1964

ANNUAL STATISTICAL REPORT

OF

COUNTY EXTENSION WORKERS

January 1, 1964 - December 31, 1964

County CULPEPER

Submitted By:	Name	Title
	Roy F. Heltzel	County Agent
	Mason H. Hutcheson	Assistant County Agent
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Approved By: Date _____ _____

State Extension Director

Issued in furtherance of cooperative Extension work in agriculture and home economics, acts of May 8 and June 30, 1914, in cooperation with the U. S. Department of Agriculture. W. H. Daughtrey, Director of Extension Service, Virginia Polytechnic Institute, Blacksburg, Virginia.

WES:ap May 1964

SECTION I: SUMMARY OF SELECTED EXTENSION TEACHING ACTIVITIES

(See instructions in Section I for columns A-B-C-D-E-F.)

Teaching Activities	Work Done By -- Home Agents A	Youth Agents B	Agricultural Agents C	County Total D	State Staff E	Grand Total F
1. Farm, home, firm and other out-of-office visits	240	824	717	1781		
2. Office calls	587	526	2166	3279		
3. Telephone calls (received or made)	1740	2413	3339	7492		
4. Newspaper articles or stories:						
a. Prepared and released directly to newspapers or magazines	41	112	86	239		
b. Prepared by state office and released through county extension offices	46	9	64	119		XXXXX
5. Broadcasts made:						
a. Radio	20	43	47	110		
b. Television						
6. Publications distributed directly to the public	7963	2109	10561	20633		
7. Circular and commodity letters written	48	117	95	260		
8. Training meetings held for local leaders:						
a. Adult work (1) Number	5	10	17	32		
(2) Attendance	61	104	216	381		
b. Youth work (1) Number	3	119	3	125		
(2) Attendance	16	3123	31	3170		
9. Other meetings at which agents or specialists presented educational information:						
a. Adult work (1) Number	98	33	123	254		
(2) Attendance	1801	1146	4272	7219		
b. Youth work (1) Number	89	18	22	129		
(2) Attendance	1858	451	757	3066		
10. Meetings held by local leaders:						
a. Adult work (1) Number	97	41	23	161		
(2) Attendance	1410	2702	229	4341		
b. Youth Work (1) Number	37	16		53		
(2) Attendance	375	365		740		

SECTION II: PROGRAM EMPHASIS

(See instructions for Section II.)

	Days Devoted By	
	County Staff A	State Staff B
11. Planning and management of the farm business	45	
12. Field crops, pasture, range (production and on-farm marketing)	57	
13. Soil management	17	
14. Horticulture (production and on-farm marketing)	28	
15. Forestry (production and on-farm marketing)	11	
16. Soil and water conservation, wildlife	9	
17. Plant pathology	13	
18. Entomology	18	
19. Agricultural chemicals (pesticides, additives, etc.)	28	
20. Dairy (production and on-farm marketing)	43	
21. Poultry (production and on-farm marketing)	36	
22. Livestock (production and on-farm marketing)	48	
23. Animal and poultry health	1	
24. Marketing and utilization	42	
25. Consumer education in use of agricultural products	2	
26. Agricultural engineering	13	
27. Dwellings and equipment	10	
28. Home grounds improvement	17	
29. Planning and management in the home	13	
30. Family economics	2	
31. Home furnishings	28	
32. Clothing selection and care	19	
33. Clothing construction	29	
34. Food preparation and selection	12	
35. Food preservation	1	
36. Nutrition	19	
37. Human relations, child development	3	
38. Health		
39. Safety		
40. Recreation	18	
41. Outlook		
42. Community development and resource adjustment	10	
43. Manpower development, employment information	3	
44. Public affairs	12	
45. Rural defense	9	
46. Leadership development	50	
47. Extension administration, organization	72	
48. Program planning	69	
49. Supervision of extension personnel	XXXXX	
50. Inservice training received	92	
51. Miscellaneous (cannot be charged to above items)	41	
52. Total days worked (items 11-51)	940	
Of total days reported in item 52, how many were devoted to:		
53. a. Adult work	493	
b. Young adult work (ages 18-25)	37	
c. 4-H Club work	398	
d. Work with other youth and youth serving groups (within 4-H age)	12	

54. Adult voluntary local leaders assisting in the conduct of county extension work. (Read instructions before completing.)

