

4-H Community Engagement



Problem Statement

4-H Positive Youth Development

4-H is aware of the lack of choice and opportunity that is made available to youth growing up in vulnerable communities. After going to the farm and talking with staff, our team was able to discern the ways in which the 4-H program was having trouble to spread its outreach both for experience on the farm and for its other programs.

Value Proposition

4-H Positive Youth Development

Some means to help increase outreach for and spread awareness for 4-H's other programs can be through interactive advertising, advertising through social media that is most commonly used by younger demographics, and, if possible, virtual interaction through a video chatting platform such as Google Meet or Zoom.

- ★ Interactive advertising through TikTok
- Push advertising through different social media platforms such as Instagram, Snapchat and Twitter.
- Use video chatting platforms such as Zoom or Google meet to increase interactions.

Research Methods

4-H Positive Youth Development

1. Google Forms Survey
2. Observational Research
3. One on one questioning
4. Staff interviews



As our project is involved with younger children, we will have to get a permission slip signed by a parent or guardian if we were to survey any minors.. It will be a survey with about 15 statements from a scale of strongly disagree to strongly agree. The quiz will focus on what youth desire, what they would like to learn more about, and what are they expecting to learn from the farm if they decided to go.

Research

4-H Positive Youth Development

After visiting the farm, observing the area and gathering information from the staff, our team was able to understand how to advertise the farm better while also providing information.

One major issue 4-H expressed was its inability to gain reputation and activity in the other programs for learning and volunteering that they had to offer. Besides general outreach, another issue was reaching out farther than Queens or Montauk. Since the farm and programs have limited locations it's hard for them to reach certain communities.

The Backyard Farm

The Backyard Farm, originally funded by National Grid, serves as a model for the public to learn how they can use their own backyard to raise food sustainably to promote a healthy lifestyle and to support our local environment. The Backyard Farm is also used as an educational facility for our family and youth programs. Please explore!

Raised Bed Gardens: Living raised beds cut back on weeds and allow for better control over the soil. Check out the different materials we tend to build our raised beds.	Chicken Coop: Raising chickens in your backyard is easy and rewarding and can involve the whole family. Some chickens can lay up to 250-270 eggs a year.	Observational Bee Hive: Keeping honey bees has many benefits including pollination of your crops and delicious honey. Open up the door to the bee hive to get a close look at these amazing insects!	Compost: Recycle your yard and food waste with your own compost and create your own soil. Check out vermicomposting leeches composting for a method you can use indoors.	Cold Frame: Extend your growing season with a cold frame that acts like a mini green-house. Make your own using old windows. An angled design with the side being deeper allows space to grow taller plants.	Butterfly House: Explore the butterfly house to learn about native species and how plastic you can use in your backyard to attract these beautiful pollinators.	Herb Garden: Check out the many different herbs you can grow at home. Learn more on the call phone tour, call 631-587-7932. The beds you see are maintained by Suffolk County Master Gardener's Association.
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Call us for assistance at: 617-832-4600 • www.nesall.org
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Interviews

4-H Positive Youth Development

Most of our interviews revolved around those working on the farm itself.

In the future our interviews would be conducted with parents, guardians, youth with their parents or groups of students at once through an online video platform. We will be asking open-ended questions some of which will be questions that have evolved from the survey.

Brainstorming

Potential Solutions

Interactive
Ad
Campaign

Expanding
Social
Media
Platforms

Remote Topic
Learning

Register 4-H
as extra
Curricular
Activities In
Local High
Schools

Handouts for
schools K-12
grade

Fliers for public
libraries

Fliers for local
cafes, ice
cream shops,
or pizzerias

Newspaper
ad

Top Ideas

Potential Solutions

Interactive Ad Campaign

The interactive ad campaign is a short series of questions to help youth on social media find out a career path that 4-H could help guide them with.

Expanding Social Media Platforms

Currently, 4-H is limited to Facebook as their main platform. We wish to expand to other social media to reach a wider audience.

Target Audience

Target Audience

Goal, Needs, Issues

Middle Schoolers - Highschool Teens:

Goals: Make parents happy, have something to do instead of waiting to get picked up.

Needs: After school activities to take part in.

