

Lynn University

SPIRAL

Student Theses, Dissertations, Portfolios and
Projects

Theses and Dissertations Collections

1-1998

Discovering the Recreational Interests of South Florida's Youth for use in the Expansion of 4-H Programs in Broward County, Florida

Thomas W. Kehlhofer
Lynn University

Follow this and additional works at: <https://spiral.lynn.edu/etds>



Part of the [Recreation Business Commons](#), [Sports Management Commons](#), and the [Sports Sciences Commons](#)

Recommended Citation

Kehlhofer, Thomas W., "Discovering the Recreational Interests of South Florida's Youth for use in the Expansion of 4-H Programs in Broward County, Florida" (1998). *Student Theses, Dissertations, Portfolios and Projects*. 110.

<https://spiral.lynn.edu/etds/110>

This Thesis is brought to you for free and open access by the Theses and Dissertations Collections at SPIRAL. It has been accepted for inclusion in Student Theses, Dissertations, Portfolios and Projects by an authorized administrator of SPIRAL. For more information, please contact liadarola@lynn.edu.

Discovering the Recreational Interests of
South Florida's Youth
for use in the Expansion of
4-H Programs in Broward County, Florida

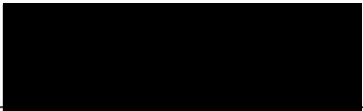
THOMAS W. KEHLHOFER

**Discovering the Recreational Interests of
South Florida's Youth
for use in the Expansion of
4-H Programs in Broward County, Florida**

by
Thomas W. Kehlhofer

A Graduate Project Submitted to the Graduate School
in Partial Fulfillment of the Requirements for the
Degree of
Master of Professional Studies in
Sports Administration

Approved by: _____


Dr. Richard Young, Advisor

Lynn University
Boca Raton, Florida

January, 1998

Table of Contents

	Page
Approval Page	2
Chapters	
I. Introduction.....	4
II. Literature Review.....	11
III. Methodology.....	18
IV. Results.....	22
V. Summary and Conclusions.....	28
Bibliography.....	35

Chapter I

Introduction

In the summer of 1997, Broward County, in cooperation with the University of Florida, provided funds to hire two new 4-H Club agents. In the past, Broward County had only one agent and an assistant. They were responsible for the operation of 17 clubs and approximately 250 members. With the current position vacant, Helena Bresnahan and Charna Atlas were hired as the new agents and began working to expand and improve the educational opportunities offered by the Broward County 4-H Club. Both agents, when hired, were given two main goals that they were to accomplish as soon as possible. First; expand the program to reach more children in the county. Second; make the program reflect the cultural diversity found in Broward County. This dissertation is written as a suggestion for both agents to help in the expansion of the program. The survey that will be used in this study was developed with the cooperation of the existing 4-H Agents. The activities that were included in the questionnaire are ones that can, and will be implemented in Broward County 4-H programs in the near future. The results will, in turn, give them an idea of what the children in the area are interested in. Knowing this will help the agents have a clearer understanding of which activities would be the right ones to start.

Statement of the Problem

The first problem addressed by this study is the fact that the 4-H Club is a program which was originally developed at the turn of the century for rural children. "Learning by doing" is the program's primary objective, but most of the programs, until recently, were based on agriculture and had very few inner city kids taking part in them. The Broward County 4-H Club has kept this tradition intact. The programs have made very little change in the past 10 years and are made up of primarily white, home-schooled children from the diminishing rural areas of Broward County. Rural areas are diminishing because housing in the County is being built at an alarming rate. Urban areas are becoming the predominant lifestyle and rural areas of Broward will likely become extinct. The county has 1.3 million people living there with people from around the world relocating to the area every year. When the last census was taken in 1990, over 18% of the county's population were of a race other than white. The 4-H Club has not been able to expand appropriately to reach these groups of people.

Secondly, anonymity is a problem for the club since they have so few children participating now. With 20% of the population in Broward County being children, approximately 260,000, and only 250 children in the program, the majority of the children in the county have never heard of the 4-H Club. With such significant numbers of children living in the county, there is a need for large amounts, and diverse kinds of clubs, including the 4-H Club.

