

Montana State University Extension Statewide Needs Assessment Report



MSU Extension's mission is to improve the lives of Montana citizens by providing unbiased, research-based education and information that integrates learning, discovery and engagement to strengthen the social, economic and environmental well-being of individuals, families and communities.

The results from this survey will help MSU Extension identify and better understand needs and opportunities across the state, inform conversations and dialogue around meeting those needs, and provide information to inform strategic allocation of resources to collectively work towards meeting the organizational mission.

DEMOGRAPHICS

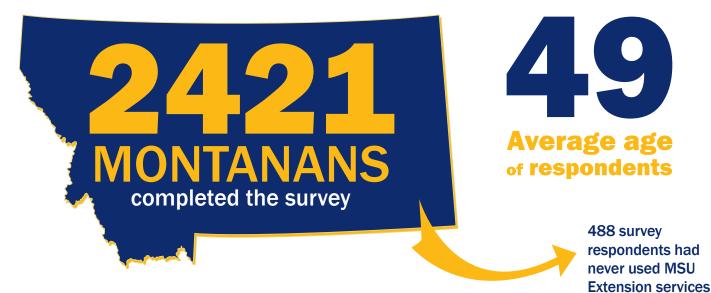
Lincoln 9

> Sanders 30

Flathead

102

Flathead Reservation 52

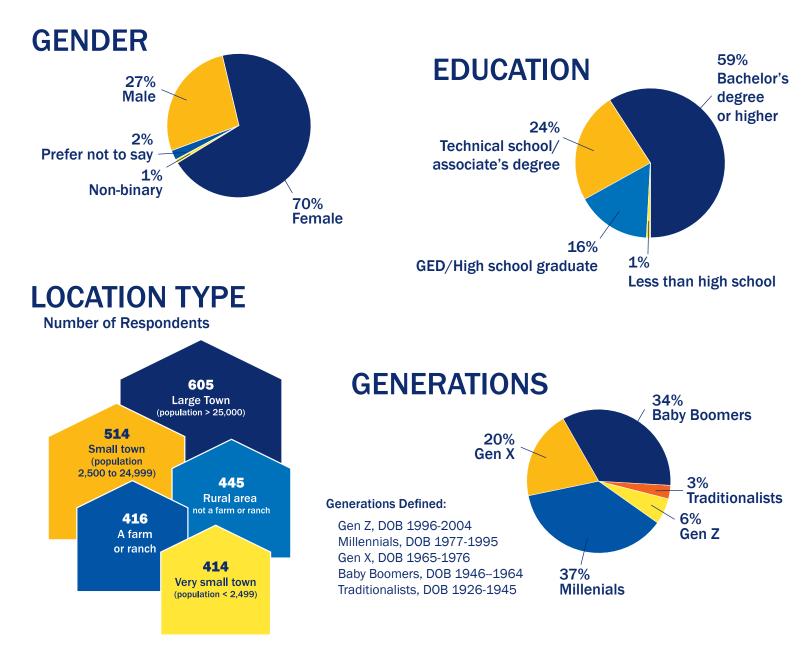


Sheridan 11 Daniels 27 Glacier 24 Toole 18 Liberty 12 Hill 45 Blaine 49 Blackfeet Reservation 9 Fort Peck Phillips 12 Reservation 8 Valley Roosevelt 28 32 Pondera Rocky Boy's Reservation Fort Belknap 19 Re vation 25 3 Richland Chouteau 40 Teton 68 85 Lake McCone 4 39 Dawson 32 Cascade 115 Garfield Fergus 43 5 Petroleum 1 Judith Basin Lewis and Clark Prairie 21 121 15 Rosebud 48 Powell 19 Meagher 17 Musselshell 10 Wheatland Fallon 11 Granite **14** Golden Valley **1** Custer 33 35 Broadwater 52 Treasure 8 Jefferson Deer 14 odae Yellowstone 117 120 Silver Bow Big Horn 15 Sweet Grass Gallatin 52 8 208 Stillwater

Mineral 19 Missoula Wibaux 112 Ravalli 25 Northern Cheyenne Carter 14 19 Park Powder River 34 eservation Madison 13 Crow Beaverhead Carbon 17 Reservation 15 23 Total number of respondents per county 208 1 All Montana counties and reservations were represented

Average number of people per household

DEMOGRAPHICS



TRIBAL AFFILIATION

Tribe	# of survey respondents
Assiniboine	32
Blackfeet	13
Cherokee	6
Chippewa	19
Cree	14
Crow	3
Gros Ventre	17
Kootenai	34
Little Shell	8
Northern Cheyenne	11
Salish	36
Sioux	16
Other (Navajo, Pend d'O	Drielle, Mandan, etc.) 22

RACE/ETHNICITY

Caucasian or White	87.2%
American Indian or Alaskan Native	6.4%
Multiple Ethnicities	3.4%
African or Black	1.7%
Pacific Islander	0.6%
Asian	0.5%
Middle Eastern	0.2%
Non-Hispanic	86.2%
Hispanic/Latino	6.7%

SURVEY RESULTS: Importance of Issues

Survey participants were asked "how important are the following issues to you?"

