

VI A - Plan for Maintaining and Strengthening Good Public Relations in county - continued.

5. Relationship with Businesses.
Keeping businesses better informed of the total Extension program.
6. Relationships with Mass Media Personnel.
Achieve a better understanding between the Extension Service and local newspaper and radio personnel.
7. Relationship with Individuals and Families.
Informing the public of the Extension Home Economic program and of the service of a Home Demonstration Agent.

VI. B - Plan for Professional Improvement

Professional improvement plans include: attendance at district meeting, communications school, annual Extension Conference and agent training meetings, and membership and participation when possible in meetings of AHEA, VHEA, VHDAA and NHDAA. Professional magazines and bulletins including the Journal of Home Economics and What's New in Home Economics and USDA and VPI research publications will be read in order to keep agent up to date. Educational tours will be taken when possible.

VI. C - Significant contribution to Family Living

Home management which has an important part throughout the home demonstration program planned for this year seems to be an area which can contribute to family living. In the program which has been developed areas in which home management prevail include record keeping, time and energy management, window treatment, selection of new fabrics and clothes for growing children. In each of these programs homemakers will be helped to make wise management decisions. The following points will be stressed: careful planning, getting best product for available money, learning easiest and quickest way to do job to obtain satisfactory results, reading labels, good buying practices, making best use of available resources, and keeping necessary records. In addition good management practices will be stressed in home visits and individual contact when practical to do so.

V. A Plan for Leadership - continued

3. 4-H Leadership

	<u>No. in 1959</u>	<u>Goal for 1960</u>
<u>No. Club Officers</u>	66	84
<u>No. Adult project leaders</u>	3	8
<u>No. Junior project leaders</u>	4	6
<u>No. result demonstrators</u>	0	0
<u>No. training meetings by specialists</u>	0	1
<u>No. training meetings by dist agents</u>	0	0
<u>No. training meetings by agents</u>	0	2
<u>No. training meetings by members club dept.</u>	0	1
<u>No. training meetings by others</u>	0	0
<u>No. 4-H leaders trained individually</u>	3	5
<u>Total attendance atldr. tr. meeting</u>	0	75
<u>No. club meetings held by ldr. w/out agent</u>	19	6
<u>No. additional club meetings at which leaders assisted</u>	29	45
<u>No. demonstrations given by adult leaders</u>	21	30
<u>No. demonstrations given by junior leaders</u>	0	5

V. B. Strengthening Leadership

Most emphasis is needed during the year on obtaining project leaders in both adult and 4-H work. At least ten additional leaders will be needed in home demonstration work and five in 4-H work. These goals will be reached by discovering potential leaders and working with them individually and in leader training meetings to help them with their responsibilities.

VI. A. Plan for Maintaining and Strengthening Good Public Relations in County.

1. Relations within State Extension organization itself.
Keeping VPI personnel informed on county activity and situations and becoming better informed on latest research and methods by VPI specialists.
2. Relations Within the Parent Institution.
Become more familiar with Land Grant College operations and working with non-extension college personnel.
3. Relationship with Elected and appointed Officials.
Become acquainted with all public elected and appointed officials and maintaining good personal relationships.
4. Relationships with Organizations.
Working with and keeping them informed on services offered by Extension personnel.

IV. B. Plan for Informing the Public About the Extension Home Economics Program.

The public will be informed of the Extension Home Economics program through as many means of communication as possible. These will include radio programs, a weekly news column, plus other news articles by the Agent and reporters of home demonstration and 4-H clubs.

Unorganized clubs and communities will be reached through home visits and other personal contact. The Agent will talk to interested persons and groups concerning home demonstration work and organize clubs when it is feasible to do so. Families and individuals not participating in an organized club will be reached through individual contacts such as home visits, telephone and office calls and by mass media methods including news articles, and radio programs.