	Men A	Women B
a. In overall county-wide extension councils or committees, community improvement work and other work not covered below	27	5
b. In adult agricultural and related fields	112	
c. In adult home economics and related fields		158
d. In work with young adults		
e. In 4-H Club work: (Different leaders only)		
(1) Organizational leaders	4	2
(2) Project or subject-matter leaders	30	12
(3) Other adult leaders	18	4
f. Total DIFFERENT adult leaders	120	174

HOME ECONOMICS EXTENSION WORK

55. Organized clubs or other groups continuously carrying on adult home economics extension work:

a. Number of groups	13
b. Number of members	272

56. Special audience and specific interest groups:

a. Organized by extension and worked with in home economics extension work:	
(1) Number of such groups worked with	8
(2) Attendance at meetings held with these groups	211
b. Not organized by extension:	
(1) Number of such groups worked with	3
(2) Attendance at meetings held with these groups	54
(3) Number of leaders in non-extension organized groups trained by extension during the year	

WORK WITH YOUNG ADULTS

Work designed to meet the continuing education needs of men and women, primarily out of school, unmarried, and in the age range of 18-25. Report all worked with of this age group regardless of whether they are also reported elsewhere.

57. Extension sponsored groups of young adults:

a. Number of groups worked with		3
b. Number in such groups	Men:	15
	Women:	45

58. Number worked with through young adult programs (jointly sponsored groups, non-extension groups, and individuals not in groups). Men: 60; Women: 55

WORK WITH OTHER YOUTH

59. Number of youth (of 4-H Club age) worked with in addition to 4-H Club members 65

4-H CLUB WORK

60. Number of 4-H Clubs 24

61. Different 4-H Club members enrolled:
- a. Boys 241
- b. Girls 276
- c. Total 517

62. Four-H Club members enrolled by place of residence:
- a. Farm 231
- b. Rural non-farm 168
- c. Urban 118

63. Four-H Club members by years in club work:
- a. 1st year 191
- b. 2nd year 108
- c. 3rd year 83
- d. 4th year 68
- e. 5th year 31
- f. 6th year and over 36

64. Four-H Club members by age groups:
- a. 12 years and under 362
- b. 13-15 years inclusive .. 129
- c. 16-20 years inclusive .. 26

65. Four-H enrollment in projects and activities:

(A member may be enrolled in more than one project or activity under each of the following groupings and should be counted each time.)

- a. Agronomy (crops and soils) .....
- b. Horticulture (fruits, vegetables, landscaping) 24
- c. Entomology and plant pathology 8
- d. Conservation (soil, water, forest, wildlife) 216
- e. Poultry 6
- f. Dairy 20
- g. Beef 24
- h. Swine 15
- i. Other livestock 87
- j. Engineering (include electricity, tractor, automotive) 40
- k. Management on the farm .....
- l. Marketing and business .....
- m. Management in the home 18
- n. Clothing 37
- o. Food and nutrition 258
- p. Home improvement and furnishings 27
- q. Family life education .....
- r. Personal development (public speaking, grooming) 9
- s. Health .....
- t. Safety 11
- u. Recreation (include crafts) 1
- v. Community and public affairs .....
- w. Career exploration 45
- x. Total enrollment in projects and activities 846

66. Junior 4-H Club leaders:
- a. Boys 7
- b. Girls 2

SECTION III: COOPERATION WITH OTHER PUBLIC AGENCIES

(Read instructions before completing.)

	Days Devoted By	
	County Staff A	State Staff B
FEDERAL AGENCIES		
67. Agricultural Research Service	3	
68. Agricultural Stabilization and Conservation Service	10	
69. Bureau of Indian Affairs		
70. Bureau of Land Management; Bureau of Reclamation		
71. Department of Commerce (Area Redevelopment)	3	
72. Economic Research Service		
73. Farm Credit Administration		
74. Farmer Cooperative Service	2	
75. Farmers Home Administration	7	
76. Fish and Wildlife Service		
77. Food and Drug Administration		
78. Forest Service	4	
79. Housing and Home Finance Agency		
80. Rural Electrification Administration	1	
81. Selective Service		
82. Social Security Administration; Internal Revenue Service	1	
83. Soil Conservation Service	3	
84. Area Authorities (TVA, etc.)		
85. USDA Defense Board		
STATE AGENCIES		
86. Civil Defense (at both state and county level)	11	
87. Health Department	3	
88. Highway Department	2	
89. Commissions on: Children and Youth; Juvenile Delinquency; Aging		
90. State Departments of Agriculture and Forestry	11	
91. State Department of Education (schools in general)	3	
92. State Employment Service	3	
93. Welfare Department		
94. State RAD Committee	1	
COUNTY AGENCIES		
95. Soil Conservation Districts	13	
96. Vocational Agricultural and Home Economics Departments	4	
97. County or area RAD Committees	6	

CUMBERLAND COUNTY

PLAN OF WORK

JANUARY 1 - DECEMBER 31, 1964

E. L. Seay, Jr., County Agent

Georgia W. Wilkerson, Home Demonstration Agent

Thelma S. Putney, Secretary

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy **YEAR:** 1964

The Situation: The county forage program had improved greatly until the drought of 1963. Our acreage in in improved forage has increased and the quality of the forage much improved, with the exception of 1963. However, we are not producing enough of the proper quality forage to meet the needs of the livestock numbers in the county. Our acre yield, in many instances, is too low and the quality affected by improper management practices. The yield on cash crops, in many instances, is too low, due to improper management, low rate of fertilization, and the use of unadapted varieties.

