

ANNUAL NARRATIVE REPORT

COUNTY EXTENSION WORK

Virginia Agricultural Extension Service

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1964

Alleghany
County

I. INVOLVEMENT OF LOCAL LEADERSHIP IN PLANNING AND CARRYING OUT THE EXTENSION PROGRAM

A. Work with Planning Committees - Organizational Leadership

Alleghany County Extension Agents adopted the state recommendation that county programs should incorporate Outlook Information, suggestions of organized subject-matter committees, and the good thinking of agents and program planning committees. Local leadership has been developed along lines of subject matter and special interest. Planning committees, using Extension Agents as resource people, consider varied phases of agriculture and home economics, program committee recommendations which would seem to meet pertinent county needs, and construct a framework to serve as guidelines for a county educational program. A program of action consistent with recommendations thus results. Committee work is in itself a training experience in leadership. As the plan of action is set into motion, many additional leaders are needed and are trained. Training for these leaders is provided by one of, or a combination of, the following:

The Extension County Agent
The Extension Home Demonstration Agent
Extension State Specialists
Extension District Agents
Other Educational Agencies

The home economics phase of the county program has an over-all planning committee which coordinates recommendations from all area or special interest committees. The agricultural phase works its program through commodity committees. The county has no over-all Agricultural Extension Board.

B. Contributions made by Local Leaders

1. Accept responsibilities of forwarding concepts of family life.
2. Serve as a channel of communication in a county-wide cooperative effort of
 - a. getting research findings to the people.
 - b. getting new subject-matter in useful form to all people of the county.
 - c. keeping people informed about pertinent Extension activities that are helpful to them.
3. Assist with program development, program evaluation, achievement and recognition.
4. Are committed to the importance of the inter-relationship of the Extension Staff and the county people.
5. Resident: Trained: Represent all communities: Thus, these leaders are important contributors to public and field service work which flows through Extension to them and hence, on to the county people.
6. Do a specific job in the county using valid teaching methods that were taught, demonstrated and recommended by Specialists and by the County Extension Agents.
7. They make it possible to use the group approach in securing and sharing facts, knowledge and experiences as a means of elevating people intellectually. Such educational experiences result in a more satisfying social, spiritual and physical family growth.
8. These leaders make it possible to have fewer, and better planned meetings, and to reach more people faster.

9. They serve as contact people for all ages.
 10. They conduct meetings, bring information and facts to the attention of people at the community level.
- C. Work in Leader Training that may Include Selection and Orientation of 4-H, Home Demonstration and Older Youth Club Leaders, Committee Members, etc.
1. 4-H Leaders are selected by 4-H club members and County Extension Agents. They are trained by the County Extension Agents individually and/or in a regular monthly training session. The leader-training program has these main objectives:
 - a. acquainting local organizational leaders with the over-all phases of 4-H work that the vision of these leaders may be as broad as the 4-H scope of opportunities.
 - b. to train project leaders in specific areas of subject matter and to orient, train and guide organizational leaders. Gainfully employed individuals who serve as 4-H leaders are trained by the Extension Agents on an individual basis. Classroom teachers form the largest block of these leaders. Other 4-H leaders meet in regularly scheduled monthly sessions for their training.
 - c. to become familiar with the framework of the 4-H club and to gain an insight into all its functioning parts.
 2. Adult group leaders are trained in regular monthly leader-training meetings. They are trained to present the educational material on demonstration topics, on special interest topics, on Federation program topics and on civil defense. They also received officer training in each office

represented within club groups.

3. Committee members serve on committees which hold special interest to them. These members are trained to be selective in subject matter and how to evaluate accomplishments. The committees trained in 1963-64 were:
 - a. Clothing
 - b. Food and Nutrition
 - c. Home Management
 - d. House Furnishings
 - e. Committee on special events (This included Achievement Day, County Fair, Food Sales, National H. D. Week, Parades, Year Book, Bazaars, and District Meetings.)
 - f. Agronomy
 - g. Dairying
 - h. Forestry
 - i. Livestock

D. General Appraisal of Leadership in the County

Allegheny County has many excellent resource people who willingly and enthusiastically promote and support leadership that is Extension trained and used. There are other agencies in the county who give of their leadership ability and their time making excellent contributions to Extension's educational programs. A third group is composed of those dependable and faithful people who serve on county committees giving of their time and leadership abilities. This group assists with both youth and adult groups. Allegheny County has good leaders, but is alert to the fact that leadership personnel is not constant. Trained leadership is one

II. REPORT ON PROJECT AREAS

AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

A. Phase: Increase Quantity and Improve Quality of Silage and Forage for Dairy and Beef Cattle.

B. Why this phase received major emphasis:

The average farmer is not producing enough forage for his dairy and beef cattle. Feed crops are high in relation to milk production and beef production as compared to state averages. Acreages of tillable land are small in relation to acres of pasture. Corn silage production will give higher yields of forage and TDN per acre.

