

1960 PLAN OF WORK  
for  
PENINSULA AREA  
(HAMPTON, NEWPORT NEWS & YORK)

Jarnice W. Chapman  
Local Home Agent

TITLE PAGE

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#### COUNTY SITUATION

Hampton is located at the tip of Virginia's "Lower Peninsula." It is bounded on the east side by the Chesapeake Bay and adjoins the City of Newport News on the south and west and York County to the northwest. The combined area of the Cities of Hampton, Newport News, and the County of York is 245 square miles. According to the Peninsula Chamber of Commerce, the estimated population of this area for 1958 was 222,000; approximately 66,000 of these residents were non-white.

Effective in 1952, Elizabeth City County and Hampton merged to form the independent City of Hampton; Warwick incorporated to form the independent City of Warwick. Effective July 1, 1958, Warwick and Newport News consolidated; the entire area is now known as the City of Newport News.

Due to the rapid urbanization of the area, most families who engage in farming do so on a part-time basis. Incomes are supplemented by employment in local and neighboring industries and the numerous military and federal installation in the area. The per household income for the area including, Hampton,

Newport News and York is \$5,965 which is \$40 below the National average and \$256 above the State average. The standard of living of the non-white group ranges from low to upper middle class.

The Hampton and Newport News area has been classified as a metropolitan area. Increased urbanization throughout the area appears to be the trend; however, the pattern of living of the people in fringe areas have not kept pace with the urbanization of city governments. Recreational facilities, water and sewage systems, and other service facilities tend to be localized in the non-farming and populous communities. Comparatively few non-white families rely solely on farming as a source of income. In supplementing their incomes from the sources previously mentioned these families find themselves faced with some of the advantages and disadvantages associated with both urban and rural living. The picture seems to indicate the need for a greater emphasis on the better management of time as well as of other resources.

The Peninsula Area shares with other sections of the State in the need for adjustments within the family as a result of the increased number of homemakers employed out of the home. The rising cost of living, greater opportunities for employ-

ment, and the changing standards of living are among the major considerations of the women who seek employment out of the home. As a result of this employment, many homemakers face a dual responsibility ---- that of homemakers and wage earners. Time takes on an added importance as a major resources in shouldering these responsibilities. Changing concepts of the roles of family members must also result from the changing social status within the family.

Indications for the extension staff are that many of our meetings must be held at night; programs geared to special interest and non-extension groups would greatly extend our efforts; increased attention should be given to the youth phase of the work; and greater effort should be devoted to coordinating youth work with adult work. The use of mass media of teaching is also indicated in reaching a larger number of people with varied interests.

COUNTY EXTENSION PROGRAM - ADULT

## ORGANIZATION

A. County Advisory Board

## 1. Composition

- a. Adult club presidents or at least one representative from each adult club.
- b. Representative from geographical area and special emphasis group.

## 2. Purpose

- a. To act in an advisory capacity to the agent as the need arises.
- b. To aid in the correlation of plans for area wide activities.
- c. To expand the community improvement program.

## 3. Meetings

- a. To meet at least three times a year.
- b. Call meetings as the need arises.

B. Home Demonstration Club Committee

## 1. Composition

- a. Program development leader from each home demonstration club.

- b. Key leaders in the area.
- c. County affairs.

2. Function

- a. Plan monthly demonstration topics.
- b. Set up club objectives.
- c. Aid in correlation of plan for county wide activities.

C. Home Economics Committee

1. Types of Committees

- a. Household Furnishings.
- b. Foods.
- c. Home Grounds Beautification.

2. Function and Composition

- a. Compose of subject matter leaders and other interested persons; is subject matter leaders in household furnishings from all H. D. groups will be members of the Home economics committee in household furnishings, etc.
- b. Will aid in developing and presenting monthly topics that relate to the particular area of emphasis.
- c. Will encourage non-club members to participate in training sessions and other related program.
- d. Will participate in related program sponsored by extension personnel and other agencies in the city.