Issues: Is stuck waiting alone after school to be picked up. Is worried about finding what to do after school

Parents to Middle Schoolers - Highschool Teens:

Goals: To give their children the necessary skills to excel in life.

Needs: Being able to work without having to rush to pick up their children right after school.

Issues: Can't always be on time to pick up their children after school but can't afford to send them to after school activities. Worried about what their kids will do in the future.



Tom Jeremy

Age : 13 Occupation: Jr. High Student Location: Suffolk County, Long Island

Bio:

Do you go to school right now? What is your favorite subject? Is school fun to you? Do you do anything after school?

Motivations:

- What do you live to do?
- Do you like learning new things?
- Do you want to learn by doing instead of reading?

Goals:

- Tom doesn't find seem overly interested in any specific class
- Want to find something he can do to make his parents happy but not have to be solely focused on school

Pain Points:

- Tom doesn't find seem overly interested in any specific class
- Still has lower attention in class compare to peers
- Is very active and hates being stuck in a seat all day
- Has no idea what he wants to do or where to start

Quote:

“How much longer?”

POV

Tom Jeremy

User

Tom Jeremy



Need

Is stuck waiting alone after school to be picked up. Is worried about finding what to do after school

Insight

For Tom to join 4-H as an alternative education path

Experience Journey

Tom Jeremy

Before



Confused

Wants to be able to make parents happy, and wants to have something to do instead of waiting to get picked up.

During



Sad

Doesn't have an after school activities to take part in and often waits late while doing homework.

After



Bored

Finally gets picked up after school and is bored after getting home with nothing special to do after their homework

How Might We?

How might we address a means to promote all of 4-H's other programs in order to spread out to a wider demographic to promote even more community engagement?

The goal of an interactive ad campaign is to be able to engage with our target audience via the least intrusive means possible. We want to grab their attention and get them interested in signing up for 4-H programs while also showing the program's potential.

With an interactive ad, users can be provided the most important and eye catching information first and then dig deeper to find out more information about the topics that interest them specifically through video representation and an interest quiz showing a potential career path..

How Might We?

How might we address a means to promote all of 4-H's other programs in order to spread out to a wider demographic to promote even more community engagement?

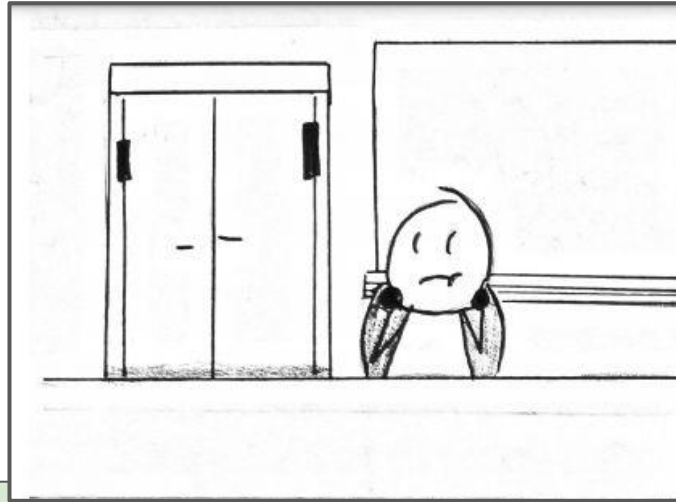
The best way to reach both children and their parents is to advertise through the social media outlets they primarily use. An example of this would be reserving tiktok for youth and facebook and the like for parents. Making this distinction could allow for ads that tailor more towards what a parent would want to know from the program while the ads on TikTok would focus more on reaching out to kids and teens on what they could be doing themselves in the program.