The last problem facing the existing 4-H Club is the dropout rate. The program is designed for children from age 5-18 but the dropout rate is highest among middle-school age children. When children reach the age of 12 or 13, their interest in things change dramatically. Puberty is the cause most people believe is the reason for this. Whatever it is, middle school is when it happens.

To improve and expand their programs, the 4-H Club needs to take all of this information and change their program to meet the interests of primarily middle-school age, urban and suburban area children. They also need to keep the integrity of the traditional program intact so they do not lose the existing membership. Therefore, middle-school age, urban and suburban area children will be the focus of the study. If the club can keep the interests of these children, it is more likely that they will be able to keep children who are younger and older also interested.

Research Question

What are the most popular recreational interests of South Florida's middle-school age, urban and suburban area children?

Purpose of the Study

The main purpose of this study is to find out what interests the children of South Florida have. Only after this has been done can you expand the 4-H program to reach larger and more diverse groups of children in the county. To start a program that is virtually unknown to these children is a huge task, and to expect them to join a club based solely on the positive reputation in the country is unrealistic. The program must attract their current interests first, and then add in all the qualities that have made the program so successful in the past.

After you have found out what the interests of the children are, that is where the 4-H Club can take over. The diversity of the 4-H Club is limited only by the imagination of the people that are involved in developing and participating in the programs. Today, 4-H Clubs are still based on the “learning by doing” objective. When volunteers, parents, teachers, recreation departments, etc., decide that they would like to start a club, they can make up a club to do anything that meets the interests of the kids. For example, if you want to start a sewing club, we can help you get started. If you want to start a landscaping club, we will help. If you want to start a kite flying club, no problem. The only requirement of the club is the simple fact that it must be based upon something that you can “learn by doing.” The possibilities are endless.

Significance of the Study

The 4-H Clubs in the United States today are based on the same “learning by doing” philosophy that has given them such a remarkable reputation up until now. The club is designed to meet the needs and enhance the lives of all types of children, and are as diverse as the members want them to be. Each group has the opportunity to follow a traditional program or develop projects that have not been done before. The University of Florida supports the 4-H Clubs in the state by providing resources to the agents in each county. Any new idea can be developed into an educationally sound and fun project for one group or can even be shared with other groups. With such a diverse program, it would be hard to develop groups before you have a feel for the interests of the children that will be involved in them. Having a direction in which to take the program is imperative while the agents are expected to continue supporting the existing programs. Therefore, this study is significant because it will have a direct impact on the Broward County 4-H Club. The information discovered in this study will be used by the agents in charge of developing new programs and can help them identify what activities are most likely to get a positive reaction from the children who will be participating in them.

Limitation of the Study

The biggest reason that this study is limited is because every child is different. If you were to ask every child in the county what their interests are, you would get a slightly different answer from every child. This study will just tell you what the most popular interests are and could not possibly contain every activity that children might like to do.

This study also does not tell you what to do with the information, nor does it tell you how to do it. There are unlimited amounts of things that can be done once you have this information, and just as many ways things can be implemented into existing or new programs.

This study was done to find out what all of the interests of these children are, and was not developed to find out what their favorite interests are. If you asked them what their favorite interests are, you would most likely get the activities that they are already involved in. The 4-H Club needs to start programs that the children might not have a chance to experience otherwise. These activities should be combined in an attempt to get the children to join the club for a variety of activities.

This study is also limited because it only tells you in what the children are interested at this time in history. The results would have been much different ten years ago, and could be much different ten years from now. For example, ten years ago children did not know what a hackey sack was.

The last limitation of the study is the fact that all the age groups who can participate in the program are not represented in this study. The 4-H Club is for children from age 5-18, however, this study is only for middle-school age children. I feel that this is not a big problem because after the programs for middle-school age children have been implemented and evaluated, other studies should be done to find out what can be done for the younger and older age groups. It is my belief that if you get more middle-school children involved in the program, the younger children will want to be involved and the older children will stay involved longer. A test of time will be necessary to validate this hypothesis.

Chapter II

Literature Review

The 4-H Club

After doing an internship with the Broward County 4-H Club during the summer of 1997, I found myself asking my middle school students in Palm Beach County what they think the 4-H Club is. I started by telling them that I worked for 4-H over the summer and I usually get a response like, “what is 4-H.” Sometimes, however, a student will ask me a question like, “doesn’t 4-H do farm stuff.” The answer to that question is a complicated one. This chapter is dedicated to answering that question. The children that will be involved in the new programs developed from the information attained by this study will want to know where the club came from and why people think that the 4-H Club has so much to do with farming.