V. A - Plan for Leadership

1. County program leaders

	<u>No. in 1959</u>	<u>Goal for 1960</u>
a. County Agricultural Extension Service Board	0	0
b. Youth Council	0	0
c. Home Economics Council	0	0

2. Home Demonstration Leadership

<u>No. organizational leaders</u>	10	12
<u>No. project leaders (subject matter)</u>	6	16
<u>No. Federation program of work chairmen</u>	2	8
<u>No. program development leaders</u>	2	8
<u>No. result demonstrators</u>	0	2
<u>No. training meetings by specialists</u>	2	8
<u>No. training meetings by dist. agents</u>	2	0
<u>No. training meetings by agents</u>	0	0
<u>No. training meetings by others</u>	0	1
<u>Attendance at all training meetings</u>	9	85
<u>No. meetings leaders assisted</u>	6	18
<u>Demonstrations by leaders</u>	4	16
<u>Talks and discussions by leaders</u>	2	4

III- C. Other Activities- continued

7. Community Activities

All clubs will be encouraged to carry out at least one community activity. This will create interest among club members and promote better relations between community members and 4-H work.

IV. Scope of Work

A. Goals for 1960

	<u>No. in 1959</u>	<u>Goal for 1960</u>
No. H. D. Clubs	4	8
Membership	60	115
No. H. D. Groups* (Unorganized)	2	4
Membership	18	27
No. 4-H Clubs	12	14
Membership	136 (girls)	152 (girls)
No. YW&H Clubs	0	0
Membership	0	0
No. Community Clubs	0	0
Membership	0	0
No. Home Ec. Committees	0	2
Membership	0	12
No. General Interest Committees	0	0
Membership	9	0
No. Youth Committees	0	0
Membership	0	0
No. other Organizations	3	5
No. Farm & Home Dev. Families	0	4
No. Other families reached	250	275
No. Different families reached	250	487

* Report all groups that met 3 or more times a year.

Emphasis is needed on organization of new home demonstration clubs and of Home Economics Committees which would help plan, develop, carry out and evaluate the home demonstration club program for the county. In order to organize new home demonstration clubs, numerous home visits will be made in areas where a spark of interest in home demonstration work has been expressed. Agent plans to meet with any group which desired to have meetings to determine actual interest and desire to organize. Plans are underway to have a specialist assist the home agent in developing plans for setting up home economics committees on clothing and house furnishings.

III - C - Other Activities

1. Achievement Day

Recognizing outstanding contributions of 4-H members. The 4-H Achievement Day program should provide encouragement for project completion and better project work. Cooperation with other organizations and persons can provide good public relations.

2. 4-H Camp

4-H club members will be expected to participate in 4-H camp activities at Jamestown. Members participating in camp activities develop leadership and citizenship. They can gain new friends and poise. Greater interest in 4-H work can be created.

3. Rural Life Sunday

Participation of 4-H members in Rural Life Sunday activities helps to create a better relationship between the churches and communities and the Extension program. More people have an opportunity to understand the heart of 4-H in club work. As a result there is better public relations.

4. National 4-H Club Week

National 4-H Club Week activities creates interest, gives non 4-H members as well as 4-H members better understanding of 4-H work, and creates better public relations.

5. County Contest

The county Share the-Fun Contest encourages better 4-H project work and project completion, develops leadership and poise and gives club members an opportunity to represent the county (ego building).

6. Fair

Members will be encouraged to enter exhibits in the Northern Neck Fair. Participation in the fair can contribute to the 4-H program by encouraging better 4-H work.

III. B- 4-H Project Work- continued

Project	Topics to be Included	No. of Groups
4. So You'd Like to Sew	Babys bib Towel Apron Lanndry bag Stuffed toy Handkerchief Collar Simple blouse	4 groups (29 girls)

Goal	What Members Are to Learn	Plans for Carrying out Project	Notes on Results; Adjustments & accomplishments
To improve the club members skill in the construction of simple articles and garments	Recommended clothing construction methods; good fabric selection for the use to which the fabric is to be put; to well equip a sewing box.	Method demonstrations will be given by agent and leaders to club members in out-of-school project groups. Club members will practice recommended procedures in actually constructing at least four articles to meet the requirements of the project. Leaders will be trained by agent to aid in organizing groups, arranging meeting places and dates and to give project instruction to club members. Leaflets, visual aids, telephone calls and home visits will be used.	

