Gallup studies, the New Hampshire study and the Cumberland County study there were findings that were similar and some that varied from one study to another (3) (9) (7) (8). A comparison of the pertinent findings of all four 4-H image studies were made by the researcher and are presented in Table I.

Literature Search Efforts

The researcher consulted the Educational Resources Information Center (ERIC) database, an educational information system operated by the federal government's National Institute of Education. ERIC is comprised of a nationwide system of educational clearing houses which abstracts and indexes literature related to its field. A computer search was also made in the AGRICOLA database, a document locator for

the Science and Education Administration, Technical Information Systems of the United States Department of Agriculture. Both failed to reveal studies related directly to the public's awareness of 4-H.

TABLE I
COMPARISON OF FOUR 4-H IMAGE STUDIES

	1974 Gallup	1978 Gallup	New Hampshire	Cumberland County
Percent of Sample Aware of 4-H	77	82	96	82
Percent of Those Reported Aware of 4-H that Perceived 4-H as Being for Rural Youth	43	33	38	44
Greatest Source of Information about 4-H Reported by Those Aware of 4-H	*	*	Word of Mouth	News- paper
Percentage reporting it as major source	*	*	35	67
Second Greatest Source of Information about 4-H Reported by Those Aware of 4-H	*	*	Participa- tion (Direct or Indirect)	Radio
Percentage reporting it as major source	*	*	32	18
Third Greatest Source of Infor- mation about 4-H reported by Those Aware of 4-H	*	*	Schools	Friends
Percentage reporting it as major source	*	*	11	14

*Not included in the study.

majority of youth first heard about 4-H from friends, followed by school teachers. Ninety-five percent of the non-4-H members surveyed were aware of 4-H.

Abbott (13) in the evaluation of urban, inner city 4-H programs in Detroit asked past and present 4-H leaders how their community perceived 4-H. Eighty percent said "favorable" or better, with the other 20 percent "unsure".

When 4-H members and parents were asked the purpose of 4-H, over 60 percent responded with the following:

To develop understanding by helping people communicate better; teaching kids to work together, by teaching kids to understand others different from themselves.

To make the community better by getting people involved.

To plan programs that will keep kids out of trouble and away from the police (13, p. 24).

An Ohio 4-H urban study revealed learning new skills and developing competence in project areas to be the greatest value of 4-H work. Also, 50 percent of the respondents indicated first hearing about 4-H from friends, neighbors or relatives (14).

Related Cooperative Extension Awareness Studies

Numerous studies were found that dealt with awareness and perception studies of the Cooperative Extension Service as a whole. In several of these studies Extension advisory and program planning committees, audiences, legislators, county commissioners, and school board members were the respondent groups. These studies recognize 4-H as a part of the total Cooperative Extension program but there were not any findings specifically directed toward 4-H awareness.

The University of Wisconsin - Extension conducted a study on the "Impact of Extension in Shawano County" (15). Respondents in this study included 1,192 adult residents who were interviewed by telephone. The study covered the total Cooperative Extension program. Respondents who indicated some contact with 4-H were asked detailed questions about 4-H. Former 4-H members and parents with children in 4-H felt that they benefited from 4-H.

Although 51 percent of the total county survey had contact with 4-H, many did not associate the 4-H program with Extension. Seventy-eight percent of the parents interviewed and 75 percent of former 4-H members said they had little or no contact with Extension (15, p. 10).

This seemed to point to an identity problem. The public did not see 4-H as a part of the Extension Service or perhaps did not know what the Extension Service offered.

Cosner (16) in a study of the public's perceptions of Cooperative Extension in Oklahoma asked if the respondent or any member of their family had ever been a member of a 4-H club, Extension Homemaker's club, or other Agriculture or related Extension groups. The Extension program having the largest involvement indicated was the 4-H program with 47 percent of the responses. In the same study when respondents were asked if they had contact with or had heard of each county Extension personnel by name, only 11 percent of those responding indicated "knowing" the 4-H agent. Twenty-seven reported knowing the Home Economist, 24 percent knew the Agriculture Agent and 12 percent reported knowing the State Horticulture Specialist.

Summary

This review of literature presented a review of selected literature in three areas: Public awareness studies of 4-H, 4-H studies related to awareness, and related Cooperative Extension awareness studies. It consisted of four separate search efforts used in the location of literature: (1) Educational Research Information Center search, (2) computer study in the AGRICOLA database, (3) Catalogue of Extension Related Problems, Thesis, and Dissertations, and (4) a personal letter search to the 4-H program leader in each of the 50 states.

The review of literature reported only three studies that dealt partly or totally with the public awareness of the 4-H program. Because of the small amount of data available on the subject and the lack of any similar data on the 4-H program in any midwestern state or county, the researcher decided that the study was needed.

CHAPTER III

DESIGN AND METHODOLOGY

Introduction

The purpose of this study was to determine the perceived awareness of the 4-H youth program among the adult (18 years old and older) population residing in Canadian County, Oklahoma.

All 4-H programs in Oklahoma are designed to serve the particular needs of the youth residing within that county. The 4-H program thrust in a rural, low populated county such as Coal County in southeast Oklahoma or Cimarron County in the far northwest corner of the state, would differ from Canadian County, a county in which the west half is very rural and the east half is highly urbanized. The east side is a suburb of the highest populated city in the state.

The Population

The sample for this study was derived from the entire population of Canadian County. To accomplish the purpose of this study, it was considered unfeasible, from the standpoint of time and money, to attempt to survey the entire population. Therefore a method for selecting a sample size for an infinitely large population (56,452) was obtained by using a formula for sampling proportions as defined by Cochran (17) and others. The formula is given as follows:

Where:

$$\begin{array}{l}
 t = 1.96 \\
 P = .5 \\
 Q = 1-P=.5 \\
 d = .05 \\
 n = \text{sample size needed.}
 \end{array}
 \quad
 n = \frac{t^2 PQ}{d^2} \left(1 + \frac{1}{n} \left(\frac{t^2 PQ}{d^2} \right) \right)$$

A confidence interval of .95 was chosen. This confidence interval would allow generalization back to the adult population in Canadian County. Cochran's (16) formula showed a representative sample of 382 (381.56) would provide the required sample to insure the .95 confidence interval.

Sampling Method

The sampling procedure was a random sampling technique. The random selection of the individuals was done by the use of all the different telephone exchanges in the county. A complete set of up-to-date telephone books were used to aid in the selection of the individuals who comprised the sample. The books were individually logged as to a beginning page number and ending page number of the white pages, columns per page and estimated average lines per column. This information was delivered to a computer programmer who initiated a random number selection process which selected a sample according to the above mentioned criteria. County population was determined from the Oklahoma Preliminary 1980 Census Data published by the Oklahoma Employment Security Commission (5).

Selection and Development of the Instrument

In the preparation of an instrument to meet the objectives of the

study there was a need for the researcher to review and evaluate the instruments used in related studies.

In looking into various methods of data gathering instruments, the questionnaire and interview methods were determined the most appropriate. Wallace (18) made the following point regarding questionnaires:

Although mail questionnaires are often the most practical and economical method of obtaining data, some investigators hesitate to employ them because they yield a low percentage of returns and relatively incomplete responses (p. 40).

Interviews are normally conducted orally, in-person, by administering a structured set of questions to each member of the sample group. The interview is generally expensive and time consuming, but research has shown that the interview provides a higher response rate and more accurate and honest responses than do questionnaires.

Because of the expense and time required to conduct personal interviews this method was not considered further. The high response rate prompted the consideration of using the telephone interview survey as a method of gathering data. The past year a group of Graduate Assistants in the Agricultural Education Department of Oklahoma State University used the telephone interview approach with success. It was also determined that in several research studies conducted by the Oklahoma State Department of Vocational-Technical Education, the use of the telephone interview provided response rates of 93 and 95 percent (19). It was decided that the telephone survey-interview would provide the most accurate and high response rate.

