

VIRGINIA AGRICULTURAL EXTENSION SERVICE

HOME DEMONSTRATION PLAN OF WORK

For

Calendar Year 1960

<u>Major Phase of Project</u>	<u>Name of Worker</u>	<u>Time Devoted to Project</u>
Home Demonstration	Lucy Blake	Full time
	Betty Kyle	Full time
	Mary Hille McCoy	Full time
	Eva Minix	Full time
	Margaret Svoboda	Full time
	Edith Vaughan	Full time
	Ann Wills	Full time
	Ethel Grubbs	Full time

Date submitted 1/22, 1960

Signed

Lucy Blake
Assistant Director

Date approved 1/28 1960

Signed

W. H. D. [Signature]
State Director of Extension

Date approved MAY 24 1960 1960

Signed

[Signature]
Administrator, Federal Extension
Work, U.S. Department of Agriculture

II. PROGRAM SITUATION

The number of people in Virginia reached an estimated four million in 1959. There has definitely been an upward trend with an average increase of between one and two percent per year. At the same time, there has been wide variations in population changes within the state. In general, the remote rural areas have lost people or maintained a relatively stationary population. The suburban and industrial areas gained people at a rapid rate. It is predicted that these trends will continue and that the suburban areas in particular will be our new frontiers for the next several decades. It is predicted that Virginia will have 55% urban people by 1980; the 1950 census reveals 47%.

In 1954, the farm-operator families of Virginia had a level of living index 21 points lower than the national average. Based on the value of products sold or traded and the percentage of families with automobiles, electricity, and telephones, these indexes reveal both production and consumption items. They are helpful in showing situations in different places at the same time or changing situations over a period of time. Virginia's farm level-of-living situation runs true to some of her other characteristics. Virginia is in a middle position, worse than the national average, but better than the southern average and moving forward at a snail's pace. If we had indexes for non-farm families, they would show more improvement because there have been shifts out of agriculture which have brought higher incomes and better living.

Facts about employment for a period of fifty years show a sharp downward trend in agricultural employment and upward trends in other classified types. Various push and pull factors have caused much migration in and out of Virginia. The large movement of people within the state has been to areas with mass employment opportunities such as Richmond, Norfolk, and Washington.

There has been a change in age groupings of Virginia's people. With a growth of total population there has been more growth in number of children under five years of age and in the older adult group (65 years and older). These are some of the trends which have and will continue to affect greatly this state's needs in an active Extension program. Virginia's population by place of residence (1950 census) shows 5% lived in rural towns, 22% in farm areas, 26% in other rural places, and 47% in urban towns, cities, and special urban areas.

The State of Virginia has a total of 39,893 square miles and prior to 1959, ranked 35th in size among the states. It is approximately 425 miles from east to west and the maximum width is 185 miles from north to south. The state is approximately in the middle latitude of the Atlantic Coastal Plain. It is very irregular in shape, like an elongated triangle. It is bound on the east by the Chesapeake Bay, on the west by a range of the Alleghany Mountains, on the north by the Potomac River, and on the south by the State of North Carolina and the middle reach of the Roanoke River. The inland water area of the state is 916 square miles.

In 1950, 20.6% of all married homemakers in Virginia were employed outside the home. This compares with 32% for the nation. Employment trends show an increase of 49% in employed homemakers in the last ten-year period, with indications that this rate of employment of married women will continue, or increase, as job opportunities are available and as farm employment decreases with the use of better machinery. These facts could mean a further decrease in home demonstration club membership. New methods of reaching the employed homemakers will be considered.

III. SUPERVISORY SITUATION

The promotion of any undertaking involving a number of people engaged in teaching or production requires a certain amount of direction and supervision from those responsible for the administration of the program.

This plan of work covers the activities of the assistant director and the supervisory staff for home demonstration work. The supervisory staff is composed of six district agents and one county home demonstration agent-at-large. Two district agents are employed for supervision of the Negro work in the state and are responsible to the assistant director.