D. General Interest Committees

1. Types of Committees.

- a. Recreation
- b. Rural Arts

2. Function and Composition

- a. Composed of interested H. D. member and other interested persons.
- b. Will work to further these phases of H. D. and 4-H Club program.
- c. Will study recreational needs and facilities of the area.

ADULT PROJECT WORK

<u>Problem</u>	<u>Topics To Be Included</u>	<u>Number of Groups</u>
How may I utilize time and money economically in preparing for the Christmas Holidays?	Holiday Suggestions Simple Gifts Christmas Decorations	2 2 3

  

<u>Goals</u>	<u>What People Are To Learn</u>	<u>Plans For Carrying Out Project and Measuring Results</u>	<u>Notes On Results, Adjustments and Accomplishments</u>
1. To develop skills in making items for the home and person inexpensively.	1. To make table, mantle and door decorations using native material.	A. Carrying Out Project 1. Leader Training Meetings a. Method Demonstrations b. Charts, pictures, magazines, pamphlets and bulletins. c. Discussions	
2. To develop skill in using native materials to make the home more attractive during the holiday seasons.	2. To make aprons, pot holders, canister sets and candies.	2. Club Meetings a. Method Demonstrations b. Charts, pictures, magazines, pamphlets, and bulletins. c. Discussions.	
3. To develop an appreciation of time saving "do ahead" procedures in holiday preparations.	3. To do simple gift wrappings. 4. Short cuts in preparing Christmas dinner. 5. To learn some do ahead procedures in preparing traditional Christmas dinner.	B. Measuring Results.	

Project-Household Furnishings

Problem	Topics To Be Included	Number of Groups
1. What colors should I use in re-decorating my bedroom, living room? My home?	<u>Color Harmony</u> in Household Furnishings. - January	7
2. How shall I select and use accessories to make my home more attractive?	<u>Selecting and Using accessories</u> in the Home. - February	7

Goals	What People Are To Learn	Plans For Carrying Out Project and Measuring Results	Notes On Results, Adjustments and Accomplishment
1. To develop an appreciation of the principles and elements of using colors to produce a pleasing effect.	1. Types of color schemes 2. Color principles 3. To make a color plan and utilize in selecting household furnishings. 4. To select accessories of appropriate design and color.	1. Leader Training Meetings: a. Illustrated discussions: 1. Color wheel 2. Chart 3. Pictures 4. Bulletins and leaflets	
2. To develop skills in selecting new household furnishings in colors and style that harmonize with existing furnishings.	5. To select accessories that are functional as well as pretty.	2. Club Meetings a. Illustrated discussions: 1. Color wheel 2. Chart 3. Pictures 4. Bulletins and leaflets	
3. To develop skills in selecting and using accessories that are useful and attractive.		3. Result Demonstration and Tour.	

ADULT PROJECT WORK

Problem	Topics To Be Included	Number of Groups
1. How can I make my home ground attractive yet provide for family's recreational needs?	<u>Landscaping The Home Grounds.</u>	7

Goals	What People Are To Learn	Plans For Carrying Out Project and Measuring Results	Notes On Results, Adjustments and Accomplishments
1. To develop skills in making a landscape plan.	1. To make a landscape plan.	1. Leader's Training Method:	
		a. Specialist help.	
		b. Method demonstration.	
		c. Discussion.	
		d. Magazines, bulletins, and leaflets.	
		2. Club Meetings:	
		a. Specialist help.	
		b. Method demonstration.	
		c. Discussion.	
		d. Magazines, bulletins, and leaflets.	
		3. Result demonstration and tour.	

