



4-H Alberta Alumni 2021 Survey Results



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2021 4-H Alberta Alumni Survey

4-H Alberta Alumni are 45,000+ strong and are community leaders locally, provincially and beyond. In response to requests from stakeholders to establish an Alumni Relations program, 4-H Alberta asked for input from stakeholders as to what elements they would like to see in developing an Alumni Relations membership program.

Survey responses and feedback from stakeholders will inform the upcoming offerings of the program. While this is a great foundation to build from, 4-H Alberta will continue to take feedback from its Alumni on an ongoing basis.

4-H Alberta would like to thank all stakeholders who took the time to participate and have their voices heard!

General Survey information:

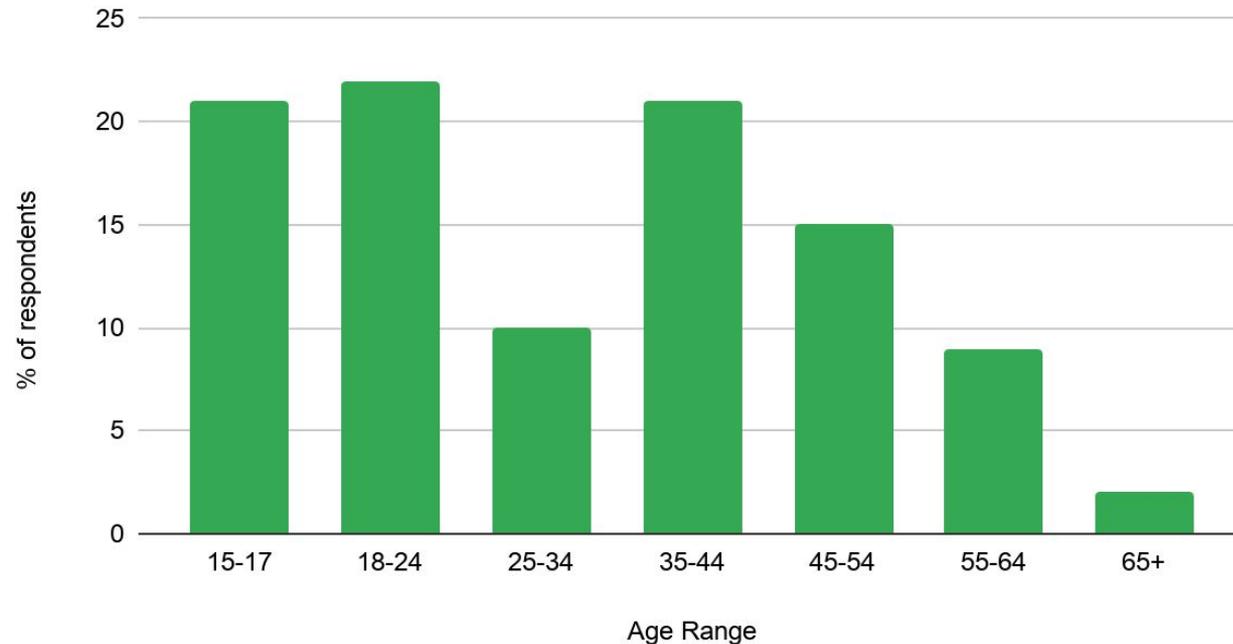
- Open for responses from **January 18, 2021 – February 28, 2021**
- **276** Completed survey responses; invitations to participate were sent directly to:
 - **1,168** Senior Members
 - **1,909** Leaders
 - **517** Volunteers
- Promoted via Social Media (Facebook, Instagram & LinkedIn), 4-H Alberta website & The Scoop

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2021 Alumni Survey Results: Participation by Age Range

