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VIRGINIA AGRICULTURAL EXTENSION SERVICE

ADMINISTRATION (1) PLAN OF WORK
(Name of Project)

For

Calendar Year 1961

Major Phases of Project or Subdivisions of Project Covered	Name of Worker	Percentage of Time Devoted to Entire Project by Each Worker
ADMINISTRATION	L. B. Dietrick	33 1/3
	W. H. Daughtrey	100
	P. H. DeHart	100
	G. C. Herring	100
	Lucy F. Blake	100
	G. W. Slusser	100
	M. C. Heckel	75

Date Submitted April 20, 1961 Signed: W. H. Daughtrey
Project Leader

Date Approved April 22, 1961 Signed: L. B. Dietrick
State Director of Extension

Date Approved JUL 3 1 1961, 1961 Signed: E. J. York Jr.
Director of Extension Work
U. S. Department of
Agriculture

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1961 ADMINISTRATIVE PLAN OF WORK
VIRGINIA AGRICULTURAL EXTENSION SERVICE

I. SITUATION AND PROBLEM STATEMENT

The preparation of a comprehensive statement of the situations and problems affecting the farms, homes, and communities of the state to serve as a basis for the preparation of plans of work by members of the staff has progressed during the past year. The present schedule provides for the completion of this statement during the coming year.

The study and analysis of the trends and the determination of potentials by the staff of the School of Agriculture has been completed. The next step, which will be taken in May is the presentation of this information to a State Advisory Committee for the purpose of getting advice and counsel on the type and scope of programs needed to meet future needs of the agricultural industry in Virginia.

This statement of the situation will be broken down by production areas within the state for use by county committees in the development of county programs. The final decision will depend upon the actions of the state committee, but present plans for 1961 provide for a series of regional or area meetings at which time the national, state, and area trends and potentials will be presented to a group of area leaders. If this plan materializes, the county committees will have available to them the state and area information to be used as a basis for the development of county programs.

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II. ADMINISTRATIVE SITUATIONS AND RELATED PROBLEMS

A. Financing Extension Work

The total Extension budget for the fiscal year 1960-61 is $4,627,621. This represents an increase of $370,403 over 1959-60. The table on Page 2A shows the amount and relationship of Federal, State and county funds. The table includes funds available through June 30, 1961. The change in the amount available after June 30, 1961, will depend upon Federal and county appropriations for the fiscal year 1961.

B. Adjustments in Extension Organization Assignment of Duties, and Division of Responsibility

There were no changes in the basic Extension organizations during the current year and no major changes are contemplated for 1961. The changes which are planned for 1961 include the addition of one additional member to the administrative staff and the location of additional specialists in production areas insofar as funds will permit. On the basis of present need, farm management specialists located in the areas will, no doubt, be given a high priority.

The studies and analyses of the situation clearly indicate the need for a more concentrated grouping of the subject-matter areas for effective program development and execution. The combination of projects is a move in this direction, but it is doubtful that this step can or should be taken in 1961.

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	1958-59	1959-60	1960-61
STATE FUNDS:			
State Appropriations	$1,928,350	$1,993,250	$2,295,250
Dairy and Pasture Specialists	15,000	15,000	
Tobacco Disease	12,200	12,100	14,200
Improvement to Virginia Crops	33,744	33,944	41,400
Disease Control of Landscape Plantings	13,500	9,960	15,400
TOTAL	2,002,794	2,064,254	2,366,250
FEDERAL FUNDS:			
Federal Smith Lever	1,505,086	1,505,086	1,593,663
Agricultural Marketing Administration	30,720	30,720	30,720
Rural Development Fund	27,308	25,400	25,135
TOTAL	1,563,114	1,561,206	1,649,518
COUNTY FUNDS:			
County Appropriations	480,686	520,000	528,892
TOTAL	480,686	520,000	528,892
ADDITIONAL REVENUE:			
Adjusting base rates of pay-clerical			47,516
Adjusting base rates of pay-agents	31,000	76,000	
State Department of Agriculture (Pest Control)	2,000	2,000	1,500
U. S. Pest Control	4,000	4,000	3,000
Industrial Grant (Southampton)	5,328	5,528	5,528
TVA	17,100	17,100	25,417
Tobacco (Aromatic)	5,160	7,130	
TOTAL	64,780	111,758	82,961
GRAND TOTAL	$4,111,374	$4,257,218	$4,627,621

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C. Personnel - Numbers, Selection, Training, Supervision, Retirement, and Salary Scales

On the State level, the Extension organization consists of a director, associate director, three assistant directors, one accountant, and an Extension Training Specialist. On the district level, there are six white women district agents, one woman district agent-at-large, and six white men district agents. Negro Extension personnel on the State and district level consists of one State agent, one Negro man district agent, and two Negro women district agents.

