

VIRGINIA AGRICULTURAL EXTENSION SERVICE

Project 6 - Negro Home Demonstration PLAN OF WORK  
(Name of Project)

For

Calendar Year 1960

Major phases of project or subdivisions of project covered	Name of Worker*	Percentage of time devoted to entire project by each worker
Supervisor of Negro District Work	Thelma T. Hewlett	100%
District Agent	Heidi E. Ford	100%

Date submitted: Jan 30, 1960. Signed: Thelma T. Hewlett  
Project Leader

Date approved: 2/15, 1960. Signed: Lester B. Baskin  
Head of Department

Date approved: 2/19, 1960. Signed: W. H. Doughty  
State Director of Extension

Date approved: JUN 16 1960, 1960. Signed: W. J. Ferguson  
Administrator, Federal Extension Work, U. S. Department of Agriculture

\*If phases of project are divided between two or more workers, indicate assignment to each.

## I. PROGRAM SITUATION

The total population of Virginia is increasing at a slightly faster rate than the nation as a whole, and by residence, the 1960 census should show most Virginia classified as urban dwellers. Sociologists at V.P.I. say, however, that Virginia will still be more rural than the nation in 1960.

While there have been some yearly fluctuations, the Virginia rural population has shown a downward trend since 1935 - from 1,066,000 that year to an estimated 673,000 in 1957. The sociologists say the migration trend from the farm to rural non-farm and urban areas is expected to continue.

The Negro population is following the same trend of decreased farm population and increased percentage of non-farm and urban people in the state. According to the census the Negro farm population went down from 261,619 in 1940 to 179,359 in 1950. The non-farm population in 1940 was 159,191 while in 1950 census showed 220,034.

The 1950 Agricultural census showed 28,587 Negro farm operators of which 18,957 were owners and 9,554 were tenants of all classes. These numbers showed decrease in the 1955 census as has been the trend in previous years. In the recent census there were reported 23,624 Negro farm operators in the state of which 15,957 were owners and 7,649 tenants.

Virginia is a widely diversified agricultural state. Poultry, livestock, and its by products, crops, tobacco and forestry products are the chief sources of income from the farms. Additional income comes from industries often connected with farm products, fisheries, and oystering.

More farm people are becoming part-time farmers. The number of farms is decreasing, the size increasing, and specialization in production increasing.

According to the 1950 census, there were 82,472 rural homes in Virginia occupied by Negroes. There were 34,293 farm homes and 48,229 rural non-farm homes.

### A. Trends Affecting Family Living

1. Increased number of households employed outside the home.
2. Increased number of early marriages
3. Shifting population - decreased rural population, increased urban

4. Increased life expectancy - changes in age group, more older people increases less than 5 years
5. More family income, but higher living cost. Most rural incomes less than the state level.
6. Farm families are becoming more consumer than producer units.
7. Educational level increasing but still low
8. Increased purchasing of goods and services
9. Increased interest in community development and public affairs
10. Changing role of family members

**B. CURRENT EMPHASIS WILL BE DIRECTED TOWARD**

1. Management - Farm and home, family and economic resources
2. Homemaking skills
3. Consumer education
4. Leadership development
5. Program development
6. Community development and public affairs
7. Family relations
8. Youth development

Information and assistance will be given in food and nutrition, clothing, home management, house furnishings, housing, health, safety and recreation. Specialist will assist with training of agents and leaders in these phases of work in 32 counties and 2 cities. Leaders will play a major role in assisting the agents to carry information which will raise the standards of living of all the people

**II THE SUPERVISORY SITUATION**

Supervisory Structure

There are two district agents supervising 34 local home demonstration agents in 32 counties and 2 cities. One supervisor works with 20 agents and the other with 14 agents. The later is responsible to Miss Lucy F. Blake, Assistant Director in Charge of Home Demonstration Work and R. W. Newsome, State Agent for the supervision of home demonstration work for Negro families in Virginia.