Supervisors continue to analyze the needs of the program to save time and meet changing conditions as they relate to Extension objectives.

The supervisors have the responsibility of helping the county Extension staff to develop, conduct, and evaluate county Extension programs based on the needs of the people.

Supervisors plan and assist with in-service training for agents directed toward developing more effective program participation by the people in the county in program development and program execution. Strengthening local leaders remains an important function. Better ways of organizing and training home economics committees will continue to need help from supervisors.

The supervisors are concerned with the maintenance of an adequately trained staff, efficient, well-organized offices and sufficient funds to carry out the county program. In addition, the district agents assist in promoting good relationships within the staff and with the public, which Extension serves.

District home demonstration agents assume major responsibility for the home economics phase of the program, while the district agricultural agents assume responsibility for the agricultural phase. They use the team approach in their work with county staffs in dealing with the public relations aspects of the program and in contacts with county governing boards for financial support.

A. Personnel

Home demonstration agents are employed in 94 counties and two independent cities and 15 counties have assistant agent positions.

Three full-time and 11 half-time positions are made available through Federal funds for the farm and home development and rural development programs. Four counties: Gloucester, Craig, Lee, and Mathews have made no appropriation for home demonstration work. For supervisory purposes the state is divided into six districts with 14 to 19 counties in each district.

On the first day of this report year, December 1, 1959, there were four vacant home demonstration agent positions, vacancies for one full-time assistant and for two half-time assistants. The district agent-at-large position has been vacant for over a year.

Other vacancies which will occur soon are: Orange County home demonstration agent and a clothing specialist position.

It is desirable to have an assistant agent in additional counties if the Extension's services are to be made available to the growing population. The work load is too great for one agent in many counties.

B. Council and Committee Structure

The promotion of the Virginia Plan for program development is showing growth in counties of the state. As of December 1, 1959, there were 35 Agricultural Extension Service Boards, 24 Home Economics Councils, 146 Home Economics Committees, 78 General Interest Committees, 17 Youth Councils, 61 Youth Committees, and 58 written Extension programs. In addition, each county has a home demonstration club committee and most counties have 4-H councils.

D. County Budgets - Increased Financial Support From Counties

Continued effort will be made by the supervisory staff in 1960 to get increased financial support from counties for Extension workers. For several years, the staff has been working toward a definite county appropriation in keeping with the taxable wealth of the county.

During the latter part of 1959, the necessity for getting increased county appropriations was discussed by the administrative and supervisory staffs. A thorough analysis of the present Extension budget, showing the amount of local, state, and national funds and the cost of maintaining and operating the county Extension units was presented by the associate director to the supervisory staff. The most pertinent of this information will be given to county workers at a district meeting in order for them to be familiar with what is being done.

For the second consecutive year, a written budget was prepared for each county jointly by the two district agents. In January this will be sent with an appropriate letter to the chairman of the Board of Supervisors and the County Clerk. Some board members will be visited individually and, in nearly all instances, one or both district agents will meet the Board of Supervisors at a regular meeting prior to the time the budget is made up to justify the need for the increase.

As a result of this planning, a large number of counties will be asked for an increase. The following table shows by districts present

West Central District Appropriation Increases

County	HDA Present Appropriation	Increase	Asst. Present Appropriation	Increase	Total
Alleghany	2000	200			200
Bath	1350	150			150
Bedford	2000	220	1600	200	420
Campbell	1800	200			200
Floyd	1200	180			180
Franklin	1800	120	1600	0	120
Halifax	1800	200	1400	200	400
Henry	2200	100	1600	200	300
Highland	750	250			250
Montgomery	1600	200			200
Patrick	1500	120			120
Pittsylvania	2000	100	1600	200	300
Roanoke	2200	200	2000	160	360
Rockbridge	1900	100	1300	200	300
Botetourt	1684	176			176
Totals	25784	2516	11100	1160	3676