After determining the telephone-survey-interview as being the method that would be used, steps were taken to make the instrument applicable for use in assessing the perceived awareness about the 4-H

youth program by the people in Canadian County.

A number of instruments used in various related studies were reviewed to get a basis for general questions to ask that would be relevant to this study. After a set of basic questions were put together feedback was received from various members on the state OSU Cooperative Extension Staff and Oklahoma State University Agricultural Education Staff. Revisions were then made and reviewed. The final test consisted of actual telephone interviews of 15 randomly selected residents of El Reno to assure that the instrument would flow well over the telephone.

In its final form, the instrument contained two parts consisting of 19 items or questions. The first part consisted of 13 questions concerning the respondents awareness and knowledge of 4-H. A single question asking if more information would like to be received on the 4-H program was asked. If answered yes, name and address was asked for and what type of information they desired. The remaining five questions were information about the respondent. Most of the questions utilized the forced-response format, some with a "don't know" option. This format allows quantification of the data therefore allowing better analysis of the data. A copy of the interview instrument may be found in Appendix C.

Analysis of Data

The purpose of this study was to determine the perceived awareness of the 4-H program by the general public residing in Canadian County. The telephone survey was used to gather information from the residents. The survey provided the following information: (1) the perceived awareness of the 4-H program by the respondents in Canadian County,

(2) where the public first heard about 4-H and where they receive most of their current information about 4-H, (3) the overall image of the 4-H program, (4) public awareness of different types of 4-H programs offered, (5) public awareness of the location of the 4-H office in the county, and (6) public's perception of how the 4-H program is financed.

Demographic data obtained from the respondents included length of residence in Canadian County, age, racial/ethnic group, level of education, and sex. These data were used as a guide in making recommendations and determining if a representative sample was gathered of the population.

The data were tabulated by hand. Presentation of the data are given in tabular and descriptive form in Chapter IV. Data were presented in both frequency counts and frequency percentages. Analysis and recommendations are presented in Chapter V.

CHAPTER IV

PRESENTATION AND ANALYSIS OF THE DATA

Introduction

The purpose of this study was to determine the perceived awareness of the 4-H youth program by a random sample of the adult (18 years old and older) population residing in Canadian County, Oklahoma.

Data collected involved the responses of 382 Canadian County residents surveyed by telephone interview. The population was drawn from four different telephone directories which covered the county. Number selection was made by a computer random number selection process.

Analysis of data will be done in two parts. First, the questions which relate to the respondents awareness of 4-H will be discussed. Second, the questions which relate to data about the respondent will be presented.

Data Analysis As it Relates to 4-H Awareness

Question one asked the respondents if they had ever heard of a youth organization called 4-H. A total of 351 (92 percent) responded "yes" and 31 (8%) answered "no". Distribution of responses is presented in Table II.

Those who had not heard of 4-H were then asked questions seven, eight and nine to assure they had never heard of 4-H. These three

questions asked if they had heard of a "4-H Project Club", a 4-H School or Community Club", or a "4-H School Enrichment Program", respectively. If one or more of these questions were answered yes the surveyor would mark question one as a yes response and continue on with the other eighteen questions. In all thirty-one interviews where the respondent answered no to ever hearing of 4-H they also always responded no when asked if they had heard of a "4-H Project Club", a "4-H School or Community Club" or a "4-H School Enrichment Program".

TABLE II

RESPONDENTS' AWARENESS OF A YOUTH
ORGANIZATION CALLED 4-H

Awareness of 4-H	Frequency Distribution	
	Number	Percentage
Yes	351	92
No	31	8
Total Responses	382	100

After the interviewer made the above second effort to assure the interviewee had not heard of 4-H, questions fifteen through nineteen were asked to get information about the interviewee. At that time they were thanked for their time and information. Demographic data on all respondents will be discussed later.

Respondents who were aware of the 4-H organization were asked if they knew a "great deal", "something", "very little", or "nothing" about 4-H. Thirteen percent felt they knew a "great deal"; 38 percent "something"; 37 percent "very little"; and 12 percent indicated they knew "nothing" about 4-H. Distribution of the respondents degree of 4-H awareness is given in Table III.

TABLE III
DEGREE OF RESPONDENTS' 4-H AWARENESS

Degree of Awareness	Frequency Distribution	
	Number	Percentage
Great Deal	45	13
Something	133	38
Very Little	131	37
Nothing	42	12
Total Responses	351	100

When asked how long they had been aware of 4-H over three-fourths had been aware of 4-H for over ten years. Fifty-one percent have had an awareness of 4-H for over 20 years. As Table IV shows, the percentage and number of respondents for each breakdown further illustrates that less than one percent of those aware of 4-H had learned of it in the past year.

Table V reveals how respondents first heard about 4-H. At school

far exceeded all other methods with 79 percent. Friends ranked second with 10 percent of the total responses. Six and five percent of the respondents reported the Extension Agent and newspaper respectively as their first source. Three percent said they first heard about 4-H at public events. Only one percent reported television as their first source.

TABLE IV
LENGTH OF RESPONDENT'S AWARENESS OF 4-H

Length of Awareness of 4-H	Frequency Distribution	
	Number	Percentage
Less than one year	2	1
1 to 5 years	25	7
6 to 10 years	47	13
11 to 15 years	35	10
16 to 20 years	178	51
Total Responses	351	100

Although 54 percent of those interviewed see 4-H as a program for both urban and rural youth, 46 percent still view 4-H as an organization for farm boys and girls only. None of the respondents perceived 4-H as a youth program primarily for city kids as pointed out in Table VI.

Just over one-half, 52 percent, reported that they receive most of their current information about what 4-H is doing through local newspapers. Fifty-four respondents or 15 percent said they really don't

get any information about what 4-H is doing today. Schools and friends were noted as being the primary source of current information for 10 percent and 9 percent, respectively. Eighteen (5 percent) reported the Extension office as their major source of current information on 4-H. The same percentage (5 percent) indicated television.

TABLE V
HOW RESPONDENTS FIRST HEARD ABOUT 4-H

Method	Frequency Distribution	
	Number	Percentage
Radio	0	0
Newspaper	18	5
Schools	276	79
Friends	36	10
Television	4	1
At Public Events	11	3
Extension Agent	6	2
Total Responses	351	100

Table VII shows that only 2 respondents or less than 1 percent get their 4-H related information from radio. Public events was reported by 11 interviewees (3 percent) as their source.

Canadian County 4-H has three major types of group organizational structures that the 4-H agents recruit and train leaders to work with on an annual basis. Each interviewee was asked if they had heard of them. Table VIII, Table IX and Table X illustrate the responses of

all respondents who were aware of 4-H when asked if they had heard of a "4-H Project Club", a "4-H School or Community Club" or a "4-H School Enrichment Program", respectively. Fifty-seven reported they had heard of a "4-H Project Club" when briefly described and given examples of project clubs functioning in the county. The "4-H School or Community Club" organization was the structure that the largest percentage (87 percent) reported being aware of. "Four-H School Enrichment Programs" had only been heard of by 15 percent of the respondents when it was described and they were given examples of the more popular programs in the county.

TABLE VI
RESPONDENTS' IMAGE OF 4-H

4-H Members Residence	Frequency Distribution	
	Number	Percentage
Towns and Cities	0	0
Farm and Rural Areas	160	46
Both	191	54
Total Responses	351	100

If someone wants information about joining an organization such as 4-H, the county headquarters would be a good place to start. Nearly one-half of those aware of 4-H reported they did not know where the Canadian County 4-H headquarters was located or were incorrect in their

response. Respondents' awareness of the location of the county 4-H headquarters is given in Table XI.