PROJECT WORK - ADULT

Problem	Topics To Be Included	Number of Groups
1. How can I use my outdoor grill to prepare and serve attractive and nutritious meals to my family? To guest?	Outdoor Cookery	7

Goals	What People Are To Learn	Plans For Carrying Out Project and Measuring Results	Notes On Results, Adjustments and Accomplishments
1. To develop skills in planning, preparing and serving meals out of doors.	1. Foods that might be easily and attractively prepared on outdoor grill or pit. 2. To plan a balanced menu that is easily prepared and served out of door. 3. To prepare and serve these foods.	1. Agent Leader Training Meeting. a. By specialist b. Method demonstration c. Bulletins and leaflets. 2. Club Meetings. a. By specialist b. Method demonstration c. Bulletins and leaflets. 3.	

PROJECT WORK - ADULT

problem	Topics To Be Included	Number of Groups
1. How can I plan recreational activities to increase the sense of family unity?	Family Recreation	7

Goals	What People Are To Learn	Plans For Carrying Out Projects and Measuring Results	Notes On Results, Adjustments and Accomplishments
1. To develop an understanding of the value of shared recreation as a mean of furthering family unity.	'1. Community resources that afford recreational facilities and opportunities.	'1. Leader Training Meeting ' A. Community Resource person ' B. Agent, discussion, leaflets, bulletins, etc.	
	'2. Games and activities that might be utilized during travel time by car and for public conveyance.	'2. Club Meetings. ' A. Discussions ' B. Leaflets and bulletins.	
	'3. To evaluate family resources for building recreational pursuits.	'3. Newspapers	
2. To develop an appreciation of community and family resources.			

PROJECT WORK - ADULT

Problems	Topics To Be included	Number of Groups
1. How may I utilize the newer fabrics and finishes to cut the cost and time needed to care for the family's clothing?	Clothing - Planning and Care	7

Goals	What People Are To Learn	Plans For Carrying Out Projects and Measuring Results	Notes On Results, Adjustments and Accomplishments
1. To develop an understanding of the newer fabrics and finishes used in yard goods and ready made clothing?	'1. Learn characteristic of major man made fabrics on market. '2. Characteristic of major finishes. '3. To understand the relationship between the initial price and the cost in time and money needed for care.	'1. Agents Leader Training Meeting. A. Specialist help. a. Demonstration b. Discussions c. Leaflets and bulletins. d. Exhibits '2. Club Meetings. A. Demonstrations B. Discussions C. Leaflets and Bulletins '3. Mass Media A. Newspapers	

OTHER ACTIVITIESDistrict Home Demonstration Goal:Better Housing:

## Objectives:

1. To improve exterior of homes.
2. To improve home grounds.

## Procedures:

1. Each club will have at least two meetings during the year devoted to the area.
2. Specialist help will be requested to help in landscaping home grounds.
3. Non club members will be invited to participate in programs.
4. Result demonstrations will be set up in several communities.
5. Local professional people will be invited to help.
6. The newspaper will be used to encourage participation and to recognize progress.
7. Clubs will cooperate with local efforts clean up campaign.

Community Improvement Work:

## Objectives:

1. To foster community pride.
2. To afford opportunity for H. D. club members to work with non-members on a common community basis.
3. To encourage family participation in and responsibility for community improvement.

## Procedures:

1. Evaluation of previous efforts at community improvement.
2. Selection of problems to be attacked this year.
3. Launching program with mass meeting.
4. Solicit cooperation of public officials.
5. Distribute family check sheets to every family.
6. Train leaders to assist with check sheets.
7. Interpret needed improvements in terms of what each family can do.

National Home Demonstration Week:

## Objectives:

1. To foster a greater understanding of Home Economics extension work among the public at large.
2. To emphasize what and Home Economics extension groups are learning and teaching thru this medium.

3. To give recognition to volunteer leaders.
4. To aid in developing an appreciation of extension work in the state and nation.

Procedures:

1. Recognition will be given in regular church service.
2. The newspaper will be used to publicize the program and to recognize outstanding leaders and accomplishment.
3. A public program (Fashion Festival) will be held:
  1. To emphasize the three (3) phases of clothing studied in the last three (3) years.
    - a. Consumer buying.
    - b. Sew and Save.
    - c. Grooming.

