PLAN OF WORK, FISCAL YEAR: 1962-63

for

Botetourt County, Virginia

B. E. Leonard, County Agent

Elizabeth Ann Jones, Home Demonstration Agent

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy - Forage Production, Fiscal Year: 1962-63

The Situation:

A large part of the Agricultural income comes from dairy, and livestock production. Forage crops are very essential in the feeding of cattle. At least 70% of the farmers could increase their yield of these crops on their farm.

The Specific Problem:

Yields of alfalfa, pasture, and corn silage need to be increased over the county.

The Program Objective:

To increase the yield and quality of forage crops which will decrease the cost of raising forage crops.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. Acquiring knowledge of recommended practices for forage crops.	V.P.I. Agronomy Department Soils west of Blue Ridge	1. Plan demonstrations on forage crops over the county.	February	Farmers and Agents
2. Developing skill in applying practices.	Cir. 887 Bul. 97 Cir. 685	2. Select demonstration Area	March	Agents and Specialist
3. Assist farmers in increasing yields	Alfalfa weevil Control Cir. 728	3. Conduct tour of demonstrations with assistance of other agencies.	July	Agronomy Com. other agencies
		4. Send out circulars to farmers on best recommended varieties, fertilization of forage crops, weed and insect control.	March thru May	Agents
		5. Personal visits to farms.	April-June	Agents
		6. Prepare timely news articles on varieties, fertilization, weed and insect control.	March thru May	Agents
		7. Publicize recommendations on T.V.		
	ASC Committee	8. Assist in the Educational phase of the ASC Program	November	Agents and ASC Committee

EVALUATION:

Contact representative group farmers thru personal contact and ask them a few standard questions on a questionaire as to increased yield and quality of forage crops and ask their suggestions for future improvement.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: Farm Management, Fiscal Year: 1962-63

The Situation:

The farms of Botetourt County are becoming fewer and larger. Average size increased from 124 acres in 1954 to 149.3 acres in 1959. The increase in size has been brought about by narrower margins of profit and pressures for increased efficiency. The trend is expected to continue as the forces causing it become stronger. The cost price squeeze is demanding better management practices of those who expect to remain in farming.

The Specific Problem:

Farmers are operating larger more efficient units. Management skills are under developed. The importance of records in analysis and management decisions is poorly understood.

The Program Objective:

To improve management skills of farmers, to teach methods of farm accounting and record analysis, thereby increasing farm income in Botetourt County.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE (Personnel & Publications)	METHODS	WHEN	BY WHOM
A. Farmers to learn how to budget and values of budgeting	Agricultural Eco. Extension Staff	Use of linear programing on representative farms	July-Aug. Sept-Oct.	County Staff Harold Walker
		Individual contacts	Year round	County Staff
		Group meetings	Sept-Oct. November	County Staff
B. Farmers to learn value and importance of adequate farm records	Agricultural Eco. Specialist	Group meetings	Nov-Dec.	County Staff
	Ext. Record Book 17		January	Specialist
	Ext. Record Book 18	Individual contacts		Internal Revenue Agents
	Internal Revenue Department			
	Internal Revenue Public Farmers Tax Guide	Closing procedures V.P.I. Electronic Program	Jan-Feb.	County Staff
	V.P.I. Electronic Records			
C. Farmers to learn method of analyzing their farm business.	Agri. Eco. Specialist	Group meetings of like operators (dairy),(livestock) (general farming)	Feb-June	County Staff
	V.P.I. Electronic Record Program analysis summarys			
	Subject matter specialist	Individual contacts		

EVALUATION:

Through informal survey determine interest in records. Check the number of request for Extension Book 17 and 18; request for enrollment in V.P.I. Electronic Program; request for assistance with budgeting and record analysis.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: Animal Husbandry - Marketing Beef Cattle

The Situation:

There are over 10,000 head of beef cattle including cows and steers. The quality of these cattle have been constantly improving over the last few years due to the marketing through organized sales and educational activity.

The Specific Problem:

The need to sell a higher percentage of cattle through organized sales.

The Program Objective:

To improve the quality of beef cattle and sell them to the best advantage.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist producers: 1. Marketing cattle for the highest price. 2. In acquiring knowledge and skill in selecting and breeding better quality and faster gaining beef cattle.	VPI Marketing Specialists Bulletin 207	1. Visit farmers and explain marketing of calves and yearlings through the Feeder Cattle Sales.	July	Sales Committees and Agent
		2. Conduct demonstrations on preparing calves to meet rules and regulations for sales.	August	Sales Committee
		3. Publish news articles and prepare circular letters informing farmers of sales.	September	Producers and Agent
		4. Visit all consigners to inspect quality, growth of calves.	September	Committee of Producers
		5. Work with the producers at the sales, and encourage producers to take in grading demonstrations by state graders.	October	State Graders and Agent

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
		6. Hold night sales to encourage producers to attend to see sales advantages or disadvantages.	October	Sales Committee
		7. Conduct educational beef cattle school on feeding, management of livestock.	February	Agent and Livestock Committee

EVALUATION:

Find out the percentage increase in numbers marketed and the percentage going into higher grades. Hold discussion meeting to ask producers for comments on improvements for future years.

A MINOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing Construction

Programs in pattern alteration and steps in dress construction will be offered again in January and February of 1963. Since clinics and workshops have been conducted in former years in these topics, trained local leaders assisted by the agent with planning, will be expected to provide instruction.

Such a program will include:

1. Factors to be considered in choosing a pattern
2. Fitting and altering patterns
3. Selection of equipment
4. Factors to consider in selecting fabrics
5. Preparing the fabric for use
6. Laying the pattern, pinning, cutting and marking properly
7. Construction proceedure
8. Finishing touches

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Nutrition - (Weight Control), Fiscal Year: 1962-63

The Situation:

People wo are apparently "well fed" aren't necessarily properly nurished. Obesity is a common problem. Extra pounds result from eating more calories than are consumed inddaily activity. This is particularly serious if these calories are "empty", or fail to provide substancial amounts of the daily food essentials. From a recent intensive study of nutrition, many women in the county are beginning to recognize the hazards of overweight and also of fad reducing programs.

The Specific Problem:

How to attain and maintain desired body weight on increasingly nutritional meals.

The Program Objective:

To provide a method of helping Botetourt County residents learn how to reduce and to control or maintain desired body weight while forming food habits to provide nutritional adequate diets for their families; and to provide motivation through group competition to loose unneeded weight.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To provide incentive to create a desire to achieve and maintain healthy body weight.	Extension Foods Specialist V.P.I. State Health Department Local Dietitians and other professional Nutritionalists Local Medical Association Extension Bulletins H & G Bulletin #74 Bulletin 219 MF-343 The 1959 Yearbook of Agriculture AMA's Healthy Way to Lose Weight Other approved commercial literature	Leader Training Meetings and demonstrations at Home Demonstration Club Meetings on: (a) Foods After 40 (b) How To Lose Weight and Be Happy Special Interest Meeting on Good Nutrition Group workshop to include: Lectures & Discussions Demonstrations Movies or slides, other Bulletins & printed materials	August Sept.1962 Oct. 1962 Oct. 31 January Feb. and March 63	Dietitians H.D. Leaders H.D. Leaders Dr. Marian Moore Agents Specialists Doctors Health Dept. Representatives other professional Nutritionalists
2. To show the relationship of food intake to weight.				
3. To show the relationship of activity and exercise to food intake as it effects weight.				
4. To show how overweight effects health-certain diseases in particular				
5. To improve personal appearance and psychological outlook on life.				

EVALUATION:

Survey participants periodically to see if desired weight has been reached or is being maintained in accordance with personal goal.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Program Projection, Fiscal Year: 1962-63

The Situation:

Home Economics Committees are organized in Botetourt County in Nutrition, Clothing, Millinery, Handwork and Ceramics. It is questionable as to whether the programs of these groups really meet the needs of a broad segment of the county population, and whether or not these are the areas of major family living needs of the people in Botetourt County.

Adult educational programs need to be weighed in light of a shifting county population from farm to non-farm, and to consider programs to cope with new problems which are arising in our rapidly changing world.

The Specific Problem:

How to better help the people in Botetourt county identify their problems and determine their needs, and to plan and initiate their own action programs in accordance with the most feasible solutions.

The Program Objective:

To increase the envolvement of county people in program planning.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To get members of existing committees to take a more active part in planning and executing programs.	1962 Outlook Information on Foods & Nutrition Clothing and Textiles Housing and Equipment and Medical Care	Committe Meetings to present pertinent Outlook Information News Articles Personal Contacts Planning Conferences with Subject Matter Specialists	September, January & May	Agent or Committee Leaders District Agent
2. To motivate county people to identify remaining problem areas and organize committee to work toward solutions to eleviate these problems. (examples- time management or consumer education)	1962 Agricultural Outlook Chart Book Family Economics Review Professional Magazines Extension Service Review "Working with Committees" and "Leadership Development" by D. R. Fessler Subject Matter Specialists District Agent	Survey or Questionnaire	July	

GOAL: Organize two New Committees

EVALUATION:

1. The number of new committees organized.
2. Increased participation in programs and county leadership.
3. Compare objectives of programs planned with information available from surveys or questionnaires.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS
PHASE: 4-H - Adult Leaders Association, Fiscal Year: 1962-63

The Situation:

The 4-H club leaders in Botetourt County have previously worked in local club groups but have not been organized on a county-wide basis. Recently the leaders themselves requested to get together at the county level to exchange ideas and receive training. Since some of the leaders attended the State Leaders Conference, they recognize some of the benefits that might be derived from a County Adult Leaders Organization.

