

Youth Evaluation

Participant feedback is important. Youth should think about what they learned as they completed the lesson(s) of the Youth Business Guide to Success: Make the Most of Your 4-H Market Animal Project curriculum. Part 1 may be completed for the whole curriculum or for individual lessons, whichever is appropriate for the audience. Completed paper copies may be scanned and emailed to 4-HCareerPrep@anr.msu.edu. An online version of this evaluation is available at: www.msue.msu.edu/youthbusinessguide.

Please use the following scale to respond to the statements below:

SD = Strongly disagree

D = Disagree

A = Agree

SA = Strongly agree

Lesson title	After participating in the lesson(s)				Before participating in the lesson(s)			
	SD	D	A	SA	SD	D	A	SA
Goal Setting								
I know how to create a SMART goal related to my market animal project.								
I know how to break down my goals into action steps.								
I have written a SMART goal.								

For the next two items, please use the scale: never, rarely, sometimes, often and always.

Because of my 4-H experiences...	Never	Rarely	Sometimes	Often	Always
When setting a goal, I look at the steps needed to achieve it.					
I know where I want to end up and plan how to get there.					

Please use the following scale to respond to the statements below:

SD = Strongly disagree

D = Disagree

A = Agree

SA = Strongly agree

Now Where Did I put that Information?	SD	D	A	SA	SD	D	A	SA
I know of a variety of records that I need to keep for my 4-H market animal project.								
I can apply record-keeping skills to my personal life.								
I am able to make a connection between my animal project and a business.								



Color-coded Budget	SD	D	A	SA		SD	D	A	SA
I can identify the basic items in a budget for a market animal project.									
I have calculated percentages related to my budget.									
I can prioritize items needed for raising 4-H market animals through budgeting.									
I understand how to create a budget.									
It Takes More than Chicken Feed	SD	D	A	SA		SD	D	A	SA
I can explain the two parts of a spending plan.									
I know the difference between the terms “income” and “expense.”									
I understand how to create a budget.									
Animal Dollar\$ and Cents	SD	D	A	SA		SD	D	A	SA
I understand that some decisions related to my market animal project will affect future earnings.									
I created a sample budget/spending plan for my market animal project.									
I can calculate my break-even point for my market animal project.									
I understand how to create a budget.									
I understand the concept of break-even analysis.									
I am responsible for my financial future.									
The “Write” Stuff	SD	D	A	SA		SD	D	A	SA
I can identify the various written communication tools that I can use in my market animal project.									
I can identify advantages and disadvantages of various types of written communication.									
I understand methods of marketing and advertising.									
Avoid a Communication Catastrophe	SD	D	A	SA		SD	D	A	SA
I can identify the components of a good communications piece.									
I understand what makes a communication piece look professional.									
I understand methods of marketing and advertising.									



Thank You Very Much!	SD	D	A	SA		SD	D	A	SA
I can explain the importance of a thank-you note.									
I have created a thank-you note using the seven steps to creating a good thank-you note.									
Tech Smart Marketing	SD	D	A	SA		SD	D	A	SA
I can utilize a technology tool in my market animal project.									
I can safely use technology in my market animal project.									
I understand methods of marketing and advertising.									
Communicating with Potential Buyers – Verbally	SD	D	A	SA		SD	D	A	SA
I feel confident delivering my 30-second pitch and answering questions.									
I have demonstrated a proper business handshake.									
I know how to dress and behave appropriately around potential buyers.									
I understand how to give an informative presentation.									
I know the importance of networking.									
I understand customer service skills.									
Don't Break Me	SD	D	A	SA		SD	D	A	SA
I can identify and generate examples of each of the five P's in a marketing plan.									
I am confident calculating the break-even point for my market animal project.									
I can develop a marketing plan.									
I understand methods of marketing and advertising.									
I understand the concept of break-even analysis.									
Hitting the Bull's-eye: Defining your Target Market!	SD	D	A	SA		SD	D	A	SA
I understand the concepts, processes and systems needed to determine and satisfy customer needs/wants/expectations.									
I created a customer profile.									
I am able to describe and determine various target markets.									



I understand the importance of networking.									
I understand customer service skills.									
Setting Your Product Apart	SD	D	A	SA		SD	D	A	SA
I am comfortable explaining the six market strategies.									
I can identify an advantage of each of the six market strategies.									
I understand methods of marketing and advertising.									
I understand the concept of break-even analysis.									
“Go To Show” – A 4-H Market Animal Project Card Game									
I can identify the five basic needs of every animal.									
I can give an example of each of the five basic animal needs.									



Please tell us about yourself.

Gender: _____ Male _____ Female

What is your ethnicity?

- _____ Black or African American
- _____ Caucasian/White
- _____ American Indian/ Alaska Native
- _____ Asian
- _____ Hispanic or Latino
- _____ Native Hawaiian or Other Pacific Islander
- _____ Multiracial
- _____ Other _____

What county do you live in? _____

What is your current grade? _____

Who was your instructor? _____

What program did you attend? _____

Where do you live?

- _____ Far
 - _____ Town < 10,000
 - _____ Town 10,000-50,000
 - _____ Suburbs > 50,000
 - _____ City > 50,000