The Specific Problem:

The quantity and quality of the forage produced is not in line with the livestock numbers. Low crop yield - low quality forage.

The Program Objective:

To increase crop yields and improve quality of forage.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To assist farmers in acquiring a better understanding of the recommended varieties and management practices to be followed.	Extension specialist Extension Agronomy Committee Experiment Station District agent & other agricultural workers.	Tours	July	Agents Specialist Ext. Agronomy Committe
Follow through to be sure farmers use these varieties and apply these practices in the correct way.	Bulletins & other Extension publications	Method-result demonstration Personal contacts & farm visits Radio programs News articles	Spring	Agri. workers Agents Agents Agents
Work with Agronomy Committee & other agricultural workers in an effort to promote & carry out a program that best meets the program objectives.		County meetings	Jan-Feb	Ext. Agr. Comm. Specialist Prof. Workers

EVALUATION: Agents' awareness and observation of increased quality and quantity of forage & crop yields. This will directly reflect in the farmers' increased milk production, rate of gain in beef cattle, and income.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT

PHASE: General Livestock YEAR: 1964

The Situation: Beef cattle in the county have increased greatly from 1950 to 1963, however, the drought of 1963 caused many farmers to reduce their herds greatly. Some farmers sold out completely. Sheep numbers have remained fairly constant. Hog numbers, which had been remaining constant, have increased considerably over the past 3 years due to increased emphasis placed on feeder pig production. There was some reduction in numbers the last half of 1963, but these are expected to come back as feed improves.

The Specific Problem:

Even though many farmers culled very closely in 1963, there is a need for better culling practices, better herd sires, disease, sanitation and management practices.

The Program Objective:

To encourage farmers to eradicate diseases, practice a rigid culling program, selection of better type herd sires, recommended sanitation and management practices.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist Extension veterinarian and State veterinarian in educating the sheep growers on the Scabies Eradication Program, rechecking suspect flocks in Cumberland County.	Extension veterinarian State veterinarian Extension specialists	Radio program Circular letters Farm visits to inspect flocks	Jan. Feb.	Agent Agent
To assist farmers in acquiring a better understanding of the recommended management practices to be followed in beef cattle and hog operations.	Extension specialists Extension Livestock Comm. Experiment Station	Tours County meetings Culling Demonstrations Herd sire & heifer replacement selection	July Feb.	Agent Livestock Comm. Prof. Workers Ext. Specialist.
Follow through and make sure farmers apply these practices in the correct way.	Extension bulletins Charts All printed matter related to subject.	Personal contacts Radio programs News articles	Sept. Oct. Nov.	Agents Agents Agents
Work closely with the Extension livestock committee & other agricultural workers in an effort to promote & carry out a program that would best meet program objective.		Discussion		Agents

EVALUATION:

Observation of animals in herds, size and grade of young stock produced and marketed. Increased income, eradication of diseases; compare these with previous years.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: Dairying **YEAR:** 1964

The Situation: At the present time we have 21 farmers selling Grade A milk in Cumberland County, 42 Grade B producers, and a few farmers selling cream. Up until 1963 the number of cows increased in both the Grade A and B herds in the county, however, due to the drought in 1963, most herds were culled much closer than usual. Farmers should continue to cull out all low producers in order to improve their efficiency.

The Specific Problem: The proper culling of cow herds, improved quality of milk, the use of better herd sires, better dairy management, and mastitis control are problems in this area.

The Program Objective: To raise the production of milk per cow, reduce mastitis, and make the farmer more efficient to insure a greater return on his investment.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist dairymen & those who milk cows:	Extension specialists District agents	Demonstrations	July	Agents Dairy Comm.
1. Proper culling of herd.	Extension bulletins & publications	Tours Personal contacts	Aug.	Agents, Dairy & Agronomy Comm. Exten. specialists
2. Acquire a better understanding of the recommended milking practices.	Charts Experiment Station			
3. To acquire skill in applying these practices.	Artificial Breeding Association	Radio Programs News Articles Committee meetings		Agents Agents Agents & members
4. To assist and follow through to be sure dairymen are applying these practices skillfully and in the right manner to achieve or obtain the best results.	Other agricultural workers Extension Dairy Committee	DHIA ABA Farm visits	Dec. Dec.	Local Supervisor & agents Local technicians & agents

EVALUATION: Extension agents' observation of increased production and efficiency. Interest & questions by farmers. DHIA records, number of farmers using artificial breeding services. Increased income to farmers.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: Poultry **YEAR:** 1964

The Situation:

A large number of our farmers are engaged in poultry as either a primary or secondary source of income. Egg and broiler prices have been very unstable and caused a fluctation in their farm income.