C. Objective:

To encourage farmers to produce more and better quality silage so as to reduce the number of tons of forages and feeds purchased for their livestock.

D. Report of Progress:

During 1964 meetings were held with dairymen and other livestock producers to explain to them the production and handling of high quality corn silages and hays. These meetings were well attended. Meetings were held to explain to farmers the different types of silos that could be constructed on their properties in order to store corn silage. Five farmers have increased their silo capacity or have built silos for the first time. Some of these have been upright; others have been bunker or trench silos. There has been a change from the sorghums-sudan grasses to more corn silage. This has been brought about by making tests of corn

silages and grass silages and showing farmers the difference in the TDN and dry matter of different samples of silage.

There are other farmers in the county who are in the "talking stage". I feel that within the next year or two they will be producing silage for their livestock instead of cutting over so many acres to get hay and also purchasing hay.

Another change that has taken place among our farmers in the production of corn silage is that they have become aware of the importance of waiting until their corn is at the proper stage of maturity before harvesting for silage.

AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS —
HOME ECONOMICS AREA

A. Phase: Consumer Education

B. Why this phase received major emphasis:

Homemakers need to be kept up to date in knowledge and practices in consumer education in order to get desired results for money spent.

C. Objectives:

Interest in becoming a "good shopper".

Recognize difference between "wants" and "needs".

Ability to make wiser selections based on education and experience.

Realize need for dependable buying guides.

Ability to shop with a definite purpose as a guide.

D. Report of Progress:

This phase of the program is applicable to all areas of homemaking.

It was a part of all leader training during the year, was the keynote of seven 15-minute radio broadcasts over WKEY Farm and Home hour (noon time), and was given emphasis in newspaper articles written by the Home Demonstration Agent and published in the Covington Virginian. Consumer education is so completely embedded in all homemaking practices that it must be a continuous process. That is just what it is in the Alleghany Extension Program. In 1964 the Home Demonstration Agent has availed herself of numerous opportunities to broaden her knowledge and to give more assistance to consumer-homemakers.

Evaluation: Many homemakers are conscientiously endeavoring to keep pace with the changes in merchandising offered to the consumer and are alert to selling techniques used by producers, manufacturers,

and sales people. There are others who show less or no concern. Extension has a real responsibility to both—in fact to all—groups of people and to all individuals within the scope of the program's influence. The Home Demonstration Agent is working with this philosophy as a guideline.

AREA: EXTENSION HOME ECONOMICS

A. Phase: Clothing

B. Why this phase received major emphasis:

To update methods and techniques in selecting and constructing family clothing.

C. Objectives:

1. To know new fabrics and new fabric finishes on today's market.
2. To develop techniques and skills in working with new fabrics.
3. To understand methods of care applicable to new fabric finishes.

D. Report of Progress:

Topics explored and emphasized in the 1964 program were:

1. Use and Care of the Sewing Machine
2. Discriminating Taste in Clothes
3. Removing Spots and Stains from Clothing
4. Adjusting Clothing for Fit
5. Restyling Clothing
6. Buying Street and Church Dresses
7. Simple Sewing Workshop
8. Grooming practices

Workshops, method demonstrations and tours, discussions and printed hand-out materials provided program participants opportunities to receive a great deal of up-to-date information in the clothing area. They improved their knowledge of use and care of new fabrics, of better buymanship and developed to an extent techniques and skills in construction processes. The sharing of knowledge in these educational efforts was most beneficial to all participants. Like all phases of homemaking, this is a continuous area of research, development and of study. Hence, it will continue to be a vital part of our county educational program.

Resource people who contributed greatly to the clothing work in 1964, were:

1. Personnel in Covington clothing stores
2. State Clothing Specialist: Miss Margaret Groseclose -
conducted extra special workshop on Basic Clothing Construction
3. Commercial Pattern Companies
4. Trained, experienced clothing leaders
5. Seamstresses within our area
6. Singer Sewing Machine Company

Newspaper articles and radio programs on the fifteen-minute Farm and Home hour were contributing factors to progress made in the clothing program.

AREA: EXTENSION HOME ECONOMICS

A. Phase: House Furnishings

B. Why this phase received major emphasis:

To raise standards in selecting, arranging and caring for house furnishings.

C. Objectives:

1. To help homemakers
 - a. Know how to buy and care for furniture using factual information as a basis of judgment.
 - b. Understand the importance of planning for investing money in furniture with consideration for long term or short term service.
 - c. Make homes convenient and attractive by following a personalized house furnishings plan.