Issues	Percent who said the issue is "extremely important" or "very important"
Water quality	88.5%
Healthcare services	88.2%
Safe and accessible community infrastructure	87.4%
Successful local businesses	86.7%
Affordable food options	85.8%
Affordable housing options	83.7%
Development of life skills for youth	83.4%
Employment opportunities for adults	83.0%
Rural community vitality	82.8%
Services for seniors	81.9%
Sues Nutritious food options	81.5%
Agricultural land preservation	81.3%
Agricultural profitability	80.5%
Air quality	79.8%
Youth career readiness	
Counseling or mental health services	
Managing agricultural land	
Sources for locally grown or produced foods	
Environmental stewardship	
Economic development	
Natural disaster preparedness and recovery	
Community leaders	
High-speed internet	
Strengthening family relationships	
Improving individual well being	
Employment opportunities for youth	
Natural ecosystem/habitat preservation	
Public parks and recreation spaces	
Adult career readiness	
Youth mentorship options	
Chronic disease prevention and management	
Use of food safety practices	
Organized youth activities	
Childcare options	
Assistance for persons struggling financially	
Physical activity options	
Community events or activities	
Local retail options	
Volunteer caregiver resources	
Financial planning services	
Resources for tobacco, alcohol, or substance misuse	
Climate variation	
Community gardens	
Places that accept SNAP benefits	51.2%

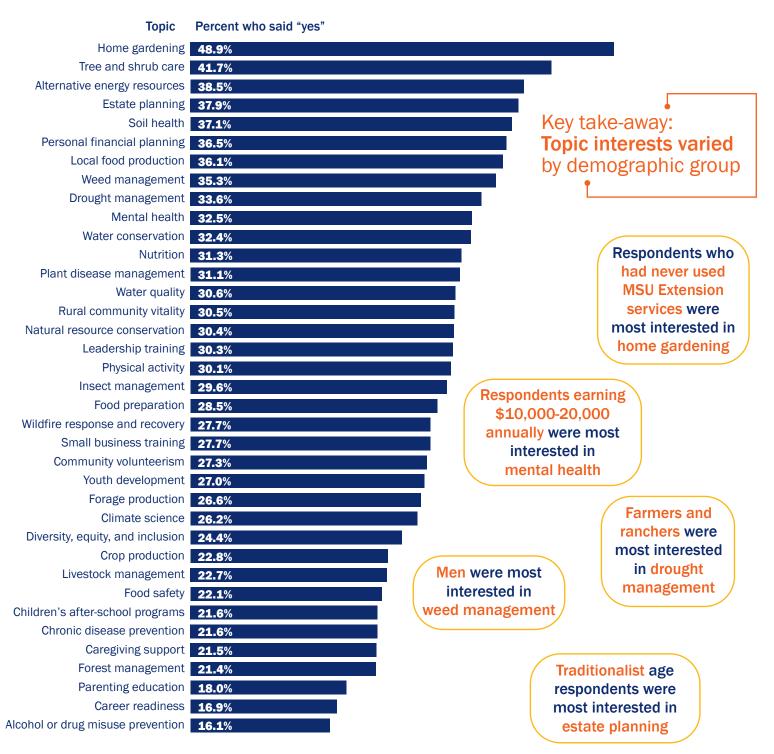
SURVEY RESULTS: Need = Importance + Dissatisfaction

The blue portion of the figure represents importance, with longer bars equaling greater importance. The orange portion of the figure represents dissatisfaction, with longer bars equaling greater dissatisfaction. Consider the length of the combined bars as the need; the longer the bar, the greater the need.