The Specific Problem: Problem areas are--Need for improved marketing outlet, good management & sanitation program, the proper construction of poultry buildings, and means of disposing of dead birds.

The Program Objective: To improve the marketing outlet, sanitation & management practices, building construction. Construct proper disposal pits for dead birds.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To assist farmers in acquiring a better understanding of the recommended management & sanitation practices to be followed.	District agent Extension specialist Extension Poultry Committee Experiment station	Assist in sponsoring area school	Spring	Agents Poultry Comm. District agent Ext. specialist
Follow through & make sure farmers apply these practices in the correct way. Emphasis will be placed on improvement of poultry houses & disposal pits.	Other agricultural workers Extension bulletins Extension publications Charts Poultry service men & field representatives	Personal contacts Radio programs News articles Discussions		Agents Agents Agents Agents
Work closely with the Extension Poultry Committee & other agricultural workers in an effort to promote & carry out a program that best meets program objectives.	All printed matter & data relating to subject	County group	Summer	Agents Ext. specialis Poultry Comm.

EVALUATION: Increased income. Increased interest. Increased management & sanitation practices followed by farmers.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: Forestry & Wildlife **YEAR:** 1964

The Situation:

Two-thirds of Cumberland County is now in some type of woods. Many farmers and landowners are planting pines each year, but pines are being cut much faster. A large acreage of cleared land not in cultivation in fall and winter months could be in wildlife cover.

The Specific Problem: Timber and pulpwood are being cut at a much faster rate than they are growing back. A large percentage of this land is growing up in worthless hardwoods. Farmers are not making the best use possible of their uncultivated fields for wildlife management.

The Program Objective: To encourage farmers to make a more selective cutting of timber & make farm forest improvements; also a need for planting more seedling pines on land not suited to crops & on land growing scrub hardwoods. Encourage farmers to leave a wildlife strip around their fields & plant wildlife food patches in an effort to promote better wildlife conservation practices.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist farmers in acquiring a better understanding of the recommended management practices to be followed.	District agent Extension specialist Local State Forest Service Local Game Commission & wardens	Method demonstrations	July	Agents & Forestry Com
Follow through & make sure farmers apply these practices in the right way.	Extension bulletins Extension publications & all printed matter & data relating to subject.			Agents
Work very closely with Ext. Forestry Committee, State Forest Service & others to see that farmers are recognized for their work, and their results made public so others may observe & learn.	Charts Other agricultural workers	Personal contacts Radio Programs News articles Discussions Ext. Forestry Comm. Mtg.	Sept.	Agents Agents Agents Agents
Cooperate with Ruritan Club, Forest Service & hold forestry tour to let farmers see results of good forest & wildlife management practices.		Tour	Nov.	Agents Prof. Workers Forestry Com Ruritan Club

(Over)

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT, AND NATURAL RESOURCE DEVELOPMENT

PHASE: Farm Management **YEAR:** 1964

The Situation: The Farm Management Program provides the necessary requirements for good, sound management decisions relating to the farm operation and family life of farm families. The program needs to be directed toward providing farmers with the information, training, and tools necessary to help them in making and carrying out sound business management decisions.

The Specific Problem: Lack of accurate information on data relating to farm businesses. This information is needed in order to make sound farm management decisions.

The Program Objective: Have more farmers keep better records and analyze their present farming operation to determine areas to improve their efficiency in an effort to raise the farm income and improve their standard of living. Help farmers study their situation, determine alternatives, set objectives and goals, formulate a plan of action, make periodic adjustments, and follow through to reach objectives and goals.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. Continue to work with 17 farmers on the Mail-in-Records Program in the county.	Extension bulletins Extension publications & information. Illustrative charts Extension specialist District agents Farm Management Assistance R.A.D. Committees Educational schools	Individual contacts Group teaching training mtgs. Individual contacts Discussion Group meetings Radio Programs News Articles	Oct-Nov Early Fall	County Staff Ext. state, district, & county personnel County Staff RAD Comm. Prof. Workers
2. Have as many farmers as possible code their own records this year.				
3. Analyze & study each farm on the Mail-In Records Program and as many other as possible and make suggestions & recommendations that will make better use of all available resources.				
4. Assist with & supervise all phases of Farm Management in the county.				Farm Mgm. agents in district.