Counties Supervised by Thelma E. Hewlett, District Agent

Amherst	Chesterfield	King William
Bedford	Hanover	Westmoreland
Fluvanna	Henrico	Lancaster
Louisa	King & Queen	Northumberland
Nelson	Peninsula Area*	

\*The Peninsula Area includes York County and the cities of Hampton and Newport News

Counties Supervised by Heidi E. Ford, Assistant District Agent

Brunswick	Greensville	Mecklenburg	Pittsylvania
Campbell	Halifax	Henrievood	Prince George
Charlotte	Henry	Norfolk	Princess Anne
Dinwiddie	Isle of Wight	Nottoway	Southampton
Franklin	Lunenburg	Prince Edward	Sussex

It is the job of the supervisory agents to direct the Extension Home Economics educational program, to guide the agents in order to accomplish the objectives of the Director, to help workers to become more competent individuals and leaders, to get results of research of agriculture and home economics to families in a form which they can easily understand and apply, and to encourage and stimulate people to action.

In 1959 there were 19 counties with both farm and home agents. Fourteen local home agents work alone; fifteen farm agents work alone. The need is apparent for the services of home agents in counties with farm agents, as well as other counties with large percentages of Negro farm families. County funds are available for a home agent in one county ( Amelia.)

Three replacements were made due to resignation of home agents in Nottoway, Henrico and Campbell counties. One county was vacant three months, others were filled promptly. Three persons were employed as trainee agents and later two of them, as home agents, the other is still in training. One former home agent was re-employed. The year ended with all county positions filled except the one trainee position.

Sufficient clerical assistance has made improvement, but all agents do not yet have help desired. All counties with both farm and home agents have now either full-time or part-time secretaries. Eight secretaries are full-time. All other counties have 100 hours or more secretarial help available during the year.

Home Demonstration Organizations

There are 32 counties and 2 cities in which Extension work was conducted. More families can be reached through home demonstration clubs with limited personnel than through working with individuals. The home agents in our district conduct all the work for the adults and youth, even boys in 14 counties. There is a decrease in number of home demonstration clubs.

Home Demonstration work will be conducted through general meetings, demonstrations, discussions, clinics, workshops, tours, office and home visits, exhibits, radio and the press. Farm and Home Development method of teaching will be used in each county with home demonstration work.

Home Demonstration agents will supervise 4-H and YMW clubs. Most clubs are organized in schools. During the summer months workshops, clinics, tours and home visits are used in the different communities. Leadership on the part of adults and parents is one of the most important devices in the success of club work.

The primary aim of this voluntary educational program is to provide greater educational opportunities for the mental, physical, social, and spiritual growth of young people. These opportunities are designed to help boys and girls develop so that they may lead useful, satisfying lives and be better prepared to accept full share of adult responsibilities. The informal education provided by the Cooperative Extension Service is especially designed to supplement the training received in the home, church, school, and other youth-serving agencies. Assistance to farm and rural youth is Extension's first responsibility but sub-urban and urban families who desire these services are equally welcome.

### III. COUNCIL AND COMMITTEE DEVELOPMENT

#### 1. County Agricultural Advisory Board

In each of the 32 counties where home demonstration work is conducted, the County Agricultural Advisory Board promotes the total Extension program. It is the over-all organization for co-ordinating Extension programs and activities.

This Board is composed of at least three representatives, men and women from each organized community in the county, 4-H representatives, key leaders representatives from other organizations, home demonstration agent, and farm agent where employed. It holds two to four meetings annually.

#### 2. Home Economics or General Interest Committees

In 14 counties Home Economics or General Interest Committees will be organized for the purpose of expanding the Extension program. More committees need to be organized and those organized need to be strengthened.

#### 3. Home Demonstration Club Committee

Home demonstration club program planning has been done through the county home demonstration club committee for several years. It has representatives on the County Agricultural Advisory Board also. It is composed of presidents, program development leaders, secretaries of organized home demonstration clubs and a few key leaders. There are 34 such committees.

#### 4. The Negro State Agricultural Advisory Board

The Negro State Agricultural Advisory Board organized in 1926 cooperates with the Virginia Agricultural Extension Service in improving agriculture and standards of living of farm families. Outstanding farm men and women representing their counties, Extension workers, State and Federal officials come together annually to study and discuss problems confronting farm families and try to work out ways and means of solving them. Program emphasis is on the family as a unit for

better living and community cooperation and improvement.

5. District Home Demonstration Organizations

The District Home Demonstration Committee of the State Advisory Board was organized in 1949. This committee is composed of home demonstration club members and home agents all working together to strengthen the Extension program and to influence more people throughout the state to achieve a higher standard of living. Better housing, health, recreation and reaching more people have been goals for the program of work of the organization.

