

4. Interest and initiative of all committee members is indicative of worthwhile program.
5. Use of questionnaires to help measure advance toward short-time goals.
6. Personal observation and interview with leaders and participants in programs.

B. Specific Plans for Following Through in This Area:

1. Consumer Round Table

- a. Will invite Federal Extension Specialists in equipment and retailers and to present points to look for in buying a washing machine. (Topic for second Round Table not decided upon yet). In light of these facts consumer-buyer can make selection which suits her needs.
- b. Adding to consumer information libraries.

2. Clothing Committee

- a. Selection of committee members.
- b. Meeting of committee to determine needs.
- c. Setting up machinery to insure that needs will be met - determining program and implementing program.

3. Rural Arts Committee

Same as above.

4. Home Grounds Improvement - same as above.

C. Evaluating Contributions Made in These Areas:

1. Round Table success can be measured if other Round-Tables are requested.
2. Steering Committee members help in measuring extent in which people of their communities are interested and involved in Round-Table meetings and in using consumer information libraries.
3. Personal observation and talks with community leaders.

B. Plan for Professional Improvement

1. Attending Agents District Meeting - spring and fall.
2. Attending Annual Agents' Conference.
3. Attending agent training when planned.

C. Phase of County Program Which Will Make Most Significant Contribution to Family Living

It is hoped that the following committees and their efforts will make the most significant contribution to family living in 1961:

1. Steering Committee of the Consumer Conference of Chesterfield County.
2. Clothing Committee.
3. Rural Arts Committee.
4. Home Grounds Improvement.

A. Expected Contributions:

1. Consumer Conference - contribution of agencies outside Extension (retailers, manufacturers, commercial bulletins) as well as Extension resources which will teach us facts on consumer information, specifically the selection of equipment.
2. Clothing Committee - the expected contribution of this group would be in area of determining needs of people in this area, and the formation of plans to meet these needs.
3. Rural Arts Committee - same as above.
4. Home Grounds Improvement Committee - same as above.

4. Relationships With Organizations

1. continue to inform public of Extension activities through other groups; churches, clubs, etc.
2. where possible, inform other organizations of Extension principles and objectives, services, and programs.
When requested, to speak to organizations or to give demonstrations to organizations or by inviting organizations to take part in Extension training programs or other activities.
3. try to involve these organizations in committees - by asking members to serve.
4. become acquainted with organizations by belonging to some of them.

5. Relationships With Businesses

To continue and improve, relationship with various businesses through Consumer Conference.

6. Relationships With Mass Media Personnel

Supplying news material to papers, radio, television.

7. Relationships With Other Agencies

Working with the agencies when requested.

8. Individuals and Families

Working with individuals and families when requested.

4. Strengthening Junior Leadership in the County

The majority of the junior leaders are new and need special assistance. This will be given throughout the year.

VI. For Special Consideration

A. Plan for maintaining and strengthening good public relations in county with:

1. Relations Within the State Extension Organization Itself

1. attending and contributing to staff conferences.
2. inform co-workers as to home economics program.
3. to discuss training programs with supervision and appropriate specialist so as to provide adequate leader training.
4. to keep in close contact with organizational and project leaders.
5. to keep in close contact with committee members.
6. to submit report of agents' activities in the county.

2. Relations Within Parent Institution

1. to inform prospective college students regarding V.P.I.

3. Relationships With Elected and Appointed Officials

1. keeping representatives informed of work through condensed version of Annual Report.
2. monthly report to Chesterfield Board of Supervisors on activities of home demonstration and 4-H Club work.

<u>3. 4-H Club Leadership</u>	<u>No. in 1960</u>	<u>Goal for 1961</u>
No. Club officers	110	100
No. adult project leaders	21	18
No. junior project leaders	12	13
No. recuit demonstrators	0	0
No. training meetings by specialists	0	3
No. training meetings by dist. agts.	0	0
No. training meetings by agents	8	6
No. training meetings by members club dept.	0	0
No. training meetings by others	1	0
Attendance at leader training meetings	99	110
No. 4-H leaders trained individually	26	10
No. club mtgs. held by ldr. without ast.	95	100
No. additional club mtgs. at which leaders assisted	69	50
No. demonstrations given by adult leaders	56	75
No. demonstrations given by junior leaders	23	35

B. Strengthening Leadership

1. Areas needing greatest emphasis:

a. to secure interested, responsible, far-seeing leadership for committees (Clothing, Home and Community Beautification, and the Home Economics Council).

