Tool 3a: Sample Needs Assessment

Following is an example of a needs assessment survey that was developed for use with Michigan 4-H horse programming. This survey was distributed to a sample of current 4-H volunteers working with youth in horse projects. To get a more complete picture of the needs in the horse area, this survey could be complemented with phone interviews with a sample of adults currently interested in – but not currently involved in – a 4-H horse project.

Michigan 4-H Horse Programs Needs Assessment Questionnaire

Thank you for taking the time to complete this survey! Your input is vital to the progress of the Michigan 4-H horse program! We are currently reviewing two areas: 1) communication links to volunteers and members, and 2) educational curriculum materials needed by volunteers in order to offer quality programming in the horse project area. The results of this questionnaire will help set priorities for the Michigan 4-H horse project. It will also help us determine which communication tools to use to best share information. Please complete the survey as thoroughly as possible and return it by (insert date) to the address at the end of this survey. A summary will be available to county MSU Extension offices later this year.

Educational Resource Materials

1. Please rank the following areas based on where you feel there is the most need for new resource materials, with 1 = need the most and 10 = need the least):
   _____ Positive youth development – effective ways of building positive youth development strategies into your 4-H club
   _____ Club development – strategies for strengthening your club’s activities
   _____ Leadership, citizenship and service – ways to provide 4-H members with opportunities to build their leadership and citizenship and to put their skills to work through community service and service learning
   _____ Sportsmanship and ethics – ways to address sportsmanship and ethics in all aspects of a 4-H horse project
   _____ Equine nutrition
   _____ Horse breeding and genetics
   _____ Horse grooming and showmanship techniques
   _____ Horse training and handling
   _____ Horse and rider evaluation and judging
   _____ Horse management and health care
   _____ Careers in the horse industry
   _____ Other: ______________________________________________________________
2. Have you used any existing 4-H educational materials with your 4-H horse program? (circle one)
   _____ No
   _____ Yes – please indicate the materials you’ve used and how helpful they’ve been:

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<thead>
<tr>
<th>Title</th>
<th>Very helpful</th>
<th>Somewhat helpful</th>
<th>Not helpful</th>
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3. Besides 4-H, where else do you obtain educational resource materials from for use with your 4-H horse group? Please rank based on frequency of locations.
   (1 = Most Used, 10 = Least Used, n/a = not applicable/never used)

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<tr>
<th>Source</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Never</th>
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<tbody>
<tr>
<td>Tack or western stores</td>
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<td>Bookstores</td>
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<td>Catalogs</td>
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<td>Magazines</td>
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<td>Internet sites</td>
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<td>Feed or supply stores</td>
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<td>Breed associations</td>
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<td>Schools</td>
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<td>Cable television</td>
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<td>Other source:</td>
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<td>Other source:</td>
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4. What formats for 4-H educational materials do you and the young people you work with prefer to use?

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<thead>
<tr>
<th>Format</th>
<th>Most preferred</th>
<th>Somewhat preferred</th>
<th>Least preferred</th>
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<tbody>
<tr>
<td>Leader publications</td>
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<td>Youth publications</td>
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<td>Fact sheets</td>
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<td>Videotapes</td>
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<td>CD-ROMs</td>
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<td>Internet sites</td>
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<td>Other:</td>
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<tr>
<td>Other:</td>
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Communication Tools

5. Please check all of the communication tools you have access to and the places where you can access them:

- **Telephone**
  - home ___ work ___ Extension office ___ other ___
- **VCR**
  - home ___ work ___ Extension office ___ other ___
- **Computer**
  - home ___ work ___ Extension office ___ other ___
  - with CD-ROM drive
- **Computer with Internet**
  - home ___ work ___ Extension office ___ other ___
- **Computer with e-mail**
  - home ___ work ___ Extension office ___ other ___
- **desktop video conferencing**
  - home ___ work ___ Extension office ___ other ___
- **Cable TV**
  - home ___ work ___ Extension office ___ other ___
- **Slide projector**
  - home ___ work ___ Extension office ___ other ___

6. Please rank the methods by which you prefer to receive communications and information (with 1 = most preferred and 3 = least preferred):

- _____ Newsletter or mailings
- _____ E-mail
- _____ Internet sites


- _____ Yes
- _____ No

8. Have you accessed the site?

- _____ Yes
- _____ No

9. If yes, did you find the site:

- Easy to use:   _____ Yes
- _____ No
- Helpful:       _____ Yes
- _____ No

10. Are you aware of the new Extension equine Web site at [http://www.canr.msu.edu/dept/ans/webpage.html](http://www.canr.msu.edu/dept/ans/webpage.html)?

- _____ Yes
- _____ No

11. Have you accessed the site?

- _____ Yes
- _____ No
12. If yes, did you find the site:
   Easy to use:  _____ Yes
                 _____ No
   Helpful:  _____ Yes
              _____ No

13. What other information would you like to see on these Web sites?

                                                  

Additional information:

Name of your county ________________________________
Number of members in your 4-H club __________________
Number of years you’ve been involved as a 4-H volunteer _________

Gender:
   ____ Female
   ____ Male

Age: ____

Race/ethnic origin (optional – check one):
   ____ African American/black
   ____ Arabic
   ____ Asian/Pacific Islander
   ____ Caucasian/White
   ____ Native American
   ____ Mixed Heritage – please specify:________________________

Residence – check one:
   ____ Farm
   ____ Rural area or town of less than 10,000
   ____ Town or city of 10,000 to 50,000
   ____ Suburb of a city over 50,000
   ____ City of over 50,000

Please return your completed survey by May 1, 2000, to:
Youth Horse Survey
Equine Extension Youth Specialist
Michigan State University
1287J Anthony Hall
East Lansing, MI 48824

Thank you for your time and input!