6. The 4-H Junior Council and 4-H Planning Committee

The 4-H Junior Council and Planning Committee are composed of all officers and leaders of 4-H clubs which meet at least twice a year. The council is responsible for program planning, execution, leadership training, and county activities related to 4-H clubs. Some activities council members participate in are: training club officers, project training, achievement days, fairs, tours, Rural Life Sunday, National 4-H Week observance, State 4-H Short Course and Wildlife Conference.

7. Leadership

Types of leaders are similar for adult and 4-H organizations. Organizational, subject-matter, project, result demonstrators, committee members, and program development leaders are used by local home agents. Leaders will assist with organizing clubs, conducting meetings, demonstrations, discussions, planning Extension Programs and activities.

Training is given organizational leaders in general meetings, committees, and in conferences and visits to understand their responsibilities and to improve their skills in serving organizations.

Specialists will train leaders and agents to train leaders in subject-matter. Supervisors will assist with training of program development leaders and organizational leaders, adult and 4-H.

8. Training Agents

(a) Program Development

Supervisors will conduct four group meetings for all the agents and three District Home Demonstration Meetings on Program Planning procedures. Assistant will be given by specialists and other agents at the Annual Agents' Conference. Correspondence, visual aids, visits and

workshop will be used.

(b) Extension Philosophy

Efforts continued for increased understanding of the Extension philosophy. Agent trainees will be assisted during induction training through recommended readings, visits to district office, conferences with supervisors and agent trainers.

Much time will be needed to train the agents in the appreciation and understanding of the Extension Philosophy.

(c) Teaching Methods

Each home economics specialist will assist with teaching methods, group and district meetings, conferences, home and office visits, and written material will be used by them. Agricultural and 4-H specialist will assist in much the same way.

District agents will assist with selection of teaching methods and arrange for specialist assistance. Study will be made of Extension teaching methods. Group meetings, workshop, discussion groups, visits, and letters will be used. Farm and Home Development method of teaching will be emphasized.

Four home agents attended Cornell University for three weeks.

All agents will be encouraged to improve themselves. Recommendations will be made for four agents to attend school during the summer. In-service schools on how to teach, using the tools best suited for today's programs would be valuable. Training in communication and discussion methods will be given in April. Specialist help will be requested to aid agents with teaching methods.

(d) Leadership Training

Specialist will train leaders and agents to train leaders in subject matter. Supervisors will assist with training program development leaders and organizational leaders, adult and 4-H

Home Economics specialists will assist all 34 agents, agricultural specialists will assist 10 agents and 4-H staff will assist 15 agents during the year. District

Agents will assist with training organizational leaders.

**(e) Public Relations**

Supervisors will give assistance in planning, organizing, conducting, and attending such county-wide activities as 4-H Councils, Achievement Days, Fairs and Tours in 33 counties.

In the adult program, the observance of National Home Demonstration Week on both state and county basis, tours to result demonstrators, and the State Advisory Board meeting will be used.

Agents will receive help in making preparation for radio broadcasts from specialists. Supervisors will emphasize strong county programs informing others about activities.

**(f) Office Organization and Management**

Through conferences, group meetings, office visits, and letters all agents will receive assistance with office organization and management. Emphasis will be placed on keeping accurate records, mailing lists, filing, and neat appearance of the office.

There is need for much assistance in office organization and management. The secretaries need to be trained for more efficient service. Three group meetings will be held by supervisors to assist agents with their problems.

**IV. MAJOR SUPERVISORY PROBLEMS AND SUPERVISORY ACTIVITIES IN RELATION TO:**

**A. Major Supervisory Problems**

1. Secure, train and maintain well-qualified agents for all county positions, maintain friendly relations with county officials for support of county programs.
2. Help agents and county people to develop and carry out a program which meets the needs of the people.
3. Help agents to improve their teaching methods.
4. Train agents in methods of developing adequate leadership for adult 4-H and community life activities.
5. Arrange for specialist help for agent and leader training.
6. Assist agents to determine progress and accomplishments.
7. Motivate and arrange opportunity for professional improvement of agents.

8. Assist agents to improve their working conditions.
9. Assist with planning and managing state events and activities.
10. Serve as public relations representative of the Extension Service.