	Affordable housing options	83.7%	74.2%	
	Affordable food options		53.5%	
	Counseling or mental health services		57.5%	
Development of life skills for youth				
	Youth career readiness			
	Rural community vitality	82.8% 47.8%		
	Childcare options	69.9% 60.2%		
	Healthcare services	88.2% 40.4%		
	Safe/accessible community infrastructure	87.4% 40.7% 80.5% 46.2%		
	Agricultural profitability			
Community leaders		76.6% 49.2%		
	Top 20 Economic development		47 3%	
	Needs Successful local businesses		37.2%	
	Agricultural land preservation		41.0%	
	Youth mentorship options	70.7% 50.9%		
	Services for seniors		39.6%	
	Employment opportunities for adults	83.0%	37.9%	
	Nutritious food options	81.5%	39.3%	
Employment opportunities for youth Sources for locally grown or produced foods Assistance for persons struggling financially Water quality Improving individual well being Strengthening family relationships Environmental stewardship		74.9%	45.5%	
		79.2%	41.1%	
		69.5%	50.8 %	
		88.5%	30.8%	
		75.3%	43.2%	
		76.0%	42.2%	
		77.9%	40.0%	
	High-speed internet	76.3%	41.2%	
	Natural disaster preparedness and recovery	76.9%	% 39.1%	
	Managing agricultural land	79.4%	36.5%	
	Local retail options	67.5%	47.8 %	
	Adult career readiness	70.9%	44.1%	
	Volunteer caregiver resources	64.6%	50.2%	
	Chronic disease prevention and management	70.7%	42.7%	
Natural ecosystem/habitat preservation Organized youth activities		74.8 %	36.7 %	
		70.0%	37.5%	
	Financial planning services	64.6%	42.4%	
	Air quality	79.8 %	25.3%	
	Climate variation	59.3 %	45.4%	
	Resources for substance misuse	60.3%	42.0%	
	Community events or activities	67.8 %	30.3%	
	Physical activity options	68.2 %	29.8%	
			24.7%	
			26.0%	
			38.5%	
	Places that accept SNAP benefits	51.2%	25.1%	

SURVEY RESULTS: MSU Extension Programs

Survey participants were asked to indicate if they would attend MSU Extension programs (in-person or virtual) on the following topics.



MSU Extension Faculty and Staff worked together to identify the top challenges that their constituents and communities were facing in 2022. Top challenges identified included financial issues such as affordability and cost of living, challenges associated with changing demographics in the state, challenges related to mental health and stress, and challenges associated with changing environmental conditions throughout the state.

SURVEY RESULTS: Dissemination Strategies & Social Media

Survey participants were asked "how likely are you to want to receive information, resources, or training through the following delivery methods?"

Dissemination strategy	Percent who re "somewhat like "extremely like	ely" or Current users of
In person workshops/classes	81.6%	in-person workshops
Website	80.7%	or classes
Online/web-based classes, with an instructor	77.8%	
Field days/demonstrations	77.7%	Respondents with a
Printed materials	77.1%	achelor's degree or higher
Online/web-based classes, self-led	75.3%	preferred websites
Personal contact with Extension employee	73.2%	preterred websites
Videos	72.6%	
Social media	60.0%	"A blend of both options
Podcasts	57.0%	including both online training and
Newspaper articles	56.9%	personal contact is helpful."
Television	47.5%	-Survey respondent
Radio	40.8%	Survey respondent

Key take-away:
a variety of delivery methods
is needed to reach all audiences

Survey participants were asked how often they use these social media platforms.

Social media platform	Percent who answered "frequently"		
Facebook	56.0%	Survey participants were then	acked to indicate
YouTube	26.7%	Survey participants were then "how often you use social med	
Instagram	23.2%	now onen you use social med	na to do the following?
Pinterest	15.5%		Develop to the event of
Snapchat	14.1%	Social media used to:	Percent who answered "frequently"
TikTok	12.6%		
Twitter	10.5%	Learn about new events Connect with my community Learn new information	44.6% 38.6%
LinkedIn	7.8%		38.4%
WhatsApp	6.7%	Learn about organizations	36.1%
Tumblr	5.6%	Find trusted information	22.3%
		Engage in discussions	21.9%

Key take-away: Regardless of demographic, **Facebook** is the social media option likely to reach the most people



Participants were asked to think about the MSU Extension information, resources, or programming they have received.

88% said "I have used MSU Extension information."

75% said "My MSU Extension experience helped me solve a problem."



74% said *"I have shared MSU Extension information with others."*

71% said *"My MSU Extension experience improved my life."*

The U.S. Department of Agriculture (USDA), Montana State University and Montana State University Extension prohibit discrimination in all of their programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital and family status.

Data was collected between February 16 and May 31, 2022. This data will inform MSU Extension programming in upcoming years.

Grocke, M. U.; Ashe, C. J.; Siegelin, S. D.; Weaver, C. (2022). Montana Statewide Needs Assessment Report. Montana State University Extension. https://www.montana.edu/extension/2022%20Statewide%20Needs%20Assessment%20Report.pdf