The Specific Problem:

At present, sources of ideas for improving 4-H clubs and of receiving training are limited.

The Program Objective:

To establish a county-wide adult leaders organization whereby they may exchange ideas and receive training.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To explain the purpose and benefits that could be expected from a formal leaders organization.	State 4-H Club Dept. Leaders and Agents from adjoining Counties. Affiliation with State Leaders Organization.	Circular letters and individual contact. A county-wide meeting.	July July	Agents and interested leaders. Leaders, Agents and/or Specialists
2. Provide a medium for exchange of workable ideas for improving 4-H clubs.	State Leaders Conference National 4-H News 4-H Ideas 4-H Leaders Handbook Bulletin 270	Representation at State Leaders Conference.	October & June	4-H Club Members
3. Provide a training ground for leaders.				
4. To recruit new leaders.				

EVALUATION:

1. Questionnaire to determine if purpose and benefits of leaders' organization was conveyed to leaders.
2. Survey 4-H Clubs whose leader attended to see if new activities were inaugerated after exchange of ideas at county leaders' meetings.
3. Number of new leaders secured..
4. Number and per cent of leaders attending.
5. Observe to see degree of improvement of club programs.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: ORIENTATION FOR NEW 4-H CLUB MEMBERS, FISCAL YEAR: 1962-63

The Situation:

When a child joins a 4-H Club, often neither he nor his parents understand what 4-H Club work stands for, or how it can benefit the family. Usually they are aware of only a few of the many projects available, and do not know what activities are required or facilities needed for completion. Told that he must have a project to be a bona fide club member he too often chooses, without adequate council, a project that sounds like something he would like to do. It may be impossible to complete the project, or he may just lose interest in it, but in the past a high percentage of 4-H Club members have failed to complete their projects. A lack of adequate orientation and guidance is felt to have much to do with this situation, and is also likely to have a bearing on the high drop-out rate when the member leaves elementary school.

The Specific Problem:

New club members did not know the purpose and objective of 4-H Club and how it can benefit them, what projects were available, requirements and facilities needed for completion; and other educational activities available.

The Program Objective:

To inform 4-H Club members of the opportunities available through 4-H membership; encourage completion of projects taken.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE (Personnel and Publications)	METHODS	WHEN	BY WHOM
A. To acquaint new 4-H Club members with projects available. B. To include some project instruction in each project area.	Subject matter Specialists Project manuals and related materials.	Demonstrations and illustrated talks. Slides, charts and other visuals Bulletins and project materials available.	Monthly meetings in school clubs. Oct-May 1962-63	Agents and leaders conducting meetings.
C. To make new members aware of related educational activities being conducted in the county that they might participate in.	Local authorities on the subject.	Announcements and circular letters.	Preceeding the event.	

EVALUATION:

1. Per cent completion of first-year club members.

2. Survey to determine if parents helped in selecting projects.

3. Compare records of 1962-63 with records turned in in previous years to check completeness.

4. Per cent of new members who took part in activities outside club (Tractor School, etc.)

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Rural Area Development, Fiscal Year: 1962-63

The Situation:

Botetourt county is a rural county. The number of farms over the past ten years has decreased about one fourth. Part of this decrease in number is due to the different interpretation of the census. Some small farmers have sold out to larger, more efficient operators. Many people work in Roanoke and live in Botetourt county. There seems to be a need for the planning of the best use of county resources.

The Specific Problem:

The need to identify county problems and plan for their solution.

The Program Objective:

Organize an RAD committee to study the county problems and determine some of their solutions.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To assist with organizing and maintaining an RAD committee	Program Leader District Agents Technical Panel Printed Materials 1. Releases on RAD 2. Bulletins	1. Have county staff meeting 2. Meet with the Technical Panel 3. Contact key leaders 4. Call meeting of key leaders and select RAD committee 5. Meetings of RAD committee 6. Continue working with RAD committee throughout the year	Jan. Jan. Feb. Feb. May and June	County Staff County Staff County Staff Co. Staff, Tech. Panel County Staff County Staff, Technical Panel

EVALUATION:

Ask committee to complete brief evaluation questionnaire at the end of the year to determine the progress made.