Southwest District Appropriation Increases

County	FDA Present Appropriation	Increase	Asst. Present Appropriation	Increase	Total
Bland	800	420			420
Buchanan	1380	480			480
Carroll	1400	460			460
Dickenson	1600	---			---
Giles	2100	---			---
Grayson	1740	---			---
Russell	1860	---	*1620	1620	1620
Pulaski	1000	1220			1220
Scott	1900	---			---
Smyth	1000	1100			1100
Tazewell	2000	---			---
Washington	1800	300			300
Wise	1600	380			380
Wythe	1000	980			980
Totals	21180	5340	1620	1620	5960

*New position

Northeast District Appropriation Increases

County	HDA Present Appropriation	Increase	Asst. Present Appropriation	Increase	Total
Caroline	1540	80			80
Chas. City	360	140			140
New Kent	480	120			120
Essex	1600	200			200
Hanover	1625	356			356
Henrico	2460	240	2220	---	240
James City	1260	240			240
King George	1600	200			200
King & Queen	950	190			190
King William	750	250			250
Lancaster	1000	380			380
Middlesex	1000	260			260
Northumberland	1620	120			120
Richmond	1040	160			160
Newport News	2460	---	*2200	2200	2200
Hampton City	2340	120			120
York	1600	400			400
Westmoreland	850	770			770
Totals	24535	4226	4420	2200	6426

*New position

Northern District Appropriation Increases

County	HDA Present Appropriation	Increase	Asst. Present Appropriation	Increase	Total
Arlington	2000	400	*1400	600	1000
Augusta	1760	460	1320	280	740
Clarke	1000	200			200
Culpeper	1740	---			---
Fairfax	2266	194	1892	328	522
Fauquier	2000	220			220
Frederick	1800	100			100
Greene	700	100			100
Loudoun	1800	420			420
Madison	1600	100			100
Orange	1300	---			---
Page	1700	100			100
Prince William	2200**	200	1700	100	300
Rappahannock	950	---			---
Rockingham	1800	420	1400	400	820
Shenandoah	1760	---			---
Spotsylvania	1150	350			350
Stafford	1400	100			100
Warren	1600	---			---
Total	30726	3364	7712	1708	5072

*New position

**\$200 from School Board included

Southeast district Appropriation Increases

County	HDA Present Appropriation	Increase	Asst. Present Appropriation	Increase	Total
Accomac	1600	380			380
Brunswick	1740	120			120
Chesterfield	2200	260	1800	---	260
Dinwiddie	1620	120			120
Greensville	1740	---			---
Isle of Wight	1620	240			240
Hamsemond	1860	---	1620		---
Norfolk	2220	240	1800	400	640
Northampton	1620	240			240
Prince George	1300	320			320
Princess Anne	2000	460	*2220	2220	2680
Southampton	1980	---	1500	240	240
Surry	1200	---			---
Sussex	1600	140			140
Total	24300	2520	8940	2860	5380

*new position

East Central District Appropriation Increases

Albemarle	1960	260	1720	80	340
Amelia	1000	380			380
Amherst	1500	240			240
Appomattox	1600	---			---
Buckingham	1380	---			---
Charlotte	1400	200			200
Cumberland	1200	---			---
Fluvanna	1600	---			---
Geeshland	1600	---			---
Louisa	1020	300			300
Lunenburg	1000	---			---
Mecklenburg	1170	330			330
Nelson	1320	180			180
Nottoway	1440	---			---
Powhatan	1140	60			60
Prince Edward	1200	240			240
Total	21530	2190	1720	80	2270

Appropriations for Local Home Agents (Negroes)