FARM MANAGEMENT

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
9. Encourage all farmers in the county to keep & maintain better farm records and make the best use possible of them.				

EVALUATION: Measure progress by farmers' interest and desire to keep & use better records. Study past, present, proposed farm plans. Study alternate plans and adjustments made or anticipated. Number and percent of farmers participating in program from year to year. Study quantity & quality of farm products produced and marketed.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: Marketing Farm Products YEAR: 1964

The Situation:

Many farmers produce crops and livestock, and market theirproducts through cooperative sales. However, there are a large number of farmers who sell their products locally and receive less income.

The Specific Problem:

To get farmers to sell through farmer-operated cooperative marketing outlets such as organized feeder pig, calf, and yearling sales.

The Program Objective:

To encourage farmers to participate in organized farmer-owned marketing outlets.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
To get farmers to realize the value of selling their products through farmer-owned cooperatives.	Extension specialist Extension Livestock Comm. Extension Agronomy Comm. District agent	Tours County meetings	July	Agents Ext. Comm. Prof. Workers Ext. Spe.
To get farmers to realize the value of selling a quality product.	Other agricultural workers Extension publications Extension bulletins	Personal contacts Radio program News articles		Agents Agents Agents
To give the smaller farmer the same advantage in selling his products as the larger producer	All printed matter & data relating to subject Charts	Discussion Annual Association meetings	Jan.	Agents Producers
Help the farmer realize the advantage of proper planning, to market his products at a time that he would receive the maximum return on his investment.				Ext. Spe. Prof. Workers.

Marketing Farm Products

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To see that farmers selling alfalfa hay to Dark-Fired Tobacco Association obtain latest information on seeding and management practices. Also see that Tobacco Association obtains information on harvesting and storing hay.				

EVALUATION: Observing the number and grade of animals entered in organized sales as compared to previous years, observing the price of other products marketed through unorganized sales and comparing results. Increase income.

OTHER FIELDS THAT AGENTS PLAN TO WORK IN - BUT NOT TO THE EXTENT AS THE ONES IN WHICH DETAILED PLANS WERE SUBMITTED:

Fields

Horticulture Products

Entomology

Pathology

Agricultural Engineering

Soil & Water Conservation

Cooperation with ASC

Cooperation with Soil Conservation District

Cooperation with F.H.A.

Cooperation with P.C.A.

Cooperation with local county farm organizations

Cooperation with county cooperatives

Farm labor

Agriculture planning

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Family Economics **YEAR:** 1964
(Use of family income & resources)

The Situation:

The median income, $965, presents a problem in providing needs for the family. The management of resources is a major problem. Homemakers generally have poor buying skills, do impulse buying, and do not use resources readily available to them. Homemakers, generally speaking, do not make wise use of time and money.

The Specific Problem: To give homemakers information that will help them develop the ability to analyze, to judge, and to act with purpose in today's market, and to make full use of available resources.

The Program Objective: (1) To provide families with information that will guide them in analyzing their situation, (2) make wise choices (3) make wiser use of family resources, and (4) understand advertising.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. Have homemakers gain an appreciation for, and an understanding of advertising, packaging, reading labels, and the buying of household products.	Shopping for laundry and housecleaning products.	Method demonstrations Radio talks	March March & throughout year	Leaders R.A.D. Committee members. Agents
	Understanding advertising.			
	How to clean walls, woodwork & wallpaper.	Posters (take home materials)	Throughout year	Leaders
	Buying household & laundry supplies.	Circular letter Newspaper articles (special series)	April March	Agent R.A.D. Committee members.
	Extension specialist & publications.	Committee meeting	Jan. & March	R.A.D. Committee members
		Bulletins Exhibits	March	Agents Specialist School children - leaders

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
2. Encourage homemakers to make use of cleaning materials available to them and to teach correct techniques of cleaning rugs, upholstery & care of fabrics.	Extension materials	Leader training	January	Specialist
		Method demonstrations	March September	Leaders
		Radio talks		Agent & leaders
		Posters	March	Leaders
		Exhibits	September	Leaders
3. Provide homemakers with information so it will be possible for them to make wise choices in buying wood furniture.	Extension materials	Leader training	May	Agent
		Tour	July	Agent & leaders
		Agent training	April	
		Radio talks	June	
		Newspaper articles	July	Agent
		Method demonstrations	June & July	Leaders
4. Assist 4-H members and other youth to find and use information to solve problems in earning, spending & saving money.	4-H management projects & materials	Method demonstrations	July	Members Leaders
		Tours	July	Leaders
		Exhibits	Sept. & Nov	Members
		4-H Projects		Leaders & Agents
		Contests		Members
5. Provide information for homemakers to get best value from food dollar by preparing food at home.	Extension specialist & materials	Leader trn. mtg.	Jan.	Co. leader
		Method demon.	Jan. & Nov.	Club leaders
		Newspaper article	Jan.	Agent
		Radio talks	Throughout year	Agent
		Exhibits		Members

Evaluation to be made by committee, agent and members.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H & EXTENSION YOUTH PROGRAMS

PHASE: Jr. Leadership **YEAR:** 1964

The Situation: Cumberland is a small rural county in great need of adequate trained leadership. Young people have few opportunities to develop leadership potentials so they may grow into useful citizens.

