

Workshops & REAL Talks

NACDEP 2020 Virtual Conference



Friday, May 29, 2020 – 10:30 AM-12:00 PM ET

The Public Value of Volunteering for Extension: A Multi-State Study of Community Impacts

Presenters:

Tillie Good, Iowa State University

Rebecca Harrington, University of Minnesota

Kandi O'Neil, University of Wisconsin - Madison

Rachelle Vettern, North Dakota State University



Thank You NACDEP 2020 Sponsors!!



Extension

COMMUNITY DEVELOPMENT



Center for Regional Development



#NACDEP20

Tweet 'em a thank you!

GOALS TODAY

- **Review** Research Design: Quantitative and Qualitative
- **Discuss** Results: Individual, organizational, and public value of volunteering
- **Explore** Implications
- **Apply** Recommendations to your work



NORTH CENTRAL REGION 4-H VOLUNTEER IMPACT STUDY RESEARCH TEAM

NCR Volunteer Specialist Research Team Members

Tillie Good, Iowa State University

Rebecca Harrington, University of Minnesota

Kandi O'Neil, University of Wisconsin - Madison

Rachelle Vettern, North Dakota State University

Sarah Maass, Kansas State University

Patricia C. McGlaughlin, University of Illinois

Brenda Shafer, University of Minnesota

Sam Grant, University of Minnesota – Evaluation Director

Christian Schmeider, University of Wisconsin-Madison-Qualitative Consultant

Josset Gauley, University of Wisconsin-Madison-Qualitative Consultant



POLL # 1 PROFESSIONAL AFFILIATION



RESEARCH GOAL

Document and quantify the **IMPACT** volunteers have on 4-H Youth Development Programs.

RESEARCH QUESTIONS:

- What are the **individual** benefits gained from volunteering?
- What are the **organizational** benefits our program receives from the volunteer?
- What is the **public value** of volunteering with the 4-H program?



DISTRIBUTION



Electronic Survey (Qualtrics)