<u>County</u>	<u>Present Appropriation</u>	<u>Increase</u>
<u>West Central</u>		
Bedford	700	200
Campbell	1000	140
Franklin	1000	80
Halifax	1100	100
Henry	1200	120
Pittsylvania	1400	---
<u>East Central</u>		
Amherst	600	400
Charlotte	600	300
Fluvanna	900	100
Louise	600	300
Lunenburg	1000	---
Mecklenburg	400	600
Nelson	600	300
Nottoway	1050	210
Prince Edward	1000	---
<u>Southeast</u>		
Brunswick	1140	120
Chesterfield	1380	---
Dinwiddie	1000	---
Greensville	1140	---
Isle of Wight	1020	---
Nansemond	1260	---
Norfolk	1500	100
Prince George	750	270
Princess Anne	1600	---
Southampton	1200	180
Sussex	1000	140
<u>Northeast</u>		
Hanover	1132	368
Henrico	980	520
King & Queen	775	---
King William	300	600
Lancaster	750	150
Northumberland	670	470
Westmoreland	600	540
Peninsula Area	1460	---
Total	32807	6308

appropriations, the number of counties being asked to make an increase in existing appropriations, and the amount of the increase.

IV. MAJOR SUPERVISORY PROBLEMS AND SUPERVISORY ACTIVITIES IN RELATION TO THEM

County Budgets

Problem: County appropriations have not increased as rapidly as the cost of the county program.

Goals

To increase county funds in order to maintain present level of work and quality of workers.

Resources and Methods

1. Inform all agents of the need to have increased financial support from counties. Use district meetings and county conferences.
2. The team of district agents propose budget requests. Present budget to administrative staff for approval. Submit budgets with appropriate cover letter to the designated county officials early in the year.
3. Make individual visits to key supervisors, county officials, and present budget request with justification at regular meetings.
4. Encourage county executive staff to keep elected officials and others informed of the county program, results, and services rendered and available by Extension.
5. Assist workers to build and carry out a vital educational program as a means of helping people recognize the value of the Extension program so public support will be given to Extension work.

To get appropriations for additional positions where the program and population potential are the greatest (Arlington, Fairfax, Russell, Newport News, Campbell, and Princess Anne)

To survey county situations to see where additional positions are needed.

Personnel - Selection and Employment

Problems: Finding qualified and interested personnel to keep positions filled.

Too few girls in state studying home economics in college.

Goals

To secure approximately 30 qualified workers to fill expected vacancies.

Resources and Methods

1. The assistant director, district agents, and others contact the six Virginia colleges.
2. Same group keeps in touch with Virginia girls in other colleges.
3. Have agents keep in touch with trained home economists living in their areas and report to district agents.
4. Help agents and others on recruitment drives to interest 4-H and other high school girls in studying home economics; make information on scholarships and loans available.
5. Seek opportunities to present slides, leaflets, talks and exhibits to interest high school girls in studying home economics.
6. Hold personal interviews with prospective personnel, check references, including quality credit standing and ability to work with others.
7. Supervisors make recommendations to assistant director for employment of those having qualifications.
8. Work with assistant director to get girls placed in the most suitable location and position for their special abilities.

Training Agents

Problem: All agents need training in program development, teaching methods, securing, training and using leaders, office organization and management, public relations, evaluation and in other areas.

Goals

To train agents to do more effective job in Extension.

Resources or Methods

1. Have all agents attend three-day Communications Training School.
2. Have all new workers serve period with training agent. Arrange for apprentice agents to receive eight weeks' training.
3. Arrange for new workers to attend New Workers' Training School.
4. Supervisors arrange to give more help through visits to new workers.
5. Supervisors arrange for more special help for experienced agents and new workers as is needed.
6. Use county staff conferences for training agents in all phases of program development. Strengthen relationships within organization.
7. Supervisors visit counties and check on progress and needs of trainer and trainees.
8. Recommend certain workers for out-of-state Extension training courses and conferences.

Office Organization and Management

Problem: Many county Extension workers are located in office situations which are not conducive to the maximum results. The space is often unattractive and crowded without adequate storage, ventilation, heat, and light. Some are not well identified by signs. Too many inefficient procedures of filing and office organization exist.

Goals

To help agents in every county maintain well organized, efficient offices.

To analyze with county officials the present office space, relocate and improve offices where needed.