% of respondents by Age Range

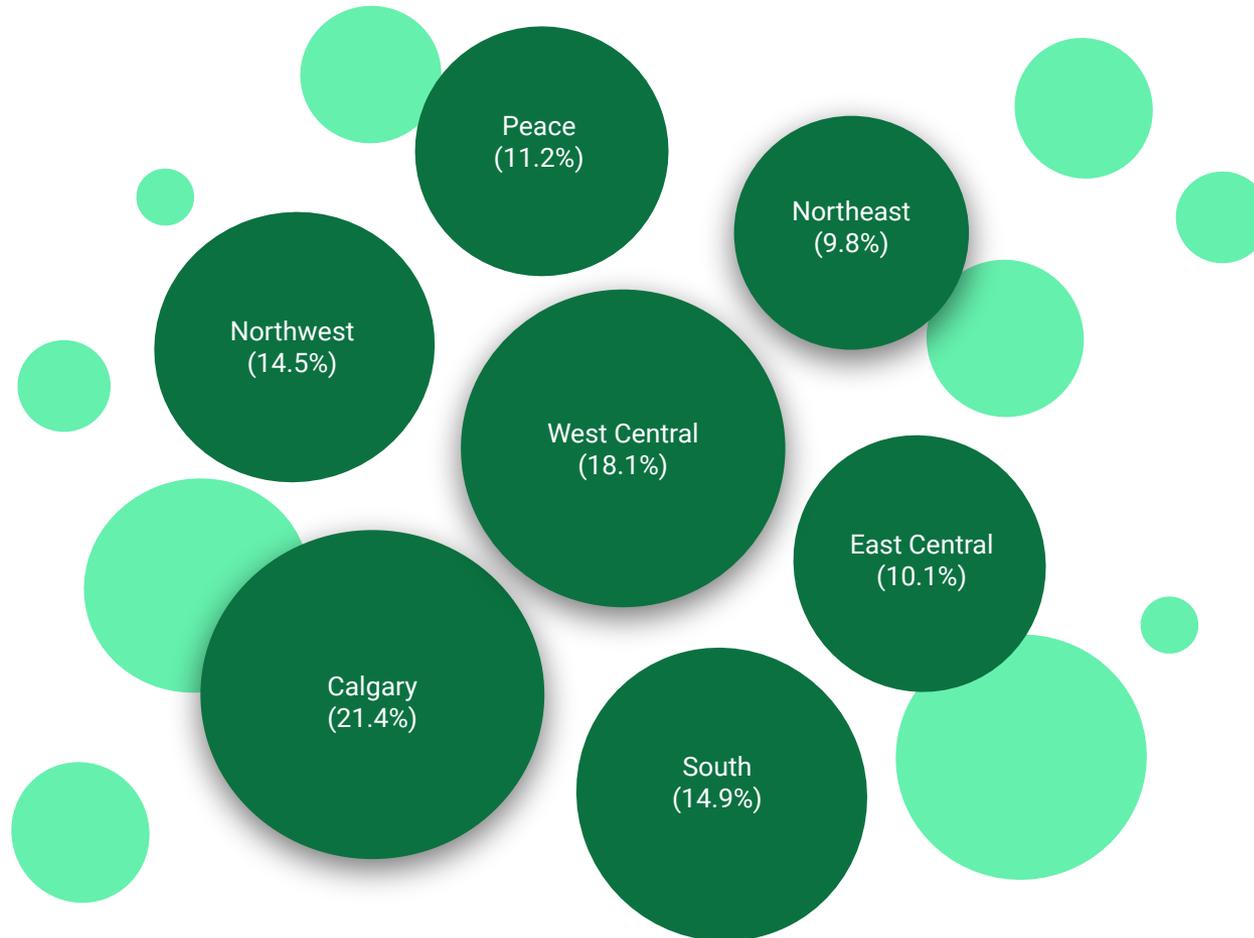


***Note that Senior Members were invited to participate**

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2021 Alumni Survey Results: Location of Participants