1,000 surveys per state = **12,000** total

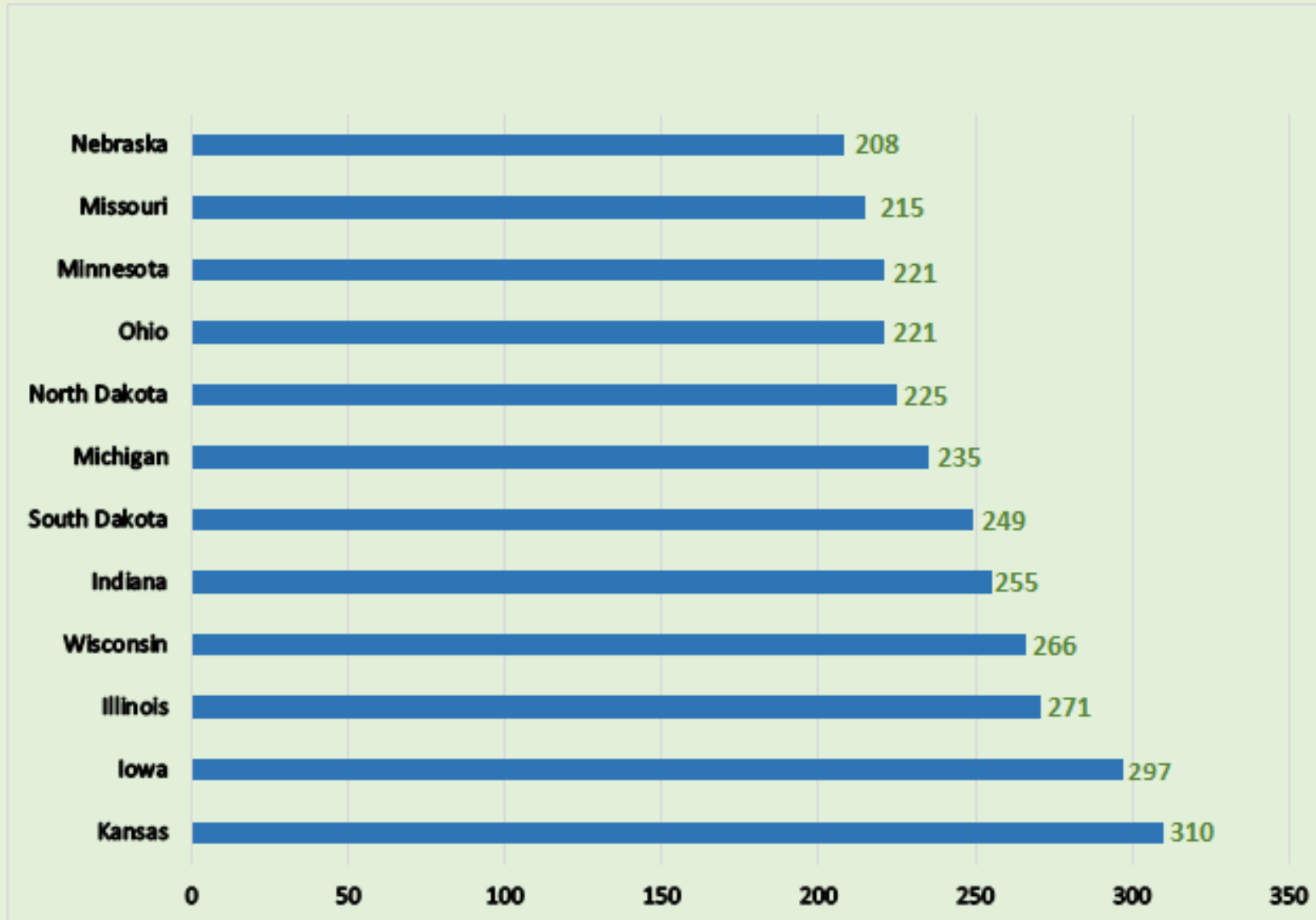
Over-sampled diverse volunteers

Received **2,973** surveys = **25%** response rate

Cronbach's alpha = **.95** scaled items



INDIVIDUAL STATE RESPONSE RATE





SNAPSHOT OF VOLUNTEERS

53% Gen Xers
27% Boomers
19% Millennials

89% were white, non-Hispanic

63% were part of 4-H as a child

7% volunteered 1 year
32% volunteered 2-5 years
24% 6-10 years
37% 11+ years



QUALITATIVE

- Data Jam
MAXQDA
- Anchor question:
“As a result of being an Extension volunteer, how are communities impacted?”
- Code, reflect, new codes, write



RESULTS

Volunteers Benefit
Benefit



Extension Benefits



Communities



HOW HAVE YOU BENEFITED FROM VOLUNTEERING?