III. B.4-II Project Work - continued

<u>Project</u>	<u>Topics to be Included</u>	<u>No. of Groups</u>
3. Housekeeping	Daily cleaning jobs in kitchen and bedroom to include dish washing, making bed, dusting furniture and mopping or sweeping floor. Weekly jobs to include care of electrical appliances, care of floors, washing windows and other cleaning tasks	2 4-II clubs (34 girls)

<u>Goal</u>	<u>What The Members Are to Learn</u>	<u>Plans for Carrying Out Project</u>	<u>Notes on Results; Adjustments, and Accomplishments</u>
To make club members aware of their responsibility to assume certain housekeeping tasks and to help them do these tasks in the most efficient way.	To do each housekeeping task in the most efficient way; to use the best equipment and tools for a job; to use both hands when possible; to work in a comfortable position; to leave out unnecessary parts of a job or to combine jobs or parts of jobs when possible and to give a demonstration.	Method demonstrations will be given by Agent at club meetings using material and visual aids when possible. Demonstrations by club members, bulletins and leaflets and home visits will be used.	

III. B - 4-H Project Work- continued

Project	Topics to Be Included	Number of Groups
2. Meal Preparation	Planning and preparing packed lunches Breakfast foods Salads Vegetables Meats Club refreshments Table setting	5 groups (50 girls)

Goal	WHAT THE MEMBERS ARE TO LEARN	PLANS FOR CARRYING OUT PROJECT	NOTES ON RESULTS, ADJUSTMENTS & ACCOMPLISHMENTS
To help members to learn the rules of planning, preparing and serving a meal attractively.	What members are to learn includes, accurate measurements; kitchen rules in meal preparation; meal planning for adequate nutrition, variety and attractiveness; recommended principles of meat and vegetable cooking; how to read and follow recipes; serving foods attractively; table service and table manners, quality of foods and how to exhibit foods attractively, and how to give a demonstration.	Plans for carrying out project include method demonstrations by Agent and leaders. Leaders will be trained by Agent to help in organizing groups, arranging out-of-school meeting places and to give actual project instruction. At least one exhibit and one demonstration will be made by each club member. Foods will be judged by members.	

III - County Extension Program Youth

A. Organization

The County Council, composed of officers of the twelve county 4-H clubs, participates in planning special activities for the clubs in the county.

B. 4-H Project Work

<u>Project:</u>	<u>Topics to be Included</u>	<u>Number of Clubs, Groups Involved</u>
1. Room Improvement	Proper Lighting Room Arrangement Care of the Room Color Schemes Bulletin Boards Storage Space Flower Arrangements Window Treatment	8 clubs (75 Girls)

<u>GOAL</u>	<u>WHAT THE MEMBERS ARE TO LEARN</u>	<u>PLANS FOR CARRYING OUT PROJECT</u>	<u>NOTES ON RESULTS, ADJUSTMENTS, and Accomplishments</u>
To make club members aware of the importance of having attractive rooms and to help members learn how to select and make use of items that would improve their rooms for attractiveness and comfort.	To plan and select attractive color combinations. How to select good lighting equipment and placement of it for reading, work or play. Selection and combination of textures design and line. Arrangement of room for maximum comfort, attractiveness and ease of care. Ways to provide adequate storage. How to select and make and use accessories.	Will include method demonstration by power company home economist on proper lighting; method demonstrations by agent; visual aids such as slide and posters, bulletins and leaflets, home visits, two newsarticles and one radio program, fair exhibits, demonstrations by club members at meetings.	

II. D - Farm and Home Development

Families worked with in 1959	0
Goal for 1960	4

It is anticipated that families will be located through requests and follow-up home visits.

Objective- to provide farm families with educational experiences which will help them to make wise management decisions. Agent plans to help families to better appraise their resources, identify problems to be overcome, analyze different ways to meet these problems, weigh alternatives in terms of possible results, understand the technological, credit and other aids they may use and choose and follow the most promising courses of action.

Regular report forms and individual family folders will be kept for farm and home development work done.

II. -C- Other Activities

1. County Home Demonstration Club Objectives

- a. At least one organizational and one project 4-H leader from each community.
- b. Organize six new Home Demonstration Clubs and two home economic special interest committees.
- c. At least 30 home demonstration club members from this county to attend the District Federation meeting.
- c. Have each organized Home Demonstration club represented at the Institute of Rural Affairs.