To put the state filing system in operation in every county office. (Complete 50% during 1960.)

Methods and Resources

1. Survey with county staff the present office situation, determine needs for additional office space, equipment, and improved management.
2. Train agents and secretaries in recommended procedures in office management through visits, conferences, workshops, and efficient use of secretary's handbook and other written information.
3. Plan and hold joint staff conferences on a systematic basis.
4. Make use of filing demonstrations in pilot counties. The teams of district agents to work with the staff members in at least nine additional counties to establish and use the state filing system.

Program Development

Problem: County programs need to be developed based on actual analysis of county situation considering the constant changes affecting family living.

Goals

To develop county programs that help meet the changing pace in family living.

To have a well-planned program in each county based on immediate and long-time needs of the people, following procedures of the Virginia Plan for program development.

To assist agents to form home economics, general interest, and youth committees in at least three-fourths of the counties.

To have a written Extension program from three-fourths of the counties.

To maintain and strengthen the home demonstration and 4-H club programs in all counties.

Goals (Farm and Home Development)

To strengthen farm and home development phase of the program in all counties.

To work with 1550 families in home management

Resources and Methods

1. Assist agents in planning.

2. Secure assistance of specialists.

3. Train leaders, hold agent training, joint conferences with agents and leaders, and committee work with specialists and leaders.

4. Assist county staff to understand techniques that may be useful in helping people to analyze needs and resources.

5. Assist county staff in more effective involvement of local people in all phases of developing, conducting, and evaluating of Extension programs.

6. Help agents select and use effective teaching methods.

7. Work to clarify concept of program with county staff.

8. Assist agents to increase participation in organizations and add additional organizations for better county coverage.

Resources and Methods

1. Assist agents to develop methods and procedures for work with more families and with families in a more concentrated way on phases of management.

2. Secure more assistance from specialists for specific problems of families. Train new agents in home management procedures.

Goals

(Rural Development)

To assist agents in two counties, Carroll and Cumberland, in rural development.

Leadership

Problem: Getting maximum returns from leadership and potential leaders.

Goals

To secure, train, and use effective leaders.

To determine areas in which more leadership is needed.

To analyze leadership situations and make adjustments.

To evaluate trained leaders.

To evaluate effective methods leaders use in programs.

Resources and Methods

1. Help agents to organize county Rural Development Boards and committees to help plan programs to meet needs of the people.
2. Assist agents to train leaders in methods and procedures of conducting programs based on needs.
3. Help coordinate work and plans with civic, industrial, educational, and agricultural interests.

Resources and methods

1. Supervisors work closely with agents in determining the number of leaders needed. Assist in selecting, training, and using leaders effectively. Give this assistance to agents and leaders through supervisory visits, county, and district meetings and workshops.
2. Arrange for training leaders in adult and youth work by agents and specialists.
3. Help leaders grow by encouraging participation in workshops, county events, and special interest meetings.
4. Assist agents in developing evaluation procedures and devices.

Public Relations

Problem: Lack of understanding on part of the Extension workers of the Extension policies and philosophy as the most essential elements in developing good public relations.

Failure on part of Extension workers to recognize the necessity of good public relations to the effectiveness of the total Extension program.

Goals

To assist agents in developing interest and ability to promote effective relationships between the Extension Service, other groups, agencies, and people.

To keep before the public the Virginia Land Grant College, VPI, and the Virginia Agricultural Extension Service.

To help agents to grow in their ability to work with the different publics

Resources and Methods

1. Plan for follow-up of public relations survey started in 1939 through supervisory visits and conferences.
2. District agents keep entire staff informed on Extension policies, programs, and other developments through conferences, staff meetings, and through written communications.
3. Hold conferences with agents on problems as they arise.
4. Encourage regular staff conferences.
5. Help agents to develop in the role of educational leaders.
6. Help all agents to get acquainted with key people, businesses, and organizations in the counties.
7. Help agents to learn the programs and objectives of related organizations in the county and to participate in some of these organizations.
8. Help the agents to feel the need for becoming a part of the community and to participate in its activities.