Achievement Program:

Objectives:

1. To recognize achievement.
2. To recognize outgoing club officers and to install new officers.
3. To inform public of the program and outstanding achievements.
4. To further the understanding of club members of the overall H. D. program.

Procedures:

1. Arrange for and aid in the preparing of educational exhibits by all H. D. clubs.
2. Provide opportunity for individual exhibits.
3. Solicit participation of public officials and other community leaders.
4. Work with responsible committees to plan for a public program.
  - a. To report on achievements.
  - b. To recognize club officers.
  - c. To install officers.
  - d. To present awards.

Farm and Home Development:

Objectives:

1. To provide information to the families enrolled in farm and home development.
2. To help all families to set goals and re-evaluate goals previously set up.
3. To provide information needed to solve problems and reach desired goals.

Procedures:

1. Use of home visits and conferences as needed.
2. Method Demonstrations.

3. Work closely with all members of families.
4. Encourage A-Mer's to select projects that will fit in the over-all family plan.
5. Involve family in as many extension activities as will aid and encourage in solution of family problems.

## COUNTY EXTENSION PROGRAM - YOUTH

## ORGANIZATION

A. 4-H Council

## 1. Function and Composition

- a. Composed of club officers and adult sponsors.
- b. To select club projects and monthly topics.
- c. To train 4-H club officers.

## Procedures:

- a. Hold at least four (4) meetings per year.
- b. Enroll members in junior leadership project.
- c. Provide necessary literature and other materials.
- d. Aid in securing and training adult leaders.
- e. Recognize achievement of groups and adult leaders.

B. County Youth Committee

## 1. Function and Composition

- a. Composed of representative from all 4-H clubs and adult leaders.
- b. Plan for achievement program.
- c. Aid in selection of representatives to short course and wild life conference.
- d. Plan for special county wide activities:
  - a. Rural Life Sunday
  - b. National 4-H Club Week
  - c. Picnic

d. Tour

2. Procedures:

- a. Hold meetings as need.
- b. Provide literature and other needed aids.
- c. Enroll members in junior leadership project.
- d. Train adult leaders.
- e. Recognize work of group and adult leaders.





## 4-H CLUB WORK

Problem	Topics To Be Included	Number of Groups
Project: Make or Remake	Making A Clothing Inventory Pattern and Fabric Selection Understanding and Using Pattern Cutting and Fitting Finishing Garment	2

  

Goals	What People Are To Learn	Plans For Carrying Out Project and Measuring Results	Notes On Results, Adjustments and Accomplishments
1. To develop skill in planning clothes to fit the occasion.	'1. To make a clothing plan before buying.	'1. Leader Training Meetings a. Discussions b. Magazines, Pictures, leaflets and bulletins.	
2. To develop skills in using a pattern to construct a fitted garment.	'2. To select becoming styles and suitable fabrics.	'c. Method demonstration	
	'3. To understand and use a pattern.	'2. Club Meetings a. Discussions b. Magazines, pictures, leaflets and bulletins.	
	'4. To construct and fit a garment.	'3. Exhibit	



OTHER ACTIVITIES - YOUTHObservance of National 4-H Club Week:

## Objectives:

1. To inform the public about the 4-H club program.
2. To further among 4-H members, parents, and sponsors an appreciation of the scope of the 4-H club program.
3. To recognize Local 4-H Club Leadership.

## Procedures:

1. Awarding 4-H club county awards during public program:
  - a. Assembly period - James Weldon Johnson High school - Demonstration by award recipients.
  - b. Assembly Period - Carver High School - Demonstration by award recipients.
  - c. 11 o'clock Church Service - Cary's Baptist.
  - d. Assembly Period - Newsome Park School.
2. Use newspaper to report on significant accomplishment of a 4-H group, member and/or leader.

Observance of Religious Emphasis Sunday

## Objectives:

1. To strengthen religious connections and participation by 4-H club members.
2. To help community to see 4-H club work as a medium for the four-fold development of boys and girls.