INDIVIDUAL BENEFITS

92% built new relationships with youth

79% increased their confidence as a leader

75% increased their problem solving skills

86% gained skills that are useful in other settings

76% learned how to think from diverse perspectives

75% increased their ability to lead meetings

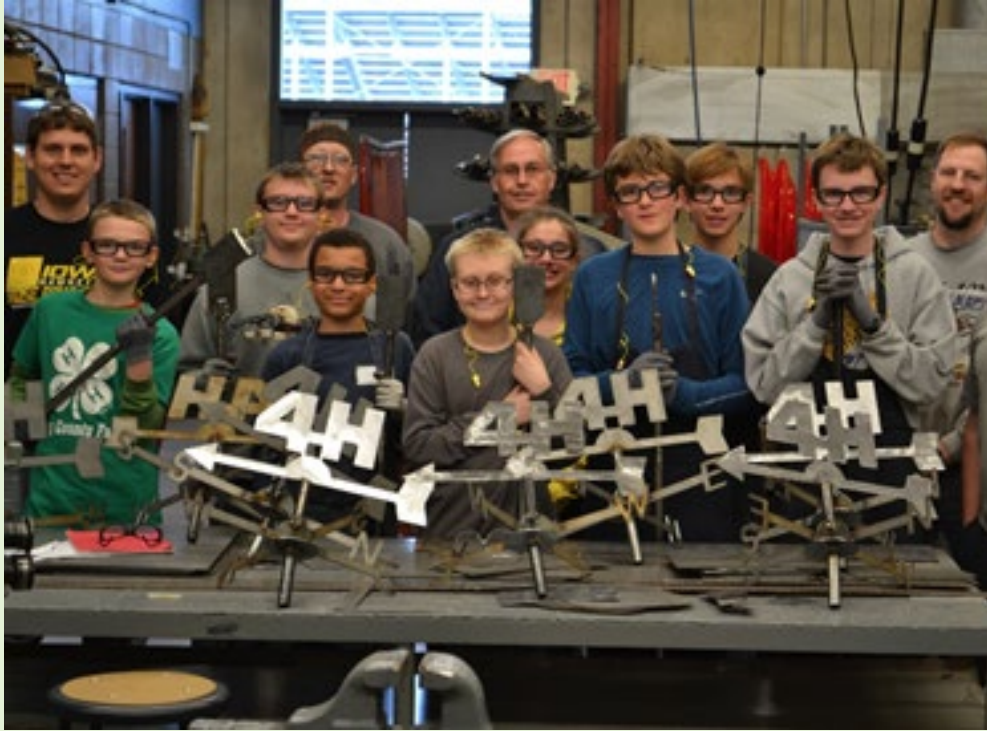




“Impacting the youth’s experience and assisting them with preparation for the future. I genuinely enjoy just having the opportunity to meet these young individuals and get to know them while seeing their growth over time.”~ IN

“My volunteer experience gave me confidence to apply for a management position at work and the experience to thrive in that position once I got it.” ~MN





“Personally, getting involved as a 4-H leader has strengthened my ability to express my opinion in other settings.” ~ IA

EXTENSION BENEFITS





ORGANIZATIONAL BENEFITS

VOLUNTEERS GIVE THEIR TIME

On average, volunteers give **9** hours per month

Worth *\$2,600/ Year!



Time divided with:

59% working directly with youth - 41% planning for youth

*Direct value of volunteer contributions based on the Independent Sector hourly rate of \$24.69-national average..



ORGANIZATIONAL: 4-H VOLUNTEERS IMPACT EXTENSION:

- 85% Made connections in the community on behalf of 4-H
- 83% Spoke about the value of the 4-H program
- 82% Recruited new youth to 4-H
- 76% Taught other volunteers



EXTENSION BENEFITS



"We write letters to our state and federal elected officials thanking them and asking them to continue supporting 4-H."

~|L

ORGANIZATIONAL: 4-H VOLUNTEERS IMPACT EXTENSION:

- 68%** Recruited new volunteers to 4-H
- 65%** Solicited donations on behalf of 4-H
- 63%** Partnered with other community organizations on behalf of 4-H
- 57%** Volunteered for other Extension programs



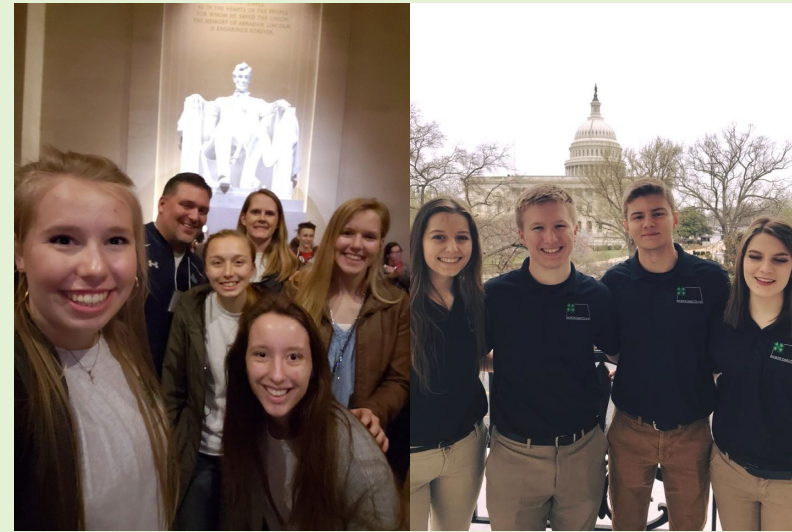
VOLUNTEERS GIVE BACK TO THEIR STATE

89% give money

96% donate supplies



VOLUNTEERS GIVE BACK TO THEIR STATE



98% say volunteers help youth serve their communities

97% say volunteers help youth improve decision making skills

97% say volunteers help build youth leadership skills

96% say volunteers help make youth ready for future careers

EXTENSION BENEFITS



"...members are using their 4-H leadership and presentation skills as they apply and interview for college scholarships, college teacher assistant positions, job interviews, high school and 4-H leadership positions."~OH

