



# Assessing and Supporting the Needs of Millennial & Gen Y 4-H Volunteers

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# Overview

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- 1 Reflection
- 2 Research Process & Outcomes
- 3 Small Group Scenarios
- 4 Action Steps
- 5 Questions



# Reflection

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Note: Millennial & Generation Y individuals were born between the years 1981 and 1996



[s.uconn.edu/nae4hydp24](https://s.uconn.edu/nae4hydp24)



# Research Process

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- Participants were recruited based on age listed in Z-suite enrollment
- Two focus groups were conducted: One in-person, one online
  - Facilitated by Student research assistant to avoid conflict
- 15 total participants – each session recorded via Webex
- Transcripts from the discussions were collected and the data was coded in NVivo software
- Received Internal funding from the college
- Follow-up survey was sent to participants based on conversations



# Research Process

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- Approved by University IRB
- Participants were asked 14 questions total
  - Questions were both quantitative and qualitative
    - Were you a member of 4-H as a youth?
    - How long have you volunteered with 4-H?
    - What do you do in your volunteer role with 4-H?
    - Why do you volunteer with 4-H?
    - How did you first hear about volunteering with 4-H?
    - What volunteer training topics would you like training on?
    - What keeps you wanting to volunteer with UConn 4-H?
    - What is the biggest challenge you face as a 4-H volunteer?
    - What is the most rewarding part about volunteering with 4-H?
    - How do you prefer to receive communication from UConn 4-H?
    - What would help you in your role as a 4-H volunteer?
    - In your opinion, if UConn 4-H was looking for more volunteers in your age group where should we be sharing volunteer opportunities
    - Can you estimate the number of hours per week (or month or year) that you spend volunteering with 4-H?
    - Is there anything else related to your involvement with UConn 4-H that you would like to share?



# Research Outcomes

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## Quantitative Results:

- Were you a member of 4-H as a youth?
  - Yes (10) and No (3) ~ 76.9% identified as 4-H alumni
- How long have you volunteered with 4-H?
  - Average length of volunteerism: 8.6 years

Can you estimate the number of hours per week (or month or year) that you spend volunteering with 4-H?

- 180 hours per year (30hrs per month)  
\*Seasonality



# Research Process

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- Coding density

Code	Number of References	Aggregate
Outreach	48	93
Communication	44	51
Giving Back	35	56
Difficulties & Challenges	32	66
Collaboration	30	30
Community	27	27
Outreach/Electronic	23	23





# Research Quotes

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"Volunteer for 4-H, because it gives so much to me as a, youth and I couldn't imagine not giving that back to today's, youth."

"To support the leadership and really lifelong skills that I feel like are missing in the educational prototypical educational system."

"Some sort of online forum or whatever it was you know whether it's through like a Facebook page or whatever I think it would also help like the younger more connected yeah volunteers"

"To kind of sustain that community for generations to come."



# Research Process

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- Word frequency cloud (Focus Group 1 – Virtual)



# Research Outcomes

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Chat GPT Summary of thematic analysis:

## 1.) Reasons for Volunteering

- a.) Giving back
- b.) Community Building
- c.) Personal Fulfilment

## 2.) Challenges to Volunteer

- a.) Time commitment
- b.) Burnout
- c.) Lack of Training & Support



# Research Outcomes

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Chat GPT Summary of thematic analysis:

## 3.) Retention Strategies

- a.) Enhance Communication Tools
- b.) Peer Mentorship
- c.) Flexibility in Commitment

## 4.) Recruitment Strategies

- a.) Leverage Social Media
- b.) Events & Markets
- c.) Schools & Colleges



# Small Group Scenarios



- Break into small groups:
- We'll be going over some scenarios and sharing our findings to the large group
- Group 1:
  - Millennial volunteers in your County complain about the frequent, long and wordy emails that are sent out. They ask for improved communication that fits their needs better. How can you go about this?



# Small Group Scenarios



- **Group 2:**
  - **Millennial volunteers in your County complain that volunteering has become difficult due to Baby Boomer & Gen X volunteers being "stuck in their ways" how can you resolve these issues while maintaining these longtime volunteers?**



# Small Group Scenarios

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- **Group 3:**
  - **A potential Millennial volunteer reaches out regarding opportunities to that allow them short-term commitment. How can you engage this individual in our program?**



# Small Group Scenarios

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- A potential Millennial volunteer reaches out regarding opportunities to that allow them short-term commitment. How can you engage this individual in our program?

- **Group 1:**

- Millennial volunteers in your County complain about the frequent, long and wordy emails that are sent out. They ask for improved communication that fits their needs better. How can you go about this?

- **Group 2:**

- Millennial volunteers in your County complain that volunteering has become difficult due to Baby Boomer & Gen X volunteers being "stuck in their ways" how can you resolve these issues while maintaining these longtime volunteers?





# Action Plan

Action Plan

Goal

Action Step 1      Action Step 2      Action Step 3

Timeline

Resources Needed



# Wrap-Up

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## Presenters Evaluation



[s.uconn.edu/10.15.24](https://s.uconn.edu/10.15.24)

## Additional Resources



<https://4-h.extension.uconn.edu/recruitment/>



# Questions?

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