Procedures:

1. Encourage 4-H club members to attend and participate in a religious service as a part of the 4-H club program.
2. Use of letters to ministers of local churches:
  - a. To inform of the 4-H program and the observance of Religious Emphasis Sunday.
  - b. To ask that recognition be given to 4-H members of that church.

4-H Short Course

Objectives:

1. To provide outstanding local 4-H club members opportunity for further training.
2. To provide outstanding local 4-H club members opportunity for fellowship with other 4-Her's.
3. To further develop an appreciation of the scope of the 4-H program among club members and parents.

Procedures:

1. Help set up criteria for selecting representative to short course.
2. Provide necessary information to those selected.
3. Provide opportunities for reports to 4-H clubs and extension groups.
4. Help secure or provide transportation to and from conference.

5. Inform parents of short course activities and encourage attendance at some of sessions if possible.

4-H Wild Life and Conservation Conference:

Objectives:

1. To provide intensive training in wild life and conservation.
2. To provide for recreation and fellowship.

Procedures:

1. Help set up criteria for selecting representative to conference.
2. Provide necessary information to those selected.
3. Provide opportunities for reports to 4-H clubs and extension groups.
4. Help secure or provide transportation to and from conference.
5. Inform parents of activities of conference.

Annual Picnic:

Objectives:

1. To encourage and provide wholesome recreation.
2. To extend learning experiences in tree identification and leadership activities.

Procedures:

1. Assist committee in planning and executing.
2. Help in planning for transportation.

A-H King and Queen Contest:

## Objectives:

1. To raise money to aid in improvement of community building.
2. To send one boy and one girl to the short course.

## Procedures:

1. Assisting leaders in planning and executing.
2. Assisting in planning program for coronation.
3. Help in publicizing program.

## SCOPE OF WORK

	<u>No. in 1959</u>	<u>Goal for 1960</u>
<u>No. H. D. Clubs</u>	<u>7</u>	<u>9</u>
<u>Membership</u>	<u>143</u>	<u>200</u>
<u>No. A-H Clubs</u>	<u>10</u>	<u>12</u>
<u>Membership</u>	<u>413</u>	<u>500</u>
<u>No. Y M W Clubs</u>	<u>1</u>	<u>2</u>
<u>Membership</u>	<u>15</u>	<u>42</u>
<u>No. Community Clubs</u>	<u>2</u>	<u>2</u>
<u>Membership</u>	<u>181</u>	<u>181</u>
<u>No. Home Ec. Committees</u>	<u>3</u>	<u>3</u>
<u>Membership</u>	<u>21</u>	<u>27</u>
<u>No. General Interest Committees</u>	<u>2</u>	<u>2</u>
<u>Membership</u>	<u>14</u>	<u>18</u>
<u>No. Youth Committees</u>	<u>2</u>	<u>2</u>
<u>Membership</u>	<u>45</u>	<u>58</u>
<u>No. Farm and Home Dev. Families</u>	<u>5</u>	<u>5</u>
<u>No. Other Families Reached</u>	<u>3000</u>	<u>5000</u>
<u>No. Different Families Reached</u>	<u>850</u>	<u>1000</u>