D. Report of Progress:

Topics presented in special interest sessions and through mass media:

1. Period Furniture - construction and "name brands"
2. How to Clean Furniture--wood and fabric
3. Good Points to Look for in Upholstered Furniture
4. What Goes with What in Home Furnishings
5. Color and Design in Home Furnishings
6. How to Make Draw Draperies and Curtains
7. How to Make Slip Covers

As one studies the objectives and the list of topics in close relationship, it is readily concluded that a mere beginning has been made and that these studies are of an enduring and continuous nature. Progress in an awareness of circumstances that exist in the furniture field was evidenced during program discussion periods. Two chairs were completely torn down in upholstery workshops and

a study was made of actual construction found. This was related to the cost of the chairs. Labor necessary for rebuilding and re-upholstering was given due consideration. The participants expressed two main results of the learning that took place:

1. It would be wise to buy only sturdy, well-constructed furniture that will give long service and that will merit time, effort and money spent for renovation.
2. After all the work involved in the workshop, it was decided that cabinet makers and furniture manufacturers are justified in prices placed on quality pieces--with emphasis on the word quality.

In other discussions and evaluations, it was a concensus of thinking that this is not a short term program, but one that should be included in continuous programs in order to keep pace with the vast changes that are taking place in the house furnishings industry. When open minds and an expressed desire to continue a learning process are evidenced and expressed on the part of the learner, there is opportunity for continued progress. This, in itself, is progress. Three home industries in Alleghany County have resulted from Extension sponsored studies in the house furnishings area.

1. Mrs. W. J. Lowry, a member of the Valley Home Demonstration Club, learned upholstering and renovation of house furnishings in H. D. county workshops. She now has a thriving home industry in this area.
2. Mr. and Mrs. Harry Topham learned wood finishes, wood refinishing and chair seating by participating in care and

repair workshops. They now repair wood furniture and weave splint, cane and rush bottoms in chairs. Mrs. Topham is a member of the Dixie Home Demonstration Club.

3. Mrs. H. R. Crush learned drapery making in H. D. workshops. She now is kept busy with her home industry featuring custom-made draperies. Mrs. Crush actively participates in the Mallow Home Demonstration Club programs.

This program was a continuation of an intensive study program begun in 1963 and is still being pursued with enthusiasm and keen interest.

AREA: COMMUNITY AND PUBLIC AFFAIRS

- A. Phase: Civil Defense Program
- B. Why this phase received major emphasis:

To acquaint the population of Alleghany County with information as to how they can survive and live with radiation in case of a nuclear attack.

- C. Objective:

To convince people that the only way they can survive is to be well informed on fallout.

- D. Report of Progress:

At the beginning of 1964, there was almost a complete change in personnel on the County Board of Supervisors. Since this change, civil defense has not been a major area of emphasis. The Extension personnel have continued to present information on fallout and protective means through newspaper and in radio presentations, as well as presenting programs to civic group, 4-H Clubs, Home Demonstration Clubs and other groups. The agents will continue to use civil defense topics for educational programs in the future.

The Home Economics phase of the program has done extensive work in civil defense since 1956. It is a regular part of their monthly program. A civil defense chairman in each Home Economics organized Extension group was trained by the Home Demonstration Agent in regular training sessions to perform civil defense work in the various communities of the county. After the County Supervisors organized a Civil Defense Board in 1962, this group looked to them

for guidance rather than to the Home Demonstration Agent. However, in 1964, this policy had to be changed due to the fact that most of the emphasis has had to come from the Extension program because the new Board of Supervisors does not have civil defense as one of their areas priority for emphasis. But the program has not lagged and with the help of specialists from V.P.I., up-to-date information is continuously brought to the groups.

Some of the Civil Defense Chairmen within clubs were a bit inactive. A reminder was thrown to them during an Achievement Day skit when the County Civil Defense Chairman expressed her 1965 goal as that of getting civil defense "out of the dog house". Her illustrative material consisted of an interesting miniature "dog house" and an informative label. This was a result of the change over from their resource contact, but is running smoothly again, now that all civil defense chairmen understand that they are to receive their materials from the Home Demonstration Agent's office.

It is a cooperative venture, as it should be, and is a vital part of the organized Extension Program in Alleghany County.

AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

A. Phase: Older 4-H Club Member Re-enrollment

B. This phase received major emphasis because of the large percentage of drop-outs most evident at the transition period from the elementary to high school. No 4-H Clubs are organized in high schools in Alleghany County.

C. Objective:

In an effort to establish a workable solution to this problem, the Extension Agents planned to work through local leaders whom they aimed to secure, train, and inspire into a program of action.