STRONGER COMMUNITIES



CREATING PUBLIC VALUE

Moore - The value an organization contributes to society specifically with public value outcomes. - 1995

Kalambokidis - “The value of a program to those who do not directly benefit from the program.” - 2007



CREATING PUBLIC VALUE

Franz - Challenged Extension to move from embracing personal value to translate the value of Extension work into public value statements - 2011



VOLUNTEERING WITH 4-H CONTRIBUTES TO.....

Stronger Communities

**Better Connected
Communities**

**Improved Health of
Communities**

**Increased Civic
Involvement**



PUBLIC VALUE: VOLUNTEERING WITH 4-H

92% Makes Communities Stronger	89% Contributes to Better Connected Communities
81% Improves Health of Communities	78% Increases Civic Involvement

“Personally, I have become more vocal/involved in community decisions since becoming a 4-H volunteer. It has shown me that our opinions do matter, and we need to take action on those opinions we feel strongly about. I shared my thoughts on our local school bond option recently, which I would have kept to myself before.” ~IA



MAKES COMMUNITIES STRONGER

“Our volunteers have increasingly taken concerns to community boards and have started writing grants to make improvements to the fairgrounds, horse arena and shooting sports equipment.”

~NE



BETTER CONNECTED COMMUNITIES

“started going to township meetings to find out what is going on in [sic] community.” ~MI

“Many times because of my 4-H connection I am contacted by a business owner and asked to organize a community activity.” ~KS



IMPROVED HEALTH OF COMMUNITIES



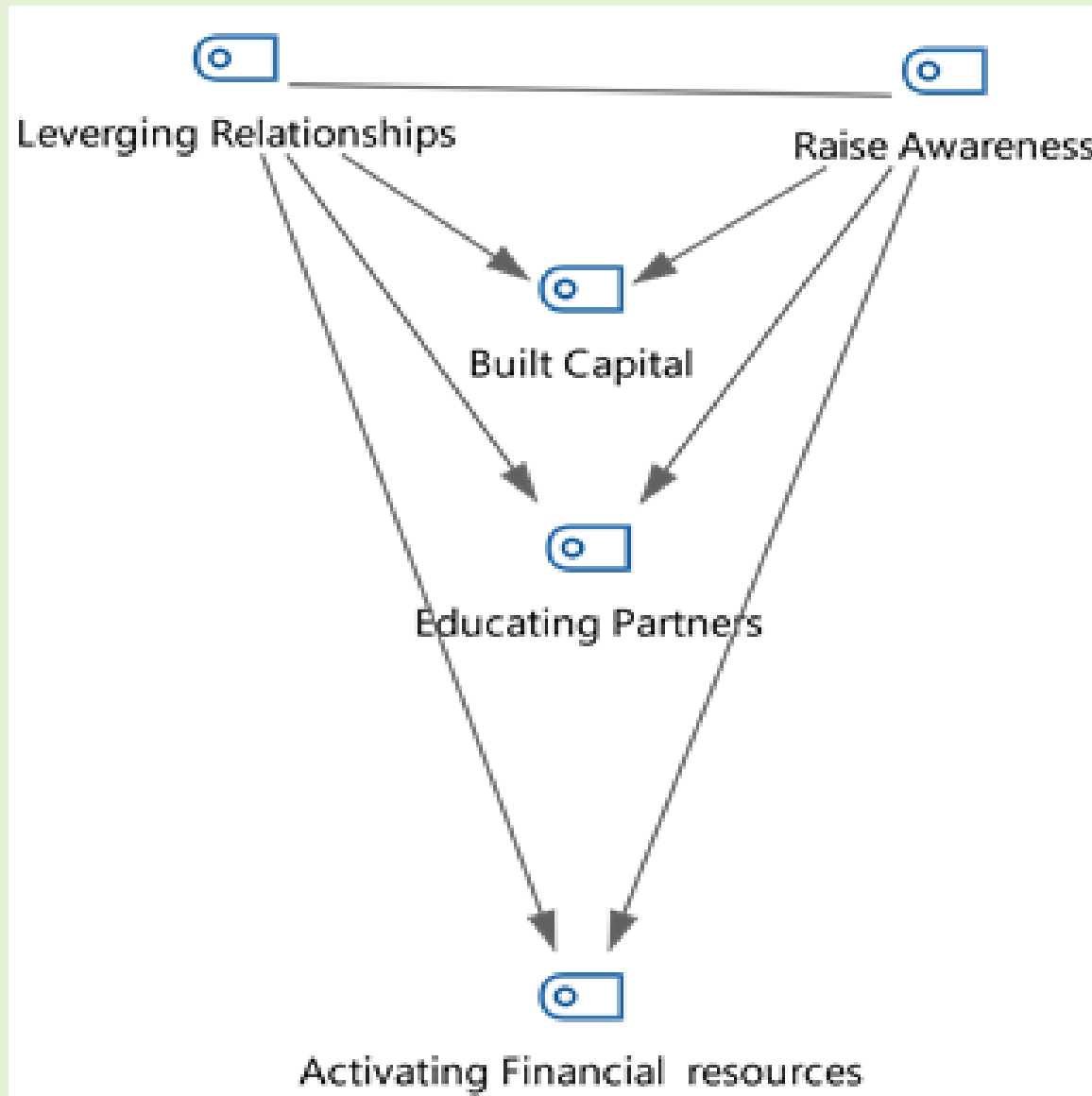
"Volunteers have coordinated food drives that directly benefit our community and make the issue of food insecurity more visible. This has led to recognition of a problem that many have ignored." ~MO