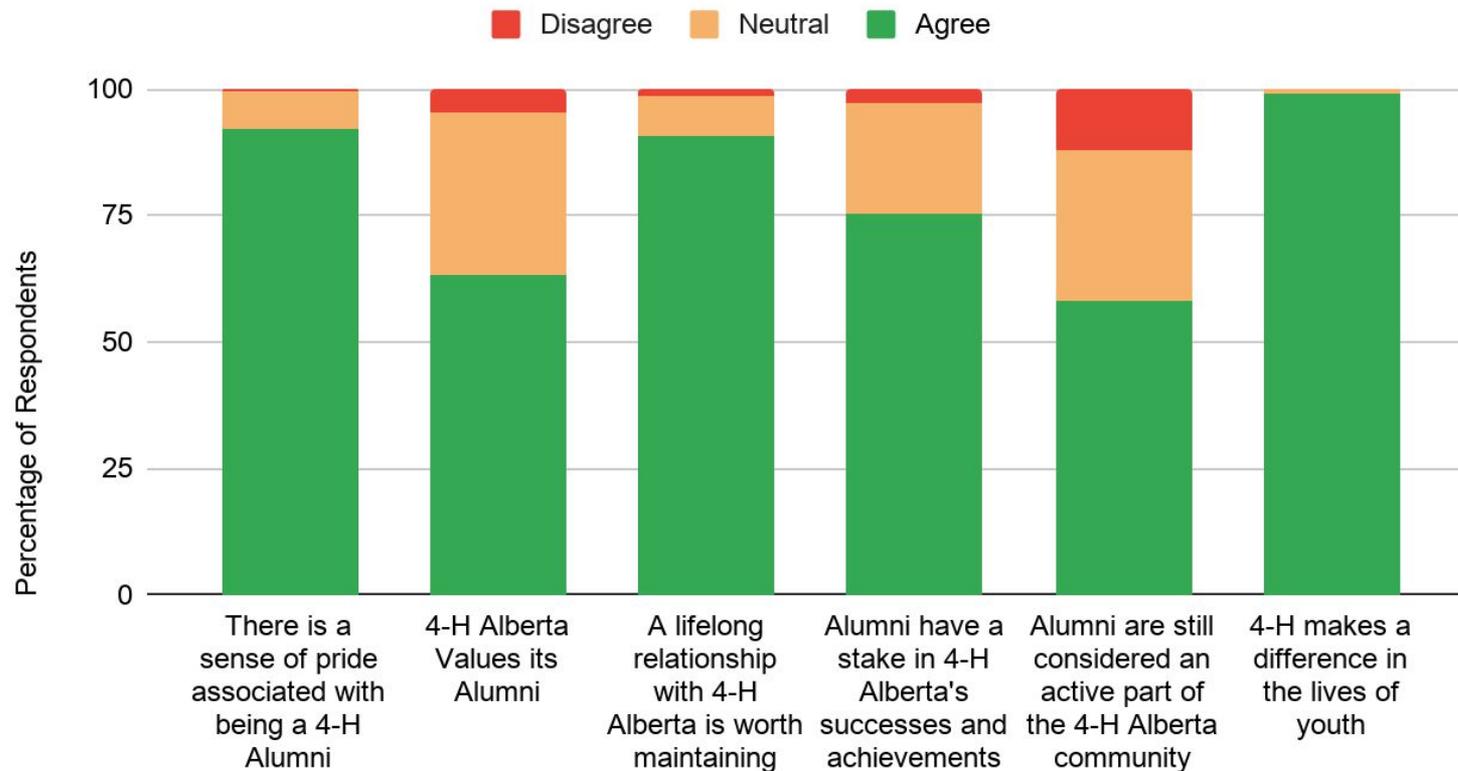


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2021 Alumni Survey Results

4-H Alberta Pride

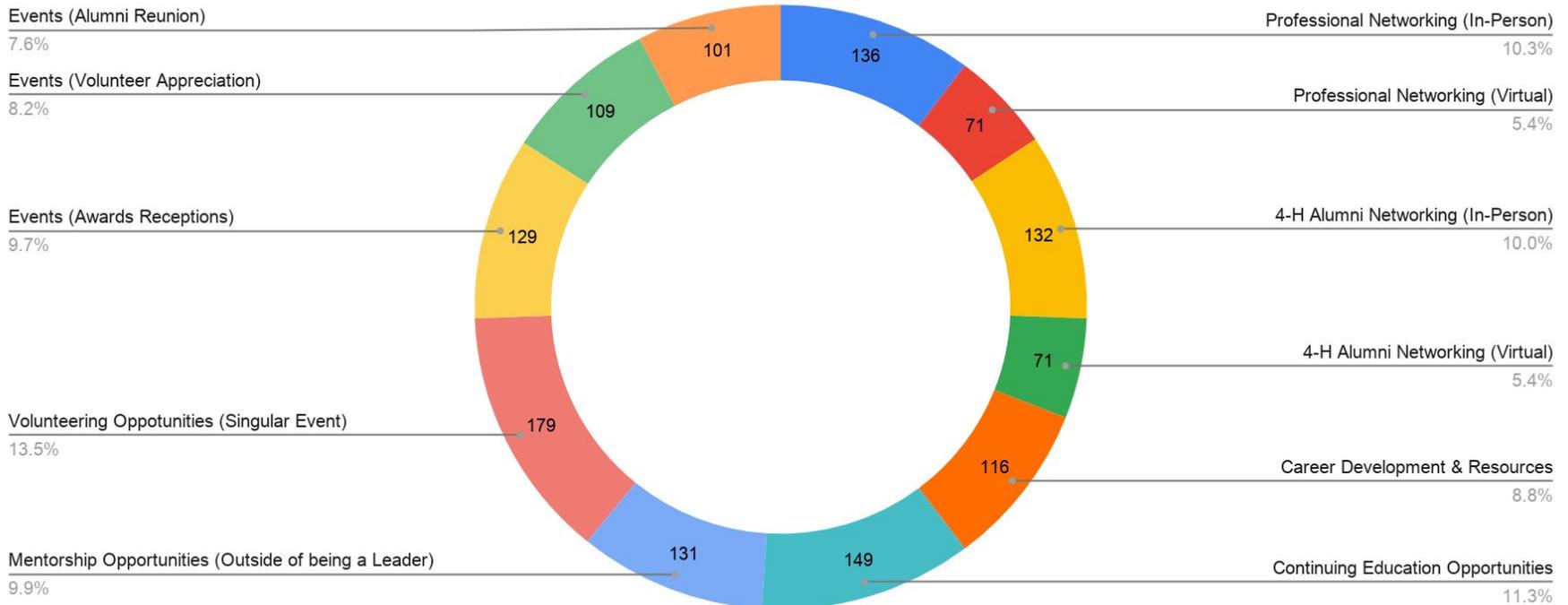


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2021 Alumni Survey Results: Programming of Interest