2. Training and strengthening the program development leadership in the county.

Plan for reaching goal -

To attempt to develop adequate training which will help them to function more efficiently. Agent being present at program planning discussions.

3. Strengthening the program planning

Plan for reaching goal:

To attempt to develop adequate training which will help them to function more efficiently. Agent being present at program planning discussions. Trying to work out with homemakers what demonstrations in a particular phase of home economics would help them most.

B. Agents will meet with any group interested in home demonstration work or 4-H Clubs.

C. Agents will visit homemakers requesting help in any phase of home economics.

V. Leadership

A. Plan for Leadership

1. <u>County Program Leaders.</u>	<u>No. in 1960</u>	<u>Goal for 1961</u>
a. County Agricultural Extension Service Board	0	
b. Youth Council	6	6
c. Home Economics Council	0	

2. <u>Home Demonstration Leadership</u>	<u>No. in 1960</u>	<u>Goal for 1961</u>
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<u>No. organizational leaders</u>	91	126
<u>No. project leaders (subject matter)</u>	80	90
<u>No. Federation program of work chairmen</u>	19	21
<u>No. program development leaders</u>	20	21
<u>No. result demonstrators</u>	0	0
<u>No. training meetings by specialists</u>	15	14
<u>No. training meetings by Dist. Agts.</u>	0	0
<u>No. training meetings by agents</u>	7	2
<u>No. training meetings by others</u>	0	0
<u>Attendance at all training meetings</u>	191	200
<u>No. meetings held without an agent</u>	191	200
<u>No. meetings leaders assisted</u>	4	4
<u>Demonstrations by leaders</u>	131	160
<u>Talks and discussions by leaders</u>	44	63

3. County Home Economics Council

Plan to organize after Home Economics and General Interest Committees are formed.

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

1. Newspapers -

- a. Publishing outline of programs offered - years calendar.
- b. National Home Demonstration Week - articles.
- c. Will publicize as largely as possible Consumer Conference, Round Tables.

2. Radio

- a. Will publicize Consumer Conference Round Tables

3. Television

- a. Will publicize Consumer Conference Round-Tables.

4. Word of Mouth

Hope to get people interested in Consumer Conference by device used last year, 5 key people reach 5 more people each.

5. Working with American Home Group in Chester Jr. Woman's Club - hope to expand this to other Women's Clubs in County.

Plan for Working with Unorganized Clubs and Communities:

- A. Through Consumer Conference of Chesterfield County, hope to set up in each community in county, a center or library of factual information on consumer questions. This may take longer than a year, but we expect to make a start. In this project we hope to enlist the help of the Better Business Bureau of Richmond and other interested sources.

IV. Scope of Work

A.

	<u>No. in 1960</u>	<u>Goal for 1961</u>
No. H. D. Clubs	20	22
Membership	335	365
No. HD Groups (unorganized)	0	1
Membership		
No. 4-H Clubs	20	19
Membership	288	215
No. YW Clubs	1	1
Membership	10	10
No. Community Clubs		
Membership		
No. Home Ec. Committees	1	3
Membership	16	32
No. General Interest Committees		
Membership		
No. Youth Committees	0	3
Membership	0	15
No. Other Organizations		
No. Farm & Home Dev. Families	5	6
No. Other Families Reached	6100	6600
No. Different Families Reached	6585	7500

Areas needing greatest emphasis during year:

1. Home Economics Committees
 - a. Clothing Committee
 - b. Rural Arts Committee
2. General Interest Committee
 - a. Home Grounds Beautification
3. County Home Economics Council
4. Leadership

Plans for reaching goals:

1. Expect to interest groups taking clothing in 1960 and 61 in forming nucleus of clothing committee.
2. Home Grounds Committee
 - a. Committee members selected
 - b. Plan to organize early in 1961

6. District and State Contests will be participated in as county 4-H members receive the opportunity. These members will be assisted individually.

7. Junior Camp, Senior Camp, and Conservation Camp will contribute to the 4-H Club program by providing an opportunity to participate in a democratic society away from home, and to develop leadership qualities at the level of each camper.

