

7. With representatives of other agencies in working on cooperative projects and programs;

8. With individuals and families by showing a sincere personal interest in each one.

B. Professional Improvement

1. Subscribe to professional magazines and magazines not commonly found on the news stands and in rural homes which give up-to-date information particularly in the areas of management and consumer education.

2. Read three books from the list of suggested professional reading.

3. Add at least one additional book to my library.

4. One agent will try to attend V.H.E.A. Both agents are members of the V.H.E.A. and A.H.E.A.

5. Take advantage of professional programs, workshops and educational tours sponsored by other organizations as well as Extension.

6. Devote an average of at least thirty minutes a day to professional reading.

C. Most Significant Contribution To Family Living

Perhaps the area that will make the most significant contribution is the home grounds beautification project because it involves more people. This project is one that will involve other members of the family as well as the 4-H club members. Improved surroundings should contribute to the happiness of the whole family thus contributing to better family relationships.

For outlined plan see III-B page 11. Members will be encouraged to complete Unit I this year and work in Unit II in the future.

B. Strengthening Leadership

Areas which appear to need greatest emphasis during the year are adult 4-H club leaders to meet with night clubs, 4-H project leaders and building the confidence of Home Demonstration Club leaders. A better job needs to be done in letting these leaders know what is expected of them and thorough training needs to be provided.

VI. SPECIAL CONSIDERATIONS

A. Public Relations

An attempt will be made to strengthen good public relations:

1. With the State Extension Organization by cooperating with other staff members and keeping informed of the total county programs and cooperating with advisors;
2. With the Parent Institution by promoting the Continuing Educational Center, encouraging local people to visit the campus at their convenience as well as on special occasions and encouraging prospective students to attend V.P.I.;
3. Efforts will be made to learn to know the elected representatives better. The Board of Supervisors will be consulted concerning problems prior to solving them;
4. By offering Extension assistance to organizations and arranging for the same;
5. Patronizing local businesses and keeping abreast of local developments;
6. Using mass media regularly to publicize Extension functions and contacting representatives in advance concerning special features which may require special consideration;

V. LEADERSHIP

A. Plan for Leadership

	<u>No. in 1959</u>	<u>Goal for 1960</u>
1. County Program Leaders		
a. County Agricultural Extension Service Board	1	1
b. Youth Council	0	1
c. Home Economics Council	0	1
2. Home Demonstration Leadership		
	<u>No. in 1959</u>	<u>Goal for 1960</u>
No. organizational leaders	13	20
No. project leaders (subject matter)	74	100
No. Federation program of work chairman	13	14
No. program development leaders	13	14
No. result demonstrators	2	1
No. training meetings by specialists	5	4
No. training meetings by dist. agents	-	1
No. training meetings by agents	2	4
No. training meetings by others	1	1
Attendance at all training meetings	195	225
No. meetings held without an agent	125	85
No. meetings leaders assisted	28	156
Demonstrations by leaders	127	125
Talks and discussions by leaders	439	125

3. 4-H Club Leadership

	<u>No. in 1959</u>	<u>Goal for 1960</u>
No. Club officers	188	104
No. adult project leaders	9	15
No. junior project leaders	5	30
No. result demonstrators	-	2
No. training meetings by specialists	-	2
No. training meetings by dist. agents	-	0
No. training meetings by agents	1	5
No. training meetings by members club dept.	-	0
No. training meetings by others	1	1
Total attendance at 1 dr. tr. meetings	18	68
No. 4-H leaders trained individually	9	25
No. club mtgs. held by 1 dr. w/out agent	14	24
No. additional club meetings at which leaders assisted	68	153
No. demonstrations given by adult leaders	81	24
No. demonstrations given by junior leaders	18	50

IV. SCOPE OF WORK

A.	<u>No. in 1959</u>	<u>Goal for 1960</u>
No. H. D. Clubs	13	14
Membership	205	250
No. H. D. Groups (unorganized)	2	2
Membership	25	25
No. 4-H Clubs	31	36
Membership	385	950
No. YMW	1	3
Membership	8	50
No. Community Clubs	2	2
Membership	175	200
No. Home Ec. Committees	-	3
Membership	-	50
No. General Interest Committees	1	2
Membership	-	25
No Youth Committees	1	0
Membership	-	0
No. Other Organizations	-	-
No. Farm & Home Dev. Families	77	100
No. Other Families reached	2001	2000
No. Different families reached	1980	1500

I believe the greatest need is to build up the existing adult program.

I also feel that the organization of a Y.M.W. group would get young adults that Extension is not reaching

1. Try to fill some of the specific desires and needs of clubs individually.
2. Try to improve the quality of demonstrations by giving leaders more assistance in teaching techniques and visual aids.
3. Try to organize one or two new H. D. Clubs composed of young homemakers.
4. Try to organize a County Y.M.W. Club.

B. Plan of informing Public about Extension Home Economics Program.

News articles featuring achievements of individuals and groups at least once a month.

Weekly articles.

Unorganized - Home visits and special interest meetings.

churches in the communities where club members reside.

5. Fairs

(a) Youth Fair - A two day County Youth Fair will be held with 4-H, FFA and FHA organizations working together. Classes for each project available to members of any of these groups will be available for all members' exhibits. 4-H Club members will serve on various committees to contribute to the success of the fair.

(b) Lynchburg Farm Show - Members will be encourage to exhibit in the fourteen county Lynchburg Farm Show.

6. Achievement Day

An Achievement Day program will be held in connection with the County Youth Fair and as the climax of that event club members will take part in the program and awards will be presented to county achievement winners.