The 4-H Club was started at the turn of the century because people started to realize the need to teach youngsters about agriculture. The first focus of the program was to extend agricultural education to rural youth by organizing boys and girls clubs and to have them “learning by doing.” By 1904, many clubs had already been formed based on this philosophy. The organizers used volunteers, mostly rural parents, acting as leaders of the different clubs. Nature study was the basis for teaching the kids about agriculture. All the activities were “hands on” which kept the “learning by doing” philosophy foremost

on their minds. Leaders were also asked to keep their focus on helping the children develop into individuals and productive citizens.

The development of the 4-H Club as an organization began in 1907 or 1908 when O.H. Benson developed a three leaf clover design suggesting that the clovers signify Head, Heart and Hands (4-H Council, 1997). In 1911, O.B. Martin suggested that the club use a four leaf clover design and that the last clover should stand for Health. This was the patented slogan in 1924 and still is the slogan today. Each child that takes part in any 4-H program is asked to make the following pledge:

“I pledge my head to clearer thinking,
my heart to greater loyalty,
my hands to larger service,
and my health to better living
... for my club, my community, my country and my world.”

Otis Hall, 1927

That pledge was introduced and used for the first time as part of the first National 4-H camp in 1927.

The bright future of the 4-H Club was insured in 1914 when the Smith-Lever Act established the Cooperative Extension System as part of the United States Department of Agriculture. This system was, and still is, responsible for providing information about agriculture to the citizens of each county. At the same time, the Smith-Lever Act established land grants which were awarded to build universities, including the University of Florida. These universities were responsible for giving direction to all of

the extension departments in the state. Each county had several extension agents. An extension agents' primary job was to provide agricultural material to the people living and working in their county. The 4-H Club is the youth development portion of the Cooperative Extension System. The 4-H Cooperative Extension Agents organize a variety of activities including but not limited to:

- organized clubs
- 4-H special interest or short-term groups
- 4-H school enrichment programs
- 4-H instructional television
- 4-H camping
- 4-H activities
- 4-H centers or
- as individual members

(4-H Council, 1997)

Children involved in 4-H programs are insured of participating in “hands-on” co-educational activities that will help them become independent and productive citizens.

Today's focus of the 4-H Club is modified from the original focus of agricultural education. In 1976, the National 4-H Council was established as a non-profit organization. Its' mission is “building partnerships for community youth development that value and involve youth in solving issues critical to their lives, their families and society” (4-H Council, 1976). At that time, the 4-H Council was determined to expand from providing programs for only rural area children, to providing urban and suburban

area children with programs that will help them grow up in their communities and to become productive citizens. The council recognizes that “our young people face unprecedented challenges and dangers, making the business of “growing up” more complex and risky than ever before” (4-H Council, 1976).

The council also recognizes that the creative talents of our children are being neglected because the public and private institutions in the world are ineffective at nurturing these skills. “It takes an entire village to raise a child” is an often used African proverb and the current driving force behind the 4-H Council’s mission. They feel that communities, families and children are all parts of an interdependent system. Our young people are “partners in this system and are not merely recipients of services or collections of problem behaviors to fix” (4-H Council, 1976).

To help this interdependent system flourish, the council has established partnerships with a variety of organizations and individuals. Other youth groups, governments, businesses, churches and the media are just a few of the partners that the council enlists in their collaborative relationship with the community. In 4-H, young people are never excluded from the dialogue about decisions that will effect their future as well as their community’s. The 4-H Council believes that this is “an effective approach to building resilient and healthy communities which value their young people as resources and partners.”

The “Backyard Humanity” program is an excellent example of this commitment to partnership within the community. In the summer of 1997, the Broward County 4-H Club developed an annual five day sleep over program for young people. The program

consisted of ten children who spent the week volunteering at charities all over their county. Partnerships in this program included organizations like Big Brothers/Big Sisters, the Salvation Army, Horses and the Handicapped, the Humane Society, etc. All the people involved in this ground breaking program developed the sense of partnership that is imperative to provide effective programs for young people today. The business community responded to the efforts of this program as well. From the start, the program had a \$0 budget. Businesses were asked to contribute to the program by providing food and fun activities for the week. Publix Supermarkets, AMC Theaters, McDonalds, Dominos, Kenny Rogers Roasters, Carvel Ice Cream Stores and many more companies donated their products and services to the program. The "Backyard Humanity" program is a perfect example of what we can do when we get involved in a community partnership and should be used as a blueprint for youth organizations in the future.