8. Short Course will be an opportunity to recognize older 4-H members who have done a good job and offer further training to these members.

9. Rally Day will be held in the summer to offer a recreational opportunity with 4-H'ers from all over the county.

10. The Chesterfield County Fair and the Southside Virginia Fair will offer opportunities for 4-H members and clubs to show others what they have done, thereby publicizing 4-H work to the public.

11. Achievement Night Program provides the greatest opportunity of the year to recognize publicly the results of the efforts of the 4-H club members and leaders. It will be held in the fall.

12. Share the Fun Program will be sponsored by the Honor Club to encourage 4-H'ers to develop talents, to appreciate talent in others, to develop leadership and confidence and to provide wholesome recreation during 4-H Club Week.

13. Public Speaking Contest will be held to develop the ability to speak before a group and to let others know about 4-H through the speeches.

C. Other Activities

1. Community activities will be encouraged in each club to let the people in the county know about 4-H, and to increase parents interest in 4-H by contact with community activities.

2. National 4-H Week is observed in Chesterfield to increase the public's knowledge of 4-H, to increase interest of 4-H members through special activities and to increase the interest of parents of 4-H members. Community activities are encouraged during this week.

3. 4-H Club Sunday will be observed during 4-H Week in Chesterfield. Clubs will be encouraged to participate in a church service when conditions are suitable, to attend church in a group, or to encourage individual attendance at the church of one's choice on March 5.

4. Club Contests are held in each club at the end of the project year to encourage the 4-H members to talk and work before a group, to master a phase of the project work and to develop the ability to judge their own work and the work of others. Club members will assist with the judging. Ribbons will be awarded on the Danish System, with blue award winners being eligible to enter the county contests.

5. County Contests will probably be held in the early summer for the same purposes as the club contests, offering healthy competition. There has been some discussion of changing the county contest time, but no decision has been made.

What members are to learn:

6. How to sit, stand, walk and talk properly.
7. How to sew on buttons, snaps, hooks and eyes.
8. Why hang clothes, way to hang clothes with no closet, and ways to improve use of closet space.

Plans for carrying out project:

The one adult leader and three junior leaders working with the groups carrying the project will be trained in the fall. The agent will give the demonstrations in one club. Demonstrations will be given at the club meetings by the agent, leader, or resource person. Discussion will follow demonstrations. Practice will be expected at home on each topic. Each member will be encouraged to enter the club contest. Project records will be filled out by each member at the end of the project.

Notes on Results, Adjustments and Accomplishments

Other Projects

In addition to the main 4-H projects other projects are being carried by several clubs. Meal Preparation is being carried by 3 groups, Housekeeping by 2 groups, Your Room by 2 groups and Brands by 1 group.

Notes on Results, Adjustments, and Accomplishments

<u>Project</u>	<u>Topics to be included:</u>	<u>Number of clubs, groups involved</u>
Looking Your Best	1.Care for your hair-styling,brush- ing, shampooing.	4
	2.Care for your hands and skin.	4
	3.Care for your feet and shoes.	1
	4.Care for your teeth and your smile.	3
	5.Wash your sweaters.	2
	6.Improve your postura and voice.	4
	7.Learn to make quick repairs.	2
	8.Hang up your clothes.	3

Goals

1. To increase the interest of the 4-H'ers in their personal grooming habits.
2. To provide the 4-H'er the "know-how" to perform each grooming task properly for herself.

What members are to learn

- 1.a.Daily care of hair-brushing
b.Shampoo techniques.
c.Styling-styles, how to make pin curls and waves and roll on rags and large rollers.
- 2.Daily hand care and manicure.
Daily skin care, exercise, eat the right things, and rest.
For older girls-makeup.
- 3.Fit of shoes, care of feet and care of shoes.
- 4.Importance of smile, care of teeth, through brushing and eating the right foods.
- 5.How to wash sweaters.

