

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: Increase Quantity and Improve Quality of Silage and Forage for Dairy and Beef Cattle, Year - 1964

The Situation:

The average farmer is not producing enough forage for his dairy and beef cattle. Feed crops are high in relation to milk production and beef production as compared to state averages.

The Specific Problem:

Getting farmers to produce more and better quality silage and forage.

The Program Objective:

Increase production and lower the cost of production of milk and beef.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. Assist farmers in seeing the differences in the feeding value of different samples of silage and hay.	V.P.I. Circular 903 "More Milk Dollars From High Energy Forage"	Figure feed value of farmer's silage and hay.	Feb. & Oct	Agent
2. Increase quality of silage and hay.	Study results of silage and hay tests.	Visit to farm with results of silage and hay tests.	Feb. & Oct.	Agent & Spec.
3. Increase production of silage and hay.	V.P.I. Circular 871 "Corn For Silage"	Hold meeting on production of more and better quality corn silage and forage crops.	Mar.	Agent & Adjoining Agents
	V.P.I. Circular 541 "100 Bushels Corn Per Acre"	Individual contacts	Apr.	Agent
	V.P.I. Leaflet 153 "Here's When to Harvest Corn For Silage"	Individual contacts	Aug.	Agent
	V.P.I. Bulletin 232 "Silos and Silage" Bul. 149 "Bunker Silos"	Individual contacts	Apr. & July	Agent

EVALUATION: Visits to farm will determine whether farmer increased the quantity and improved the quality of his silage and hay by using proper varieties and harvesting at proper stage. Will compare silage and hay tests this year with next year's silage and hay tests.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS
(HOME ECONOMICS AREA)

PHASE: Home Management, Year - 1964

The Situation:

All people are consumers. The homemakers (men and women) are potential managers and spenders of the family income. There is constant need to be informed "Before You Buy". Each family needs to know its spending power and to be conscious of its unique position resulting from size of income, size of family, stage of family cycle, and actual needs and wants. This is a never ending problem because constant changes in things to buy creates a constant educational program updating information on "Before You Buy".

The Specific Problem:

To attract attention of consumers to current information and help them "think" and "reason" as they continuously adjust to change.

The Program Objective:

To provide consumers with authentic up-to-date information that will be helpful to them in making choices that will improve the family's way of life.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Ability to shop with definite purposes in mind.	Extension Specialists Extension Bulletins and Leaflets Professional magazines Mass Media Mail Order Catalogs	Include pertinent current subject-matter consumer information for all leader and group training and for organized program groups.	Feb. 12 Monthly	Home Agent trained by State Specialist, Miss Amelia Fuller Home Agent
		Use radio-newspaper to reach large and varied audiences.	Radio & news article at least once a month.	Home Agent
		Contact sales people- Inform them of current objectives for monthly program and make them	Near end or at beginning	Home Agent

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Food and Nutrition, Year - 1964

The Situation:

Food displays on grocery shelves and in the cooler bins change in appearance almost daily. People are influenced in their buying by advertising on TV, Radio and in newspapers and magazines.

The specific Problem:

How do people know what to buy?

The Program Objective:

To provide the public with authentic information that will serve as guidelines when making food purchases.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To help homemakers acquire factual information that will enable them to evaluate advertising practices and packaging and processing costs.	Extension Bulletins. Specialist helps. Textbooks on basic nutrition and food facts.			Note: Home Agent trained by State Specialist on 12/13/63 for 1964 work. Also trained 2/24-28. Home Agent
2. To help homemakers become informed on nutritive value of particular foods regardless of the form it is marketed in.	Local grocery stores.	Demonstrations Tours Radio Programs News Articles	Jan. Apr. May Nov. Dec. Apr. Nov. monthly monthly	Home Agent & Co. Committee Home Agent Home Agent

EVALUATION:

Questionnaire - survey type.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing, Year - 1964

The Situation:

Homemakers need to be continuously motivated to recognize and seek out desirable quality in clothing that must necessarily be purchased or made at home to meet the constantly changing needs of all family members.

The Specific Problem:

1. What to look for when we buy ready-made and/or construct homemade clothing for family members.
2. How to care for new type fabrics in today's clothing.

The Program Objective:

To provide homemakers with basic current educational, factual information that gives them the ability to recognize quality points in wearing apparel and the suitability of garments for each individual.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To assist homemakers in improving buying skills and techniques in obtaining family clothing to meet the family way of living.	Extension Bulletins and literature. Pattern books and leaflets. Local clothing stores and sales people. State Clothing Specialists. Mass Media.	Method demonstrations Tours Workshops Simple Sewing Tailoring General Sewing Hat Making Radio Talks Newspaper Articles	Feb. Feb. Sept. Feb. Mar. Sept. Feb. Mar. monthly monthly	Note: Agent Training by State Specs. 1/27-31 and 2/24-28 Home Agent Co. Committee Co. Committee Home Agent Home Agent Home Agent Mrs. John Groot Home Agent Home Agent
2. To assist homemakers in improving construction techniques and skills.				

