

When:

The year round

Plans for Evaluation of Accomplishments:

Only by observation

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Project Area: 4-H Boys and Girls

Phase: Projects

Situation:

Projects for 4-H work is becoming increasingly difficult for boys and girls, because of the change in farming status of the parents of boys and girls.

Specific Problems:

Finding attractive projects which will keep the attention of boys and girls.

Program Objective:

To carry on an educational program with boys and girls of 4-H Club age.

Teaching Objectives:

To attract each boy and girl of 4-H club age to the program and hold them there and cause them to feel something worth while has been added to their lives.

Methods:

Hold interesting meetings with each member participating. Take educational trips. Emphasize good project work.

Teaching Objectives	Source of Assistance	Methods	When	By Whom
<p>A. Secure and train additional adult leaders in:</p> <ol style="list-style-type: none"> <li>1. Improving the present projects in order to meet the needs, interest and ability of older youth</li> <li>2. Developing new programs and projects which will challenge the abilities of older youth.</li> <li>3. Providing group activities which will promote understanding and coordination between vocational departments in the schools and the Extension program.</li> </ol>	<p>State 4-H Staff          Adult leaders          District agents          USDA Bul. 393          4-H Leaders Handbook          The Flag, Bul. 278          4-H Project Manual          Guide Posts for 4-H Leaders          Va's Changing Population Picture</p>	<ol style="list-style-type: none"> <li>1. Training meetings</li> <li>2. Group discussions</li> <li>3. Individual contacts</li> <li>4. Conferences with other professional workers</li> </ol>	<p>Jan. 1964          to          Nov. 1964</p>	<p>Local Agents          Vocational Workers</p>

EVALUATION:

Through surveys and observation by the agents of the number of older youth enrolled in 4-H activities.

By observing the affectiveness of methods used by leaders in working with older 4-H club members.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

Project Area: 4-H and Older Youth Extension Program

Phase: Program Development for Older  
4-H Club Members

Situation:

The number of girls and boys actively enrolled in 4-H clubs, after the completion of elementary schools, is relatively small. It is believed that this is due, in part, to a lack of variety in projects offered which would cause a lack of interest. There is also a need for a closer working relationship between the vocational department and the Extension Service.

Specific Problem:

A large number of teenage boys and girls do not enroll in 4-H clubs.

Program Objectives:

To work with county leaders, both junior and adult in studying 4-H projects, with emphasis on ways of making projects more interesting. Thus increasing the possibilities of enrolling a larger number of older youth.

Additional Areas for Consideration

1. Slip coverings
2. Rug making
3. Planning storage space for the home

Teaching Objectives	Source of Subject Matter	Methods	When	By Whom
1. To teach the basic principles in developing a color scheme	Circ. 799 Leaf. NR-91 Fundamental Procedures in Home Furnishings by Sears Roebuck Co.	Method demonstrations illustrative talks group discussions and circular letters	January	Agent
2. To teach good selection of furnishings in relation to texture, design and scale of pattern	How to choose and make slip covers, by Sears Roebuck Co.		February	Agent - Leaders
3. To teach homemakers practical ways to treat various types of windows	How to Make draperies and curtains, by Sears Roebuck Co.		March and April	Agent - Leaders
4. To teach the basic skills in drapery and curtain making			May and June	Agent - Leaders
5. To teach the correct methods of framing and hanging pictures	How to frame a picture - MK 158		August and September	Agent
6. To teach the proper use of pillows and how to cover them.	Circ. 833, slip covers Circ. 937		October and November	Agent - Leaders

EVALUATION:

Tours - before and after check, observation

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Project Area: Extension Home Economic

Phase: Home Furnishings - Year 1964

Situation:

Statistics show that only 7% of the average family's income goes into furnishings for the home and homemakers are too greatly influenced by their neighbors in spending that 7% in selecting home furnishings, without giving ample thought to durability and good design.

Specific Problem:

There is a lack of knowledge among homemakers in doing overall family planning for major home furnishings purchases.

Program Objectives:

To teach homemakers how to develop and use a long time home furnishing plan.

Methods:

Make exhibits at county and regional fairs, make exhibits at Achievement Days, personal contact, and visits to selling places.

