

Improving Communications

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Improving Communications

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
806	Youth Development	100%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	5.0	0.0	0.0	0.0
Actual	3.7	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 234579	1890 Extension	Hatch	Evans-Allen
	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
0	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
0	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Communication Toolkit: Fun Skill-Building Activities to do with Kids; Clowning project, judging, demonstration, exhibition; Public Speaking; Theatre Arts project, judging, demonstration, exhibition; Demonstration learning methodology; Oral reasons for project judging.

2. Brief description of the target audience

Adults (youth staff, local leaders, parents, volunteers, teachers, organizational leaders), youth aged 5 - 19.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	1000	0	7000	0
2007	1062	1075	9978	1382

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year Target

Plan: 0

2007: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	3	0	3

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

Number of youth enrolled in communication projects and educational events.

Year	Target	Actual
2007	0	9978

Output #2

Output Measure

Attendance of project leaders at workshops for educational methods and communication projects.

Year	Target	Actual
2007	0	1062

Output #3

Output Measure

Number of youth participating in camps, educational events and afterschool.

Year	Target	Actual
2007	0	2011

Output #4

Output Measure

Number of hits on website.

Year	Target	Actual
2007	0	62

V(G). State Defined Outcomes

O No.	Outcome Name
1	4,000 youth will competently demonstrate knowledge and skills gained through demonstrations, oral reasons and/or public speaking.
2	400 of the sample of youth who have participated in state 4-H educational events incorporating communications (oral reasons, demonstrations, public speaking, etc.) will report incorporating skills in other educational and/or leadership situations.

Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

Natural Disasters (drought, weather extremes, etc.)

Economy

Appropriations changes

Public Policy changes

Government Regulations

Competing Public priorities

Competing Programmatic Challenges

Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

Lack of adequate federal and state funding limits the number of master-level specialists employed throughout the states to create experiences for more children and youth to gain communication skills.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

After Only (post program)

Retrospective (post program)

During (during program)

Other (Educational Events)

Evaluation Results

194 4-H Camp Counselors in the summer of 2007 completed an extensive questionnaire, evaluating their own growth and experiences as a camp counselor. The questionnaire gathered both qualitative and quantitative data.

The core of the questionnaire was the 70 questions of the Youth Experiences Survey (YES) 2.0 (2005), developed by Larson, Jarrett and Hansen; University of Illinois, and measured counselors' experiences in the following domains:

Identity Experiences
Initiative Experiences
Basic Skills (such as dealing with temper, stress and improving academic skills) Interpersonal Relationships
Teamwork and Social Skills
Adult Networks and Social Capital

Negative Experiences - The portion of the questionnaire developed by the Missouri design team gathered additional information such as demographics and involvement in other youth organizations. It also asked counselors to respond in terms of:

The training and orientation they participated in as they prepared for their roles as camp counselors.

The expectations of them as counselors versus their ability to carry them out. How the counselors gauged the level of their own importance in conducting 4-H Camp.

The perceived value of their counseling experience to them personally.

The study instrument and process were reviewed and approved by the MU campus Institutional Review Board. Counselors completed the questionnaire either at or near the end of their respective 2007 camp sessions. The instruments were gathered by MU Extension faculty/staff, who then forwarded them to the MU 4-H Center for 4-H Youth Development for data analysis.

Results

Following are a summary of responses to the 70 questions from the YES portion of the survey grouped by domain. A Group Mean close to 4.0 indicates the counselors responded that "yes definitely", they had positive experiences and had increased their skills and abilities in that domain. The low Group Mean in the "Negative Experiences" category indicates negative experiences occurred virtually "Not At All".

Yes 2.0 Domains	Group Mean
Identity Experiences	3.43
Initiative Experiences	3.30
Basic Skills	2.72
Interpersonal Relationships	3.27
Adult Networks and Social Capital	2.91
Negative Experiences	1.27

Beyond the YES portion of the survey, camp counselors described accomplishments in the areas of leadership, public speaking, role modeling, teaching, helping campers have a positive experience, and making a connection with their campers.

They also reported learning which of their own strategies didn't work for them as a camp counselor. They frequently mentioned learning that yelling and similar attempts at quieting campers and managing unruly behavior simply didn't work. By their own assessment, they wish they had been better prepared to lead activities and workshops, manage behavior (especially at lights-out), and be more familiar with the characteristics of the various developmental stages of children. They would like to increase their own personal skills in the areas of leadership, communication, and patience.

Key Items of Evaluation

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