EVALUATION:

Judge workmanship of workshop members. Observe audiences. Keep record of people known to be helped.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: Older 4-H Club Member Re-enrollment, Year - 1964 (continued from 1963)

The Situation:

There is some failure to re-enroll in 4-H Club work during the years of elementary school attendance in Allegheny County. The percentage of greatest drop-out is when members go into high school. Failure to re-enroll at this time gives the county 48% decrease in older 4-H membership. There is not available space in the over-crowded high schools to permit effective 4-H work to be carried out. At an Extension Staff Conference held jointly with high school principals, it was agreed that 4-H training for the older members is invaluable and that some provision should be made to give them an opportunity to continue their four-fold development. The suggestion coming from the group that seemed to have most merit was that there be organization of community clubs in all possible areas of the county.

The Specific Problem:

Enough adult leaders are not, at present, available to organize and direct community 4-H Clubs.

The Program Objective:

To get adult leaders for community 4-H Clubs.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
Adult 4-H Leaders to learn more about and better understand	(Personnel and Publications) State 4-H Staff.	Individual contacts	Sept. & Oct. Oct.	County Extension Staff
1. The older 4-H member drop-out situation in the county and in their own community. (work toward State and National opportunities and situations.)	Local professional workers skilled in working with people. 4-H Trends in Virginia and Allegheny County.	Leaders' meetings Discussions Workshop sessions	Nov.	
2. Program content and methods which are important in meeting the developmental needs and interests.	County Enrollment Statistical Data. Charts. 4-H Leaders Handbook, Bulletin 27C. Printed materials on developmental needs.	Symposiums and discussions Training Meetings Encourage older 4-H County Council members and 4-H Honor Club members to be active Junior Leaders.	Nov. monthly	

EVALUATION: Check the

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Civil Defense Program, Year - 1964

The Situation:

There is a need for greater emphasis on knowing what to do, when to act, and how to meet emergency situations.

The Specific Problem:

To acquaint the population of Allegheny County with information as to how they can survive and live with radiation in case of a nuclear attack.

The Program Objective:

To convince people that the only way they can survive is to be well informed on nuclear fallout.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To stimulate interest on the part of local leaders.	National and state civil defense authorities.	Contact officers of different organizations and discuss with them how they may conduct an educational civil defense program.	Feb. & Mar.	Agents
2. To get organizations interested in trying to take a more active part in civil defense in their communities.	State Extension Specialist	Newspaper and radio publicity.	Apr. & Sept.	All County Staff
3. To provide the county population with information about the purpose and the function of a civil defense program.	Publications Annex 31, National Food Plan Bul. 77, "Family Food Stockpile for Survival" Bul. 2107, "Radioactive Fallout on the Farm" H-7, "Family Shelter Design" L-18, "Facts About Fallout Protection" Fact Sheets PA-578, "Your Family Survival Plan" PA-583, "Your Farm Preparedness Plan"	Group meetings Talks to organizations	May On Request	Agents Agents

EVALUATION: Review to determine if people are aware of what to do.

Other phases of the Extension work which will receive emphasis during the year are:

Home Furnishings (continued from 1963)
Family Life
Program Planning
Farm Management
Turf Management
Forestry
Outdoor Recreation
Safety

Home Furnishings

Home Furnishings topics are not listed at all in the Year Book. However, a program that is emphasized during one year is always followed up to a greater or lesser degree as circumstances demand until it again finds emphasis in the program. One group arranged for a home furnishings tour and a concentrated study on home furnishings early in January. This was a follow up of interest created in 1963.

Family Life

Family Life is the Federation Program that will receive emphasis this year. This work will largely be done by the Federation Program of Work Chairmen from all the clubs formed into a county work committee. This committee is headed by Mrs. John Hamlett, County Federation Program of Work Chairman.

Program Planning

Program Planning is a "must". This year the county committee and the Home Agent are working on re-organization of subject-matter committees in an effort to make a new approach to program planning.

Farm Management

The County Agent plans to work more closely with the farmers that are enrolled in the V.P.I. Electronic Farm Record System. 1963 was the first year we had been able to get a farmer to complete a year's record. Plans are to add one or two more farmers to this service.

Turf Management

Time will be given to assisting individual homeowners, as well as managers of golf courses, public playgrounds and athletic fields, in trying to establish and maintain better and more attractive turfs. Fertilization, insect and disease problems will be emphasized.

Forestry

Some individuals will be assisted with the establishment and management of Christmas tree plantings. The cutting and harvesting of pulpwood will also be given publicity and attention.

Outdoor Recreation

Several individuals who are considering and discussing the establishment of outdoor recreation facilities to supplement their farm income will be aided in planning these enterprises.

Safety

Safety will be stressed in all phases of Extension work. Most emphasis will be placed on safety with 4-H Club members and farmers with machinery and automobiles.