The Specific Problem: Lack of opportunities, encouragement, and guidance in leadership development.

The Program Objective: To provide guidance, stimulus, knowledge, and opportunity for development of leadership potentials.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. Provide Jr. & Sr. 4-H members training & knowledge in conducting business meeting.	Guide for 4-H officers	Club meetings - method demons.	Sept.	Agents & leaders, Jr. leaders
2. Develop skills, knowledge & poise, self-confidence, & leadership potentials.	State & USDA Publications 4-H Club Dept.	Radio, Club meetings & Programs, Demonstrations Contests (Co., dist., state) Achievement Programs Special observances - exhibits, fairs Projects	March April May June Jan. Feb.	Honor Club Members Jr. leaders Agents Adult leaders
3. To recognize leadership in a job well done.	State & USDA Publications	Medals Trips Certificates Achievement Awards Ribbons Leadership responsibilities Mass media Correspondence Camps	 March Sept. July June	 Agents Adult leaders H. D. members Jr. leaders

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
4. Opportunity & training in working with & guiding younger 4-H members.	4-H Club Department	Method demonstrations	June	Honor Club members
		Tours	July	
		Camps	August	
	State & USDA Publications	Project meetings		Agents
		Projects		Adult leader

Evaluation: Survey to determine contribution of Jr. leaders.
Growth and development of Sr. Community Clubs.
Attitude and participation of younger 4-H members in county program and activities.
Recognition received by club members.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: 4-H & OTHER EXTENSION YOUTH PROGRAMS

PHASE: Organization of 4-H Adult Leaders YEAR: 1964

The Situation: There is no county organization for orientation and training of 4-H leaders. The agents and leaders feel the need for a county organization.

The Specific Problem: Leaders feel their effectiveness can be greatly increased by having a county organization.

The Program Objective: To increase the contribution of the leader in the county and local club 4-H program.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To provide leaders with information on purpose and function of county organization.	4-H Club staff State bulletins	Home visits Conferences	Aug.	Agents
2. To have leaders form county organization.	State bulletins	County meeting	Sept.	Agents Key leaders

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Home & Community Improvement YEAR: 1964

The Situation: Good appearances of the home and the community are very important in developing a real interest in community and county life and in encouraging industries and families to move to the county, and in increasing land values. Some citizens show little interest in improving their homes -- many improvements can be made with a minumum of effort. This is a long-time county program. Slowly, progress is being made, but much remains to be accomplished.

The Specific Problem: Apathy of citizens to home and community improvements and lack of confidence in selecting plants, making plans and caring for plants and shrubs.

The Program Objective: To improve home and community surroundings.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To teach families importance of, and principles of home ground planning.	State bulletins Specialist	Committee reports Method demonstrations Slides Contests Mass media	Feb. April June	Agent Comm. members 4-H members
2. Homemakers to develop an appreciation for beauty in home grounds.	State bulletins	Flower Show Mass Media Contests Tours County-wide meeting Method demonstrations Shrub & flower exchange Committee meetings	Jan. May June April Sept. March	Committee Agent Leaders
3. To teach families what, when, and how to plant annuals, perennials & bulbs	Specialist State bulletins & materials	Committee reports Leader training meetings	Apr. Sept. Oct. Nov.	4-H members Agent Leaders Committee members

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
4. To have citizens develop an interest in improving community property and to give assistance in improving these grounds.	Specialists State & USDA literature	Tours Community project Mass media	April July March & throughout year.	Comm. Members Leaders Co. people Club members

EVALUATION: 1. Questionnaries to determine improvements planned - completed, and long-time improvements planned.

2. Participation of home owners in program.

3. Public areas improved by community people.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: COMMUNITY & PUBLIC AFFAIRS

PHASE: Rural Areas Development **YEAR:** 1964

The Situation: Cumberland was a pilot county in R.A.D. Many committees were set up to meet county problems. There is a great need for a county meeting to re-evaluate these committees - discarding and adding committees as needed. Committees and officers are not set up on a rotating basis. Committees need to evaluate their progress. The professional workers need to meet and evaluate the program and the part they are contributing.