As of March 1, there are 92 full-time equivalent specialist positions with no positions vacant. The revision of the salary scale last July has been of considerable help in the employment and retainment of personnel on the specialist staff.

On the county level, there are 99 county agent and 88 assistant agent positions serving 97 counties and two cities. There are 95 home demonstration agent and 38 assistant agent positions serving 95 counties and two cities. There are two counties without appropriations for home demonstration work. They are Craig and Lee.

There are 31 Negro farm agent positions and 34 Negro home agent positions serving 46 counties and two cities.

There are 176 secretarial and clerical positions serving the State and county Extension workers. Most counties having two full-time Extension agents have one full-time secretary. In a few counties, where there is only one agent, secretarial assistance is provided by a secretary employed on a half-time basis or assistance

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is provided on a per diem or hourly basis.

The Selection of Personnel

There has been no significant change in the method of selection of personnel. In general, selections for the specialist staff are made from the county staff when it is possible to do so. It has been our experience that specialists who have had specialized training in a particular field and, in addition, have had county experience render a greater and usually more satisfactory service than those who have not had county experience. This selection is made in cooperation with the department heads and project leaders.

The county agent and home demonstration agent positions are filled from our most promising assistant agents. The assistant agents are selected largely from graduates of VPI. The department heads advise us of the names of their most promising students. They are interviewed by the assistant director who takes considerable time in explaining Extension work to all who are interviewed. Those that indicate an interest in the work are later interviewed by the district agents. The assistant home demonstration agents are employed from VPI graduates, other institutions within the State and from other states.

Extension Training

The responsibilities of Extension workers have changed during the past 10 years and this change may be expected to continue. An adequate training program designed to re-orient the thinking and philosophy of the personnel toward this broader concept as an educational leader will do much to help the personnel make this ad-

justment. In making this adjustment, we cannot overlook the needs of the farm people for the more specific and pinpointed type of subject-matter information.

One of the greatest needs in our training program is a well-balanced and coordinated schedule of training activities to make more effective use of the time now being devoted to training and designed to meet the needs of our personnel. The training specialist, in cooperation with the administrative staff, will develop such a plan during 1961.

The 1961 plan will include the following:

1. Pre-Service - The young men and women of our colleges need to know more about the opportunities in Extension work. We are planning to help meet this need in 1961 through three specific methods.

   a. Designate one member of the staff as an adviser to all students interested in Extension work.

   b. Continue to encourage students to enroll in the two Extension courses now being offered.

   c. Provide some undergraduate field training to a few selected men and women betweentheir junior and senior year. We believe this will provide students with an opportunity to learn Extension work through participating in activities as well as to provide a screening process for selecting agents for permanent appointment.

2. Graduate Study - Continue our efforts to provide our personnel, particularly the Extension agents, with better opportunities for graduate study.

3. New Workers' Training - Continue the special training for new workers designed to meet their needs.

Supervision

The supervisory and administrative workload today is more than double what it was 25 years ago. During this period only one assistant director and one team of district agents have been added to the staff. There is a need for increasing personnel in this group to provide adequate supervisory and administrative coordination of the Extension program.

Retirement

Virginia has a compulsory retirement system which supplements the social security benefits. Employees holding Federal appointment are not eligible for social security, but they are required to participate in the supplementary phase of the retirement system. A deduction of 4½% is made from the salaries after deducting $1200. The deduction of 4½% from the salaries of county personnel is made after deducting $1200 and the amount of the county appropriation. All full-time State and county secretaries are in the State Retirement System.

Federal Retirement

All Extension workers holding Federal appointment are participating in Civil Service Retirement and salary deductions are being made to cover the employee's contribution.