INCREASED CIVIC INVOLVEMENT



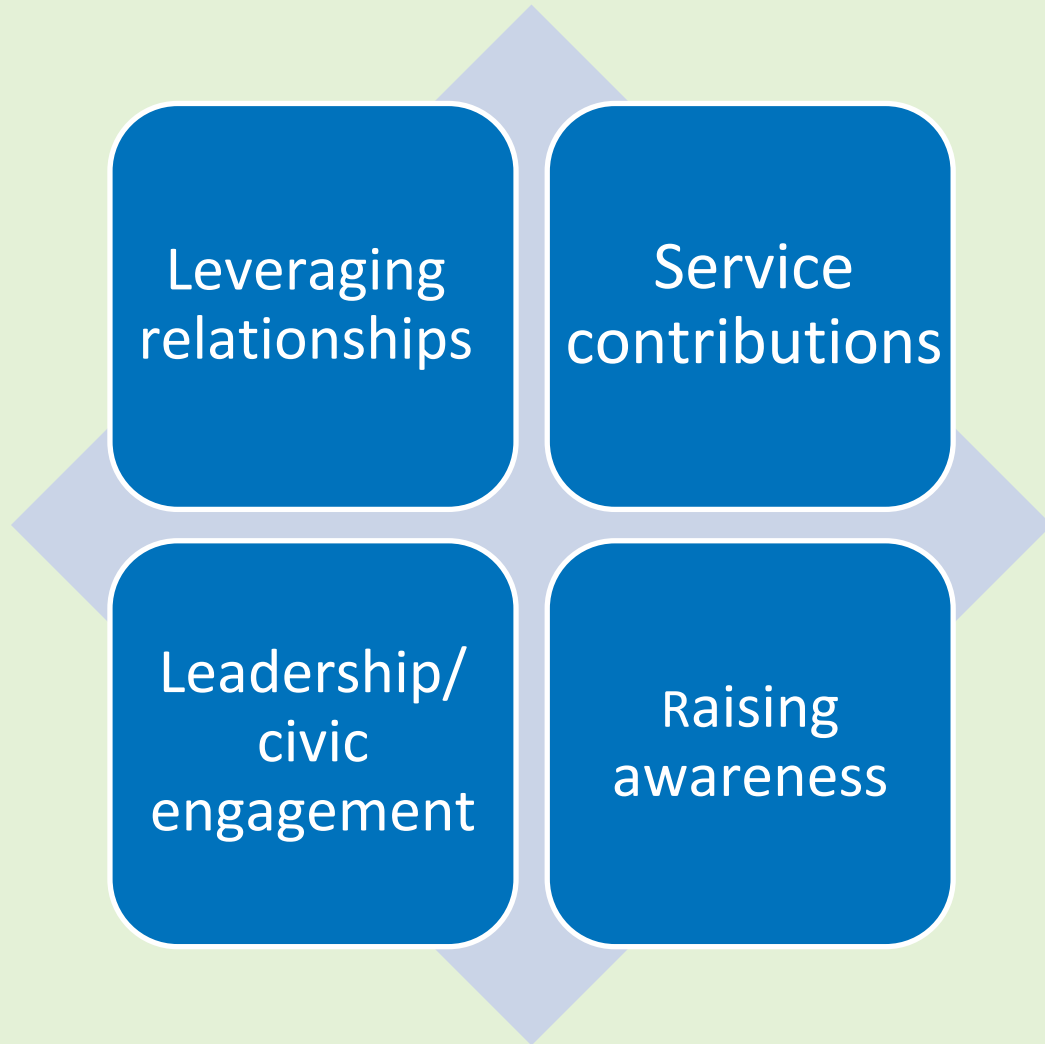
“Holding a leadership role within 4-H has lead to leadership roles within the school setting and other organizations.” ~WI