TABLE VII
WHERE RESPONDENTS RECEIVE MOST OF
THEIR INFORMATION ABOUT WHAT
4-H IS DOING NOW

Method	Frequency Distribution	
	Number	Percentage
Radio	2	1
Newspaper	182	52
Schools	35	10
Friends	33	9
Television	16	5
At Public Events	11	3
Extension Office	18	5
Don't	54	15
Total Responses	351	100

TABLE VIII
RESPONDENTS' AWARENESS OF
A "4-H PROJECT CLUB"

Awareness	Frequency Distribution	
	Number	Percentage
Yes	200	57
No	151	63
Total Responses	351	100

TABLE IX
 RESPONDENTS' AWARENESS OF A "4-H
 SCHOOL OR COMMUNITY CLUB"

Awareness	Frequency Distribution	
	Number	Percentage
Yes	306	87
No	45	13
Total Responses	351	100

TABLE X
 RESPONDENTS' AWARENESS OF A "4-H
 SCHOOL ENRICHMENT PROGRAM"

Awareness	Frequency Distribution	
	Number	Percentage
Yes	51	15
No	300	85
Total Responses	351	100

When asked about membership in the 4-H program 32 percent reported they had been a member themselves and 38 percent indicated that one or more of their immediate family members had been involved at one time. Tables XII and Table XIII present the distribution of respondent's membership and family members membership in 4-H, respectively.

TABLE XI
 RESPONDENTS' KNOWLEDGE OF THE LOCATION
 OF THE COUNTY 4-H HEADQUARTERS

Quality of Response	Frequency Distribution	
	Number	Percentage
Correct	186	53
Incorrect or Did not know	165	47
Total Responses	351	100

TABLE XII
 DISTRIBUTION OF RESPONDENTS BY THEIR
 INVOLVEMENT IN 4-H AS A MEMBER

Membership in 4-H	Frequency Distribution	
	Number	Percentage
Yes	113	32
No	238	68
Total Responses	351	100

Over 87 percent of those aware of 4-H reported they did not know where 4-H gets its funding. A little over 6 percent correctly reported that it is mostly a cooperative effort between federal, state and county government. Table XIV shows the individual breakdown of all respondents, but only about three and one-half percent of the other

respondents indicated that government funds were used. One and one-tenth percent indicated that members were the major source of funds for the 4-H program.

TABLE XIII
DISTRIBUTION OF RESPONDENTS BY THEIR
FAMILY MEMBERS' MEMBERSHIP IN 4-H

Family Member a Member in 4-H	Frequency Distribution	
	Number	Percentage
Yes	133	38
No	218	62
Total Responses	351	100

TABLE XIV
DISTRIBUTION OF RESPONDENTS BY THEIR PERCEPTION
OF THE MAJOR SOURCE OF FUNDING FOR 4-H

Source of Funding	Frequency Distribution	
	Number	Percentage
Private Donors	0	0
Members	4	1.1
State Funds	7	2.0
County Funds	5	1.4
Federal Funds	7	2.0
Cooperative Effort of County State and Federal	22	6.3
Don't Know	306	87.2
Total Responses	351	100.0

One question was made a part of the interview which gave the respondent a chance to request more information about 4-H. This was done to take advantage of the opportunity to publicize 4-H when an interest was aroused during the interview. Twelve percent or 42 respondents requested to have additional information sent to them.

General Characteristics of the Respondents

The telephone survey contained five questions which were designed to obtain personal information about the respondents. Each respondent whether aware of 4-H or not was asked to give information about length of time lived in Canadian County, year they were born (age), race or ethnic group, level of schooling and sex. Information on respondents was tabulated in two separate groups to do a more complete job in making conclusions and recommendations in Chapter V.

Table XV presents the distribution of respondents aware of 4-H by the length of time they have lived in Canadian County. Twelve percent of the total respondents have lived in the county less than one year. Table XVI presents the distribution of those not aware of 4-H. Seventy-one percent of those who have never heard about 4-H had moved to the county in the last year compared to 7% of those who responded they were aware of 4-H. The highest percentage of total respondents, 39 percent, reported they had been a resident of the county for over 20 years. This was 42 percent of those aware and 10% of those not aware of 4-H.

The age category with the largest percentage of the total respondents was 35-44 years of age with 24 percent. The 25-34 years of age category was a close second with 22 percent. Eighteen percent of the respondents indicated they were over 64 years old. Age breakdowns 18-24,

45-54, and 55-64 years of age provided 11 percent, 12 percent, and 13 percent respectively of total respondents. Table XVII presents a summary of the distribution by age for those aware of 4-H. Table XVIII presents the data on those not aware of 4-H.

TABLE XV
DISTRIBUTION OF TOTAL RESPONDENTS BY LENGTH
OF RESIDENCY IN CANADIAN COUNTY

Length of Residency	Frequency Distribution	
	Number	Percentage
Less than one year	46	12
1-5 years	81	21
6-10 years	44	12
11-15 years	20	5
16-20 years	41	11
Over 20 years	150	39
Total Responses	382	100

All respondents are included in Table XIX which classifies them into their racial/ethnic group. By far the largest percentage of respondents identified themselves as White with 93.7 percent or 368 of the respondents. The remaining 6.3 percent of the respondents were made up of 3.4 percent Black, 2.4 percent American Indian and 0.5 percent Asian or Pacific Islander.

The Oklahoma Employment Security Commission's (5) March, 1981, state preliminary census data provided the following percentages by

race for Canadian County: White, 92.1 percent; Black, 2.2 percent; American Indian, 2.8 percent; Asian and Pacific Islander, 0.5 percent; Hispanic, 1.7 percent; and Other 0.7 percent. These actual percentages from the census data compare favorably with the racial makeup of the respondents of this study.

TABLE XVI
 DISTRIBUTION OF RESPONDENTS NOT AWARE OF 4-H BY
 LENGTH OF RESIDENCY IN CANADIAN COUNTY

Length of Residency	Frequency Distribution	
	Number	Percentage
Less than one year	22	71
1-5 years	1	3
6-10 years	2	6
11-15 years	0	0
16-20 years	3	10
Over 20 years	3	10
Total Responses	31	100

The respondents who indicated they had not heard of 4-H included 20 Whites (65 percent), 7 Blacks (23 percent), 2 American Indians (6 percent), and 2 Asian or Pacific Islanders (6 percent). Distribution of respondents not aware of 4-H is presented in Table XX.

The data in Table XXI presents the distribution of total respondents by various educational levels. The data indicates that nine percent of the total respondents attended zero to eight years of school.

Another 54 percent of the respondents indicated they had completed nine to twelve years of school. The data also indicated that 32 percent had completed one to four years of college. Table XXII presents the distribution of the respondents not aware of 4-H.

TABLE XVII
DISTRIBUTION OF TOTAL RESPONDENTS BY AGE

Age in Years	Frequency Distribution	
	Number	Percentage
18 - 24	42	11
25 - 34	83	22
35 - 44	91	24
45 - 54	46	12
55 - 64	49	13
65 and Older	71	18
Total Responses	382	100

Of the total respondents, 69 percent were female and 31 percent were male. An attempt was made to balance the sex of the respondents by calling in the evening on the first attempt with the assumption that both male and female heads of households would be home. When a child answered, the interviewer asked to speak with a male adult. Table XXIII and Table XXIV show the distribution of the respondents by sex for all respondents and respondents not aware of 4-H respectively.