It is felt that the above objectives will increase the scope of work and that better public relations will be developed. Exchange of ideas and better way to do a job and a better understanding of home demonstration work can be obtained through attending meetings mentioned in objectives.

2. National Home Demonstration Club Week

Non home demonstration club members can be informed about Extension work through exhibits, news articles and radio programs during National Home Demonstration Club Week.

3. Fairs

Home Demonstration club members will be encouraged to enter educational club exhibits as well as individual exhibits in the Northern Neck Agricultural Fair. Non home demonstration members will also be encouraged to enter exhibits in the fair. This should lead to better public relations, create interest in county and public affairs and lead to better quality products exhibited.

4. Home Demonstration Club Community Projects

A community project started last year by one club will be completed this year and other projects carried out. Such projects should help create better public relations and lead to a better understanding of Home Demonstration work by others in the community, and county.

5. Special Tours

Special tours will be arranged when possible to points of particular interest and educational value to home demonstration members. These tours should create more interest in home demonstration work and be of special educational value to those participating in the tours.

II. B Subject Matter Area

5. Family Life

Problems	Topics to be Included	Number of Clubs, Groups or Committees Involved
a. Need for better planning and management of family resources, money, time, and energy.	(Federation Program of Work Topic for year to include) Goal for Family living Sharing and Cooperation Discipline for the Home	8 H.D. Clubs
b. Need for increased understanding and cooperation among family members.	Basic Psychological needs and Juvenile Delinquency. Evaluation of Family and Individual Activities.	
c. Need for increased understanding of and help for problems involving youth.	Teen Age marriage Laying the groundwork for later society. Preparing for the retirement years.	

GOAL	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS: ADJUSTMENTS & ACCOMPLISHMENTS
To develop each member of the family into a mature individual through developing his physical, mental, and spiritual potentials to the fullest.	<p>a. To manage family resources to achieve maximum benefits for family.</p> <p>b. To develop to the fullest each family members' physical mental and spiritual potential.</p> <p>c. A better understanding of human relationships.</p>	<p>Family living was chosen as the county Federation Program of Work Topic for the year. Leaders from each club met with Dr. Donald Fessler, Extension Sociologist, to make plans for presenting this to their club meeting. Most clubs will have at least one full length monthly program devoted to some phase of family living of special interest to the club. Club leaders will meet to work out plans for a special youth project. The program will also be carried out by means of bulletins, phone and office calls as well as home visits.</p>	

II. B. Subject Matter Area

4. House Furnishings

Problems	Topics To Be Included	Number of Clubs, Groups, or Committees Involved
a. Lack of understanding of basic principles of good design involved in house furnishings and their application in individual homes.	Color in Home Window Treatment	8 H.D. Clubs
b. Difficulty in choosing from numerous house furnishings on market the one for available money best suited for its intended use.	House Furnishings	1 Home Ec. Committee
c. Need for improvement in appearance and use of present house furnishings.		

GOAL	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS: ADJUSTMENTS & ACCOMPLISHMENTS
To improve home-makers' selection and use of home furnishings.	<p>a. To create beauty in home furnishings.</p> <p>b. Wise spending of home furnishings dollar.</p> <p>c. Ways to improve use and appearance of present home furnishings</p>	<p>Club leaders will be trained by Home Furnishings Specialists to give method demonstrations to their clubs on color in the home and window treatment. The Home Furnishings Specialist will work with Agent in establishing a home furnishing committee to determine needs and make plans for special work in this area needed in the county. Agent will work with the committee in carrying out their plans. Two radio programs, four news articles, home visits, bulletins, leaflets, other visual aids and phone and office calls will be used in developing the program.</p>	

II. B Subject Matter Area

3. Home Management

Problems	TOPICS TO BE INCLUDED	Number of Clubs, Groups or Committees Involved
a. Lack of ability make wise management decisions in relation to resources, money, time and energy. b. Need for knowledge and application of work simplification methods.	Keeping Records Time and Energy Management	8 H. D. Clubs

GOAL	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS: ADJUSTMENT AND ACCOMPLISHMENTS
To improve home-makers by providing educational experiences which will help them to make wise management decisions.	a. A simplified system of keeping necessary family records. b. Work simplification practices. c. Making best use of available resources. d. Good buying practices.	Agent will use visual aids in giving method demonstrations on keeping records and time and energy management. Bulletins and leaflets will be used when possible; also telephone calls, office calls, and home visits.	