HOW VOLUNTEER ENGAGEMENT IMPACTS PUBLIC VALUE



Schmeider, 2019

QUALITATIVE DATA



“In our county, it repeatedly brings our commissioners, parents, volunteers, Fair Board members, business owners professionals and extension staff together... in order to promote, help, encourage, support our youth, their friends and families.” ~ND

RECOMMENDATIONS:

1. **Assess** if the individuals trained and supported in volunteer roles are becoming more engaged in other organizations and their communities
2. **Utilize** a leadership framework to develop competencies in volunteers and professionals



RECOMMENDATIONS:

3. **Share** public value messages with elected officials to leverage financial support to sustain and grow Extension.
4. **Engage** volunteers to develop and share public value messages.



RECOMMENDATIONS

5. **Provide** Extension professionals tools to report the public value of volunteering that results from intentional effort by staff to use a volunteer systems framework

6. **Report** public value impact by categories:
 - better connected communities,
 - civic engagement/leadership,
 - improved health and well-being, and
 - making communities stronger



DISCUSS IMPLICATIONS OF RESEARCH TO YOUR WORK

Individual	Organizational
Community	Other

CALL FOR FUTURE RESEARCH FROM NACDEP MEMBERS

Replication of the study by other
Extension program areas can:

- offer a **national picture** of the **public value** of Extension volunteers
- **elevate** the importance of investing in Extension's volunteer programs



ACHIEVING THE EXTENSION MISSION THROUGH VOLUNTEERS

"This course opened my eyes to things that I had forgotten when I first started my work in Extension, it reminded me to look at the whole picture and gave me a lot of brand-new information. The lessons were amazing in teaching, repeating and practical experience." - Vermont

Achieving
the Extension Mission
Through Volunteers



When: January 25 -
March 8, 2021

Cost: \$250

<https://fyi.extension.wisc.edu/ncrvd/research/>



TRY IT ON! WHAT WILL YOU DO?



As a result of presentation today, I better understand how to frame and implement strategies to capture the public value of volunteers

