

72

Annual Report

COUNTY
EXTENSION
WORK

Virginia Agricultural Extension Service



J. A. REYNOLDS

agent

O. W. CUNDIFF

assistant agent

1954

ROANOKE

county

1955 PLAN OF WORK

Margaret R. Svoboda
Home Demonstration Agent

Roanoke
County

I. The County Situation

Roanoke County with its 299 square mile area and its 53,000 people surrounds Roanoke City -- a Norfolk and Western Railroad Center of 90,000. There are over 220 industries and 13 utilities in the metropolitan area, employing about 28,000 with an approximate payroll of 70 million dollars.

Although the 1950 agricultural census lists 1442 farms, 824 operators are reported as having income exceeding the value of agricultural products sold. Even with such a small number of full time farm families the census reported a \$2,498,000 value on agricultural products sold.

The above picture indicates that the great majority of Roanoke County families live on small tracts of land and gets their livelihood from industry. Many have vegetable gardens, small fruit and a flock of hens. There are few isolated sections of the county -- most families having easy access to the city. The median income is somewhat higher than the state average.

In such a county where there is a continuous problem of "encroaching urbanization" program development chairmen found that there was great diversity of interests and needs as regards

improving family living. In the organized home demonstration program there are 14 clubs which have been in existence from 12 to 25 years. There are same number of clubs who have been in the program from one to five years.

For this reason the organized program as planned contains a variety of interests in order to meet the different needs. A number of special interest groups have also been planned to give factual information to certain homemakers.

In the youth program less than one-fourth of the enrollment comes from farm families. The majority are rural non-farm. The choice of one project for all members (both girls and boys) was made so that the county agent and home agent could share responsibility for the supervision of project instruction. Additional home economics projects will be conducted by special interest groups.

II. The Adult Program

A. Foods and Nutrition

Objectives

- I. To help homemakers make preparation for the family Christmas celebration by careful planning in advance that they might be rested and enjoy the fun with the family, that they might serve well balanced holiday meals, including simple and nutritious sweets which would keep everybody's digestion in good order, also to give help on making entertaining simple.
2. To help homemakers realize that overweight is a serious nutritional problem and health hazard and that it is possible to serve attractive, appetizing well balanced meals which have a low calorie content by proper selection and proper cooking

(emphasis on broiling rather than frying and seasonings other than fat).

3. Through a study of New Ways With Vegetables, to help homemakers add interest to the meals they serve, to prepare food to save food values, and to get the family to eat the vegetables they need.
4. Through a study of Oven Meals, to help homemakers save time and food value, and add interest.
5. To help homemakers plan and produce vegetables and small fruit for home use.

Procedure

1. Leaders will be secured in the 28 home demonstration clubs to present four food demonstrations and they will be trained as follows:

Observing Christmas) by State Food Specialist in November
Low Calorie Meals)

New Ways With Vegetables) by State Food Specialist in
Oven Meals) February.

2. A gardening chairman will be appointed in each of the 28 clubs. A training meeting will be held in February. Monthly gardening information will be mailed to them from the home agent's office.
⊕ With this assistance they are to conduct monthly discussions in their clubs, also to serve as gardening demonstrators.
3. Newspaper and radio publicity will be given the above topics.

B. Clothing -

Objectives

- I. To help homemakers establish in some part of the home a sewing center where they may assemble, store and use all sewing equipment. Sewing is a chore many homemakers dislike because of no organized place in the home for the job. An assortment of ideas will be presented from which they may choose what best meets their needs.
2. To help homemakers get a better fit with a minimum amount of alterations in Ready-To-Wears and in commercial patterns as a result of studying sizes.
3. To help homemakers make a more becoming selection of clothes through a study of color, texture, line and design.

Procedure

- I. Clothing leaders will be secured in each home demonstration club to conduct three demonstrations. They will be trained as follows:

The Home Sewing Center in January, by the Housing Specialist.

Study of Sizes by the Clothing Specialist in August.

Selection of Color, Texture, Line and Design, by Clothing Specialist, in August.

2. A result demonstration on the home sewing center will be set up in each club.

C. Creative Arts

Objectives -

- I. To continue work done along this line in previous year's program from standpoint of satisfying the creative urge and

as a leisure time activity.

2. To give instruction and experience in Early American Stenciling on trays, chairs, canister sets, etc.

Procedure

1. Creative arts chairmen will be selected for each home demonstration club.
2. A training meeting will be conducted in April by the State Creative Art Specialist on Stenciling, after which demonstrations will be given in each club.
3. Special interest groups on other crafts will be organized where there is need, using trained local people as instructors -- such meetings are to be held separately from regular monthly club meetings.
4. A craft exhibit will be held in connection with Achievement Day.