Why It's Important

- Get more youth involved
- Open up new opportunities
- Show what potential they have
- Pique their interests in something new

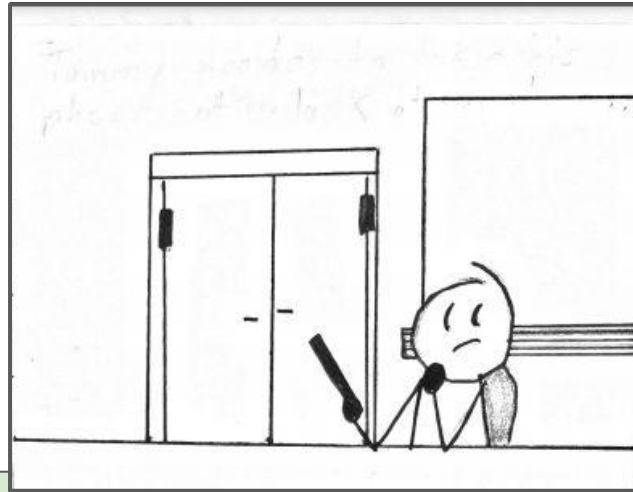
Storyboard

Storyboarding



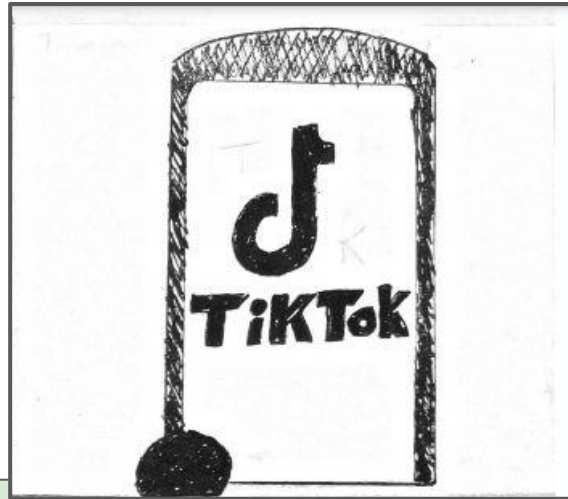
Tommy sits and waits after school because he can't be picked up yet. He also hasn't joined any after school activities.

Storyboarding



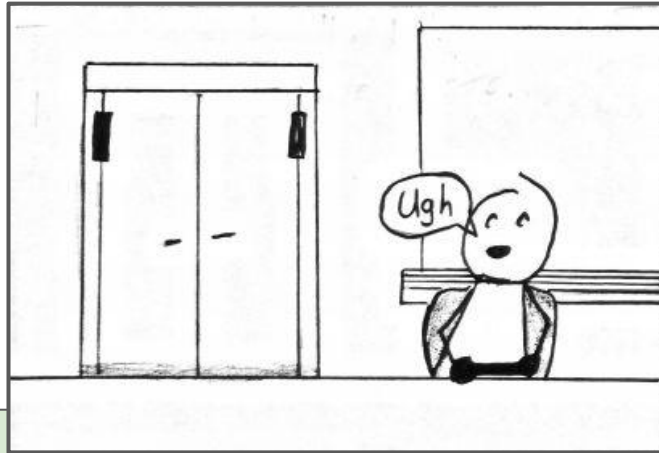
Tommy typically tries to pass the time on his phone if he doesn't want to do homework yet.

Storyboarding



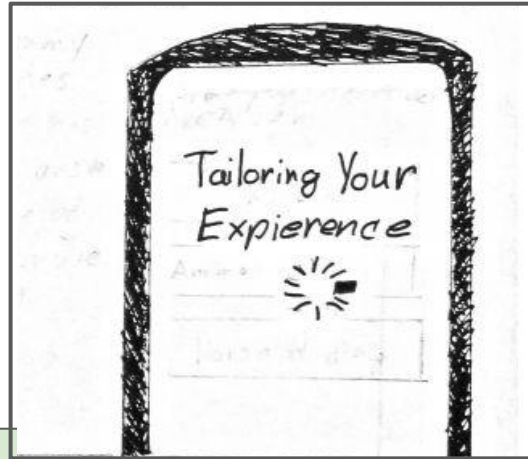
Tommy makes his way to TikTok to look at videos while he waits.