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Insurance

The Federal Group Life Insurance Program which became effective January 1, 1956, was favorably accepted by most Extension workers holding Federal appointment. There were 12 women and 2 men who elected not to participate.

Salary Scales

The salary scale for the specialist staff was revised as of July 1, 1960. The present scale is as follows:

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6	Step 7
Professor	9120	9600	10,080	10,560	11,040	11,520	12,000
Assoc. Professor	7440	7920	8400	8880	9360	9840	
Asst. Professor	6600	6960	7320	7680	8040		
Instructor	5400	5760	6120	6480			

The salary scale for county personnel was increased by one step effective January 1, 1961. The full amount of the increase was not put into effect due to the lack of sufficient funds available to the Governor for salary adjustments. The present scale is as follows:

	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
Trainee	4512	4704	4920			
Assoc. Agent	4704	4920	5160	5400	5640	5880
Agent	5880	6144	6432	6720	7032	7344
District Agent	7032	7344	7680	8040	8400	8784

The men and women agents have the same salary scale. The Negro agents are considered as associate agents and are in this scale which is applicable to all associate agents.

County Extension personnel are under the State Personnel System which provides for merit increases for satisfactory service. The merit intervals are 12 months for salaries below $5,000, 18 months for salaries from $5,001 to $7,500, and two years for salaries

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over $7,500.

The request for an additional increase of one step in the salary scale for agents and a two-step increase for trainees and associate agents is now under consideration and final action will depend upon availability of funds for a comparable increase for all State employees.

D. Policies and Procedures for Strengthening Extension Work and Its Public Relations

Major changes in policies or procedures to strengthen Extension work and its public relations are not contemplated. However, there are plans to sharpen the tools already in use to develop a stronger Extension program and better public understanding. A few of these contemplated actions are:

1. Continue with more emphasis the development of a long-time county program of work for each county. Emphasis will be placed upon the assembling and presentation of more factual information to the people as a basis for their helping to develop a sound program.
2. Increased emphasis will be given to the completion of the analysis and study of trends, present situations, problems, and potentials on the State level. A State Advisory Committee will be selected and possibly several area and commodity committees will be established to assist with the development of a State program for use as a guide in county program development and for use by specialists in the development of

their respective plans of work.

3. A follow-up will be made at district meetings and staff meetings at the college on the public relations inventory.

4. Increased emphasis will be given to farm and home management. There are specialists on the staff at present who have had from one to two years' specialized training in this field and plans are underway for an intensified training program for the county staff, particularly in the pilot counties. In the past, the training has been too broad, sketchy, and without the necessary follow-up. This weakness will be corrected.

5. An intensified educational program will be carried out on mastitis control. This program will be developed and carried out with the cooperation and assistance of the dairy industry, veterinary association, State Department of Agriculture, State Department of Health, and other agencies. The specialists in the dairy and veterinary science departments will work together in the planning and carrying out of the program.

6. There are other programs which will be strengthened such as district 4-H Club achievement days, 4-H Club camping, leadership short courses, feeder calf marketing, grain marketing, intensive soils use and fertility program, contacts with elected officials, and other similar

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activities which will not only strengthen the Extension program, but will result in a better public understanding of the organization and programs of Extension work.

7. Complete the discussion of "The Procedure for Evaluating Extension Agents" with all county workers. This evaluation form was put into use last year on a limited basis and we learned from this experience that a thorough discussion of this form with the entire county staff is the best way found to date to create a real basic understanding of the responsibilities and opportunities of county Extension agents.

8. The public relations inventory indicated the need for more positive action to inform elected and appointed officials of the objectives, organization, and programs of the Cooperative Extension Service. Definite steps will be taken during the year to improve this phase of our public relations.

   The inventory also pointed out certain areas of misunderstanding and failure to communicate with personnel within the Extension organization. Definite steps will be made to help correct this situation.

IV. ADMINISTRATIVE PROCEDURES AND POLICIES

This topic has been covered in the discussion of the items under Item III above.

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V. COOPERATION AND COORDINATION

The procedure now in effect for specialist assistance with the special programs will be continued. The major effort this year to bring about more cooperation and coordination between the various departments will be through the development of a projected program for the School of Agriculture.