FEDERATION GOAL

I. Home and Community Recreation

When the program development chairmen reported on club needs there were many requests for such things as "Ideas for Entertaining," "Party Planning," "Learning How to Relax," "Family Recreation." "Problems Brought About by Television," "Developing Personality, Charm, and Ability to get Along With People," and "Crafts." The County H.D. Committee decided that the selection of Home and Community Recreation would most nearly meet these needs. Objectives which have been set up are:

- a. Help the family to plan desirable recreation in the home.
- b. Teach families to select worthwhile radio and television programs.

- c. Encourage more good reading in families.
- d. Impress on members in the home the necessity of being able to perform and do something for ones own amusement rather than watch other -- interest in hobbies.
- e. Plan family vacations.
- f. Learn the simple folk dances.
- g. Sponsor some community recreation.

②
Procedure

- a. A recreation chairman to be appointed in each club.
- b. Chairmen are to be trained to present a 15 minute recreation program to home demonstration clubs at each monthly meeting and to lead an hour's discussion on "Summer Recreational Activities for the Family" at the June home demonstration club meetings.
- c. A recreation leaders workshop training meeting to be held in cooperation with the Salem Recreation Commission -- tentative plans call for assistance from National Recreation Association and it is hoped to make this a training meeting for 4-H Clubs, Churches, and other community organizations.
- d. Use will be made of the Federation Book Reading List and the State Library Certificates to encourage more reading by club members.
- e. Each club will be asked to plan and carry out one recreational event for their families or the community youth.

2. Health -

This was the Federation Goal selected in 1954 and is being continued as a long time goal.

Specific objectives for 1955 are:

- a. To continue work in weight control where there is interest through the home demonstration clubs, through newspaper and radio publicity, through personal interviews, and through use of mimeographed material.
- b. To conduct 12 home nursing classes with instruction furnished through Red Cross. A club member (Mrs. W. H. Jones) will serve as coordinator and arrange these classes.

- 72
- c. To have representation on the local Civil Defense Board and assist in disseminating information to the public.
 - d. To continue to urge homemakers to have a yearly X-Ray and physical examination.

OTHER ACTIVITIES --

I. National Home Demonstration Club Week.

In order that we may acquaint more people with its advantages and good results of home demonstration work, that we may give the home demonstration membership a sense of "belonging" to a nation-wide group and that we may show appreciation to leaders, we plan to observe National Home Demonstration Club Week in the following way:

- a. Hold a county-wide meeting (in the event district meetings are not held at that time) planned around the Federation goal.
- b. Appropriate exhibits in store windows during the week.
- c. Circular letter to all home demonstration club members.
- d. Series of radio talks over the WSLC Station and a TV program.

2. Community Improvement Contest

In order that certain communities may develop leadership, strengthen existing organizations and improve standards of farm and home living, we will continue community improvement work in Catawba and Oak Grove areas and strive toward at least one new community organization.

3. Achievement Day

In order that we may summarize and evaluate the year's program, gain inspiration for the year ahead, and have a good social get-to-gether, an achievement day program will

34
72

be held the last week in October. A committee will be appointed at the spring planning meeting to make preparation for the event.

4. Community Projects

In keeping with the phase of the Homemakers Creed "Have Our Homes Reach Out in Service To The Communities," home demonstration clubs will be urged to participate in such community projects as promotion of 4-H Club work, entertainment at the Veterans Hospital, and participation in certain county drives. In addition, each club will be asked to recognize some community problem and attempt to solve it through cooperative action.

The County Committee chairman will appoint a county chairman of 4-H Club work whose duty will be that of encouraging home demonstration clubs to support the local 4-H Clubs in the communities and furnish leadership and awards, also to promote understanding of 4-H aims and ideals and necessity of parents cooperation.

5. State Federation Meeting and Institute of Rural Affairs --
Each Home Demonstration Club will be asked to send one or more representatives.

III. 4-H CLUB WORK --

A. Project Work --

I. Your Room, Pep It Up

Objectives

- a. To conduct this project with 400 4-H Club girls that they

may learn to make the best use of existing furnishings, realize their needs and plan for improvements, and acquire skill in making simple furnishings.