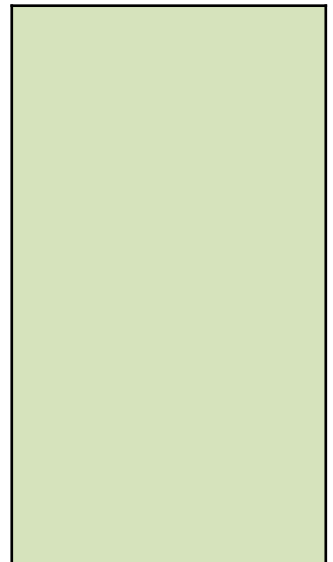
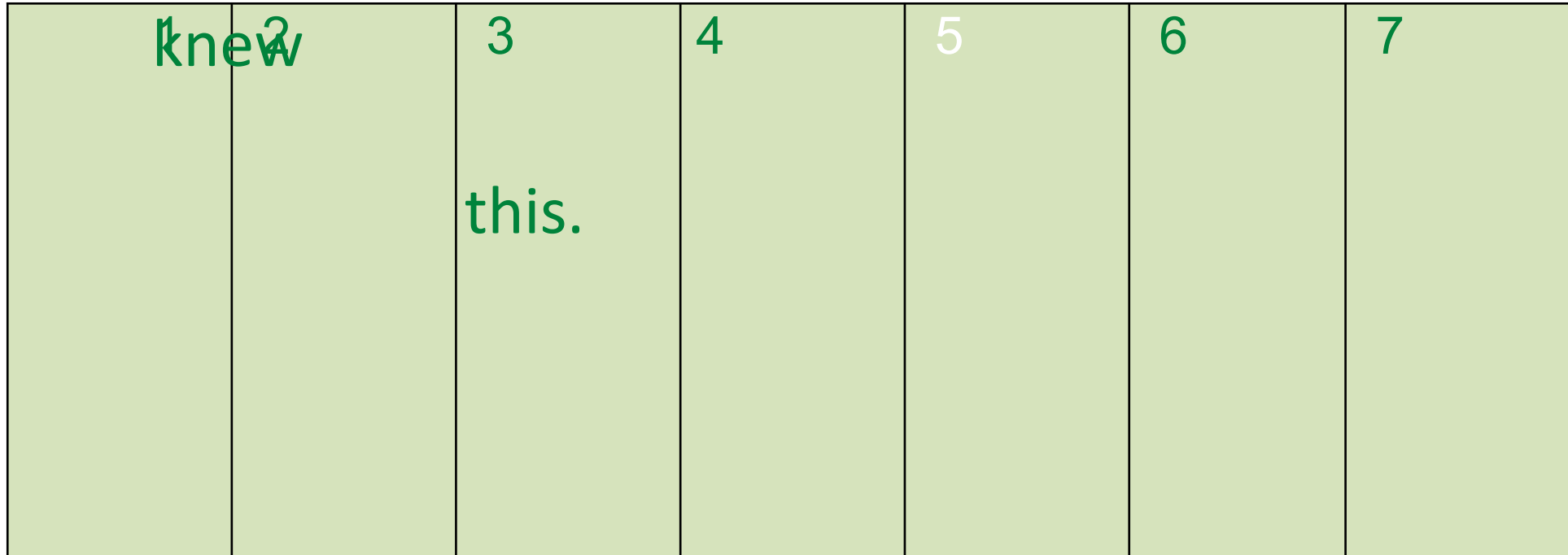
Not

Most

I already

Really

Definitely



QUESTIONS???

Contact Information:

Kandi O'Neil: kandi.oneil@wisc.edu

Rachelle Vettern: rachelle.vettern@ndsu.edu

Tillie Good: tbgood@iastate.edu

Becky Harrington: willi107@umn.edu

REFERENCES -*Journal articles*

Grant, S., Maass, S., Vetter, R., Harrington, R., O'Neil, K.

McGlaughlin, P., & Good, T. (2020). The Impact of volunteering: A multi-state study of 4-H youth development volunteers. *Journal of Youth Development* (in press).

Harrington, R., Good, T., O'Neil, K. Grant, S., Maass, S., Vetter, R., & McGlaughlin, P. (2020). Value of assessing personal, organizational, and community impacts of Extension volunteer programs. *Journal of Extension* (under review).

O'Neil, K., Vetter, R., McGlaughlin, P., Harrington, R., Maass, S., Grant, S., & Good, T. (2020). How volunteering with Extension 4-H youth development contributes to public value. *Community Development* (submitted).



REFERENCES-*Research Summaries*

Grant, S., Vetter, R., O'Neil, K., McGlaughlin, P., Maass, S., Harrington, R., & Good, T. (2019). North Central Region Volunteer Impact Study Summary

<https://fyi.extension.wisc.edu/ncrvd/research/>

O'Neil, K., Vetter, R., Harrington, R., Maass, S., McGlaughlin, P., Robideau, K., & Gauley, J.(2020). Achieving the Extension Mission Through Volunteers Impact Study Research Summary.

<https://fyi.extension.wisc.edu/ncrvd/research/>