Storyboarding



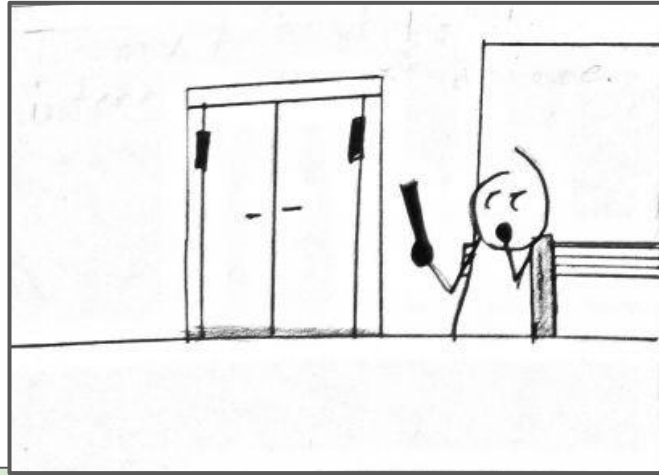
After scrolling through posts Tommy eventually gets hit with an ad break.

Storyboarding



The ad Tommy receives is based off of his internet activity, search history, and other online data.

Storyboarding



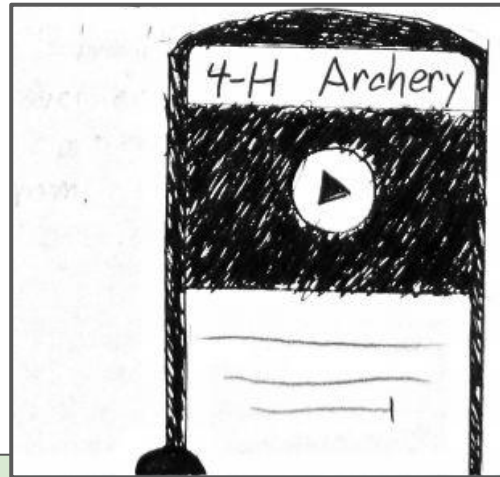
Tommy is intrigued that he wasn't immediately spammed with a video advertisement about something he wouldn't care about anyway.

Storyboarding



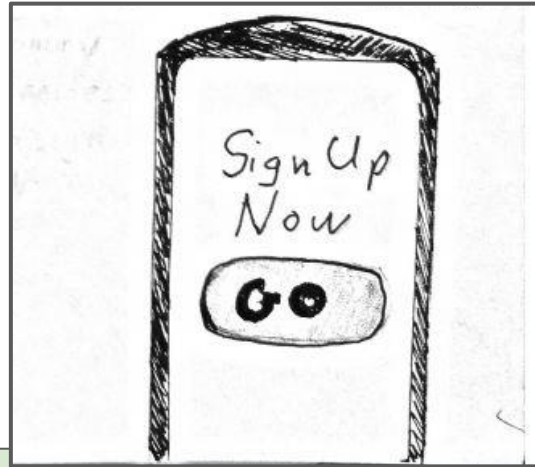
Tommy is presented with the tailored ad for 4-H.

Storyboarding



Instead of the typical broad information, Tommy is brought to the overview about the archery program.

Storyboarding



After playing the accompanying video Tommy is prompted to sign up with a link to the program sign up page on 4-H's website.

Prototype

Wireframes

Landing Space

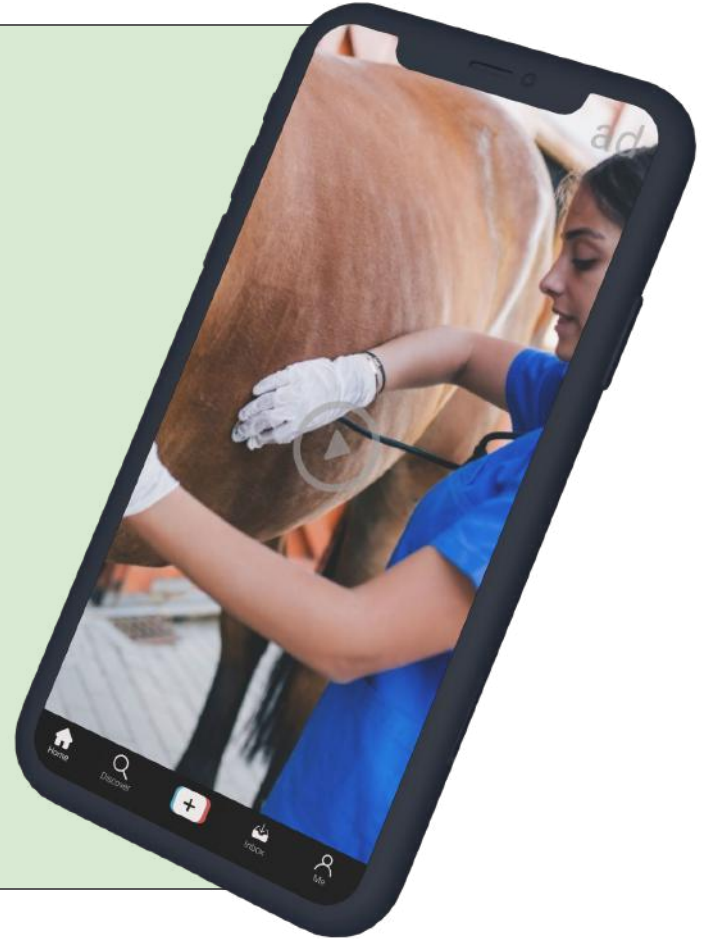
As the user is scrolling through TikTok, they come across a 4-H clip.