Procedure

- a. The following programs to be presented to all clubs from October through May:

October	-	The Attractive Bed Room
November	-	Short Cuts in the Care of Your Room
December	-	Christmas Decorations
January	-	Making a Bulletin Board
February	-	How to Make a Shoe Rack
March	-	How to Put Sections in a Dresser Drawer
April	-	Selection and Framing of Pictures
May	-	Exhibits, Records and Plans for Summer Projects.

- b. Workshops of special interest groups in Room Improvement will be conducted during June and July according to need and interest developed during winter months.
- c. Twenty-eight local leaders to be selected to assist with project instruction, and trained by State House Furnishings Specialist on January 12th.

2. CLOTHING --

Objectives

- a. To conduct Clothing Unit II with 75 girls at Vinton, Kesler Heights, Salem, Burlington, Green Ridge, and Glenvar Clubs, that members might learn to ---
1. Plan for each addition to the wardrobe
 2. Select and use a pattern
 3. Cut, fit, finish and model a garment
- b. To conduct "So You Want To Sew" project with 75 girls at --

South Salem, Kesler Heights, Glenvar, Vinton, and South View that members might learn to --

1. Equip a sewing box
2. Learn simple stitch
3. Use a sewing machine
4. Make some simple, but useful article

Procedure --

1. There are trained leaders in these communities who will conduct these projects on a neighborhood basis.
2. Club members will be given an opportunity to exhibit their work at 4-H Achievement Day at which time the winners in each project will receive a scholarship to 4-H Camp or the State Short Course.
3. **FOOD PREPARATION -- Canning and Freezing**
Because of scattered interest these projects will be conducted on a special interest basis by trained leaders or agent.

4. **ELECTRICITY --**

Objectives

To teach, on a special interest basis, to 25 girls, the uses of electricity, meaning of electrical terms, care and use of electrical appliances, simple repairs, home lighting and adequate wiring.

Procedure

A three day electrical school will be conducted in June at the Appalachian Auditorium with the cooperation of the local Power Company. The winning girl and boy will attend the State Electric Congress.

74
72

B. OTHER ACTIVITIES --

I. County Camp

To be held at Camp Bethel June 14 - 19 with an attendance of 150. A 4-H Council sub-committee will meet in February to plan the program. Training meeting for counselors and leaders will be held last week in May.

2. County Chorus

The Roanoke County Woman's Club will sponsor this project to be composed of 30 club members who will meet semi-monthly for rehearsal. This will be a means of improving group singing at club meetings, 4-H Camp and all county-wide meetings.

3. Rural Life Sunday and National 4-H Club Week --

These will be observed according to plans worked out at February Council meeting.

4. Club Contests --

Members will be encouraged to enter more contests as a means of stimulating better project work. A county contest day will be held in the fall.

5. National 4-H Club Center --

Every club will be encouraged to contribute 10 cents per member plus one dollar.

6. Junior Leadership Camp --

A weekend camp for junior leaders will be conducted during the summer with the aim of stimulating more effective junior leadership.

7. Share-The-Fun Program

This program, in its third year in Roanoke County, is

gathering momentum and club members look forward to participation in it. Local elimination contests will be held in each club in January. County elimination for further screening will be held in February and the final show will be presented in the Andrew Lewis Auditorium on March 11th. The U. S. Rubber Company will be contacted for assistance with local arrangements. Proceeds from the county show will be used to finance 4-H Council activities.

8. WSLS CONTEST --

All clubs will be furnished information and asked to submit an entry as a means of stimulating better organization, project work, and more members.

9. Community Projects --

All clubs will be encouraged to develop and carry out some community project such as, roadside beautification, mail box improvement, cleaning of school and church grounds, etc.

10. Achievement Day --

The third county-wide Achievement Day to be held at the Livestock Pavilion at Hollins. An effort will be made to have more exhibits and greater participation by club members and parents.

IV. YOUNG MEN AND WOMEN'S ACTIVITIES --

It is not anticipated that special effort will be made to organize any such clubs during the coming year. However, the agent will continue to cooperate with existing organizations who request assistance as time permits.

V. FARM AND HOME DEVELOPMENT --

As Roanoke was not selected as a pilot county in the farm and home development phase of the Extension program, our aim is to work with three to five families in this connection in 1955. The program will be presented at the Catawba Community Improvement Club early in the year by the county and home agents. Families deserving this assistance will be asked to volunteer. The program will also be presented to the County Board of Agriculture at its annual meeting on February 9th.