TABLE XVIII
DISTRIBUTION OF RESPONDENTS NOT AWARE
OF 4-H BY AGE

Age in Years	Frequency Distribution	
	Number	Percentage
18 - 24	0	0
25 - 34	5	16
35 - 44	13	42
45 - 54	4	13
55 - 64	2	6
65 and Older	7	23
Total Responses	31	100

TABLE XIX
DISTRIBUTION OF TOTAL RESPONDENTS BY
RACIAL/ETHNIC GROUP

Racial/Ethnic Group	Frequency Distribution	
	Number	Percentage
White	358	93.7
Black	13	3.4
American Indian	9	2.4
Asian or Pacific Islander	2	0.5
Hispanic	0	0
Other	0	0
Total Responses	382	100.0

TABLE XX
 DISTRIBUTION OF RESPONDENTS NOT AWARE OF
 4-H BY RACIAL/ETHNIC GROUP

Racial/Ethnic Group	Frequency Distribution	
	Number	Percentage
White	20	65
Black	7	23
American Indian	2	6
Asian or Pacific Islander	2	6
Hispanic	0	0
Other	0	0
Total Responses	31	100

TABLE XXI
 DISTRIBUTION OF TOTAL RESPONDENTS BY HIGHEST
 LEVEL OF SCHOOLING COMPLETED

Level of Schooling Completed	Frequency Distribution	
	Number	Percentage
8th Grade or Less	34	9
9th to 12th Grade	209	54
1 to 2 Years of Post High School Training	86	23
3 to 4 Years of Post High School Training	33	9
Over 4 Years of Post High School Training	20	5
Total Responses	382	100

TABLE XXII

DISTRIBUTION OF RESPONDENTS NOT AWARE OF 4-H
BY HIGHEST LEVEL OF SCHOOLING COMPLETED

Level of Schooling Completed	Frequency Distribution	
	Number	Percentage
8th Grade or Less	5	16
9th to 12th Grade	14	45
1 to 2 Years of Post High School Training	6	19
3 to 4 Years of Post High School Training	4	13
Over 4 Years of Post High School Training	2	7
Total Responses	31	100

TABLE XXIII

DISTRIBUTION OF TOTAL RESPONDENTS
BY SEX

Sex	Frequency Distribution	
	Number	Percentage
Male	120	31
Female	262	69
Total Respondents	382	100

TABLE XXIV
DISTRIBUTION OF RESPONDENTS NOT
AWARE OF 4-H BY SEX

Sex	Frequency Distribution	
	Number	Percentage
Male	11	35
Female	20	65
Total Respondents	31	100

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

The purpose of this chapter is to present a summary of the study which was conducted to determine the perceived awareness of the 4-H program by the general public residing in Canadian County, Oklahoma. Conclusions and recommendations presented were based upon a detailed inspection of the analysis of data.

Summary of the Study

Purpose of the Study

The purpose of this study was to determine the perceived awareness of 4-H youth programs by a random sampling of the general public residing in Canadian County. Also, information was obtained concerning how they first became aware of the 4-H program and where they currently get their information about the 4-H program.

Objectives of the Study

In order to accomplish the purpose of the study, the following objectives were established:

1. To determine the perceived awareness of the 4-H program by the general public residing in Canadian County, Oklahoma.
2. To identify how the public first heard about 4-H and where

they receive most of their current information about what 4-H is doing.

3. To determine the public's awareness of each of the three major group organizational structures used by 4-H in the county.

4. To determine the overall image (rural-urban) of the 4-H program.

5. To determine the awareness of the location of the 4-H office in Canadian County.

6. To determine if respondents or any members of their immediate family are or have been involved in 4-H as a member.

7. To identify the public's perception of how the 4-H program is financed.

8. To identify and formulate recommendations, based on this study, for developing future planning for awareness and contact of potential audiences for Canadian County 4-H programs.

Design of the Study

Following a review of literature and research relating to the study, procedures were established to satisfy the purpose and objectives of the study.

The sample for this study was derived from the entire population of Canadian County. The sampling procedure was a random sampling technique. The random selection of the individuals was done by the use of all the different telephone exchanges in the county. The directory for each telephone exchange was logged into a computer program which randomly selected the telephone numbers to be used in contacting respondents.

Three hundred eighty-two individuals were utilized for this study. This figure represented a .95 confidence level of being representative

of the general population of Canadian County.

A telephone survey-interview was used to collect information from the respondents. A 19-question survey instrument was used for the telephone survey. The instrument consisted of two parts. The first part consisted of 13 questions concerning the respondents' awareness and knowledge of 4-H. A single question asking if respondent would like to receive additional information about 4-H by mail was included. The second part consisted of five questions to gain information about the respondent.

The telephone survey was conducted during the spring of 1982, and the data collected from the respondents was subsequently hand tabulated.

Major Findings of the Research

The major findings of this study were summarized in two parts included in the presentation and analysis of data: (1) Data as it relates to respondents' awareness and/or involvement in 4-H and (2) data about the respondents.

Awareness/Involvement Questions. A large majority of the respondents had heard about 4-H. This was evidenced by the 92 percent who indicated by a "yes" answer. Fifty-one percent reported they knew more than "very little" about 4-H.

Of those aware of 4-H, 51 percent had been aware of 4-H for over 20 years. Less than one percent had heard of 4-H for the first time in less than one year.

The largest percentage, 79 percent, of respondents aware of 4-H had first heard of 4-H from school. Fifty-two percent of the respondents

identified the newspaper as their current source of information about what 4-H is doing. Schools are still looked at as the major source of information about 4-H by 10 percent of the respondents.

The 4-H program is still regarded primarily as a program for farm or rural youth by 46 percent of the respondents. Fifty-four percent did correctly view 4-H as a program for rural, urban, and suburban youth.

Awareness of the three types of group organizational structures used by 4-H varied greatly. Eighty-seven percent of the respondents had heard of a "4-H School or Community Club" and 57 percent had heard of a "4-H Project Club", but only 15 percent of the respondents aware of 4-H had heard of "4-H School Enrichment Programs".

Thirty-two percent of the respondents reported that they had been a member of 4-H. Thirty-eight percent reported one or more members of their immediate family were or had been a 4-H member.

Only fifty-three percent of the respondents correctly identified that the county 4-H headquarters was at the fairgrounds in El Reno. Eighty-seven percent of the respondents did not have any idea where 4-H gets most of its funding. Only 6.3 percent correctly identified it as being a cooperative effort of county, state, and federal funds.

Characteristics of Respondents. Fifty percent of the total respondents had lived in Canadian County for over fifteen years. Of the respondents who had not heard of 4-H, 71 percent had lived in the county for less than one year.

The white race accounted for 93.7 percent of the total respondents. Blacks accounted for 3.4 percent of the total respondents and American

Indians made up 2.4 percent of the total. Of the interviewees who were not aware of 4-H, 65 percent were white, 23 percent were Black, 6 percent were American Indian and 6 percent were Asian or Pacific Islanders.

Of the total residents who participated in this study, 31 percent were male and 69 percent were female. Those who indicated they were not aware of 4-H were 35 percent males and 65 percent were females.

Conclusions

Based on the interpretation and findings of the study, the following conclusions are made:

1. Most of the adults residing in Canadian County have heard of 4-H, but only one-half of them know much about 4-H.
2. One-half of all Canadian County residents still view 4-H as a program for rural youth only. The remaining ones correctly see 4-H as a program for both urban and rural youth.
3. It was concluded from the data about the length of awareness that at least two-thirds of the residents heard about 4-H when they were a youth.
4. Four out of five adults who have heard of 4-H first heard about it at school. Friends who were probably members were reported as the first source of information for one out of ten respondents.
5. Over half of the adults in Canadian County receive most of their current information about 4-H from their local newspaper. Fifteen percent feel they do not receive any current information about what 4-H is doing. Schools, friends, and the Extension Office are frequently the major source of up-to-date information about 4-H.
6. The "4-H School or Community Club" is the structure that most

all adults are aware of. Fifty-seven percent are aware that "4-H Project Clubs" are a method used to educate youth.

7. The offering of "4-H School Enrichment Programs" is known by only 15 percent of the adults in the county.

8. Only about one-half of the adult residents in Canadian County would know where to find the County 4-H headquarters.

9. Nearly one-third of the adults in Canadian County have been a 4-H member. Just over one-third have one or more immediate family members who are or have been a 4-H member.

10. Practically nine out of ten adults in the county have no idea what the major source of funding for 4-H is. Only 6.3 percent are aware that it is a cooperative effort of county, state and federal government funds.

11. Of the residents not aware of 4-H, 7 out of 10 have lived in the county less than one year.

12. Blacks, American Indians, and Asian or Pacific Islanders make up a larger percentage of those not aware of 4-H than those who are aware of 4-H.