ASC Committee

The associate director serves as a member of the ASC Committee. Members of the Extension staff participate in the development of the State program and assist with educational meetings. County agents take an active part in the development of county handbooks and in the overall educational program to acquaint farmers with the assistance offered in the various phases of soil and water conservation.

Virginia Association of Soil Conservation Districts

The associate director serves on the executive committee and assists with the planning of State-wide programs. The county agents are members of the district board of supervisors and actively participate in the development of district programs and plans of work. The relationship of the State and county level between Extension Service and Soil Conservation Districts has been good.

Extension TVA Program

The unit farm test-demonstration program has been in operation since 1935. The Extension Service has three full-time employees

who supervise and assist with this program. The county agent in each county where the program is in operation is responsible for its operation. The Extension Service is reimbursed for the cost of maintaining the three employees.

Farmer's Home Administration

The associate director serves as a member of the State Committee. In counties, the FHA clients receive assistance from county Extension agents on the same basis as other farmers, and in many instances, receive much more direct on-the-farm and in-the-home assistance than many other farmers in the county. There are no FHA home supervisors in the State and for that reason, home demonstration agents provide technical advice and help where needed.

Soil Conservation Service

The associate director serves as a member of the State Soil Conservation Committee. Representatives of the SCS and Extension Service have frequent conferences on various subject-matter topics. These conferences have provided a method of getting together on recommendations before differences develop in the field.

Vocational Agriculture

Agriculture and home economics teachers receive assistance in subject-matter and specialists help with meetings. Many cooperative county-wide programs are developed and carried out by the county agents and vocational agriculture teachers.

Virginia Bankers' Association

The Federal Reserve Bank of Richmond, the Virginia Bankers' Association and the V. P. I. Extension Service cooperate in an annual meeting where various timely topics are discussed. The key banker in the county usually invites the county agent to attend this meeting as a guest of the bank.

Commodity and Special Interest Committees

Specialists and agents work closely with a number of commodity organizations. The assistance is mutual because the objectives of the organizations and the Extension Service are usually very similar. A few of these organizations are:

Dairymen's Association
Dairy Breed Associations
Beef Cattlemen's Association
Beef Breed Associations
Sheep Producers' Association
Beekeepers' Association
Peanut and Hog Growers' Association
Horticulture Society
Potato and Vegetable Growers' Association
Virginia Poultry Federation
Virginia Seedsmen's Association
Virginia-North Carolina Plant Food Council
Virginia Fertilizer Association
Various Tobacco Growers' Organizations
Southwest Virginia Soil Conservation Association

In addition to the above organizations, the Extension Service maintains close working relationships with the State Department of Agriculture, REA, FCA, and State Department of Education.

A list of some of the college and State committees which the director or associate director is a member of follows:

Agricultural College Council
Virginia State ASC Committee

Virginia State FHA Committee
Valley States Conference, TVA
State Soil Conservation Committee
Tree Farm Committee
The Virginia Council of Health and Medical Care
The Virginia Adult Educational Association
The Farm Safety Committee
The Technical Committee on Soil Conservation
A Joint Extension and Practicing Veterinarians' Committee
Virginia Resource-Use Education Council
Executive Committee of the Virginia Rural Safety Council
Virginia Farm Labor Committee
Potomac River Basin Commission
Virginia Parent-Teachers' Association
Advisory Committee on National 4-H Club Foundation

VI. CALENDAR OF WORK

ACTIVITY	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Annual Extension Conference								X				
Dist. Extension Conference			X	X					X	X		
4-H Club Dist. Conferences	X	X						X	X			
4-H Club Week			X									
All Star Conference						X						
4-H Club Short Course						X						
4-H Club Congress											X	
Home Demonstration Week					X							
District H. D. Meetings				X	X							
Institute of Rural Affairs								X				
Extension Staff Conferences	X		X		X		X		X		X	
Agr'l Faculty Meetings	X		X		X		X		X		X	
General Faculty Meetings									X			
Commodity Group Meetings	X	X	X	X	X	X	X	X	X	X	X	X
Farm Organization Activities	X	X	X	X	X	X	X	X	X	X	X	X
Valley States Conference						X						
Land-Grant Meeting											X	
Academy of Science					X							
Agricultural Conference Board		X					X					