As you can see, the 4-H club is as diverse as the communities in which they exist. New 4-H Club groups are forming every month and the possibilities are endless for what will be accomplished. The only requirement for starting a group is that you believe in young people and that you can make a difference in their future. To start a club, just contact your county's Cooperative Extension Service, and ask to speak to the 4-H Extension Agent. They will get you started.

Management as it Relates to this Study

In an effort to succeed in today's competitive environment, many manager's are tailoring their services directly to the needs of their target customer market (Mullin, Hardy and Sutton, 1993).

The study developed specifically for this paper is attempting to determine the needs of the target customers of the 4-H Club, namely the children of Broward County. Management must focus their marketing effort to the children who are core to the success of the club. What seems like a simple task of getting kids involved in a fun club, is complicated by the organizations in South Florida which, judging from the limited research on the subject, very rarely ask the children, "What do you want to do?"

Studies have shown that, due to the explosive growth rate in Florida, there is a definite need for park, recreation and leisure professionals (Bryan-Wunner, 1991). Programs for children are abundant in Florida, however, the amount of children that live there is growing on a daily basis. New programs need to be developed to keep up with not only the amount of children but the diversity of these children as well. The first role of managers is "planning" (Bridges and Roquemore, 1992), and that is exactly what this study is designed to help the 4-H Agents do.

For any company to survive, it must not only be efficient, but it must also be effective (Bridges and Roquemore, 1992). The 4-H Club can easily be seen as efficient because of its history of providing programs that consist of "learning by doing" and its partnerships with the community. However, the question that must be asked is that of its

effectiveness. It is obvious that the Broward County 4-H Club is not very effective at the present time. With over 260,000 children living in the county and only 250 club members, the club must take stock of itself and provide answers to the question that every manager must ask him or herself on a daily basis. That question is, "Am I serving my customers as effectively and efficiently as possible."

"Before a child can walk, he must first learn how to crawl." I have heard this saying many times in my life but the 4-H Agents in Broward County have, in effect, reversed this saying. By taking a step backwards, they can be more confident when they take their next steps forward. Through this survey they will know what the children in South Florida are interested in, and then they can tailor their new programs to reach a lot more young people than they are now.

Chapter III

Methodology

Instrument

The survey used in this study was developed by Thomas Kehlhofer in cooperation with Broward County's new 4-H Agents, Helena Bresnahan and Charna Atlas. Through research and brainstorming, a list of approximately 150 different recreational activities was eventually narrowed down to 50 and separated into 3 categories. List #1 consists of primarily sports, list #2 is considered recreational activities and list #3 is other activities for children. All of the activities are considered to have educational benefits and can be incorporated into 4-H Club events.

Population

100 students from Omni Middle School in Boca Raton, Florida completed the survey. The school is comprised of two distinctly different economical classes of children due to the busing that is done throughout the state. 80% of the students at Omni are from Boca Raton, an upper middle class community which is similar to the majority of Broward County. The other 20% of the students come from Delray Beach, an inner city community which is similar to Broward County's inner city community.

Sample

The students were randomly selected, however not specifically for this study, but because of the physical education requirement at the school. All of the students in the school have to take physical education at one time or another. Because of this, all of the students in the school had virtually the same opportunity to participate in this survey.

Procedures

Thomas Kehlhofer, the co-author of the survey, distributed it to 100 randomly selected students from various Omni Middle School physical education classes. The instruction page was read to the students, and it was emphasized that they should not go any faster than the instructor as he reads down each list. The students first filled out the example on their survey and then continued to fill out the rest. The instructor went down each of the three lists while the students were given the opportunity to ask questions when and if they were not sure what an activity was.

A copy of the survey is included in this chapter.

General Research Question (Restated)

What are the most popular recreational interests of South Florida's middle-school age, urban and suburban area children?