B. 4-H Project Work

<u>Project</u>	<u>Topics to be included:</u>	<u>Number of clubs, groups involved:</u>
So You'd Like to Sew	Equipping a sewing box and learning to use the machines.	10
	Laundry Bag.	7
	Stuffed Toy.	9
	Apron.	5
	Simple Blouse.	5
	Gathered Skirt.	4
	Place Mats.	7

Goals

1. To develop an interest in sewing in younger club members.
2. To teach simple skills and terms in sewing.

What members are to learn:

1. What equipment is needed for sewing and how to use it.
2. How to cut out simple articles.
3. Basic fundamentals of sewing by hand and by machine.

Plans for carrying out projects:

The leaders working with the groups carrying this project will be trained in the fall. An effort will be made to keep sewing groups small, or provide quite a few leaders with a large group so that close supervision will be possible. Completed articles will be used as a model so that members will know what they are working toward. New skills will be demonstrated. Each member will be encouraged to enter the club contest and help judge the articles with the guidance of the leader and agent. Project records will be filled in by each member when the project is completed.

7. 4-H Leaders' Organization

This group is made up of all the adult 4-H leaders in the county, and meets quarterly to discuss problems and activities relative to the county 4-H Club program. Through this organization the leaders get to know each other better, sharing interests, problems and ideas.

Through this group the leaders will carry on National 4-H Club Week activities, 4-H Sunday, 4-H Rally Day, club contests, and other club activities.

4. 4-H All Stars

The All-Stars will meet in February to select the Chesterfield County nomination for 1961.

5. Honor Club

The Honor Club consists of the outstanding older 4-H Club members in the county. It meets six times during the year. Chesterfield Honor Club objectives are: to recognize those who have done outstanding 4-H Club work for 3 or more years, to encourage continued activity, to provide special training in leadership, and to provide members an opportunity to render greater service to the county 4-H Club program.

These objectives will be met through recognition of eligible members at the 4-H Achievement Program, sponsorship of the Public Speaking Contest, and Share the Fun Contest, and in presenting an award to the most outstanding 4-H Club member in the county.

6. Project Planning Committee

The project planning committee will be made up of the 4-H leaders and a representative from each club. This group will meet in August or early September to select the projects to be emphasized for the year and the topics to be included in each project. Each club will then select the project they wish to carry, and if there is a choice of topics they will select 6 for the year.

RM
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Continuation of participation in annual events such as Public Speaking Contest, Share-the-Fun, and County Fair.

Provide a wider variety of leadership opportunities for junior leaders.

Rescheduling 4-H Contests.

Increased Citizenship training.

2. Special Interest Committees

Areas needing special attention have come up and include:

Recreation

Awards

Automotive Project

Committees in these areas will be formed in 1961 to conduct the program in these areas.

3. County 4-H Club Council

This group consists of four representatives from the Chesterfield 4-H Honor Club, four junior 4-H members selected by the Extension Agents and 4-H leaders, and three active 4-H leaders selected by the Leaders' Organization. The Extension Agents act as advisors to the group.

The Council meets quarterly to make the county club plan of work for all county-wide activities and to assist in carrying it out, and to train club officers in conducting club meetings.

III. County Extension Program - Youth

A. Organization

1. County Youth Council

This group consists of (1) two of the Honor Club representatives to the County 4-H Council; (2) a representative of the County All-Star Chapter; (3) three 4-H Adult leaders, one of the representatives to the County 4-H Council and 2 additional representatives of the Leaders Organization, and (4) representatives of the Special Interest Committees relating to Youth when they are organized.

The functions of the council are to coordinate and correlate the work of all the Extension youth work, to serve in an advisory capacity to the Extension Agents as the need arises throughout the year, and to assist in determining county wide youth activities which should be given major emphasis during the year.

The County Youth Council meets once each year - in November. Recommendations from the group have included:

Additional recreational opportunities.

More emphasis on summer activities. Encourage clubs to meet during the summer and increase usefulness of Kally Day.

D. Plans for Adopting and Carrying Out Programs with Urban Families:

Chesterfield County home demonstration clubs are urban in outlook, if not location. There is little difference between interests of rural, rural non-farm, and urban members of home demonstration clubs. Both are taken care of in the same program.

E. Farm and Home Development (Farm and Home Management)

Number families worked with in 1960 - 5. Goal for 1961 - 6.

Plan for locating additional families:

1. If homemaker contacts home agent.

Objective for promoting work in farm and home development:

To present information relative to the problem.

To present alternate choices for their consideration.

