

Virginia AGRICULTURAL EXTENSION SERVICE
(State)

Rural Arts PLAN OF WORK

For Calendar Year 1959⁶⁰

<u>Major phases of project or subdivisions of Project covered</u>	<u>Name of Worker</u>	<u>Percentage of time devoted to entire project by each worker.</u>
Rural Arts	Catherine Peery	Entire Year, 100%

Date submitted: January 22, 1960

Signed: Catherine Peery

Project Leader

Date approved: 1/29/60

Signed: [Signature]

State Director of Extension

Date approved: 4/6/60

Signed: [Signature]

Administrator, Federal Extension
Work, U.S. Department of
Agriculture

PLAN OF WORK

Catherine Peery

Rural Arts Specialist

I. ANALYSIS OF PROJECT SITUATION

Art is a continuing process. Skills cannot be developed in a two hour meeting or in any one year. Art is intangible. It has to do with feelings and emotions.

The art situation does not vary much from county to county. Program planning surveys and discussions show that people want help with problems pertaining to art.

Since art is basic to many other projects, it is closely correlated with programs in home furnishings, landscape design, recreation, foods and clothing. Basic training in both color and design should be applicable in all of these projects.

There are several factors in the Scope Report that has a definite bearing on art subject matter:

1. Population Changes

We are facing increased population in two extreme age brackets--"too old for normal full employment, and too young to be employed."

The art specialist feels that we need to direct our attention more to these two age groups.

2. Rising Educational Levels

"Interest range is broadening and expected to continue".

With increased education, we usually find more interest in cultural subjects. We often find too, that people with limited education are eager to take up every opportunity to learn more about art.

Last year, six counties formed Home Economics Committees on Art. Some of these worked so successfully in reaching non-club members that the trend is toward more special committee work.

The art specialist believes that we should have more programs geared toward serving the public in general, rather than just the Extension Club Members.

III. Major Problems - confronting people in art subject matter.

A. Educational

- 1. Limited art training
- 2. Shortage of trained craft leaders
- 3. Community demands for help with art work is increasing
- 4. How to judge art. High pressure advertising, found in magazines, craft catalogues and stores is misleading.
- 5. Planning and directing art activities
- 6. Planning and directing 4-H camp craft
- 7. Making exhibits
- 8. Keeping up-to-date on teaching methods
- 9. Variation in speech of learning skills. All individuals do not learn at same rate of speed.

B. Economical

- 1. Need to know good design in buying home furnishings
- 2. How to save money by making family recreation and gifts
- 3. Want to earn money and stay at home.
- 4. Help with marketing supplies, craftwork.

C. Health

1. Projects for partially disabled member of a family.
2. Entertainment for shut-ins.
3. Hobbies and activities for the aged.
4. Mental relaxation and relief from tension.

D. Social

1. Lack of recreational activities in rural communities.
2. Need more family-type recreation.
3. Recognition in doing an acceptable piece of art.

IV. WORK TO BE DONE AND METHODS OF PROCEDURE

1. Try to more clearly determine the art situation in the State.

Find out where the people are and where they want to go.

METHODS

Questionnaires, check sheets, discussion questions,
conferences with district agents, agents and leaders.

Study county program planning comments.

SUBJECT MATTER

Prepare several suggested questionnaires, check lists.

2. Examine successful programs to find out why and how they worked.
Examine unsuccessful programs to determine why they failed.

Methods

Present findings to agents and leaders.

Make the analysis at close of each workshop or program.

3. Assist the 23 counties in planning, conducting and evaluating
the Art in Daily Living Federation Program of Work.

METHODS

Work with the State Chairman on plans and reports.

Prepare loan kits to be used in county program planning.
Meet with county committees in Fluvanna, Bedford, Hanover, Buchanan, Carroll and Spotsylvania and assist with program plans.

Lend slides and special program aids.

Follow-up with a letter to all county chairmen on suggestions for help. Obtain assistance from Virginia Museum of Fine Arts, Federation of Garden Clubs, State Library, and V.P.I. Biology Department on materials.

SUBJECT MATTER

Prepare wildflower specimens program suggestions.

Prepare loan kits on art appreciation and birds.

Revise kits on reading and music.

4. Work with State 4-H Club Department on recreation and rural arts activities with youth groups.

METHODS

Regular conferences with 4-H Staff. Train agents and leaders in five districts on 4-H Camp handicraft.

SUBJECT MATTER

Work up handicraft samples for 4-H training.

Prepare written material on teaching aids and step-by-step methods.

Prepare a recreation and rural arts manual for 4-H club members.

5. Help individuals on perfecting skills in handicraft.

METHODS

Work in 55 counties. The training will vary; all day workshops, individual work sessions, county-wide special interest meetings, area wide training meetings. Advanced training for some individuals.

SUBJECT MATTER

Prepare material. Step-by step procedures. Prepare samples of craft work to use in teaching.

6. Assist agents and leaders with exhibits for fairs, achievement programs, and National Home Demonstration Week.

METHODS

Prepare illustrated suggestions. Hold two training schools. Conferences with agents in seven counties on specific plans and details.

7. Work more closely with the state staff on correlating art programs.

METHODS

Conferences with district agents and director. Conferences with Home Furnishing Specialist, T.V. Program with food specialists.

8. Work more closely with arts and craft leaders in counties with special art home economic's committees.

METHODS

Conferences, training meetings.

V.

A. Results

1. Approximately 460 trained art leaders will reach between 5000 to 6500 people in 23 counties with art information. (Includes music, picture study, nature study, reading)
2. Between 8000 to 8500 4-H Club members will participate in camp handicraft.
3. Three-fourths of the counties in the state will devote some time to rural arts.
4. Approximately 1500 voluntary local leaders in 35 counties will receive direct training from the arts specialist.
5. 90% of the counties will exhibit craft work at county fairs, achievement programs and special events.
6. Approximately 250 people will visit art museum to study art.
7. Fifteen individuals will increase income through sale of crafts.

B. Measuring Results

Much of art work is not measurable. Art appreciation has to do with feelings and attitudes which is difficult to evaluate. The present statistical report does not contain any separate figures for art. At least ninety percent of the counties will exhibit something during the year and some results maybe seen.

Some indicating factors in evaluation might be number and

type of county requests, number of meetings held, attendance, leaders trained and number of articles made.

VI. PROJECTED PROGRAM NEEDS

I. Ageing Problems

In 1958, there were 261,000 persons in Virginia over 65 years of age and older.

The Extension Service in the counties are being asked to help with some of the problems arising in this age group. Hobbies, crafts, music and recreation are activities vital to this group.

METHODS

The specialist will work with special committees on Ageing in four counties. Prepare a leaflet on activities for older people. Keep in touch on what the Governor's Commission on Ageing is doing.

II. Youth Problems

Playground groups, Bible and Sunday School teachers as well as Scout leaders and other youth groups are seeking help with recreation and crafts.

METHODS

Agents invite these leaders to training workshops conducted by art specialist. We also furnish them with illustrated material such as bulletins and leaflets.

III. More Art Expression

Art to be satisfying should include actual experience.

Projected kinds include:

1. Organization of choral groups in more counties.
2. Organization of play groups.
3. Traveling exhibits.
4. Stress creative expression.

IV. Applying Art After It is Learned

1. Consumer buying
2. Home Decoration
3. Handicraft projects