Wireframes

Video Ad

When the clip starts the user watches it for a few seconds due to curiosity.



Wireframes

Enticement

When they realize it is an ad, they try to scroll away but are met with unskippable popup. If the user taps “See More?” they will be brought to the 4-H sign up page. If they tap “Explore” they will be brought to a quiz.



Wireframes

Placement Quiz

After tapping the explore option, the user is brought to quiz that give them a potential career path available through the 4-H program.



Wireframes

Placement Quiz P2

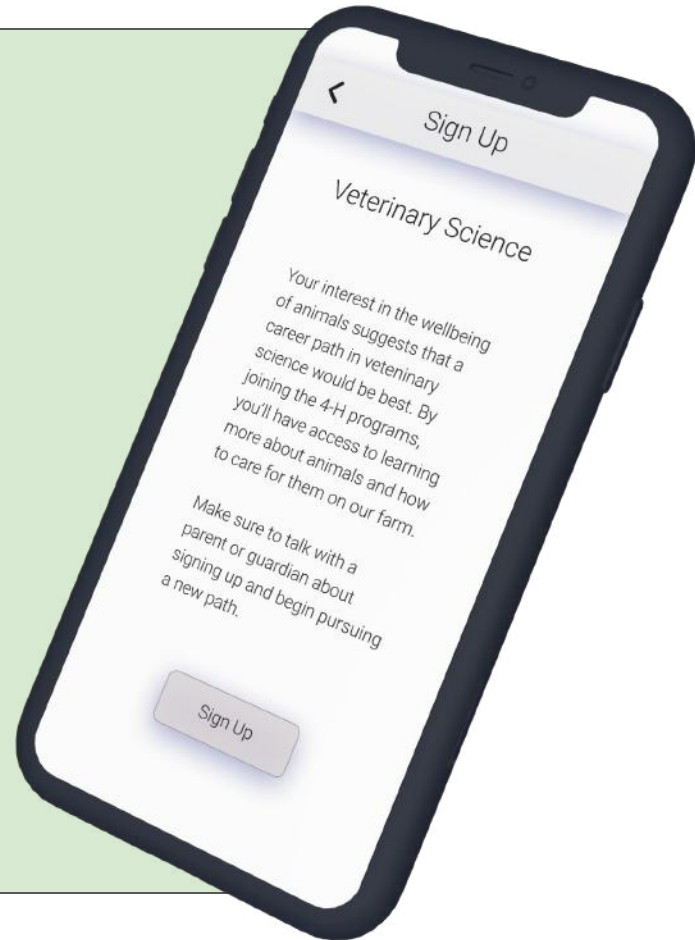
The quiz is 13 statements on a scale from 1 being strongly disagree to a 6 being strongly agree about if they have any interests with animals, hands-on work, work ethic, etc.