VI. SCOPE OF WORK --

A. Organization

	No. in : 1951	: No. in : 1952	: No. in : 1953	: No. in : 1954	: Goal : 1955
Number of home dem. clubs	: 26	: 27	: 27	: 30	: 28
Membership	: 585	: 619	: 650	: 674	: 660
Number of 4-H Clubs	: 16	: 18	: 19	: 19	: 22
Membership	: 299	: 355	: 335	: 403	: 425
No. young men & women's clubs	: 0	: 0	: 0	: 0	: 0
Membership	: 0	: 0	: 0	: 0	: 0
No. Community Improvement Clubs	: 0	: 3	: 2	: 2	: 3
Membership	: 0	: 215	: 150	: 165	: 225
No. other organizations	: 0	: 0	: 1	: 4	: 0

VII. PLANS FOR USING THE CERTAIN ORGANIZATIONS TO STRENGTHEN THE EXTENSION PROGRAM --

A. County Home Demonstration Committee --

1. There will be two meetings during the year.
2. The committee will finance needed demonstration materials for

leaders meetings and agents use.

3. It will compile and have published a yearbook for all members.
4. It will sponsor a county-wide achievement day with an attendance of 350.
5. It will participate in District and State Federation activities.
6. It will furnish financial aid to 4-H program --
 - a. Materials for leaders training
 - b. Scholarship to outstanding girl to attend Short Course
 - c. Pay expenses of leader to State Short Course
 - d. Furnish prizes for county contests
7. It will continue to work toward strengthening home demonstration clubs and local leadership.
8. It will help sponsor a county-wide leadership training program in recreation.

B. County Board of Agriculture --

The agent will attend the annual meeting at which time the planned Home Demonstration Program will be presented.

C. County 4-H Council --

1. The Council will hold quarterly meetings for the purpose of planning and directing such county-wide activities as: the Talent Show, 4-H Camp, Observance of National 4-H Club Week, Observance of Rural Life Sunday, County-Wide 4-H Picnic, Achievement Day, Public Speaking Contest and County Christmas Party.
2. It will serve as an officer training body.
3. It will send its president to the State Short Course.

D. County Honor Club --

An Honor Club was organized in '53. Twelve new candidates for membership were recognized for outstanding club work at the

annual County Christmas Party. Their program of work for the year will be outlined at their meeting on January 22nd. All members will carry a leadership project which should aid greatly in helping young members complete their projects -- and promote the county program generally.

E. County All Star Chapter --

This organization serves in a general advisory capacity to the county program and selects candidates for membership into the State Chapter.

F. County 4-H Project Planning Committee --

A project planning committee composed of 4-H leaders and two representatives of each club will meet during the summer to select the projects for 1956. Prior to the county planning meeting, each club will discuss its choices.

VIII. PLAN FOR LEADERSHIP --

A. Home Demonstration

	:No. in:	No. in:	:No. in:	No. in:	:Goal
	: 1951 :	1952 :	: 1953 :	1954 :	1955 :
No. Project Leaders (subject matter)	: 140 :	209 :	: 146 :	142 :	150 :
No. Federation Goal Chairmen	: 26 :	27 :	: 28 :	29 :	29 :
No. Program Development Leaders	: 26 :	27 :	: 28 :	30 :	28 :
No. of Result Demonstrators	: :	:	: :	29 :	28 :
No. meetings at which leaders were trained by specialists	: 4 :	4 :	: 5 :	8 :	7 :
No. meetings at which leaders were trained by dist. agents	: 0 :	1 :	: 1 :	0 :	1 :
No. meetings at which leaders were trained by agent	: 10 :	10 :	: 9 :	7 :	5 :

	No. in:	No. in:	No. in:	No. in:	Goal
	1951	1952	1953	1954	1955
Attendance at training meetings:	453	501	489	341	350
No. club meetings held by leaders without agent present	205	300	261	355	320
No. club meetings in which leaders assisted	30	28	29	7	20
Total number of demonstrations given by leaders	265	261	270	355	300
Total number of talks or discussions by leaders	270	382	290	352	500

Plans for Training and Using Leaders --

1. Project leader training meetings will be held as follows:

November '54	(Celebrating Christmas) (Low Calorie Meals)	Mrs. Mary Thompson Food Specialist
January '55	Home Sewing Center	Miss Settle Housing Specialist
February -	(New Ways With Vegetables) (Oven Meals)	Mrs. Thompson Food Specialist
February -	(Controlling Insects and Weeds - Vegetable Gardening)	Dr. Rowell and Mr. Amos Mr. Beamer
March -	(Landscaping Flower Culture)	Mr. Beecher Horticulture Specialist
April -	(Stenciling)	Miss Peery Arts Specialist
August -	(Study of Sizes Selection of Dress)	Miss Johnson Clothing Specialist
October -	(Personality Development)	Home Agent

Leaders trained in these meetings will give the demonstrations in each home demonstration club.