Instructions for 4H Survey

Each child is to receive one of the questionnaires. They can look it over while someone is handing them out, but tell them in advance not to write on the paper until they have been given all of the instructions.

The instructions are on the top of every survey, but someone should read them out loud before the children get started:

“Please circle the activities you enjoy doing or would like to try, and cross out the activities that you are not interested in at all. Leave it blank if you are not sure if you would like to try it. If you do not know what the activity is, ask your instructor.”

Then read and explain the example:

If you like baseball, circle it----- Baseball

If you don't like baseball, cross it out----- Baseball

If you are not sure, leave it blank----- Baseball

After the instructions have been read, please read off the activities to the children starting with list #1 and going down the list. Do this slowly so the children have time to make their choice and so they will not skip over any of the activities.

This survey will be used to enhance the quality and quantity of programs offered by The Broward County 4H. Your cooperation is greatly appreciated.

Thank You Very Much

Recreation Survey

Please circle the activities you enjoy doing or would like to try, and cross out the activities that you are not interested in at all. Leave it blank if you are not sure if you would like to try it.

Example:

If you like baseball, circle it----- Baseball
 If you don't like baseball, cross it out----- Baseball
 If you are not sure, leave it blank----- Baseball

AGE ____ TOWN: Boca Raton ____ Delray Beach ____ M ____ F ____

- | <u>List #1</u> | <u>List #2</u> | <u>List #3</u> |
|-------------------|-------------------------|------------------------|
| Baseball/Softball | Climbing | Horses |
| Basketball | Dancing | Journalism |
| Bowling | Hockey | Computers |
| Cycling | Jump Rope | Flying a real airplane |
| Pool (billiards) | Kite Flying | Acting |
| Golf | Martial Arts | Magic |
| Fishing | Rollerblades | Art |
| Football | Go-Carts | Environment Projects |
| Jet Skiing | Scuba Diving/Snorkeling | U.S. Space Program |
| Kayaking | Swimming/Diving | Music |
| Roller Hockey | Weightlifting | Landscaping |
| Running | Ping-Pong | Cooking |
| Shooting sports | Water Skiing | Raising Farm Animals |
| Racquet sports | Dirt Biking | Photography |
| Sailing | River Rafting | Veterinary Sciences |
| Soccer | Hiking | Rodeo sports |
| Volleyball | Camping | |
| Others _____ | | |

Chapter IV

Results

Characteristics of the Sample

100 students from Omni Middle School in Boca Raton, Florida were given the survey. 35 of the students were female and from Boca Raton, 29 were male and also from Boca Raton. 36 students were from Delray Beach, 18 males and 18 females. The survey was given out and explained by Thomas Kehlhofer, a physical education teacher at Omni Middle School and co-author of the survey. The survey was given out to each class until 100 surveys had been distributed. The average age of the students was 12 years old, with the oldest student being 14 and the youngest being 11.

Analysis and Interpretation of Data

The data from this survey can be used and analyzed in a variety of ways. The top three activities, overall, were go-carts, computers and music. 91% of the students surveyed said that go-carts is something they enjoy doing. Activities dealing with computers, including Nintendo and Sega, is also a favorite because 90% of the children responded positively. Music is third on the list because it is enjoyed by 89% of the students surveyed. Here is a look at the top ten activities chosen by the students overall:

- 1) Go-carts- 91%
- 2) Computers- 90%
- 3) Music- 89%
- 4) Swimming/Diving- 75%
- Jet Skiing-75%
- 6) Rollerblades- 71%
- 7) Cooking- 70%
- 8) Basketball- 69%
- Football- 69%
- 10) Pool (billiards)- 65%

When looking at these numbers, one must be careful not to overlook the specific breakdown of each activity. For example, if you look at the results and see that 70% of the students like to cook, you might want to start a program including cooking. However, if most of the children for whom you are developing the program are suburban boys, the program might be a flop. Only 34% of the suburban boys said that they like to cook. One must look at all five results when attempting to get a clear view of the results.