## A. Plan for Leadership.

	<u>No. in 1959</u>	<u>Goal for 1960</u>
1. County Program Leaders.		
a. County Advisory Board	<u>43</u>	<u>43</u>
b. Youth Council	<u>2</u>	<u>32</u>
c. Home Economics Club Committee	<u>14</u>	<u>18</u>
2. Home Demonstration Leadership		
	<u>No. in 1959</u>	<u>Goal for 1960</u>
<u>No. Organizational leaders</u>	<u>48</u>	<u>54</u>
<u>No. project leaders (subject matter)</u>	<u>24</u>	
<u>No. District program of work chairmen</u>	<u>7</u>	<u>9</u>
<u>No. program development leaders</u>	<u>20</u>	<u>27</u>
<u>No. result demonstrators</u>	<u>5</u>	<u>7</u>
<u>No. training meetings by specialists</u>	<u>3</u>	<u>4</u>
<u>No. training meetings by dist. agents</u>	<u>3</u>	<u>5</u>
<u>No. training meetings by agents</u>	<u>25</u>	<u>25</u>
<u>No. training meetings by others</u>	<u>3</u>	<u>2</u>
<u>No. meetings held without an agent</u>	<u>9</u>	<u>15</u>
<u>Attendance at all training meetings</u>	<u>124</u>	<u>175</u>
<u>No. meetings leaders assisted</u>	<u>77</u>	<u>100</u>
<u>Demonstrations by leaders</u>	<u>8</u>	<u>24</u>
<u>Talks and discussions by leaders</u>	<u>32</u>	<u>56</u>

## 3. 4-H Club Leadership

	<u>No. in 1959</u>	<u>Goal for 1960</u>
<u>No. Club officers</u>	60	72
<u>No. adult project leaders</u>	30	35
<u>No. junior project leaders</u>	19	24
<u>No. training meetings by agents</u>	24	30
<u>Total attendance at ldr. tr. meetings</u>	170	190
<u>No. 4-H leaders trained individually</u>	10	10
<u>No. club mtgs. held by ldr. w/out agent</u>	25	35
<u>No. additional club meetings at which leaders assisted</u>	53	75
<u>No. demonstrations given by adult leaders</u>	4	12
<u>No. demonstrations given by junior leaders</u>	10	18

The youth leadership program might be strengthened by encouraging adult and junior leaders to assume more responsibility for the planning and implementation of the program. In working toward this end the organization of an adult leaders association should be helpful. During the coming year we shall attempt to organize such a group. In addition greater use shall be made of the newspaper and other mass media to inform of leadership activities and to give recognition to outstanding leaders.

## PLANS FOR DEVELOPING GOOD PUBLIC RELATIONS

1. State Extension Organization
  - A. Make neat, accurate and prompt reports of local extension activities, etc.
  - B. Answer promptly and courteously all correspondence.
  - C. Inform of activities and accomplishments that might be of special interest to members of state staff.
2. Elected Officials
  - A. Make monthly report to Board of Supervisors.
  - B. Inform of extension program of general interest.
  - C. Extend invitation to attend affair of general interest.
3. Relationships With Business
  - A. Patronize local business wherever possible.
  - B. Solicit cooperation from local business in the extension program.
  - C. Extend invitation to extension activities of general interest.
4. Relationship With Organizations
  - A. Inform of extension activities of general interest.
  - B. Support programs with attendance and participation if feasible.
  - C. Extend invitation to participate in extension program of general interest.

5. Relationship With Mass Media Personnel

- A. Inform of extension activities.
- B. Prepare news stories and releases to meet requirements of establishment so that a minimum of editing and correction is needed.

6. Relationship With Other Agencies

A. P. T. A.

- 1. Support program of P. T. A.
  - a. Thru attendance when possible.
  - b. By providing other assistance whenever called upon and schedule will permit.

B. United Community Fund

- 1. Render financial support.
- 2. Assist in other ways if possible to do so.

C. Family Counseling Service

- 1. Support and Assist when possible.
- 2. Supply literature upon request.

7. Individuals and Families

- A. Be courteous and friendly in all contacts.
- B. Support and encourage worthwhile community activities which insure favorable contacts with individuals and families with whom you work.

8. Co - Workers

- A. Hold frequent conferences.

- B. Activity support and encourage programs and activities of co-workers.
- C. Share responsibilities, experiences, materials, and programs.

Plans For Professional Improvement

- I. Complete work for Master of Science Degree in Education.
  - A. Hampton Institute
- 2. Utilize more fully information in the three professional magazines to which I subscribe.
- 3. Enroll in extension summer school to develop a speciality in one area of Home Economics Education.
- 4. Attend conferences, workshops, training meetings, etc. whenever time and opportunity permit.