II. B - Subject Matter Area

2. Clothing

<u>Problems</u>	<u>Topics to be Included</u>	<u>No. of Groups</u>
a. Clothing construction methods need improvement.	Selection of New Fabrics	8 H. D. Clubs
b. With the great assortment of fabrics on the market home-makers are concerned over proper use and care.	Clothing for growing children	
c. Management of the clothing dollar.	Clothing	1 Home Ec. Committee

<u>GOAL</u>	<u>WHAT PEOPLE ARE TO LEARN</u>	<u>PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS</u>	<u>NOTES ON RESULTS, ADJUSTMENTS AND ACCOMPLISHMENTS</u>
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To improve the home-makers skill and management in selection, construction and care of clothing.

- Recommended clothing construction methods.
- Wise spending of clothing dollar
- Good fabric selection for the use to which fabric is to be put.
- Care of fabrics

Method demonstrations will be given by Agent on selection of new fabrics and clothes for growing children. Clothing specialist will work with Agent in establishing a clothing committee. Meetings of committee will be determined by committee. Agent plans to follow through with demonstrations to meet the needs of committee. Three radio programs, five news articles, home visits, bulletins, leaflets, phone and office calls will be used in developing the clothing program.

II B. Subject Matter Area

1. Foods and Nutrition

Problems	Topics to be Included	Number of Clubs, Groups or Committees Involved
a. Need for variety in methods of food preparation including seafoods.	Holiday Breads Outdoor Cookery Quick Suppers	8 H. D. Clubs
b. Homemakers recognize that too much time is being spent in food preparation.	Seafood Cookery	1 Special Interest
c. Need for well balanced meals has been recognized.		

GOAL	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS: ADJUSTMENTS, & ACCOMPLISHMENTS.
To improve the skill and management of the homemaker in food selection, preparation and service	<p>a. Wise use of time and energy in food selection, preparation and service.</p> <p>b. Principles of good nutrition.</p> <p>c. Easy, attractive and greater varieties in meals.</p> <p>d. Better use of locally grown products.</p>	<p>Method demonstrations by agent on Holiday Breads, quick suppers - Leaders will be trained by Miss Thompson, Feed Specialist, on Outdoor Cookery.</p> <p>Special interest meeting on Seafood Cookery conducted by representative from U.S. Department of Interior. At least four news articles will be written for local papers. Eight radio programs will be devoted to food and nutrition. Home visits, phone calls, office calls, bulletins and leaflets and exhibits will be used in carrying out the food program. Results of all home demonstration programs will be measured by means of a written survey and by personal visits when possible.</p>	

II. County Extension Program Adult

A. Organization

The county home demonstration club committee is composed of home demonstration club presidents and key people who participated in helping to plan and develop the home demonstration club program

1960 Plan of Work

Peggy Sue Berger
Home Demonstration Agent
Northumberland
County

I. County Situation

Northumberland County lies in the Coastal Plain Area at the eastern end of the Northern Neck. It is bounded on the North by the Potomac River on the east by the Chesapeake Bay, on the south by Lancaster and Richmond counties and on the west by Westmoreland county.

With a county population of approximately 11,000 (60% white) and the remainder negro, there are 751 farms averaging 83 acres in size. No incorporated towns or cities are located in the county.

In 1949 the median income of families was \$1,705 white the median school year completed was 7.4 for persons 25 years or older.

Agriculture is still the primary source of income for the county, soybeans, corn and tomatoes being principle crops. The fishing and seafood industry employ many persons.

Approximately 200 rural women of all ages are employed in the one industry in the Northern Neck for women (Levi-Strauss Clothing Manufacturing Plant) which is located in Richmond county. The plant is increasing its capacity 50% which will mean additional employment for rural women of the Northern Neck.

The one county white high school is located in Heathsville and there are three white elementary schools.

The chief recreation consists of boating facilities for fishing and bathing beaches.

The closest shopping centers are Warsaw and Kilmarnock each being located about twenty miles from the county seat of Heathsville.

PLAN OF WORK

1960

NORTHUMBERLAND COUNTY

Peggy S. Berger

Home Demonstration Agent