The top three in each category are:

Suburban Males:

- 1) Go-Carts- 93%
- 2) Computers- 90%
- Jet Skiing- 90%

Suburban Females:

- 1) Music- 94%
- 2) Cooking- 89%
- Swimming/Diving- 89%

Inner City Males:

- 1) Computers- 100%
- Go-Carts- 100%
- Football- 100%
- Shooting sports- 100%

Inner City Females:

- 1) Computers- 100%
- Go-Carts- 100%
- 3) Jump Rope- 94%
- Music- 94%

As you can see from these numbers, there are many differences, as well as similarities, in the favorite activities of the children surveyed. If used correctly, the results from this survey can be a valuable tool for developing programs throughout the recreational services community.

The following pages show the results of the survey in more detail:

List # 1

	<u>Boca (m)</u>		<u>Boca (f)</u>		<u>Delray (m)</u>		<u>Delray (f)</u>		
	N=29		N=35		N=18		N=18		
	#	%	#	%	#	%	#	%	<u>Total %</u>
Jet Skiing	26	90%	29	83%	14	78%	6	33%	75%
Basketball	16	55%	23	66%	17	94%	13	72%	69%
Football	20	69%	20	57%	18	100%	11	61%	69%
Pool (billiards)	21	72%	19	54%	16	89%	9	50%	65%
Shooting Sports	20	69%	12	34%	18	100%	8	44%	58%
Bowling	12	41%	19	54%	13	72%	12	67%	56%
Cycling	13	45%	19	54%	11	61%	11	61%	54%
Racquet Sports	13	45%	25	71%	6	33%	10	56%	54%
Running	5	17%	22	63%	15	83%	9	50%	51%
Soccer	17	59%	20	57%	8	44%	3	17%	48%
Baseball/Softball	15	52%	17	49%	6	33%	5	28%	43%
Fishing	12	41%	10	29%	12	67%	6	33%	40%
Golf	15	52%	15	43%	6	33%	3	17%	39%
Kayaking	8	28%	17	49%	7	39%	6	33%	38%
Volleyball	6	21%	20	57%	4	22%	8	44%	38%
Roller Hockey	14	48%	10	29%	6	33%	2	11%	32%
Sailing	6	21%	18	51%	3	17%	5	28%	32%

List # 2

	<u>Boca (m)</u>		<u>Boca (f)</u>		<u>Delray (m)</u>		<u>Delray (f)</u>		
	N=29		N=35		N=18		N=18		
	#	%	#	%	#	%	#	%	<u>Total %</u>
Go-Carts	27	93%	28	80%	18	100%	18	100%	91%
Swimming/Diving	15	52%	31	89%	13	72%	16	89%	75%
Rollerblades	16	55%	30	86%	9	50%	16	89%	71%
Water Skiing	15	52%	28	80%	11	61%	5	28%	59%
Scuba Diving/Snor.	15	52%	23	66%	10	56%	8	44%	56%
Dirt Biking	21	72%	8	23%	16	89%	8	44%	53%
Ping Pong	22	76%	20	57%	6	33%	3	17%	51%
Camping	15	52%	20	57 %	7	39%	8	44%	50%
Dancing	1	3%	24	69%	10	56%	13	72%	48%
Climbing	14	48%	14	40%	10	56%	2	11%	40%
River Rafting	12	41%	18	51%	6	33%	4	22%	40%
Jump Rope	0	0%	13	37%	9	50%	17	94%	39%
Kite Flying	8	28%	12	34%	11	61%	7	39%	38%
Weight Lifting	12	41%	8	23%	15	83%	3	17%	38%
Martial Arts	13	45%	6	17%	11	61%	6	33%	36%
Hiking	12	41%	16	46%	3	17%	3	17%	34%
Hackysack	6	21%	6	17%	5	28%	12	67%	29%