V. SPECIAL ASSIGNMENTS

A. Federation of Home Demonstration Clubs

<u>Assignments</u>	<u>What</u>	<u>Who</u>	<u>Time</u>
Program of Work	Art in Daily Living (advisor)	Catherine Peery	as requested
Program of Work	Citizenship (advisor)	Dr. D. R. Fessler	as requested
Program of Work	Family Living (advisor)	Margaret Svoboda	as requested
Program of Work	Health (advisor)	Janet Cameron	as requested
Program of Work	Safety (advisor)	Mary Settle	as requested
Program of Work	Home and Community Beautification(advisor)	A. S. Beecher	as requested
Nominating Committee	Advisor	Margaret Svoboda	as requested
Finance Committee	Advisor	Eva Minix	as requested
Program Committee	Advisor	Edith Vaughan	as requested
Reception Committee	Advisor	Mary Thompson	as requested
Yearbook Committee	Advisor	Ann Wills	as requested
Exhibit at Atlantic Rural	Advisor	Betty Kyle	as requested
Student Loan Funds Com.	Advisor	Lucy Blake	as requested
Cooperative House at VPI	Advisors	Lucy Blake Mary Settle	as requested

B. Institute of Rural Affairs

Program	Arrange program	Blake, Settle, Vaughan	as needed
Quarters	House women attend- ing Institute	Groseclose, Cameron, O'Brien	as needed

<u>Assignments</u>	<u>What</u>	<u>Who</u>	<u>Time</u>
Recreation	Organize recreation	Peery, Svoboda, Kyle, Minix, Wills, Fuller	as needed
Registration	Register guests	McClaskey, Habel	as needed
Meeting places	Arrange meeting rooms	Jamison, Barker Settle	as needed
Vespers	Arrange program	Settle, Patton	as needed
<u>C. 4-H Short Course</u>			
Registration		to be assigned	as needed
Dormitories		to be assigned	as needed
Burruss Hall		Barker, Minix	as needed
Classes	Planning & Supervising	to be assigned	as needed
In Charge of Girls Dormitory	Supervision	Kyle	June 27-July 2
<u>D. All Star Conference</u>			
Banquet Committee	Advisor	to be assigned	as needed
<u>E. 4-H Electric Congress</u>			
Registration	Registering guests	Minix	as needed
Banquet Committee	Member	Wills	as needed
In charge of girls	Advisor	Svoboda	as needed
<u>F. 4-H Leaders Conference</u>			
Program Committee	Adult leader training	to be assigned	as needed

<u>Assignments</u>	<u>What</u>	<u>Who</u>	<u>Time</u>
<u>G. Annual Extension Conference</u>			
Entertainment and Recreation		Barker, Pace, Peery	as needed
Quarters and Registration		Wills, McCoy	as needed
Meeting Rooms and Classroom assignments		Grubbs	as needed
<u>H. Committees</u>			
TVA Land Grant College Committee	Member	Vaughan	as needed
In-service Training Committee		Blake, Fuller, Minix	as needed
Cooperative projects sponsored by Agricultural Committee of Bristol Chamber of Commerce	Co-chairman to represent Extension	Vaughan	as needed
Roanoke Area Community Improvement Program	Co-chairman	Svoboda	as needed
Epsilon Sigma Phi Committee	To publish history of Virginia Extension Service	Vaughan	as needed
Evaluation Committee	On farm and home development	Kyle, Minix, McCoy	as needed
Report and Plan of Work	To write State Report and Plan of Work	Svoboda, McCoy, Vaughan, Cameron	as needed
<u>I. Camps</u>			
Holiday Lake 4-H Camp	Board of Directors	Svoboda, McCoy	as needed
Southwest Virginia 4-H Club Center	Board of Directors	Vaughan	as needed
Jamestown Camp	Advisor	Kyle	as needed