Wireframes

Sign Up Prompt

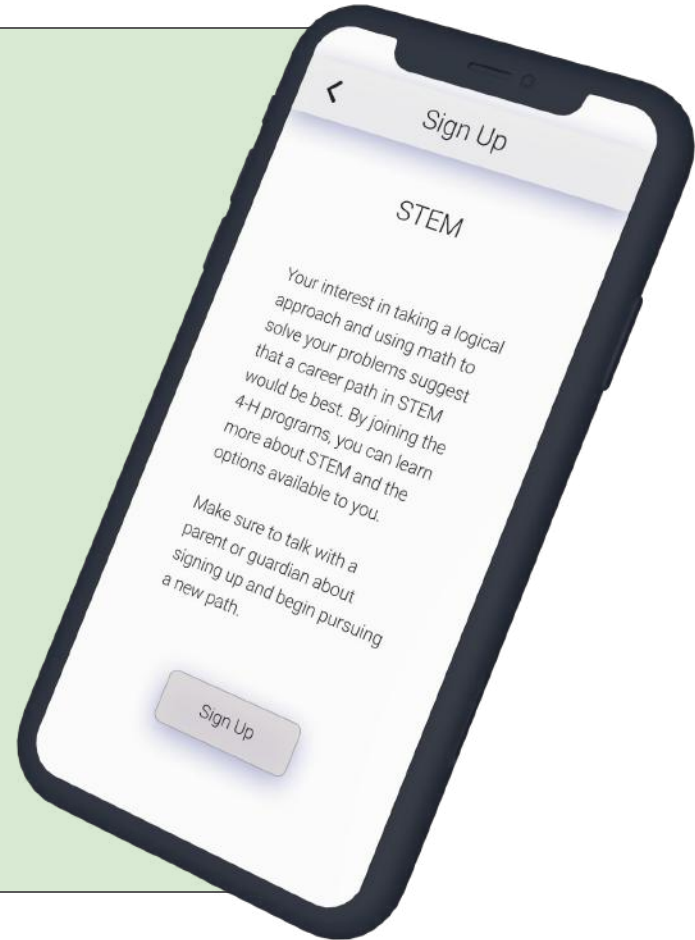
After taking the quiz, one of the possible responses they could get is a career path in veterinary science if they answered more in favor of working with animals.



Wireframes

Land Space P2

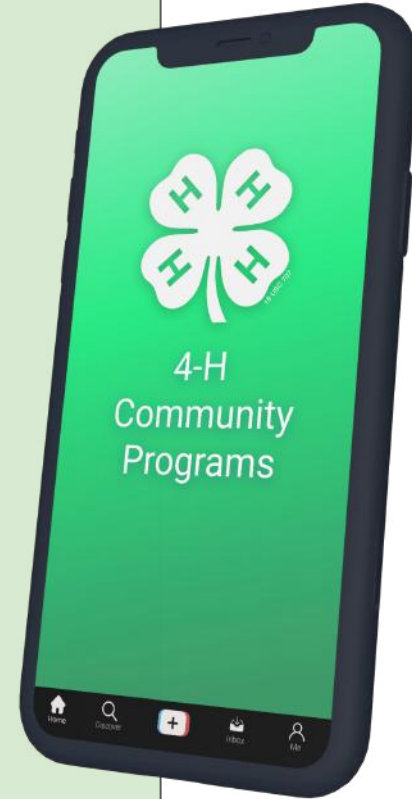
After taking the quiz, another possible response they could get is a career path in STEM if they answered more in favor of using math and logic to come up with solutions to real world problems.



High-Fidelity Prototype

Landing Space

As the user is scrolling through TikTok, they come across a 4-H clip.



High-Fidelity Prototype

Video Ad

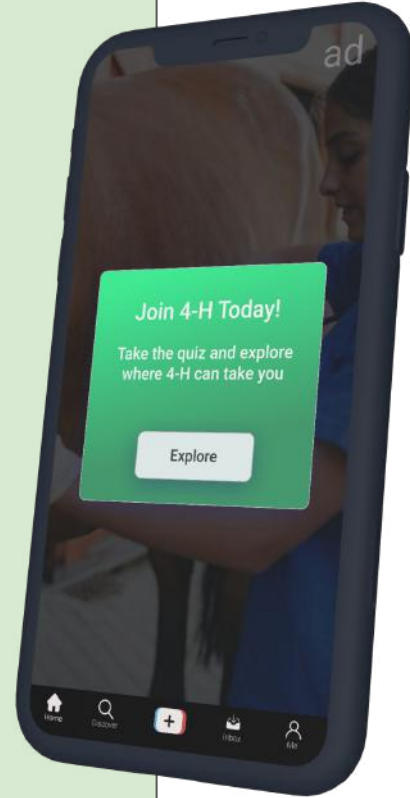
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High-Fidelity Prototype