13. Females are just slightly more aware of 4-H than males.

14. There is no relationship between 4-H awareness and age or level of schooling completed.

Recommendations

As a result of the analysis of data and major findings of the research, the following recommendations are provided:

1. Although a majority of Canadian County adults are aware of 4-H, a significant proportion, eight percent, indicated never having heard of

4-H. A continuous public relations program should be used that will increase the awareness of 4-H in the county. This program should communicate the purposes, the opportunities, the programs offered, and that it is for all youth 9-19 years of age in the county, as well as where more information is available. It should make use of all mass media methods available.

2. A pamphlet should be put together which briefly describes 4-H, what it has to offer, that it is for all youth 9-19 years of age, and where more information can be found. It should be made available to all new residents in the county through local Chamber of Commerces and placed in each Welcome Wagon packet distributed.

3. Information about what 4-H is currently offering and what 4-Hers are doing should be publicized to the public through the use of all mass media methods available in the county.

4. A point should be made to see that information about 4-H be included in all school newsletters or newspapers. Information about 4-H should also be made available at public events where youth and parents of youth are expected to be in attendance.

5. Each 4-H club whether a school or community club or a project club should promote and publicize their club's activities regularly.

6. School enrichment programs offered by 4-H for use in the schools should be publicized to the general public. The public should be made aware that some of the innovative things done in their youth's classroom are programs offered by 4-H.

7. Four-H should be publicized as being the youth development phase of the Cooperative Extension Service and that funding for the program is provided through the cooperative efforts of the county, state and federal

government.

8. In order to increase the number of adults serving as volunteer 4-H leaders, the researcher recommends instituting a leader recruitment campaign. As more people become more aware of 4-H and what it has to offer, membership will increase and more volunteer leaders will be needed.

9. To familiarize the adult population with the location of the county 4-H headquarters, it is recommended that the Canadian County OSU Extension Center plan open house programs during the year for visitation and tours. It should include demonstrations by 4-Hers, programs, and an explanation of services provided. These programs should serve to increase awareness of 4-H and knowledge of the 4-H mission.

10. An extra effort should be made to inform minority residents about the 4-H programs, what it has to offer, and that it is open to all youth 9 to 19 years of age. This might best be done through resource people that are respected by the minority residents.

11. It is recommended that similar 4-H awareness studies be made in other counties in Oklahoma. It could be done in a county that is largely urbanized and in a county that is largely rural and the results be compared. Canadian County is a transitional county, one-half is urbanized and one-half is rural.

12. Finally, it is recommended that this 4-H awareness study be repeated in three to five years to determine if exposure to the above recommendations change the adult public's awareness of 4-H.

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APPENDIXES

APPENDIX A

LETTER TO STATE 4-H ADMINISTRATORS

COOPERATIVE EXTENSION SERVICE

OKLAHOMA STATE UNIVERSITY



DIVISION OF AGRICULTURE

930 North Portland
 Oklahoma City, OK 73107
 February 20, 1981

I am an Oklahoma State University graduate student in the Agriculture Education Department planning to conduct a 4-H Awareness Study to fulfill the requirement for my master's thesis.

At the present time I am involved in some fact and literature gathering. Are you aware of any studies or research relating to the awareness of 4-H (image, percentation, etc.)? This could include journal articles, local surveys, another thesis, reports or doctoral dissertations.

If you know of any information or research conducted in the above areas, I would appreciate your indicating this on the enclosed sheet and returning it to me. If there are any materials relating to this topic that you have at your disposal, please let me know if it would be possible for me to purchase or borrow a copy.

Thank you so much for your help. I will be looking forward to hearing from you.

Sincerely,

Kevin R. Hackett
 Kevin R. Hackett
 Extension Agent, 4-H
 Oklahoma County

dc

List below any information regarding the public awareness and/or image of 4-H (note: include journal articles, local surveys, informal studies, thesis topics or doctoral dissertations).

NAME	AUTHOR	PUBLISHER OR SOURCE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

COMMENTS: _____

NAME _____

ADDRESS _____

Return to:
Kevin R. Hackett
Extension Agent, 4-H
930 North Portland
Oklahoma City, OK 73107

APPENDIX B

STATE RESPONSES TO LETTER

STATES RESPONDING TO LETTER REQUESTING INFORMATION

ON THE PUBLIC'S AWARENESS AND/OR IMAGE OF 4-H

1. Alaska
2. California
3. Florida
- * 4. Illinois
5. Indiana
6. Kansas
7. Louisiana
- * 8. Michigan
- * 9. Missouri
- *10. Nebraska
- *11. New Hampshire
- *12. New Jersey
- *13. New York
- *14. Oklahoma
- *15. Oregon
- *16. Pennsylvania
17. South Carolina
18. South Dakota
19. Tennessee
20. West Virginia
21. Wisconsin
22. Wyoming

*States responding with material relevant to the public's awareness and/or image of 4-H.

List below any information regarding the public awareness and/or usage of 4-H (note: include journal articles, local surveys, informal studies, thesis topics or doctoral dissertations).

<u>NAME</u>	<u>AUTHOR</u>	<u>PUBLISHER OR SOURCE</u>
Youth Organizations As A Third	Anne Shinkwin	ISER, 206 Chapman
Environment - Interim Report	Judith Kleinfeld	University of Alaska

COMMENTS: This research is conducted with several youth groups in the Fairbanks area, including 4-H. The first report is data gathering, and is not completely correct as not all the information was available, the second report that will come out in the spring or summer will include interviews with people in the program. I am not sure what your time frame is, or if this would be helpful.

NAME Maureen Holden, Coordinator 4-H and Youth
ADDRESS Cooperative Extension Service
 University of Alaska
 Fairbanks, Alaska 99701

Return to:
 Kevin R. Hackett
 Extension Agent, 4-H
 930 North Portland
 Oklahoma City, OK 73107

List below any information regarding the public awareness and/or image of 4-H (note: include journal articles, local surveys, informal studies, thesis topics or doctoral dissertations).

NAME AUTHOR PUBLISHER OR SOURCE

Kevin- we haven't done anything of this sort in Calif - but we are most interested in anything on this subject

Naturally we would like to see the outcome of your search -
COMMENTS: your thesis.

Sorry we're not of more help.

Sincerely,

NAME

Val Little

ADDRESS

4-H Admin. Coordinator
345 Univ. Hall
U.C. Berkeley
Berkeley, Ca. 94720

Return to:
Kevin R. Hackett
Extension Agent, 4-H
930 North Portland
Oklahoma City, OK 73107



COOPERATIVE EXTENSION SERVICE

COLLEGE OF AGRICULTURE
UNIVERSITY OF ILLINOIS AT URBANA - CHAMPAIGN

February 27, 1981

Kevin R. Hackett
Extension Agent, 4-H
930 North Portland
Oklahoma City, OK 73107

Dear Kevin,

A Gallup survey was conducted in 1974 to determine public knowledge and attitudes concerning various youth organizations including 4-H.

I do not have a complete copy of that report but attached is a summary of the findings. You may be able to get a complete copy from Pete Williams' office.

There no doubt have been numerous surveys conducted locally but I doubt that those surveys have much credibility especially when they are from a small sample and lack the comparison with other youth agencies and organizations.

Nancy Gearhart, 100 Manhattan Rd., Joliet, IL 60433 conducted a public relations study this winter at winter school which might also be of help.

I am keenly interested in your thesis and would greatly appreciate receiving a copy of it when you are finished.

Sincerely,

Chris Scherer

Chris Scherer
Communications Specialist

CS:aj

Enc.

c.c. G.W. Stone

cooperative EXTENSION SERVICE • STATE OF INDIANA

PURDUE UNIVERSITY
and the
U. S. DEPARTMENT of
AGRICULTURE cooperating
West Lafayette, Indiana 47907

March 11, 1981

Mr. Kevin R. Hackett
Extension Agent, 4-H
Oklahoma County
930 North Portland
Oklahoma City, OK 73107

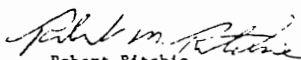
Dear Kevin,

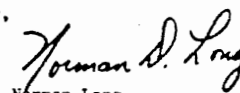
In response to your letter to Dr. Robert Frist seeking research literature assistance, this letter covers our suggestions. We would suggest you check out each of the following sources as we do not have any research related to your topic in our files.