<u>Assignments</u>	<u>What</u>	<u>Who</u>	<u>Time</u>
Atlantic Rural Exposition	Advisor	Kyle	as needed
Lynchburg Farm Show	Cooperation with Sponsor, Lynchburg Chamber of Commerce	McCoy, Svoboda	as needed
Other Fairs		Blake, Vaughan, Wills, Minix, Svoboda, McCoy, Kyle, Grubbs	as needed
<u>J. Other</u>			
Resource Development Conference	Advisor	Vaughan	as needed
4-H Achievement Records	Judging	Wills, Settle, Groseclose	as needed
District All Star Events	Planning and arranging	Vaughan, Kyle, Minix, Svoboda, McCoy, Wills	as needed
Virginia Council on Health & Medical Care	Cooperation with	Blake, Cameron	as needed
Farm Organizations	Cooperation with	Blake, Grubbs, six district agents	as needed
Virginia Council on Planned Parenthood	Cooperation with	Kyle, Blake	as needed
Virginia PTA	Advisory Council	Blake	as needed
Virginia Rural Electrification Council	Executive Committee	Blake	as needed
VPI's Role in Agriculture	Steering Committee Subject matter committee	Blake, Settle, Cameron, O'Brien	as needed

<u>Assignments</u>	<u>What</u>	<u>Who</u>	<u>Time</u>
Practical Nurse Committee	Member	Kyle	as needed
Out of State and Special Foreign Visitors in districts and on campus	Planning, instructing and serving as hostess	Blake, Grubbs, 6 district agents	as needed
Other special assignments made by director or assistant director			

VI. PROGRAM PROJECTION AND PERSONNEL NEEDS

One of the big problems in Virginia is meeting the increased demand for Extension work with present personnel. With the ten percent increase in population in Virginia from 1950 to 1956, a corresponding increase has resulted in demands of the Extension agents' services. An increase in requests for assistance has come from urban people which comprised eleven percent of home demonstration club membership in 1954.

Four counties still remain unorganized in home demonstration work and without the services of a home demonstration agent. The problem of arousing interest in these counties to make appropriations for home demonstration work is deep-rooted and of long standing. There is a great need to establish new positions in order to give better services in certain areas.

District agents will stress the great need for securing additional personnel if the Extension program is to expand to meet the needs of the people of Virginia.

Projected Program and Personnel Needs

Situation and Problems

Implications for V.F.I.

1. Situation: At the present time four counties lack home demonstration workers (white) and only 34 counties have home demonstration agents (Negro).

Problem: How can greater interest in the home demonstration program be aroused in counties not now reached and new positions established and county appropriations secured for home demonstration agents in these areas which are not now served or not served adequately?

2. Situation: Two cities in Virginia now employ home demonstration agents. Eleven percent of the H. D. membership in 1954 was urban. Agents receive more and more requests for assistance from urban people.

Problem: What policy should be established concerning Extension's responsibility in the urban areas and what financial support expected? How can the urban demands be answered best?

3. Situation: From 1950 to 1956, population in Virginia increased 10%. From 1949 to 1957, there has been an increase of 61% in the number of families the Extension program has influenced to make changes in their home-making practices.

Problem: How can Extension continue to meet the increasing demands of a growing population, especially in thickly populated areas?

1. Implication: Place home demonstration workers (white in the counties not at present organized and add 30 additional assistant agents in the next 15 years. Increase the Negro home demonstration agents by at least 100% in the next 15 years.

2. Implication: Place home demonstration workers in at least 20 urban areas.

3. Implication: Increase personnel by at least 75% in the next 15 years. Educate and provide a larger percent of the needed personnel at VPI (that is, agents). Research needs to be carried on to determine what is an effective work load of a home demonstration agent.

4. Situation: In 1950, 23.2% of the Virginia female population was composed of age group 25-34 years. Of the women 15 years of age and over, 36% were employed away from home. In 1954, a survey of home demonstration club members showed that only 11% of the club members were under 30 years of age and that 18% of the club members were employed away from home. In 1957, of the 986,756 families in Virginia, 174,414 were reached by the home demonstration program. This is 17%.