The Specific Problem: A slow-down of interest in - and activities of R.A.D.

The Program Objective: To strengthen county R.A.D. Committee and sub-committees as established by county committee.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	MEANS	WHEN	BY WHOM
1. Have Chairman of Professional Workers call a meeting to discuss county program and the professional workers' relation to county R.A.D. program.		Committee meeting Conferences	April May	Agents Prof. Workers.
2. To encourage sub-committees to meet, discuss county problems, evaluate committee progress, and present changed situation to overall county committee.	County information Professional workers	Committee Meetings	May June	Comm. members Prof. Workers Agents
3. To have county chairman call county meeting. Have sub-committee reports. Overall county committee evaluate work of committees. Learn county situation. Disband committees that have completed work. Appoint new committees as needed.	Professional workers Census Information County information Specialist	Conferences County meetings Home visits	June July	Co. Chm. Com. Members Prof. Workers Agents

Rural Areas Development

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
Rotating system be established for committee members and officers.				
4. To have County Committee establish schedule of county and sub-committee meetings.	Professional workers State & USDA bulletins	Conferences County meetings	June July	Agents Prof. Workers Committee members

EVALUATION:

1. Progress of program
2. Committees and officers on rotation schedule
3. Increased R.A.D. activities
4. Increased interest of professional workers in program.
5. Regular meetings of county and sub-committees.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: COMMUNITY & PUBLIC AFFAIRS

PHASE: Civil Defense YEAR: 1964

The Situation: Many people are not aware of the wide scope of civil defense and do not understand how to protect their families in emergencies. Many people have a fatalistic attitude concerning nuclear attack and must be educated. They are not aware of, and do not care to know plans that have been made in case of attack.

The Specific Problem: People are not interested in civil defense and do not know how to provide for families in emergencies.

The Program Objective: To provide information and incentive - so county people may learn how to provide for families in emergencies.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To acquaint leaders with information to be presented at club meetings and other meetings.	State materials	Leader training	Feb.	Specialist
2. To teach citizens of their obligation in promoting civil defense information.	State materials	Method demonstrations Committee reports Mass media	March	Leaders Agents
3. To teach citizens how to protect themselves and families during emergencies.	State materials	Method demonstrations Reports Mass media (Medical self-help classes)	April May Sept. Nov.	Leaders Agents Health Dept. Sanitation officers Rescue Squad members

Evaluation:

1. Increased interest in civil defense as witnessed by changed attitudes and activities.
2. Number of people reached by committee members and other adults.

(Over)

ADDITIONAL AREAS OF WORK

CLOTHING:

Special interest meetings in clothing construction for beginners.

Club programs presented to clubs by leaders on decorative clothing finishes and selection and care of new fabrics.

4-H leaders will conduct project training classes in "So You'd Like to Sew" and "Make or Remake" projects.

HOUSE FURNISHINGS:

Demonstrations to clubs on Wood Furniture and tours by clubs to visit furniture stores.

Individual work will be done with families on all phases of house furnishings.

FOOD & NUTRITION

Work will be done with county R.A.D. Committee to solve county health problems.

Demonstrations will be given to clubs by leaders on new dishes for picnics and economical meat dishes.

4-H summer project training classes will be taught by leaders.

The agent will work with families on individual problems of food preservation and family health.

Emergency First Aid -- Each club will have a program on Emergency First Aid. The leaders will be trained by the County Health Nurse and club members who have recently attended the regular and advance Red Cross First Aid Classes. The medical Self Help Training Kit, available from the County Health Office, will be used also.

Polio Prevention Program -- County home demonstration women have been asked to help with the Oral Savin Vaccine Clinics in the spring.

OTHER ACTIVITIES - HOME ECONOMICS

Housing and House Furnishings --

4-H Your Room Project selected by 4-H Program Planning Committee to be conducted as set up in Extension 4-H Manual. Project being conducted in 4 county elementary schools by the county agents.

Housing Committee --

This committee is in the process of being reorganized. The agent has had a conference with housing specialist and set up plans for reorganization which includes enlarging committee and suggested procedure for getting committee functioning.

Upholstery --

Special interest workshop has been set up for the year. Considerable interest has been shown in this.

Refinishing Salad Bowls --

This activity takes the place of other handicraft and was requested by the newer members as it was a most popular activity many years ago.

Clothing --

Growing Old Gracefully -- This program will not only include styles, fabrics, and colors in clothes as one gets older, but hair styles, cosmetics and attitudes. The latter being most important if one is to grow old "gracefully".

Buttonholes -- This is to be a special interest workshop. The women will be taught to work buttonholes by hand and make bound buttonholes.