1. Resources in Education--ERIC search through the library using the key words of 4-H; awareness; image; etc.-Library
2. Dissertation Abstracts International-Library
3. The Catalogue of Extension--Related Problem Reports, Theses and Dissertations--contact Dr. V. Milt Boyce, USDA
4. University Microfilms, 300 North Zeeb Rd., Ann Arbor, MI 48106
5. Journal of Extension, Richard E. Young, Editor, 323 Ag Phase II, Washington State University, Pullman, Washington 99164, (509) 335-8130

Good luck in your research. We hope these ideas prove to be useful.

Sincerely,


Robert Ritchie
Extension Specialist
4-H and Youth


Norman Long
Extension Specialist
4-H and Youth

cc: Robert Frist

RR:NL/jde

**Cooperative Extension Service**

Extension 4-H and Other Youth
Umberger Hall
Manhattan, Kansas 66506
913-532-5800

March 3, 1981

Kevin R. Hackett
County Extension 4-H Agent
930 North Portland
Oklahoma City, OK 73107

Dear Mr. Hackett:

I have referred your letter which was addressed to Glenn Busset to Charles Bates on our staff for response to you.

Sincerely,

A handwritten signature in cursive script that reads 'Dale Apel'.

J. Dale Apel
Associate State Leader
4-H - Youth Programs

cc--Charles Bates

jmr

LOUISIANA COOPERATIVE EXTENSION SERVICE

March 5, 1981

KNAPP HALL, UNIVERSITY STATION
BATON ROUGE, LOUISIANA 70803

Kevin R. Hackett
Extension Agent, 4-H
Oklahoma County
Oklahoma State University
930 North Portland
Oklahoma, OK 73107

Dear Mr. Hackett:

I have referred your request for information to Dr. Edward
Gassie, Specialist (Extension Education).

I am sure he will be glad to help you in this endeavor.

Sincerely,

C. J. Naquin
C. J. Naquin
State Club Agent

CJN:bbk

A Progressive Agriculture for a Permanent Republic

LOUISIANA STATE UNIVERSITY & A. & M. COLLEGE, U.S. DEPARTMENT OF AGRICULTURE, AND LOUISIANA PARISHES COOPERATING

The Louisiana Cooperative Extension Service follows a non-discriminatory policy in programs and employment

List below any information regarding the public awareness and/or image of 4-H (note: include journal articles, local surveys, informal studies, thesis topics or doctoral dissertations).

NAME	AUTHOR	PUBLISHER OR SOURCE
------	--------	---------------------

NAME - "An Evaluation of Selected Aspects of the 4-H Club Program by Urban Parents in Four Ohio Counties"	M.S. Thesis	
---	-------------	--

AUTHOR - John R. Aylsworth - Ohio State University - 1966		
---	--	--

This could be borrowed from the Ohio University Library.		
--	--	--

COMMENTS: This study was conducted in four urban counties in Northeast Ohio to find out what urban parents thought about different aspects of the 4-H program.
--

Kevin: I don't know of any other research for the topics you asked about.

NAME	John R. Aylsworth Program Leader, 4-H - Youth Programs
ADDRESS	175 S. Anthony Michigan State University East Lansing, MI 48824

Return to:
Kevin R. Hackett
Extension Agent, 4-H
930 North Portland
Oklahoma City, OK 73107

Missouri Cooperative Extension Service

University of Missouri & Lincoln University

4-H YOUTH PROGRAM

March 2, 1981

Nelson Trickey
212 Whitten Hall
Columbia, Missouri 65211
314 882-2319

Mr. Kevin R. Hackett
Extension Agent, 4-H
Oklahoma County
930 North Portland
Oklahoma City, OK 73107

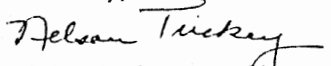
Dear Mr. Hackett:

I am responding to your recent letter to Dr. Thomas H. Hill concerning 4-H Awareness Studies. I have two suggestions for you: (1) Write to Dr. Hope S. Daugherty, Program Leader, 4-H Administrative Staff Group, SEA/Extension, U. S. Department of Agriculture, Washington, D. C. 20250. Ask her to send you a copy of the Gallup Poll Study (I believe the year was 1978 or 1979). This particular poll is quite revealing about the awareness of 4-H by people in the United States. (2) When you write to Dr. Daugherty, ask her if she can provide you a copy of a 9-page listing of holdings in the SEA/Extension Repository. In June 1980, a person by the name of Darcie Byrn (PDC&E) prepared a 9-page index of 94 different 4-H studies which are currently held in the SEA/Extension Repository. If you could get a copy of these holdings, you could review it and select those which you would like to review further.

Another source of help might be the editor of the Extension Journal, Mr. Richard E. Young, 323 Ag Phase II, Washington State University, Pullman, Washington 99164.

Hope these leads will be of help to you. Good luck on your thesis.

Sincerely,


Nelson Trickey, Asst. Director
4-H Youth Program

NT:mk



Institute of Agriculture
and Natural Resources

COOPERATIVE EXTENSION SERVICE

UNIVERSITY OF NEBRASKA-LINCOLN

LINCOLN, NE 68583

Reply to:

4-H - YOUTH DEVELOPMENT
114 Ag. Hall, East Campus

March 3, 1981

Kevin R. Hackett
Extension Agent, 4-H
930 Portland
Oklahoma City, OK 73107

My dear Mr. Hackett;

We received your letter regarding information on "4-H awareness studies". You certainly are undertaking a most worthy area for investigation.

I am enclosing materials which I feel may be helpful to you as I am sure they are not listed in current bibliographies available through normal research channels. I hope they will be of assistance and of interest to you. We have completed a rather comprehensive study of our missions statement in Nebraska which to some extent is an awareness type investigation. I am enclosing an abstract of that study. Our entire publication of this material could be made available for a short term basis at your request.

I am sure you are acquainted with the Gallup poll studies conducted for 4-H on a national basis. Those materials should be available from SEA/Extension. Best wishes to you on your graduate program, I am

Your Friend in Service,

William E. Caldwell

William E. Caldwell
Assistant Director
4-H Youth Development

WEC:as

enclosures

List below any information regarding the public awareness and/or image of 4-H (note: include journal articles, local surveys, informal studies, thesis topics or doctoral dissertations).

NAME _____ AUTHOR _____ PUBLISHER OR SOURCE _____

*What Does the N.H. Public Understand About the
4-H Program and/or*

COMMENTS: *The above is a local survey done by a committee
of one state staff member and two agents as
part of a comprehensive 4-H program review
in February-March, 1981*

NAME *Richard L. Baker*

ADDRESS *State 4-H Office*

Trailer House

N.H. 03824

Durham, N.H.

Return to:
Kevin R. Backett
Extension Agent, 4-H
930 North Portland
Oklahoma City, OK 73107



COOPERATIVE
EXTENSION SERVICE
COOK COLLEGE

P.O. BOX 231, NEW BRUNSWICK, N.J. 08903

March 12, 1981

Mr. Kevin R. Hackett
Extension Agent, 4-H
930 North Portland
Oklahoma City, OK 73107

Dear Kevin:

I apologize for my delay in replying to your request of February 20.

Enclosed is a list of studies which were included as a bibliography from a thesis written by Marilyn Mozenter, 4-H Agent, RD #1, Millville, N.J. 08332. Her thesis: "An Image Study of the 4-H Youth Development Program Among the Adult Residents of Cumberland County, N.J." is available from our office. If you wish to see it, please let us know.

Best wishes with your project.

Sincerely,

A handwritten signature in cursive script that reads "Brevoort C. Conover".