Enticement

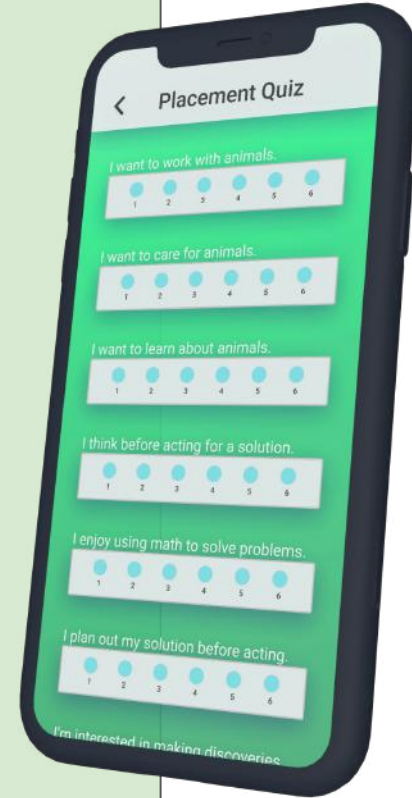
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High-Fidelity Prototype

Placement Quiz

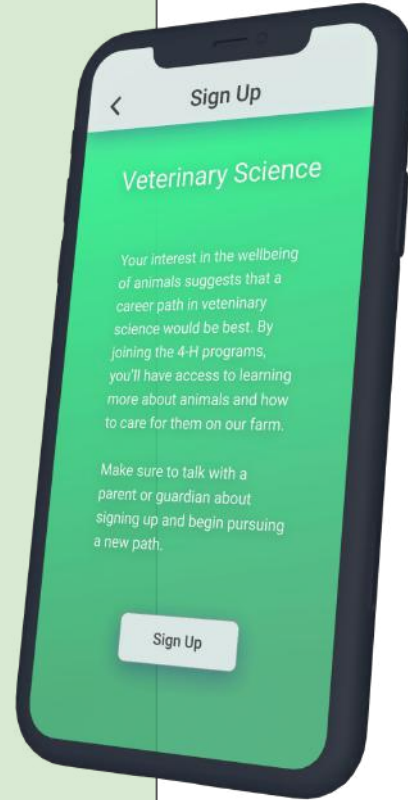
After tapping the explore option, the user is brought to quiz with 13 statements on a scale of 1 being strongly disagree to 6 being strongly agree about how their interests in working with animals, hands-on, and problem solving



High-Fidelity Prototype

Sign Up Prompt

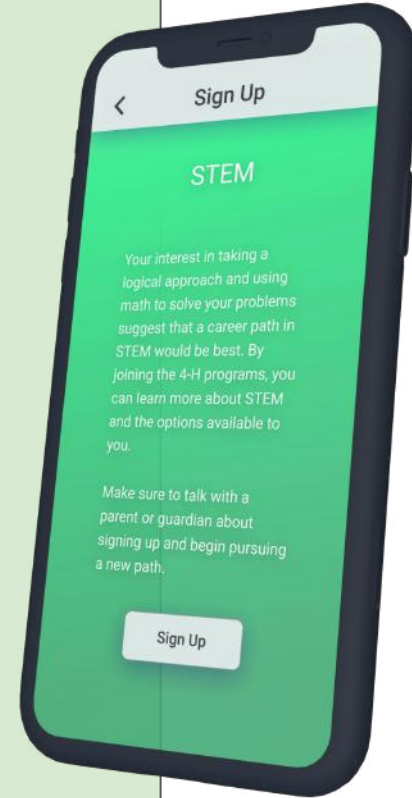
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High-Fidelity Prototype

Alternative Sign Up Prompt

Another possible response they could get is a career path in STEM if they answered more in favor of using math and logic to come up with solutions to real world problems.



Prototype