Efficiency in Packing a Suitcase -- Since families are constantly on the move, homemakers want to learn how to pack a suitcase to the best advantage, which includes, not only getting more clothing in the suitcase, but clothing will be wearable at the end of journey without pressing.

Health Activities:

Cancer Prevention -- Club members will continue to urge women to have annual health check ups including the "Paps Smear" test.

ADDITIONAL AREAS OF WORK:

Farm Management and Farm Records -- Assist farmers on IBM record system.

Livestock Production, Marketing, Health, and Management -- Work with and through Extension Livestock Committee on their plans.

Plant Pathology and Physiology -- Assist in identification and control measures to use on large as well as small areas.

Soil and Water Conservation -- Work with SCS on needs survey of state in developing uses for information on local basis.

Farm Chemicals -- Utilization and safety.

Farm Buildings and Farm Equipment -- Forage and grain handling training for county people.

Outdoor Recreation Opportunities for Rural Landowners -- To assist landowners in planning recreational projects.

Civil Defense -- Cooperate with Civil Defense Coordinator and carry on a Civil Defense informational program in conjunction with other work.

Public Relations -- Maintain favorable image of Extension Service and assist in other agency work when requested or needed.

Special 4-H Projects -- To assist in developing and training leaders and in securing members for special project work.

EVALUATION:

Number of leaders who conduct special interest project groups; number of meetings held, and members enrolled by leaders.

Observe improvement of leaders in methods of working with boys and girls.

Leaders evaluation of special project groups.

Determine number of members enrolled 2 or more years in the same project.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H Project Training

The Situation:

Many 4-H members lack the opportunity to meet with others in project groups. Adult leaders are not utilized to the extent they could be in working with special interest groups.

The Specific Problem:

Boys and girls lack opportunities for special interest project work, and leaders lack training in conducting project work.

The Program Objective:

To provide adult leaders with training for conducting project training and to enroll boys and girls in more projects for longer periods.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To secure leaders for project instruction for project groups and to provide leaders with sufficient training so they will feel secure in conducting project training sessions.	County Extension Staff 4-H leader's handbook 4-H leader's manuals 4-H Program Planning Guide, Bulletin 270	Individual contacts Leader training Discussions and demonstrations	All Year	County Staff
2. To increase length of time members enroll in the same project.				
3. To improve on 4-H members' records.		Encourage participation in submitting Achievement records.		
4. To increase participation in demonstrations and District Contests.	County Extension Staff	Hold county elimination contests to determine county winner.		County Staff & Specialists
5. To increase tenure in 4-H.		Project awards through State Office & local awards.		

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Rural Area Development, Year 1964

The Situation:

Fluvanna County farm income in below the state average. The average size farm is 175 acres. Many citizens travel great distances to work in neighboring counties and cities. The county is strictly rural except for two small villages, one of which is incorporated. There is a need for surveying local resources and determining the best possibilities to insure over-all economic growth.

The Specific Problem:

Local leadership has been slow to determine county possibilities and selecting areas for study and evaluation.

The Program Objective:

To maintain an effective RAD Committee and appropriate sub-committees for analyzing the county situation and utilizing county resources in solving these problems in a unified way.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To take the leadership in: 1. Maintaining a functional RAD Committee	Technical Panel	Have regular meetings of RAD Committee	Monthly	County Staff
2. Maintaining appropriate sub-committees	USDA & Other Government Agencies	Establish sub-committees as needed	As needed	County Staff, Committee member, or appropriate professional workers.
	USDA publications and other printed materials as they become available.			

EVALUATION:

Determine progress made during the year by over-all committee and sub-committees.
Evaluate recommended projects and solutions to problems as determined by committee and sub-committee.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: I.F.Y.E.- 1964

SITUATION:

For the first time in history of this county one of our outstanding 4-H Club members has been selected to participate in the International Farm Youth Exchangee Program.

PROBLEM:

Securing funds to finance this program, since $1025 is requestedto be raised on the County level.

PROGRAM OBJECTIVE:

To organize and assist local leaders in planning and conducting a fund raising campaign.

Organizational Objective	Source of Assistance	Methods	When	By Whom
To coordinate the efforts and ideas of the Leaders and assist them with organization.	Printed material from V.P.I.	Discuss possibilities with interested Leaders	January, February, and March	Extension Staf
	V.P.I. Specialists			4-H Honor Club
To assist and serve as advisors and assist with details.	Information and suggestions from several previous IFYE Delgates	Hold meeting of interested leaders from various areas of the county.		County Council Officers
To encourage participation and cooperation by the people in the county.		Publicize the program through leaders, discussions with 4-H clubs, H.D.clubs, and civic organizations.		Leaders
		Weekly local newspaper publicity.		Fund Raising Committee Members