Brevoort C. Conover
Chairman
Department of 4-H Youth Development

ns
Enclosure

List below any information regarding the public awareness and/or image of 4-H (note: include journal articles, local surveys, informal studies, thesis topics or doctoral dissertations).

NAME	AUTHOR	PUBLISHER OF SOURCE
Gallup Study on Youth Org.	— Check with ES/USOA 4H-4 (6-75)	— Excellent
An Imog study of the 4H Youth Development Program	Basilyn Mozenter	— Excellent
COMMENTS:	Cumberland Co New Jersey	

NAME John Sterling
 ADDRESS 109 EAST ROTATE HALL
Cornell Univ
Ithaca NY 14853

Return to:
 Kevin R. Hackett
 Extension Agent, 4-H
 930 North Portland
 Oklahoma City, OK 73107

List below any information regarding the public awareness and/or image of 4-H (note: include journal articles, local surveys, informal studies, thesis topics or doctoral dissertations).

NAME	AUTHOR	PUBLISHER OR SOURCE

COMMENTS: *Kevin I don't know of any specifically on 4-H. You are familiar with the study of the Okla. Ag. Ext. Department done last year on the awareness of the General Public of Oklahoma on the Institution, Extension, and Research components of the Division of Agriculture at OSU.*

If anyone on the Oklahoma 4-H staff can help you let me know.

NAME Bill Strom
 ADDRESS acting 4-H Program Reader
Stillwater, Okla

Return to:
 Kevin R. Hackett
 Extension Agent, 4-H
 930 North Portland
 Oklahoma City, OK 73107

List below any information regarding the public awareness and/or image of 4-H (note: include journal articles, local surveys, informal studies, thesis topics or doctoral dissertations).

NAME AUTHOR PUBLISHER OR SOURCE

The Gallup Study of Public Awareness & Image of Voluntary
Youth Agencies ES/USDH

COMMENTS:

NAME Duane P. Johnson
ADDRESS 105 Extension Hall
OSU Corvallis, Or 97331

Return to:
Kevin R. Hackett
Extension Agent, 4-H
930 North Portland
Oklahoma City, OK 73107

List below any information regarding the public awareness and/or image of 4-H (note: include journal articles, local surveys, informal studies, thesis topics or doctoral dissertations).

NAME AUTHOR PUBLISHER OR SOURCE

Your Image IS Important D. J. Decker Journal of Ext Sept
Gallop study of public Awareness & Image of Voluntary work 79
Access 1978 ES USDA June 78

COMMENTS:

NAME Wanda S. Kama
 ADDRESS 405 Alameda
University Park PA 16802

Return to:
 Kevin R. Hackett
 Extension Agent, 4-H
 930 North Portland
 Oklahoma City, OK 73107

College of Agricultural Sciences
Cooperative Extension Service

4-H Department
232 P&AS Building



April 3, 1981

Mr. Kevin R. Hackett
930 North Portland
Oklahoma City, OK 73107

Dear Kevin:

My apologies for not responding sooner, but hopefully, the information I have will be of use to you. From your letter, I was not able to determine your target audience(s) for your study. However, I have identified several sources which may be of value.

1. From a theoretical context, the best source of information is Kenneth Boulding. He has two books out; The Image (1977) and Ecodynamics (1978).
2. Milbrath, Lester W., The Washington Lobbyists (1963). Starting around p. 180, Milbrath discusses communication and image theory as it pertains to congressment.
3. Mullen, Cathy S., Massachusetts Extension Agents' Perceptions of the 4-H Image, Masters' Thesis, 1980. Cathy utilized what is known as the semantic differential technique where respondents react to sets of antonyms.

If I can be of any further assistance to you in your search, let me know. I promise I'll respond with more alacrity. If you have everything you need, good luck with your writing!

Sincerely,

Stephen R. Mullen
State 4-H & Youth Dev. Coordinator

aye

Attachment



4-H
South Dakota State University
Scotney Hall
Brookings, South Dakota 57007
Ph (605) 688-4167

COOPERATIVE EXTENSION SERVICE
SOUTH DAKOTA STATE UNIVERSITY
U.S. DEPARTMENT OF AGRICULTURE

☞ Communications from:

X V. Joseph McAuliffe
Program Leader 4-H/Youth

V. Joseph McAuliffe

The 4-H/Youth Survey was conducted by State 4-H Youth Specialists and was directed by the State 4-H Policy Advisory Committee. The survey was completed August '79-January '80 in 19 randomly selected counties from a sample of youth in grades 7-12 in the school system. The results of the youth portion of the survey are scientifically sound as verified by the SDSU Statistician and Education and Sociology Departments. Adults were also sampled but not using a scientific method. All we can say about the adult population is that some 1100 adults were asked the same questions and their responses were tabulated. Both 4-H and non 4-H youth and adults were surveyed...about 5000 youth and 1100 adults, most of whom were non 4-H.

What does the survey tell us? The survey asked questions relevant to ten life skill areas:

- Money Management
- Leadership and responsibility
- Skills dealing with others
- Self
- Family Skills
- Practical skills in health and safety
- Communication of personal thoughts
- Leisure time
- Community
- Practical skills in career choice

Questions were asked as to "How important is this need (life skill) to Youth?: How well is 4-H meeting this need? (answered only by 4-H youth and adults); and Should a youth organization such as 4-H, Scouts, etc., be meeting this need? (answered only by non 4-H youth and adults). The responses were placed on a 1-9 scale by youth and further ranked in the analysis.

The survey ranking by all youth in S.D. is listed in ranking order of the ten life skills listed previously. Key indicators will be the difference between the degree of importance of a particular life skill and the degree to which 4-H is meeting that need. The survey told us that 4-H is doing a very good job in the area of leadership and responsibility and that appears to be one of the 4-H program strengths. 4-H is also doing a good job in the life skill areas of communication of personal thoughts, leisure time, and several others.

Life skill areas where there was the greatest difference in perceived need and 4-H program response were: money management, family skills, and skills dealing with others. This tells us that the life skill is ranked higher than the 4-H program is currently seen as meeting that need. The responses of all youth were generally similar to those who are currently 4-H members.

How will the survey data be used? The 4-H Advisory Committee is presently analyzing the data and trying to set some youth-oriented goals based on the data. Those goals will give direction to the 4-H program the next 5-10 years. A statewide 4-H Committee Convention met in February, 1981 and recommended South Dakota 4-H program direction based on the 4-H youth survey results.



Agricultural Extension Service
University of Tennessee Institute of Agriculture

P. O. Box 1071
Knoxville, Tennessee 37901

March 4, 1981

Kevin R. Hackett
Extension Agent, 4-H
930 North Portland
Oklahoma City, OK 73107

Dear Kevin:

Dr. Foster has referred your letter of February 20, requesting information and research on certain topics, to me for handling. The attached list of research papers, thesis and what not are on deposit with SEA/Extension USDA, Washington, D.C. You may contact the author or SEA/Extension.

If I can be of further help, please let me know.

Respectfully yours,

Oliver F. Cook
Assistant Professor, 4-H Club

cc: George S. Foster

Attachment

OFC/lis

The Agricultural Extension Service offers its programs to all eligible persons regardless of race, color, national origin, sex, or handicap and is an Equal Opportunity Employer.

THE UNIVERSITY OF TENNESSEE AND THE U.S. DEPARTMENT OF AGRICULTURE COOPERATING

Cooperative
Extension
Service

WEST VIRGINIA UNIVERSITY
Morgantown, WV 26506

Center for Extension and Continuing Education

Division of 4-H Youth Development

February 27, 1981

Kevin R. Hackett
Extension Agent 4-H
930 North Portland
Oklahoma City, OK 73107

Dear Kevin;

Your letter to Dr. Rapping was referred to me. The following is a listing of research that I know about. All of this material is in the S.E.A. - Extension U.S.D.A. Repository, Washington, D.C.

