

HIGHLIGHTS
OF
ANNUAL REPORT
1961

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HIGHLIGHTS OF ANNUAL REPORT

Extension Sociology

The year 1961 was in a sense the year of the "breakthrough" for the Extension Sociologists. In this year they were able to demonstrate more effectively than ever before that sociology as a discipline had something to offer the rest of the Extension staff in the way of training and information that could be useful in helping the Extension Service as a whole do a better job. This came about in two ways: (1) through the workshops in group process led by the Extension Sociologist in each district, and (2) in the presentations on population changes made by the Associate in the state-wide meetings on "Virginia's Changing Agriculture." In both cases, these opportunities were afforded to the sociologists through the recognition by the Extension staff generally that they had certain needs which the sociologists by training were supposed to be able to meet; and in both cases the needs were fulfilled in close collaboration with other staff members.

The material used in the group process workshops, published in bulletin form under the title "Citizen Participation in Resource Development", was also used in workshops set up by denominational groups (by Presbyterians within the state and by Episcopalians and Brethren on a regional basis), in four of the six Town and Country Institutes held during the year, as well as on the program of the Virginia Summer School for Town and Country Ministers, and in three out-of-state Extension-sponsored programs in Little Rock, Arkansas, in West Virginia and in Tennessee.

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The community program which has played such an important part in the activities of the Extension Sociologists in the past has been considerably curtailed this year since the two major contest programs were dropped by the supporting chambers of commerce in Roanoke and Bristol. However, in these same areas many of the counties are seeing a resurgence of interest in developing county-sponsored community programs which may well be used to help carry out goals of the Rural Areas Development program.

In 1961 the Associate expanded his contribution to the 4-H program in the material he developed and published in two circulars, "Which College for Me," and "Virginia's Youth Face the Future," and in his revision of the "Career Opportunities" circular. He also participated in the 4-H Regional Resource Development Conference at Fontana Village and was invited to take part in the Temporary 4-H Career Exploration Development Committee conference held in Washington.

As in the past the Extension Sociologists set up a successful Summer School for Town and Country Ministers in which a growing proportion of the attenders were young men just out of seminary. They held six Town and Country Institutes throughout the state, and continued to hold leader training meetings for home demonstration clubs. For these the Associate prepared new materials on "Understanding the United Nations" and "How to Relax and Live Longer" and the Extension Sociologist worked up a series of reports on International Understanding which summarized the historical, political, social and economic situation in Latin America.

The Extension Sociologist continued to supervise the community exhibits at the Virginia State Fair and the Associate acted as a

Judge of the 4-11 exhibits.

In addition to the circulars already mentioned, the Associate prepared a number of population reports which were published in "Virginia's Changing Agriculture" and in other publications. At the request of the Montgomery County Planning Commission and Board of Agriculture the Extension Sociologist conducted a survey of the recreation needs of the young people of the county and prepared a questionnaire for a further survey to be made in the spring of 1962 on how the county is meeting these needs. In 1961 he published Bulletin 231, "Citizen Participation in Resource Development, Part I, A Concept," and Bulletin 277, "Part II, Workshop Manual."

During 1961 the Associate continued as secretary-treasurer of the Virginia Social Science Association. The Extension Sociologist was elected vice president of the Adult Education Association of Virginia and was active as a member of its Board; he was also a member of the Board of Directors of the Council of the Southern Mountaineers and program chairman for both the 1961 and 1962 annual conferences.

The Extension Sociologists averaged more radio tapes per person during the year than the members of any other department.