To assist in carrying out the plan the family decides to adopt.

Procedures plan to use in working with families:

1. Helping the family to assemble facts - giving them information they need in order to establish some (alternative) courses of action.
2. Supplying specialist help in setting up courses of action.
3. Stressing family responsibility for selecting course of action they deem best.

Plan for recording help given to and progress made by families:

Name:

Date:

Bulletin Distributed:

Outline of Progress Since Last Meeting:

- a. sponsoring a 4-H leader from the club.
- b. helping to increase 4-H enrollment and project completions.
- c. contributing toward scholarships for Camp Farrar or State Short Course.

Community projects on home and community beautification could supply publicity stories for National Home Demonstration Week and at other times during the year. These projects will be used to interest non-members in this phase of Extension and outstanding examples could be used in selection of committee members for general interest committees on Home Grounds Improvement.

2, 3, 4, and 5 used as means to help strengthen home demonstration work in county.

6 used to help strengthen 4-H work and interest in entire program.

3. National Home Demonstration Week Activities

Plan to use these activities to publicize home demonstration work in county; to acquaint women with Federation activities.

4. Achievement Programs - plan to use for recognition of leaders, to explain coming year's program.

5. Fairs - plan to use as means of informing public of the kind of adult home economics program Extension offers. Publicize home demonstration.

6. Judging by leaders at special events - use to give leaders experience in judging.

C. Other Activities

Plan for use of other activities which may contribute to the overall program.

1. Home Demonstration Club Community Projects:

Home demonstration clubs will be encouraged to undertake a community project in Home or Community Beautification, which is the Federation Program of Work for 1961. Such activities might encourage others who are not members to participate in such a community undertaking.

2. County Home Demonstration Club Objectives:

1. To have each club undertake a community project on home and community beautification in 1961.
2. To develop in each club member an awareness of the privileges and responsibilities of home demonstration club membership by:
 - a. encouraging regular attendance at home demonstration club meetings.
 - b. encouraging each member to undertake organizational or project leadership posts in her club.
 - c. attendance at leader training meetings if she has signed up as a leader.
3. To share information with non-club members.
4. To have strong representation on overall home demonstration committee from county home demonstration clubs.
5. Each club to send a representative to Institute of Rural Affairs.
6. Each club to work for closer cooperation between 4-H and home demonstration clubs by:

Plans for carrying out program
and measuring results

Notes on results, adjustments,
and accomplishments

Methods:

1. Leader Participation

Leaders will be trained to present the following:

1. Shellfish Cookery
2. Fish Cookery
3. Salads
4. Preparing Meals for Large Family Groups
5. Oven Meals

2. Cooperation of Other Professional Workers:

Mr. Robert Finley of Game and Inland Fisheries Department will present training on:

1. Preparing Fish
2. Preparing Shellfish

3. Plans for Use of Mass Media

Announcement of training meetings will be made in newspapers.

4. Plans for Measuring Results:

- a. Use of questionnaires.
- b. Testimonials from leaders.
- c. Personal observation through home visits and visits to clubs.

Subject Matter or Special Emphasis Area - Foods

Problem

In order to serve their families with well-planned, nutritious and economical meals, homemakers are interested in learning how to serve large family gatherings (15-20), how to prepare salads as main dishes, meal accompaniments, and desserts; how to plan and prepare oven meals; and how to prepare fish and shell fish.

Topics to be included:

Number of clubs, groups, or committees involved

Shellfish Cookery	11
Fish Cookery	6
Salads	18
Preparing Meals for Large Family Groups	15
Oven Meals	18

Goals

What people are to learn

Homemakers to gain knowledge and experience in planning and serving nutritious meals for large family groups.

Have homemakers learn how to plan, prepare, and serve nutritious meals for large family groups.

Homemakers to gain knowledge and skill in planning and preparing:

1. Salads as nutritious main dishes, meal accompaniments, and desserts.
2. Nutritious oven meals.
3. Nutritious fish and shellfish dishes.

Have homemakers learn how to plan and prepare:

1. Salads as nutritious main dishes, meal accompaniment and desserts.
2. Nutritious oven meals.
3. Nutritious fish and shellfish dishes.