D. Report of Progress:

There has been increased interest in the county 4-H leader-training program. This is evidenced in attendance of leaders at 4-H training meetings held regularly each month. The result of better trained leaders is reflected in the program of work being conducted by the junior leaders and older youth in the county. One of the major accomplishments has been the publication of an improved edition of a 4-H Yearbook. This is the second edition and shows much progress. It was compiled and assembled by committees appointed by the 4-H County Council President. Extension agents, trained adult leaders, trained Junior leaders and the Extension Secretary were resource people for the committees. In its final analysis, the relentless determinations of Wendell Alfred and

Hunter Fridley, two junior leaders-advisors, were responsible for this very worthwhile accomplishment. They had full cooperation of a wide awake committee.

Junior leaders, properly motivated and trained, have eagerly assumed responsibility for developing resources within their own communities. Alleghany County older youth have shown marked progress in actual program participation during 1964.

The Extension Agents have provided training to 4-H officers and older youth

- (1) planning and organizational procedures
- (2) methods and subject matter
- (3) in group processes
- (4) in knowing where to get necessary resource materials
- (5) in considering alternatives and possibilities of projects suited to their individual communities
- (6) in keeping Records of work done as part of an evaluation by which to measure growth and development. This phase of the program, sponsored by the County Honor Club, has received major emphasis.

These young people have been given recognition and encouragement by local leaders, civic organizations and by the County Extension Staff. All of this is definitely helping to multiply the effectiveness of young leadership and is motivating the older youth to continue in 4-H Club work.

4-H Leadership is exercised in the following:

County 4-H All-Stars
County 4-H Honor Club
County 4-H Council
Local Club
Church activities - Youth program
School Organizations

and in various other special events.

The County was represented at all levels of 4-H work; National, Regional, State and County.

The Inter-state Litterbug Campaign, conducted cooperatively by Alleghany County 4-H Clubs and Greenbrier County, West Virginia 4-H Clubs, was a highlight of the years accomplishments.

OTHER PHASES:

Other phases of work that were included in the 1964 Home Economics program were studied mainly in relation to the Federation program--FAMILY LIFE.

The encouragement of a reading program showed desirable results. Eighteen reading certificates were awarded in 1964 as compared to 73 in 1963 and less than 20 in 1962. The rule, "no paper backs counted", really dropped our total count.

Creativity found expression in many special interest activities. These were participated in by Extension organized groups at times scheduled by them. The discussions at meetings on Family Life topics were culturally elevating.

This phase of the program is showing progress as learning elevates homemaking practices and family togetherness.

III. SUCCESS STORY

In 1963 I began my success story as follows:

It is doubtless true that the greatest success stories of county Extension workers are just as intangible and far reaching as some of the influences of our own personal lives. Effects of encouragement, challenge and explaining of factual educational material unfold as success stories in later living of people exposed to them. Yet, to write of success is comparable to licking a very thin layer of icing off of a big, luscious, very rich cake.

The truth of this opening statement is still realistically a part of this Home Demonstration Agent's thinking.

This year the Alleghany County Home Demonstration Agent has been keenly alert to availing herself of all opportunities of learning and progress which loomed as open doors through which she could enrich the lives of her county people. Her success story is one of great importance to her because it has kept her constantly inspired to keep the program "on the move". Keeping people "wanting" to grow intellectually and having them regard the Extension Home Demonstration Agent as a source for authentic information. This is the kind of success story that makes an agent "keep on keeping on" as she gleans the scopes of her horizons for the most up-to-date information lest she fail those who trust her. She has great pride in the many, many successes of her clientele during 1964. When one is eager, enthusiastic, and a believer in progress, success is imminent.

This Home Demonstration Agent has applied herself diligently to the task of "learning how" so she could show others and success has been imminent.

IV. GENERAL APPRAISAL OF THE 1964 PROGRAM

Alleghany County Extension Agents work on the philosophy that "Hoped for Accomplishment" is always a continued story. Success is measured by evidence of progress and the degree of success is comparable to progress made. It must follow then, that one must be alert to the direction in which a program or an activity is moving and must determine progress by established guidelines. While the 1964 program has moved in desired directions, there is still a determination to recognize emergencies and to re-direct the emphasis of a program if and when such a need arises. Such emergencies present immediate needs that take precedence over pre-planned goals. To be prepared to assist in any emergency and to alleviate, in so far as possible, the accompanying distress is worthy of note as an appraisal of work is attempted.

While unplanned for and unforeseen emergencies demand attention that is not written into the annual plan of work, it is also true that emergencies sometimes emphasize planned phases of the program. These opportunities must be recognized and made the most of at the opportune time. The Extension Staff keeps this goal as a timely guideline constantly receiving attention.