1. Bailey, Joanna Mullican - Parental Feelings Regarding Factors Influencing and Benefits Derived from 4-H Club Participation by Junior High & Senior Age Members, and Former Members of Grundy County, Tennessee. 121 p. Knoxville, University of Tenn. 1980.
Thesis (M.S. in Agr. Ext. Ed.) U. of Tenn.
2. Hamilton, Shirley Kay - Factors Related to Membership Status of Ninth & Tenth Grade Girls in Greene County, Tenn. 92 p. Knoxville, University of Tenn. 1970.
Thesis (M.S. in Agr. Ext.), U. of Tenn.
3. Miller, Merle Eldon - Factors contributing most significantly to Increasing Enrollment and Holding Membership in the Urban 1970 Lawton, Oklahoma Pilot 4-H Program for Disadvantaged Youths. 37p. Stillwater, Oklahoma, State University 1971.
Thesis (M.S. in Rural Adult Ed.) Oklahoma State U.
4. Withrow, Kenneth Dwayne - An Evaluation of the Image of the 4-H Club in Franklin County, Georgia. 44 p. Athens, U. of Ga. 1972.
Project report in Agr. Ext. 921
5. John Sterling of the New York State 4-H Staff did some work along the line of Image perception in Washington D.C.

I hope this information is helpful to you.

Sincerely,



Glenn Snyder, Extension Specialist

GS/br

Programs and activities offered by the West Virginia University Cooperative Extension Service are available to all persons without regard to race, color, or national origin.

Enclosure

West Virginia University, U.S. Department of Agriculture, and West Virginia Counties Cooperating.

UWEX COOPERATIVE EXTENSION PROGRAMS
UNIVERSITY OF WISCONSIN-EXTENSION
328 LOWELL HALL 610 LANGDON STREET MADISON, WISCONSIN 53706 262-1221 AREA CODE 608



4-H YOUTH DEVELOPMENT PROGRAMS

March 31, 1981

Mr. Kevin R. Hackett
Extension Agent, 4-H
930 North Portland
Oklahoma City, Oklahoma 73107

Dear Mr. Hackett:

I am sorry about the delay in answering your letter relative to a study or research related to the Awareness of 4-H. I have checked with a member of our staff who has responsibility for this area and also with a member of the Journalism staff and we have come up with no formalized study. The one I am sure you are aware of was the Gallup Poll, a study made by USDA (I think it was in 1974).

Sincerely,

J. Mitchell Mackey
Statewide Program Chairman
4-H Youth Development

JMM:ec

List below any information regarding the public awareness and/or image of 4-H (note: include journal articles, local surveys, informal studies, thesis topics or doctoral dissertations).

NAME AUTHOR PUBLISHER OR SOURCE

Journal of Studies

COMMENTS:

NAME *Kevin R. Hackett*
ADDRESS *930 North Portland*
W. Dec 4-7 LEADER
LACAMIA, WY 82071

Return to:
Kevin R. Hackett
Extension Agent, 4-H
930 North Portland
Oklahoma City, OK 73107

APPENDIX C

INSTRUMENT

Sample # _____

Phone # _____

INSTRUMENT

Hello, my name is _____ and I am with the Canadian County Extension Center. May we have a few minutes of your time to ask you a few questions about 4-H?

_____ Yes _____ No -- Thank you, Good-bye

1. Have you ever heard of a youth organization called 4-H?
_____ Yes _____ No -- Move to question #7
2. Since you are aware of 4-H do you feel you know a great deal, something, very little or nothing about 4-H?
_____ Great Deal _____ Very Little
_____ Something _____ Nothing
3. How long have you been aware of the 4-H program -
_____ Less than 1 year _____ 11 - 15 years
_____ 1 to 5 years _____ 16 - 20 years
_____ 6 to 10 years _____ Over 20 years
4. How did you first hear about 4-H? (Do not read list unless respondent needs help)
_____ Radio _____ Friends _____ Other (Specify)
_____ Newspaper _____ Television _____
_____ Schools _____ At Public Events _____
5. Different youth organizations offer different programs. When 4-H is mentioned, do you most often think of youth ...
_____ From towns and cities?
_____ From farms and rural areas? or
_____ Both
6. Where do you get most of your information about what 4-H is doing now? (Do not read list unless respondent needs help)
_____ Radio _____ Friends (members) _____ Other (Specify)
_____ Newspaper _____ Television _____
_____ Schools _____ At Public Events _____
7. Have you ever heard of a 4-H Project Club. A club where 4-Hers with the same or similar interests meet together. For example a horse club, a horticulture club, or a wildlife club?
_____ Yes _____ No
8. Have you ever heard of a 4-H School or Community Club? One in which members may be enrolled in a variety of different projects, but they usually have in common a school, community, or neighborhood?
_____ Yes _____ No

9. Have you ever heard of a 4-H School Enrichment Program - a program offered to teachers to use in their classroom to supplement the school curriculum? Some examples of popular programs are Chick Embryo, Plant Science, Bee Science, Meteorology, Environmental Awareness and County Government?
 _____ Yes _____ No
10. Where is the County 4-H headquarters located? (El Reno Fairgrounds)
 _____ Correct _____ Incorrect or do not know
11. Have you ever been involved in 4-H yourself as a member?
 _____ Yes _____ No
12. Has any member of your immediate family ever been involved in 4-H as a member?
 _____ Yes _____ No
13. Where does the 4-H program get most of its funding, money to operate?
 _____ Private donors _____ County funds _____ Other (Specify)
 _____ Members _____ Federal Funds _____
 _____ State funds _____ Don't know _____
14. Would you like more information about the 4-H organization sent to you?
 Name _____
 Address _____

- Now I would like to ask you some questions about you. This information will be kept strictly confidential. (Stress importance if questioned).
15. How long have you lived in Canadian County?
 _____ Less than one year _____ 11 - 15 years
 _____ 1 - 5 years _____ 16 - 20 years
 _____ 6 - 10 years _____ Over 20 years
16. What year were you born?
 _____ 18-24 1958-64 _____ 45-54 1928-37
 _____ 25-34 1948-57 _____ 55-64 1918-1927
 _____ 35-44 1938-47 _____ 65 and older 1917 and Before
17. With which racial/ethnic group do you belong?
 _____ White _____ Asian or Pacific Islander
 _____ Black _____ Hispanic
 _____ American Indian _____ Other _____

18. What is the highest level of school you have completed?

8th grade or less

9th - 12th grade

1-2 years of post high school training

3-4 years of post high school training

More than 4 years of post high school training

19. What is your sex? (Don't ask if you can tell)

Male

Female

Thank you for your time. This information will be a benefit to our study. Thanks again. Good-bye.

VITA

Kevin Ralph Hackett

Candidate for the Degree of

Master of Science

Thesis: THE PERCEIVED AWARENESS OF 4-H YOUTH PROGRAMS BY THE ADULT
POPULATION OF CANADIAN COUNTY, OKLAHOMA

Major Field: Agricultural Education

Biographical:

Personal Data: Born in Nevada, Missouri, February 23, 1955, the
son of Freed and Katherine Hackett.

Education: Graduated from Blackwell High School, Blackwell, Okla-
homa, in May, 1973; enrolled in Associate Degree program in
Agriculture at Northern Oklahoma College, Tonkawa, Oklahoma,
September, 1973-May, 1975; received Bachelor of Science in Agri-
culture degree from Oklahoma State University in May, 1977;
completed requirements for the Master of Science degree at
Oklahoma State University in July, 1982.

Professional Experience: Extension Agent 4-H, Canadian County,
Oklahoma, September, 1977, to December, 1979; Extension
Agent 4-H, Oklahoma County, Oklahoma, January, 1980 to
July, 1981; Extension Agent 4-H, Canadian County, Oklahoma,
August, 1981 to present.

Organizations: Member of Oklahoma Association of County Agricul-
ture Agents and National County Agents Association, member of
Oklahoma Association of Extension 4-H Agents and National
Association of Extension 4-H Agents.