Plans for carrying out program
and measuring results

Notes on results, adjustments
and accomplishments

Methods:

1. Leader Participation
Leaders will be trained to present the following:

1. Selection of Becoming Clothes; Line, Design, Fabric, Color
2. Clothes for Various Occasions
3. Care of Wash and Wear Fabrics

2. Cooperation of Other Groups
Stores may be asked to lend merchandise for illustrative purposes.

3. Plans for Use of Mass Media
Announcement of training meetings will be made in newspapers.

4. Plans for Measuring Results:
- a. Questionnaires
 - b. Testimonials from leaders
 - c. Personal observation through home visits - visits to clubs.

Subject Matter or Special Emphasis Area - Clothing

Problem

Women want to learn how to care for wash and wear garments, how to treat new fabrics and finishes when altering garments so that they and their families may be well-dressed. In learning how to care for the new fabrics and finishes they feel they can prolong the usefulness of the clothing and in that way get the most value in return for the money spent.

Women are also interested in learning the principles of clothing selection in regard to line, design, fabric and color in applying those principles in selecting becoming clothes for themselves (and their families). They want also to learn about types of garments suitable for different occasions. Here again, they are interested in putting their clothing dollars to the best possible use.

Topics to be included

Number of clubs, groups,
or committees involved

Selection of Becoming Clothes; Line,
Design, Fabric, and Color

8

Selection of Clothes for Various Occasions

7

Care of Wash and Wear Fabrics

18

Goals

What people are to learn

Homemakers to gain knowledge of how to care for wash and wear garments.

Have homemakers learn how to wash, dry, and press successfully wash and wear garments.

Homemakers to gain knowledge of how to press wash and wear garments during altering.

Have homemakers learn how to press wash and wear garments during alteration.

Homemakers to gain knowledge and experience in applying the principles of clothing selection, in order to make for themselves, the best choice in regard to line, design, fabric and color.

Have homemakers learn how to select becoming outer garments for themselves.

Homemakers to gain knowledge of types of garments suitable for different occasions.

Have homemakers learn how to dress suitably for various occasions.

Plans for carrying out program
and measuring results

Notes on results, adjustments,
and accomplishments

2. Cooperation of other groups:
Stores may be asked to lend merchandise
for illustrative purposes.

3. Plans for Use of Mass Media
Announcement of training meetings will
be made in newspapers.

4. Plans for Measuring Results
a. Questionnaires .
b. Testimonials from leaders.
c. Personal observation through home
visits - visits to clubs.

Goals

People to gain knowledge of the types of household cleaners on the market, and how to make a discriminating choice of the type they need.

People to gain knowledge of the types of cosmetics and toilet supplies on the market and how to make a discriminating choice of the type they need.

People to gain knowledge of how to make the best selection of a refrigerator to fulfill their needs. Homemakers to gain knowledge of the care required in order for this piece of equipment to give best results. Homemaker to gain knowledge of wise use of this equipment to insure its long life and efficiency.

Homemakers to gain knowledge of how to remove spots and stains from new fabrics and finishes.

People to gain knowledge and skill in caring for specific household metals: silver, copper, brass, pewter, aluminum, iron, etc.

Plans for carrying out program and measuring results

Methods:

1. Leader Participation

Leaders will be trained to present the following:

1. Buymanship of Cosmetics and Toilet Supplies.
2. Care of Floors and Floor Coverings
3. Buymanship of Household Cleaners
4. Care of Household Metals
5. Selection of Laundry Supplies
6. Selection, Care, and Use of Refrigerators
7. Spot and Stain Removal

What people are to learn

Have people learn how to buy specific types of household cleaners.

Have people learn how to select specific types of cosmetics and/or toilet supplies.

Have people learn how to select, care for, and use refrigerators.

Have homemakers learn how to successfully remove spots and stains from new fabrics and finishes.

Have people learn how to care for specific household metals: silver, copper, brass, pewter, aluminum, iron, etc.

Notes on results, adjustments and accomplishments

B. Subject Matter or Special Emphasis Area - Home ManagementProblem

Homemakers are interested in becoming wiser shoppers. They want to get the most value in return for the amount of money they have to spend. They also want to be able to make the wisest choice, for them, from the vast number of choices available to them. Homemakers are also interested in learning how to care for their purchases.