Problem: How can Extension serve more adequately a larger proportion of the people, especially the young homemakers and the employed homemakers?

5. Situation: Virginia families, because of complex life today, are expressing a need for more varied subject-matter information such as child development, family life, safety, etc.

Problem: How can the influence of Extension teachings be broadened to cover more kinds of information and to meet the increased demands for help in certain subject-matter areas?

4. Implication: V.P.I. (resident, research, and Extension) must supply the home demonstration agents with facts and figures to meet the changing needs, if the agents are to be able to serve satisfactorily the homemakers of the state. Home demonstration agents need more undergraduate training in management and also more in-service and graduate training in management.

5. Implication: The specialist staff must be increased to include additional workers in the following: One in home Management; one in consumer education; one in food and nutrition; one in clothing; two in house furnishings; one in housing; two in family life; one in safety; one in health; one in beautification of home grounds; in addition one person should be added in Extension education; two persons in program determination. In supervision, an assistant man and woman district agent should be added to each district.

6. Situation: Homemakers employed away from home have a dual role of employment and homemaking. Adjustments are necessary to fulfill successfully each role. Adjustments in program are necessary also if home agents are to contact working women.

Problem: How can the Extension educational program be planned to meet this situation?

7. Situation: Farm population in Virginia is decreasing rapidly while the urban and the rural non-farm population is increasing. At the same time, the Extension home economics program is reaching an ever-increasing number of urban and rural non-farm people and a gradually decreasing number of farm families.

Problem: How can Extension continue and strengthen its influence with the farm families and at the same time make available the needed information for rural non-farm and urban families?

8. Situation: Better housing, better health and health facilities and safer conditions are needed throughout Virginia.

Problem: How can Virginia families be made more aware of this situation and be encouraged and educated in the ways to adopt higher standards of living?

6. Implication: The means for more use of mass media must be established, especially TV and radio. Additional agents will be needed in order to stagger the load and hold meetings at the time and place satisfactory to the working homemakers.

7. Implication: Research is needed to determine program adjustments for a changing clientele. More personnel is needed to provide more in-the-home work with families. More research is needed on the methods used most successfully in encouraging the application of the teachings.

8. Implication: More complete recognition of the actual problems of the families of the state is needed by the members of the resident faculty so that resident teaching may be more closely tied to the problems of the state. More research is needed based on the actual conditions of the state, which would provide the facts to be carried to the families of the state by the Extension workers.

9. Situation: With the increasing number of women working outside the home, problems of home supervision and child care are becoming increasingly great. There are increasing demands for services for children and youth to supplement the care and training of the home.

Problem: What standards and facilities are needed for care of children of working mothers which will supplement but not supplant parental care and guidance?

10. Situation: Juvenile delinquency is on the rise, and it has pushed into rural areas.

Problem: What are the underlying causes of the increase in juvenile delinquency and how may they be corrected?

11. Situation: As the number and portion of the population become aged, additional homes for the aged will need to be provided both by private and public funds. As these homes increase, there will be an increasing demand for trained personnel to plan, operate, and staff these homes. Personnel service to the aged is a new professional field which is now developing.

Problem:

- (a) What kind of housing is best suited to the needs of the aged?
- (b) What kind of training is needed to equip personnel to care for the aged?

9. Implication: V.P.I. should expand its facilities for training in child care both on an academic and non-academic basis offering courses for professional and semi-professional status.

Research is needed as to desirable minimum standards and facilities for child care centers.

10. Implication: Research on family and community implications of juvenile delinquency is needed to ascertain factors in family and community life associated with the rising rate and its extension into rural areas.

11. Implication: Research is needed as to housing and equipment which will aid the aging to prolong their independence as much as possible.

Experimental programs are needed in training personnel to operate and staff homes for the aging.