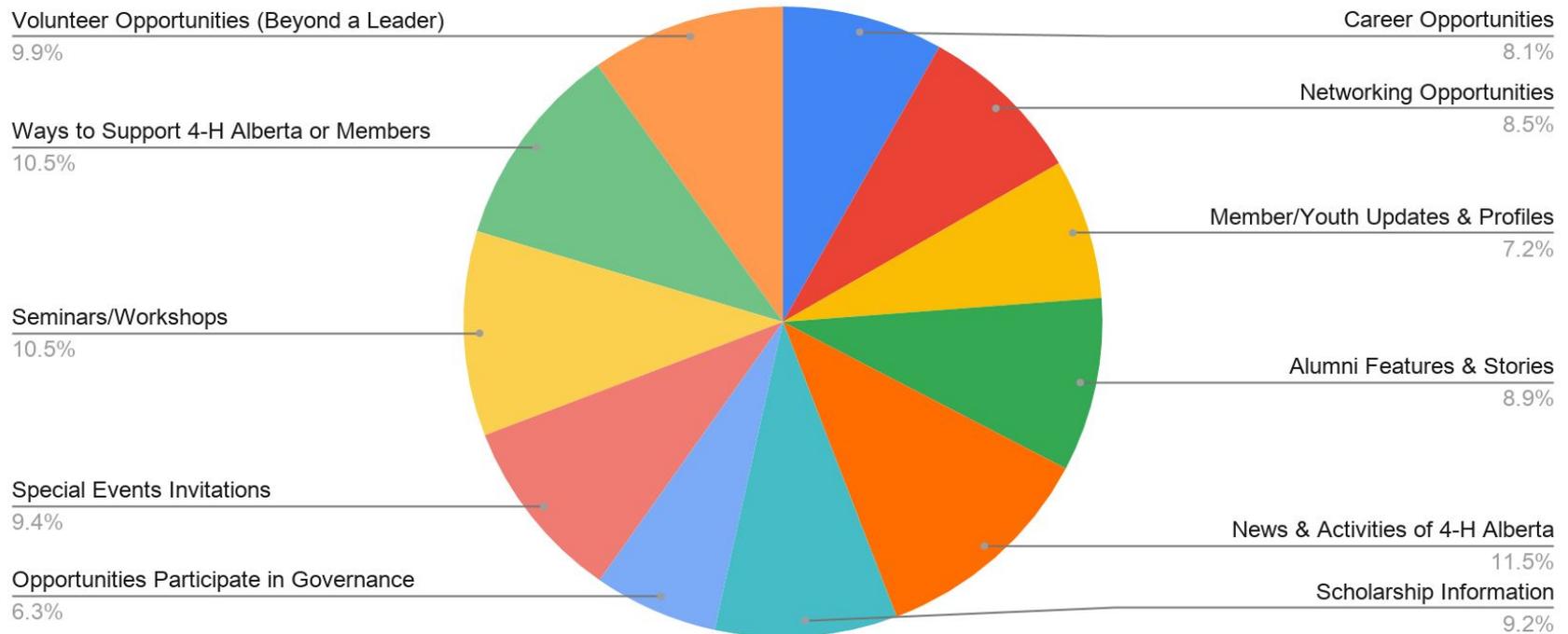
Top Programming Areas of Interest



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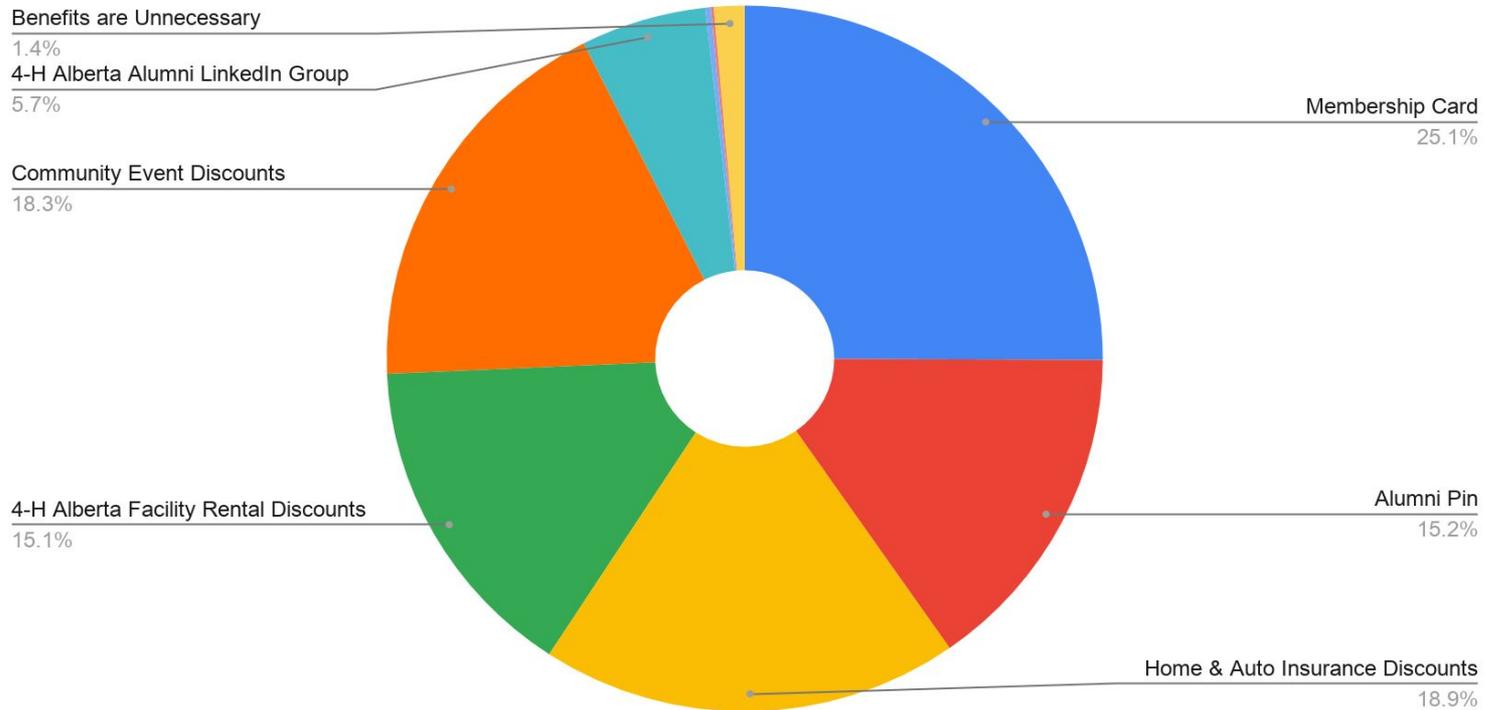
2021 Alumni Survey Results: Information of Interest



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2021 Alumni Survey Results: Benefits & Privileges of Interest



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2021 Alumni Survey: Other Highlights

99%

Of respondents believe that 4-H makes a positive impact in the lives of youth

85%

Respondents are currently involved with 4-H Alberta, either as a(n) Senior Member, Leader, Volunteer, Ambassador, or Executive Representative

98%

Of respondents would highly recommend 4-H to their friends & family

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2021 Alumni Survey Results: Membership & Program Fees

43%

Would pay a nominal annual general fee

An annual fee would offset the expenses associated with developing and delivering relevant, meaningful and engaging programming.