Topics to be included

	<u>Number clubs, groups, or committees involved</u>
Buymanship of Cosmetics and Toilet Supplies	7
Care of Floors and Floor Coverings	10
Buymanship of Household Cleaners	7
Care of Household Metals	6
Selection of Laundry Supplies	14
Selection, Care and Use of Refrigerators	5
Spot and Stain Removal	17

Goals

Homemakers to gain knowledge of how to select the best laundry soap, detergent, bleach, starch, softener (water & fabric) for the particular job.

What people are to learn

Have homemakers learn to buy specific types of laundry supplies.

People to gain knowledge of how to care for different types of floors (wood, rubber, linoleum, plastic) & floor coverings (carpets & rugs of wool, cotton, synthetic, or blended materials).

Have people learn how to care for different types of floors and different types of floor coverings.

5. County Home Demonstration Club Committee

Composition - club presidents, program development leader,
4-H representative - president of 4-H Leaders' Organization;
County Federation Program of Work Chairmen.

Meetings - meets quarterly.

Functions - officer training - done in January. Train
club officers.

Makes necessary plans for county representation at Annual
District meeting.

Collect Pennies for Friendship and Understanding.

Assists in planning county home demonstration program.

Assists 4-H by donating scholarships to Short Course and
Camp Farrar.

Collects Federation dues.

Assists with Yearbook.

Active in assisting home agent in putting on home demonstra-
tion program whenever possible and when requested.

Assists in getting reports on year's accomplishments
and helps in evaluating results.

II. County Extension Program - Adult

A. Organization

1. County Agricultural Extension Service Board - this board will be formed when more general and special interest committees are formed and functioning.
2. Home Economics Council - will be organized as soon as special interest committees in clothing and rural arts are formed.
3. General Interest Committees
Home Grounds Improvement Committee is in process of formation.
4. Home Economics Committees
 - A. Consumer Information Committee - acts as steering committee for Consumer Conference of Chesterfield County. Functioned as a planning group in selecting areas of exploration and sponsoring two Round-Table meetings: one of consumers-manufacturers on Buying Wooden Furniture and one of clothing specialists, retailers and cleaners, on the Textile Fiber Products Identification Act of March 1960.
 - B. Clothing Committee - will be organized in 1961.
 - C. Rural Arts Committee - will be organized in 1961.

4-H Community clubs present opportunities and problems different from an in-school set up. Working in community groups means smaller groups and more individual contacts. Children do not arrive home until 3:30 or 4:00 p.m., which leaves little time for business meetings and project work. Lack of transportation to and from 4-H meetings eliminates many children. Leaders must take more responsibility, so need more training.

Many factors indicate more leader training and responsibility. It must be noted here that both of these possibilities present problems in themselves. The average attendance per leader training meeting decreased each year until 1958, but increased for 1959 and 1960. It has also been noticed that many women are unwilling to "take the responsibility" of a club.

In addition, the increased employment of women outside the home, the numerous organizations most women belong to, and lack of transportation has resulted in 4-H leaders becoming harder and harder to find.

Only a small percent come from families engaged in full-time farming. Some of the members of five of the twenty groups belong to families which are engaged in part-time farming. The remaining 15 clubs are composed of members whose family income is derived entirely from business or industrial employment. Many club members work. Nearly one-third are employed part or full-time outside the home.

Chesterfield home demonstration club members are urban in outlook, if not location. Their choice of program reflects their interests as consumers, not producers. Largest number range in age from 30-60.

The total white school enrollment as of September 1960 was 14,033, as compared to 12,703 in 1959.

It was estimated in 1957 that there were 3003 white children in the 10-14 age group in the county. In 1960, 329 of this age group were in 4-H clubs. According to the 1959 report of the State Board of Education there were 3,287 white high school pupils in the county. One and one half percent were enrolled in 4-H clubs. Forty girls in this age group were enrolled in 4-H and 505 were taking Home Economics in high school.

In 1955 in keeping with administrative policy inaugurated by the Chesterfield Superintendent of Schools, that all activities not a part of the school curriculum be discontinued, the 4-H clubs were taken out of the schools. There is one exception - Grange Hall has 2 small clubs continuing in that school.

county since that time has been 6 rooms. Implication would be that mortgage, taxes, upkeep and repairs would be more expensive in these larger homes. The fact that most of these homes are being built in subdivided areas, on land cleared by contractors, means that people buying these homes need assistance in planning and planting their home grounds.