2. Federation Goal Chairmen will be trained as following:

January -	(Introduction to Recreation, Home Made Games Reading)	by Home Agent
-----------	--	---------------

March - Workshop on Social Recreation -- by Representative of Recreation Assn.

May - Summer Recreational Activities for the Family -- by Home Agent

September - Hobbies - Party Planning -- by Home Agent

Federation Goal Chairmen will present discussion or short demonstration at all home demonstration club meetings.

3. Organizational Leaders -

A training meeting for presidents will be conducted by the Home Agent in January. Monthly letters will be mailed them from home agent's office.

B. 4-H Club

	No. in 1951	No. in 1952	No. in 1953	No. in 1954	Goal 1955
No. 4-H Club Officers	108	116	128	114	132
No. Adult Project Leaders	38	47	48	58	45
No. Junior Project Leaders	20	28	30	32	36
No. Result Demonstrators	45	45	45	5	25
No. Meetings at which leaders were trained by specialist	0	0	0	0	1
No. meetings at which leaders were trained by dist. agent	0	0	0	0	0
No. meetings at which leaders were trained by agent	4	8	7	4	3
No. meetings at which leaders were trained by personnel in 4-H Department	0	0	0	1	1
Attendance at leader training meetings	208	216	287	128	127
No. 4-H Leaders trained individually	10	12	10	20	30
No. club meetings held by leaders without agent present	86	122	94	151	120

4-H Club Continued --	No. in:	No. in:	No. in:	No. in:	Goal
	1951 :	1952 :	1953 :	1954 :	1955 :
No. club meetings at which leader assisted	122	10	10	75	75
No. demonstrations given by adult leaders	86	130	94	151	120
No. demonstrations given by junior leaders	76	10	40	54	60

IX. PLANS FOR DEVELOPING GOOD PUBLIC RELATIONS

A. Elected Representatives --

The members of the County Board of Supervisors do not ask for a report of Extension Activities conducted by the Home Agent, however, it is felt that they are probably not aware of the scope of the program nor the need for an Assistant Home Demonstration Agent. A summary of monthly activities might serve to awaken them to such a need.

B. General Public --

The Extension Service office has an excellent relationship with the press and the radio stations. We will continue our work in that connection. Organized clubs are encouraged to have active reporters to acquaint the public with their local activities.

C. County Workers --

Weekly staff conferences are scheduled for each Monday.

D. Commercial Interests --

Roanoke County is strategically located to take advantage of many different kinds of help and educational services offered by commercial companies. It is not anticipated that we will make an

34
72

effort to seek out additional services, but we will take advantage of those offered which fit into our program of education.

E. Professional Workers --

They will be furnished Extension Service publications, invited to meetings which are of special interest to them and we will make every effort to cooperate with one another's program when needed.

I. PLANS FOR RECORDING PROGRESS AND EVALUATING THE 1955 PROGRAM --

1. Program Development Chairmen will be asked to report on progress and evaluate the planned home demonstration club program in local communities.
2. County Chairman will report and evaluate progress in Federation Goal, 4-H Leadership, Community Services, etc.
3. The Home Agent will write reports on activities as they are completed and file for annual report.

XI. PLANS FOR COOPERATING WITH OTHER EXTENSION AGENTS --

We will continue to plan, solve problems and report progress in weekly staff conferences.

XII. PROBLEMS MOST DIFFICULT IN CARRYING OUT THE EXTENSION PROGRAM --

A. Development of Leadership --

The program becomes larger and more complex each day. Therefore, trained leaders become more important. Although we have good leadership in this county, the quality of their services sometimes disturbs me. I feel that many demonstrations given by leaders have been poorly prepared and do not convey sufficient information. They frequently lack motivation. I suppose more

thorough leader training is the answer. Maybe we should concentrate on methods of teaching as much as on subject matter. I feel that in many cases the most capable women are not selected for leaders. It's generally the women with a car or plenty of time.

B. It is difficult to get women to recognize their needs. Crafts continue to have number one priority on interest when there are so many more fundamental homemaking problems. Good program development chairmen can help with this.

C. I find it's hard to plan so that the most important things get done first. The adult program is so heavy, and adults are so much more demanding of my time I feel that the 4-H program suffers. I feel that this condition will remain until there is an assistant position established in this county.