#### B. Supervisory Activities

1. To secure, train and maintain well qualified agents for all positions, January--December:

Contacts will be made with state colleges and universities, teacher training schools of home economics, professional workers and leaders for young women who may be considered as prospective agents.

Prospective agents will be placed in counties with experienced agents for a period of 3 to 12 months. Procedure for training will be discussed with trainer and trainee.

Home demonstration leaders and parents will be requested to encourage promising 4-H girls to train in accredited colleges in home economics.

2. Assist home agents and rural people with developing and carrying out programs which meet their needs and interest February--December.

(a) Agents will be given training in the knowledge of aims and objectives of Extension work.

(b) Methods of developing, planning and coordinating county program - June:

1. Studying ways of encouraging more leader participation.
2. Study of social, economic and physical resources of the county.
3. Determining methods of obtaining objectives.
4. Studying the needs and interest of the people.

(c) Effective use of specialist help.

(d) Effective use of committees and leaders.

(e) Plans for professional improvement of all agents.

(f) Evaluating accomplishments of agents and work.

(g) Training in Extension educational methods and their application for best results by:

1. Studying teaching methods and the effectiveness of the different teaching methods in carrying out programs.
  2. Farm and Home Development method of teaching will be studied and followed closely.
  3. Assisting with the selection of best methods to suit needs of people and to strengthen the Extension organizations in each county.
- (h) Assist agents to train leaders in improving program planning procedures and execution in each of the 33 counties--March, and July.
1. Analysing the situation.
  2. Finding out the problems and needs of the people.
  3. Setting objectives and determining where to go.
  4. Developing methods of attaining objectives.
  5. Evaluating the program periodically.
- (i) Organization through which the programs are determined and function will receive special emphasis on strengthening and expanding in all counties.

Assistance will be given agents in state, district, and group meetings. Tours, newsletters, bulletins, and conferences with agents, supervisors and specialists will be used.

3. To assist agents with improving and building stronger 4-H club programs--February, March--October.

Assist all agents with over-all planning and execution of 4-H programs through:

- (a) Strengthening county 4-H councils, planning committees, and leader's organizations.
- (b) Selection, training, and wise use of leaders and parents.
- (c) Request assistance from 4-H club department to train adult and junior leaders in 10 counties on organizational phase of work.
- (d) Suggest means of increasing membership and holding older youth.
- (e) Special emphasis of records and record keeping.

- (f) Encourage agents to use more mass media as radio, newspapers, county program and to give more publicity to 4-H club work.
  - (g) Improving the use of county and state awards.
  - (h) Assist agents, 4-H members, and leaders in selecting projects and activities which meet the needs and interest of club members.
  - (i) Encourage organization of community clubs, summer work-shops, and training meetings as a means to alleviate time problems and large enrollments which exist in schools.
  - (j) Encourage agents to give more recognition to leaders and parents for jobs well done.
  - (k) Encourage and stimulate interest for district contests in Clothing and Foods.
4. Secure specialist assistance for leader and agent training, November 1960--September.
- (a) Review program calendars with each Home Economics Specialist, and request assistance needed.
  - (b) Request assistance from agriculture specialists for Special Interest programs as water, poultry, gardening, electric, and home grounds beautification in 15 counties.
5. To improve working conditions of agents--January and June.
- (a) Secure office improvements as telephones, heating and painting through County Board of Supervisors where need is urgent.
  - (b) Request for more secretarial assistance preferable full-time secretaries.
  - (c) Recommendations will be made for merit increases when due, if work warrants it.
6. Assist agents with developing adequate leadership in all counties. January--August.
- (a) Arrange for and assist with training of leaders.