Accident rate high - particularly motor vehicles. Due to number of heavily traveled highways in the county: Routes 1, 360, 60 and 95.

Recreational facilities, especially in the rapidly growing urban areas, are lacking. Chesterfield County does not have a recreation department. There is a great need for securing park and other recreational sites before they are consumed.

There are many organizations for men and women, boys and girls. There are more than thirty-five types of organizations, exclusive of church groups, with more than 125 units operating in the county, which involve adults. This means that those possessing leadership ability are in great demand by a variety of organizations with the result that leaders who have time or inclination to devote to training meetings for demonstrations, organizational duties, etc., are becoming harder and harder to find - with consequent detriment to organized home demonstration clubs.

At present, there are 20 home demonstration clubs in Chesterfield County with a membership of 335 women.

The Richmond area, of which Chesterfield is a part, ranks with the three top metropolitan areas of the south in proportional industrialization. The most important industries located in the area are: tobacco, leather goods, clay and glass products, chemicals and power.

The majority of the labor force is employed in industry. The average weekly earnings, as of September 1960, amounted to \$81.00 as compared to \$80.34 in October 1959. The average weekly earnings in the state, as of September 1960, amounted to \$69.60.

Employment opportunities for women are excellent, jobs are easy to find, and more and more women are accepting part-time or full-time employment away from home.

According to the 1950 census, the median years of school completed by persons 25 years and over was 9.0. Median years of school completed by Chesterfield males: 8.5; by Chesterfield females: 9.6 years.

1950 persons per household - average 3.79 persons.

Median age - 26.8

Percent of population over 65 in 1950 was 5.1; this had increased to 5.3 in 1958.

According to the 1950 census, there were 10,584 dwellings in Chesterfield. Since that time 9,964 new dwellings have been built. Of this number, 951 were built in 1960. Also, during 1960, additions and alterations to existing dwellings amounted to half the new construction in number of permits issued. The 1950 census states the median size of dwellings at that time as 4.8 rooms. Chesterfield's building inspector says the average size of dwellings built in the

A large portion of the population is the urban-rural fringe of the metropolitan areas of Richmond, Hopewell, Colonial Heights, and Petersburg. There are no incorporated towns within the county.

The trend is toward a decreasing percentage in the rural and rural non-farm population compared to an increasing percentage of urban population.

According to the 1959 farm census, 23.8 percent of the 297,000 acres total land area is in 533 farms averaging 133.1 acres per farm. The trend since 1950 has been toward fewer and larger farms. The 1959 agricultural census lists 193 farms as commercial, the others as part-time, or residential. Of all 533 farm operators, 383 are full owners, 5.8% are tenants.

Agriculture in the county is most diversified, due to climatic conditions, varied soil types, and geographic locations at the breaking point of the Coastal Plain and the Piedmont and having ready markets nearby for a wide variety of agricultural commodities.

The principal sources of farm income according to the 1959 agricultural census are:

1. Field Crops
2. Dairy Products
3. Poultry and Poultry Products
4. Horticultural Specialties - chiefly nursery products.
5. Livestock
6. Forestry
7. Vegetables

34
72

7

1961 PLAN OF WORK

Anne R. Confer
Home Demonstration Agent

Virginia W. Bliss
Assistant Home Demonstration
Agent

Chesterfield
County

I. County Situation

Chesterfield County is located in East Central Virginia at the juncture of the Tidewater Plain and the Piedmont Plateau.

Because of its close proximity to the city of Richmond, the county is considered a part of the Richmond Metropolitan Region.

According to the 1960 census, the population of Chesterfield is now 71,000. This represents a 55% increase since 1950. The Richmond Regional Planning Commission (Report 1, 1958) estimates that the population of the county will have increased to 92,000 by 1970 and by 1980 will reach 112,000.

In the past ten years, many subdivisions have sprung up throughout the county, but they are in scattered areas. The greatest concentration occurs in the Manchester and Midlothian Districts. This urban expansion has created a greater need for all kinds of facilities: parks, streets, sewers, water, etc.