List #3

	<u>Boca (m)</u>		<u>Boca (f)</u>		<u>Delray (m)</u>		<u>Delray (f)</u>		
	N=29		N=35		N=18		N=18		
	#	%	#	%	#	%	#	%	<u>Total %</u>
Computers	26	=90%	28	=80%	18	=100%	18	=100%	90%
Music	24	=83%	33	=94%	15	=83%	17	=94%	89%
Cooking	10	=34%	31	=89%	15	=83%	14	=78%	70%
Magic	14	=48%	22	=63%	16	=89%	10	=56%	62%
Space Program	17	=59%	21	=60%	11	=61%	5	=28%	54%
Art	10	=34%	26	=74%	6	=33%	11	=61%	53%
Photography	11	=38%	26	=74%	3	=17%	13	=72%	53%
Acting	8	=28%	27	=77%	6	=33%	8	=44%	49%
Horses	4	=14%	23	=66%	10	=56%	7	=39%	44%
Flying	20	=69%	13	=37%	9	=50%	2	=11%	44%
Environmental Pro.	9	=31%	15	=43%	11	=61%	8	=44%	43%
Livestock	4	=14%	15	=43%	6	=33%	3	=17%	28%
Veterinary	4	=14%	17	=49%	4	=22%	3	=17%	28%
Landscaping	5	=17%	6	=17%	10	=56%	5	=28%	26%
Rodeo Sports	6	=21%	4	=11%	11	=61%	5	=28%	26%
Journalism	4	=14%	8	=23%	2	=11%	2	=11%	16%
Others	Building Surfing Models		Sky Diving Bungee Jumping Gymnastics				Making Clothes		

All categories of children mentioned ice hockey and snow skiing

Chapter V

Summary and Conclusions

Summary

Two new agents were hired to expand and diversify the programs offered by the Broward County 4-H Club. Every managers' responsibility is planning; so the first order of business was to decide how to get the existing programs into urban and suburban areas. That is exactly what this study is going to help them to do. It was determined by these agents that the best way to plan for the future of the program was to find out in what the children in Broward County are interested. They saw, and wanted suggestions for new programs along with ways to implement the existing ones into these diverse areas. Problems that faced them included having virtually no urban or suburban kids in the program and that 4-H was virtually unknown to those kids. The question that the 4-H Agents needed to ask was, "What are South Florida's urban and suburban area kids interested in, and what activities will help get them involved in 4-H?"

This study is believed to be significant because it can have a direct impact on the future of the Broward County 4-H Club. The 4-H Club enhances the lives of children and helps make them grow into independent and productive citizens. It also helps them learn how to use their creative talents for the good of the community as a whole. What parent would not want their child to be involved in a club that does all that?

The study is, however, limited for a few reasons. First of all, every child is different and one can not know exactly to what each child will respond. Secondly, it does not tell you what to do with the information contained within it, but instead the information must be used as a frame of reference for future programs. Lastly, it is not concerned with all of the age groups that can participate in 4-H programs. The main concern that this study focused on was with the middle-school aged children.

4-H was originally developed at the turn of the century because of the need to educate rural children on agriculture. 4-H was, and is, the youth development portion of each county's Cooperative Extension and Education Division. All the county branches in Florida receive direction through the University of Florida. In 1976, the national 4-H Council changed their focus from rural children to include urban and suburban area children. Their goal became building partnerships between the club and other organizations in 4-H communities. "It takes an entire village to raise a child" (Bryan-Wunner, 1991) is an African proverb that best describes today's focus of the 4-H Council.

The survey used in this study was developed specifically for this paper by the people who will be instrumental in using the information received. One hundred (100) randomly selected middle school students from urban and suburban areas of South Florida answered the survey. The average age of the students was twelve (12) years old. The survey itself consisted of fifty (50) different activities including sports, recreational activities and a variety of other activities, all of which can be incorporated into 4-H programs. The most popular activities chosen were go-carts, computers and music. Other

popular activities included swimming/diving, jet skiing, rollerblading and cooking.

Sports such as basketball, football and billiards were also among the top ten.

It is important to remember that the results from this study must be looked at not only in terms of the total number of children that responded to each activity, but also by the way each classification of children responded.

Conclusions

The purpose of this study must be restated before drawing any conclusions. The purpose of this study was to find out in what middle-school age children in South Florida are interested.

When looking at the numbers in each of the categories, one can not help but wonder why some of the activities were, or were not, overwhelmingly chosen by certain groups of children. For example, one of the first things you see is 100% of urban boys chose shooting sports. The instructor gave examples of shooting sports as archery, darts, rifles and pistols. Why did all the boys in this category chose this sport? That, however, is a question for a much different survey.

Another example is the results from volleyball. More than twice as many girls picked volleyball as did boys. Why? Would the results have been different in California where volleyball is a very popular sport? More research needs to be done in order to find out the answers to these interesting, and possibly enlightening questions.