When:

Mainly in the fall of the year

Plans for Evaluation of Accomplishments:

To check the difference in prices received from what is considered poor quality and that of good quality.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Project Area: Marketing Farm Products

Phase: Grading and Assorting

Situation:

Some farm products which are offered to the buyers are arranged too poorly to bring attractive prices. This is true in fiber, vegetables and livestock.

Specific Problem:

Keeping poor quality products from better quality products.

Program Objectives:

To get a better price for farmers' products, which they sell to consumers.

Teaching Objectives:

To get producers acquainted with the difference price wise in good and poor quality products.

Teaching Objectives:

To make a part of the family's daily program to see that there is a record of every important thing accomplished or attempted.

Methods:

To hold small group meetings when deemed necessary.

To make it a part of radio and news paper programs.

When:

At periods during the year.

Plans for Evaluation of Accomplishments:

By periodic contact.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Project Area: Farm Business

Phase: Planning and Managing the Farm Business

Situation:

The farmer who chooses to go on doing business the same way as of the past is doomed to failure. However, many small farmers are seriously handicapped because of limited formal training in simple record keeping. For this reason so many see they are failing, but fail to comprehend the cause.

Specific Problems:

Farm people need more knowledge in simple management and need to be more aware of simple record keeping.

Program Objectives :

The objective of the Extension Service is to extend into the total value of a farmer's income, that contribution which careful record keeping does.

Teaching Objectives:

To create an awareness of the difference in total income by being careful in purchasing the proper kind of fertilizer for specific use.

Methods:

Daily contact and by citing successful examples.

When:

During early spring

Plans for Evaluation of Accomplishments:

By getting the consumers own stories.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Project Area: Chemical Fertilizer

Phase: A More Consistant Apprehansion of the  
Recommended Fertilizer for the Specific  
Crops Involved.

Situation:

It is interesting indeed to note there has been improvement made in indiscriminate use of chemical fertilizer for specific crops, but there is still too much lost in not taking a more consistant observation in the use of specific analysis for crops.

Specific Problems:

Lack of storage space of both dealers and consumers to store the proper kind well in advance of needs.

Program Objectives:

To work with dealers and farmers to ascertain as nearly as reasonable approximate needs of various analysis of fertilizer, and cooperate in placing proper amount and kind well in advance of time to use.

Teaching Objectives:

To bring the farmers to an awareness of good versus poor seeds for each crop.

Methods:

By use of local examples where possible and with films showing the difference in poor and good quality plants.

When:

In the spring of the year.

Plans for Evaluation of Accomplishments:

By local observation with cooperators.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Project Area: Field Seeds

Phase: To Encourage Consistant Use of  
Recommended Seeds for All Crops  
Planted

Situation:

Because of the small profits realized from crops planted in this area, it is advisable that farm people realize every possible return. This is not realized in every instance and improper selection of seed is the cause in some instances.

Specific Problems:

The lack of understanding in true difference in quality seed and in seed, in instances where there is no true value of quality.

Program Objective:

To increase the farmers' income by the use of better seed for all crops.

Methods:

By slides, and community examples.

When:

Fall and winter

Plans for Evaluation of Accomplishments:

By comparison of those practicing this method  
with those who do not.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Project Area: Forestry

Phase: Care of Forest Land

Situation:

Because of its' importance forests in Franklin County should be given more attention than is now given. There is not enough consideration given to selective cutting of timber.

Specific Problem:

Farmers remain careless in general management of standing timber.

Program Objective:

To suppliment the farmer's income from pulp wood, saw logs and hard wood sold to furniture manufacturing plants.

Teaching Objectives:

To create an awareness on the part of all farmers who sell or deal in forest products the value there is in care of the forest.

## C O N T E N T S

### P A G E

A MAJOR EMPHASIS .....	1
Forestry .....	1
Field Seeds .....	3
Chemical Fertilizer .....	5
Farm Business .....	7
Marketing Farm Products .....	9
Extension Home Economic .....	11
4-H and Older Youth Extension Program .....	14
4-H Boys and Girls .....	16

COOPERATIVE EXTENSION SERVICE WORK  
IN  
AGRICULTURE AND HOME ECONOMICS

Virginia Polytechnic Institute &  
U. S. Department of Agriculture,  
Cooperating

EXTENSION SERVICE

PLAN OF WORK  
1964

COUNTY Franklin

NAME A. A. Hicks  
Local Farm Agent

NAME M. W. Moody  
Local Home Agent

DATE MAILED 12/27/63