7. Contests

(a) Demonstration Contest - County Demonstration Contest will be open for competition between members under 14 and 14 years and older. The contest participated in by older club members will serve as an elimination contest for selecting the best county representation to participate in District Demonstration Contests. Awards will be presented to all contestants.

(b) Achievement Contest - Individual members over 14 years of age will have the opportunity of assembling achievement records. The best record submitted in the county in each contest will in turn be submitted for State competition.

(c) WSLs Contest - The WSLs Contest is an area club achievement contest. The three outstanding clubs in the county are selected and a record is submitted by the most outstanding club for area competition.

C. Other Activities

1. National 4-H Week

An exhibit will be placed in a prominent store window in Roanoke. It is hoped that local merchants will sponsor ideas in the newspaper during that week and achievement stories will be published. Posters will be distributed to each club and the clubs will be encouraged to put up an exhibit either in the club meeting place or in a prominent place in the community.

2. 4-H Camp

(a) Holiday Lake - About 60 4-H Club members from this county will have the opportunity of attending 4-H Camp at Holiday Lake. This camp is held jointly with a neighboring county. Camp experiences give 4-H Club members an opportunity to cultivate new friends, develop personality and leadership experience. A completed project record is a prerequisite for the privilege of attending camp. Scholarships for deserving boys and girls are provided by some of the Home Demonstration Clubs. Adult and Junior Leaders accompany the camp delegation to assist with the camp program.

(b) Senior Camps - Senior camps will be held at Holiday Lake and Camp Farrar at Virginia Beach for members over 14 years of age. These camps offer encouragement to older members to continue in 4-H Club work.

3. County 4-H Picnic

A county wide 4-H picnic is sponsored by the County Council in the early summer. Parents, members and leaders join in the fun of recreational activities.

4. Rural Life Sunday

Clubs will be reminded of Rural Life Sunday in advance and it is hoped that working with leaders special programs will be given in the

B. Project Work

Project	Topics to be Included		Number of Clubs, Groups Involved
Home Grounds Beautification	<p>Plan identification of trees, shrubs and flowers commonly used in landscaping.</p> <p>Basic steps in Home Grounds Landscaping.</p> <p>When and how to prune properly.</p> <p>Disease and insect control.</p>		36
Goals	What the members are to learn	Plans for carrying out project	Notes on results, adjustments and accomplishments
For club members to learn to identify and name 20 plants used in landscaping.	Identify plant material. Essentials for good land- scaping.	Slides and demonstrations will be shown at club meetings.	
For club members to recognize different areas in the landscape plan and plan ways to develop each.	The proper time and correct method of pruning.	Members will make leaf collections and turn them in to be scored.	
To encourage members to prune plants around their homes according to recom- mended procedures.	Learn to identify plant diseases and insect enemies and learn methods of control- ling them.	Bulletins will be provided club members to guide them in their project activities.	
To encourage disease and insect control on plants used in landscaping the home grounds.			

after each visit. Records of help given is recorded in each benchmark folder. A special sheet is set up to show progress in different areas.

III. COUNTY EXTENSION PROGRAM (YOUTH)

A. Organizations

1. County 4-H Council

Officers of each local 4-H club plus the officers of the County Honor Club comprise the County 4-H Council. A meeting is held in the fall to elect officers and plan county activities and events. Officer training is provided for new club and County Council officers. A meeting is held in the spring to complete plans for summer activities and to take care of incompleted business. The County Council President calls a meeting of the Ececutive Committee to make decisions for this group when problems arise.

2. All Stars

A County All Star Chapter comprised of all 4-H Club members who have been received into the Virginia All Star Chapter. This group meets annually for a banquet meeting. A committee representing this group is responsible for choosing members to be recommended for initiation into the Virginia All Star Chapter.

3. Honor Club

The Honor Club is composed of outstanding 4-H Club members in the County between the ages of 14 and 21. A annual meeting of the Honor Club is held for the purpose of recommending new members. A banquet and initiation are given by the Honor Club for new members.

C. Other Activities

1. National Home Demonstration Club Week

Home Demonstration Club members will be encouraged to write articles for newspapers in observance of this occasion.

2. Achievement Program

An achievement day program will be planned this year. Exhibits featuring home demonstration projects for the year will be displayed as a part of this activity.

3. Community Improvement

These clubs serve as a means of reaching more people with educational material. Rural families are encouraged to improve their homes and communities.

D. Urban Work

A very small percentage of this county would be considered in a urban area. Though many members of these families seek part time employment most of them still derive a major part of their income from farm enterprises and retain rural interest. Therefore, we have not felt it necessary to change the county program to emphasize urban programs.

E. Farm and Home Development (Management)

Seventy-seven families were worked with in 1959 and we hope to increase this to 100 families during 1960. The objective is to improve living conditions to make the farm as profitable as possible and to raise standards of living. Technical knowledge will be furnished and the families will be encourage to use Extension assistance on both the farm and home front.

A benchmark is kep on each family, more information being added

ART IN DAILY LIVING

Problem	Topics To Be Included	Number Of Clubs, Groups Or Committees Involved
Not aware of material beauty in surroundings.	Wildflowers To include seed and dried flower pictures	13

Goals	What People Are To Learn	Plans For Carrying Out Program And Measuring Results	Notes On Results, Adjustments, And Accomplishments
To create more apprecia- tion of nature.	To identify common local wildflowers.	Wildflower identification tour.	
Create a realization that all beautiful flowers are not necessarily cultivated ones.	To use things from nature in home decorating and improving surroundings.	Encourage interested members to plant wildflower gardens. Method demonstrations at club meetings. Discussion conducted by art and daily living chairman with members at club meetings.	