As mentioned in chapter four, the conclusions that can be drawn from this survey all depend upon for what you are looking. If you are looking to start a program or event in the urban community and you want to get middle-school boys and girls to attend, a jump-rope-a-thon would not be my first choice. Instead, you might want to try a go-cart competition because 100% of the urban kids said that they like go-carts. If you are starting a program with computers, you are likely to get a positive response because 90% of the children surveyed chose it.

This study can obviously be used by almost anyone in the recreation field. A copy has already been requested by the YMCA so they can reference it on a regular basis. However, if you work with children in South Florida, this survey can be an invaluable tool for you. If you are a teacher, you might be concerned with the results of the journalism question. It got the lowest amount of responses with only 16% of the total. It is supposed to be fun to write about things in which you are interested. The question that should be asked is whether the schools are too busy making children write about things in which they are not interested.

Suggestions for Further Research

The first suggestion for further research has been addressed in the conclusions portion of this chapter. The suggestion was to ask the question, "Why?"

- Why did 100% of urban males choose shooting sports?
- Why did 100% of urban children choose go-carts and computers?
- Why did journalism receive the lowest score?
- Why didn't any of the urban boys choose jump rope?
- Why did 100% of urban boys choose football?
- Why were there twice as many responses from girls in favor of volleyball?
- Why was the response so low from suburban boys on dancing?

The answers to these questions could be very simple or very complex.

Nevertheless, it would be interesting to know why the numbers came out the way they did.

The second suggestion that can be made is to do the same study again in ten years. Every time in history has its' own popular recreational activities. Technological advancements are made every day and recreation is no exception. It is such a big business because everybody is looking to have fun in what little spare time they have. That fact equates to money and profits for the companies in the recreation field. On the other hand, who would have thought that a simple idea like the hackey sack, a bean bag that is juggled with your feet, would end up being as popular as it has been. If this survey is

given out ten years from now, the kids filling it out might not even know what a hackysack is.

The last suggestion that I can make is to do this survey with all the age groups that can participate in 4-H. After that is done, there will be a clearer understanding of who the customers are and in what they are interested. The Broward County 4-H Club has every intention of doing this as soon as the new programs for middle-school kids have been implemented.

Bibliography

- Abbott, Anthony A. (1989). The Exercise Knowledge Base of Commercial Fitness Instructors in the State of Florida. Doctoral Dissertation, Florida Atlantic University, 1989.
- Brady, Tom and Smith, Sharon (1996). "The Clackamas Youth Survey." World Wide Web, Clackamas County Home Page, 1996.
- Bridges, Francis J. and Roquemore Libby L. (1992). Management for Athletic/Sports Administration: Theory and Practice. Georgia; ESM Books, 1992.
- Broward County (1997). "Broward County at-a-glance." World Wide Web, Broward County Home Page, 1997.
- Bryan-Wunner, Valerie C. (1991). Verification of Competencies Needed by Entry-Level Recreation, Park and Leisure Professionals in Florida and the Relationship of Competency Perception to Readiness for Self-Directed Learning. Doctoral Dissertation, Florida Atlantic University, 1991.
- DeGroot J. (1989). "The 80's when all the bills came due." Sunshine: Magazine of South Florida, Number 322, 1989.
- 4-H Council (1976) "Building partnerships for community youth development." World Wide Web, 4-H Council Home Page, 1997.
- 4-H Council (1997). "4-H and youth development." World Wide Web, 4-H Council Home Page, 1997.
- 4-H Council (1997). "History of 4-H." World Wide Web, 4-H Council Home Page, 1997.
- Kehlhofer, Thomas (1997). "Backyard Humanity: People helping people, right in their own backyard." Unpublished Brochure, Broward County 4-H.
- Milne, George R., Sutton, William A. And McDonald, Mark A. (1996). "Niche Analysis: A strategic measurement tool for sport managers." Sports Marketing Quarterly; Volume V, Number 3, 1996.
- Mullin, Bernard J., Hardy, Stephen and Sutton, William A. (1993). Sport Marketing. Illinois; Human Kinetics, 1993.
- Sportsmaster (1997). "World wide web of sports." World Wide Web, Sportsmaster Home Page, 1997.

Studdard, Jeff (1997). "Do women coaches have the same opportunities as men to coach teams of the opposite sex at the NCAA Division II level?" Master of Professional Studies Dissertation, Lynn University, 1997.