- Proceeds from this model would directly support Alumni & Friends or 4-H Alberta Member programming & would allow for basic programming

34%

Would pay specific fees as they elect to participate

Event or program-based fees would help to offset expenses associated with developing and delivering specific initiatives.

- Proceeds from this model would directly support certain Alumni & Friends or 4-H Alberta Member programming

15%

Would support either fee model (annual or participation-based)

This model allows participants to support the program holistically and participate in initiatives of interest to them.

- Increased support would allow for elevated, impactful programming & provide opportunity to give participants more access & resources

9%

Would not consider paying any fees

This model puts the costs of developing and delivering programming on 4-H Alberta and may limit opportunities.

- As 4-H Alberta would have to absorb the associated costs, all programming would be dependent on the annual operating budget

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2021 Alumni Survey Results: Suggestions & Advice

Communicate

- Increase overall communications with Alumni & community
- Listen to ongoing feedback & ideas from Alumni
- Share Alumni experiences & success stories
- Create awareness of Alumni opportunities via social media channels
- Keep information, updates & news flowing
- Foster an understanding of governance transparency

Collaborate

- Create platforms for knowledge sharing
- Facilitate the establishment of satellite groups
- Encourage participation of Alumni in planning
- Develop a database of Alumni volunteers that Leaders can access to support programming
- Offer various opportunities for Alumni to engage & learn
- Provide more career development opportunities

Connect

- Provide opportunities for Alumni to:
 - Speak to & interact with youth Members
 - Build relationships with other Alumni
 - Share how 4-H has influenced their lives
 - Participate in social gatherings across Alberta
 - Volunteer in variety of capacities
 - Hold a lifelong relationship with 4-H Alberta

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4-H Alberta Alumni & Friends Membership

In January of 2021, 4-H Alberta launched its Alumni & Friends Membership registration for current Alumni (1+ years as a previous Member in 4-H Alberta programs) and Friends (4-H Alberta Supporters).

Joining as a 4-H Alberta Alumni & Friends Member allows you to connect with the 4-H community, locally and beyond. You never know where 4-H connections may lead and what like-minded individuals you'll meet along the way. Reminisce on meaningful experiences you had with 4-H, network with your peers, discover lifelong learning opportunities and access valuable resources as a Member.

While the program is still taking shape, based on the responses from this survey and ongoing feedback from our community, some high level goals of the program for our community will be:

- Elevate the pride associated with being a part of the 4-H Alberta community
- Increase involvement opportunities and overall engagement
- Develop 4-H Alberta's offerings into, relevant, lifelong and high-impact resources
- Showcase the positive impact of participating in 4-H Alberta programs

More information on the program as it evolves will be updated on our website: www.4hab.com/alumni

Join today as a 4-H Alberta Alumni & Friends Member! www.4hab.com/join-alumni

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4-H Alberta Alumni & Friends Membership

The ever-evolving central tenets & benefits of joining the 4-H Alberta Alumni & Friends program are outlined below. To join the Membership and connect today, please visit www.4hab.com/join-alumni

Connect with the 4-H Community

Stay up to date with 4-H Alberta offerings, information and news. Reminisce on the meaningful experiences you had with 4-H. Network with your peers, share stories & rekindle the 4-H connection!

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Engage in lifelong learning opportunities, whether that be participating in educational sessions with industry leaders, utilizing professional development resources, or becoming a Leader in your community.

Access Valuable Resources

Take advantage of privileges and preferred pricing associated with being a Member, including community discounts with our partners and accessing a variety of professional insights.

Get Involved

Access 4-H Alberta events and volunteer opportunities, join a group of like-minded peers, or become a 4-H Alberta donor and give the experience of 4-H and our values to today's youth.

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**Thank you to those who participated
and offered valuable insight!**

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