- (b) Encourage agents to give leaders an opportunity to serve after being trained.
  - (c) Assist leaders with procedures for selection of leaders.
  - (d) Encourage agents to have different members serve on committees.
  - (e) Assistance will be given through visiting and assisting with district and local meetings.
7. To assist agents with improving methods and techniques of working with Farm and Home Development families, February, March and September.
- (a) Assist agents through individual visits, agents' group meetings with farm and home development approach, methods of conducting group meetings for families when similar problems are involved.
  - (b) Specialist assistance will be requested to assist agents in 9 counties with farm and home work through family visits, agents' conferences, and family group meetings.
8. To assist agents with developing Program Projection in the counties--February, March.
- (a) Assist agents and leaders with selection of one Home Economics Committee or General Interest Committee in 17 counties.
  - (b) Encourage agents to strengthen and use more wisely the committees that have already been organized to help expand Extension program.
  - (c) Help agents to secure necessary background information for organization of special committees.
  - (d) Serve as consultant and assist agents with explaining Program Projection to local people.
9. Assist agents and leaders with developing and using over-all county organization to expand the total Extension Program--January--December.
- (a) Evaluate and assist in strengthening County Advisory Boards in 33 counties.
  - (b) Evaluate and help strengthen the home demonstration club committees and 4-H junior councils in each of

the 33 counties.

- (c) Define and clarify objectives of over-all planning and execution groups and encourage proper functioning of each.
- (d) Encourage organization of at least one home economics or general interest committee in 17 counties.

Resources to be Utilized

1. Individual and group discussions.
2. Assistance from home economics and agriculture specialists, and 4-H club department.
3. Publications and bulletins relating to problems.
4. Tours, news releases, demonstrations, general meetings with specialist assistance, and the people themselves.
5. Suggestions from other professional workers and agents who have solved problems successfully.
6. Assistance from families, local, state, and federal organizations.

Cooperation to be received or given to other supervisors, specialists, organizations, and agencies:

1. Specialist will be asked to keep agents informed on new bulletins and other new research materials available. Specialists will confer with district agents as often as possible.
2. State and Federal workers, representatives from Virginia State College will assist agents with subject-matter materials.
3. Representatives from other organizations and agencies (county, state, and federal) will be asked to assist leaders and agents and give them latest information of interest to rural families.

Efforts to Promote Team Work

1. Staff conferences will be held to clarify policies, plan for state activities, personnel duties and problems, and program execution and evaluation.
2. Each supervisor will attend at least one meeting

conducted by specialists.

3. Conferences with Assistant Director and specialists will be held to clarify policies, and discuss home demonstration programs and activities.
4. Conferences with farm and home agents to study and clarify objectives of the county programs, to plan county goals, and methods of reaching them; to reach a clearer understanding of the responsibilities of each worker.

#### V. SPECIAL ASSIGNMENTS

##### County

- (a) Training leaders in farm agents' territory
- (b) Parent-teacher programs.
- (c) Assist at Farmers' Conferences in 10 counties
- (d) Judging at fairs and achievement days in 12 counties.
- (e) Improving public relations in 33 counties.

##### State

- (a) Executive Committee of State Advisory Board.
  1. Serving as secretary
  2. Planning programs
  3. Evaluating committee for Awards Program
- (b) Three District Home Demonstration groups.
- (c) Four-H Wildlife Conference planning and execution activities.
- (d) Planning and execution program of Annual Agents' Conference.
- (e) Four-H Regional Camp Leader and Planning Committee

#### VI. PROJECTED PROGRAM AND PERSONNEL NEEDS

It is our objective to have the Projected Program in each of the 32 counties and 2 cities where the local home agents are employed. A better understanding of the program is needed by our staff, not only on what, but how to do the job.

It is desirable to have the services of a farm and home agent in each county with an appreciable number of Negro families. Both agents are needed to do effective work with families. Urban families need and are requiring more services of the Extension Agent. More specialist assistance is needed to work with Negro families more closely and to understand their

problems. This is true also of the 4-H club specialist. If such specialists could be made available at the district offices the quality and quantity of work should improve.

Of the 34 home agents now employed, 15 work in the county without a farm agent; 6 share full-time secretaries with the farm agent; and 9 share part-time secretaries with the farm agent.

Emphasis with the agents will be directed toward improving and enlarging existing committees, and organizing and working with other committees and leaders:

To evaluate and strengthen the County Advisory Board in 34 counties.

To study carefully in 34 counties the function of County Extension Home Economics Council and General Interest Committees.

To strengthen and evaluate the Home Demonstration Club Committee in 34 counties.

To assist with organization of Home Economics Committee in 17 counties.

To evaluate and strengthen 4-H Councils in 34 counties.

To study the role of the County Youth Committee and Youth County Councils.

To assist with organization in 17 counties on one such committee.

To encourage membership on such committees from each county district.

Local, county, and state organizations, extension personnel, and local people will be used to assist with this program.