

PLAN OF WORK
1964

APPOMATTOX COUNTY

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DATE MAILED - DECEMBER 24, 1963

A MAJOR EMPHASIS -- EDUCATIONAL PLAN

PROJECT AREA: HOME CONSTRUCTION - PLANNING AND FINANCING

PHASE: Rural Housing, Calendar Year 1964

The Situation:

Due to the increase in family income, the availability of financing for small new homes and the desire of young families to secure a home, there is a definite trend in the county to new home construction, with requests from Extension to supply available services.

The Specific Problem:

Inadequate and shortage of homes.

The Program Objectives:

To provide guidance to individual families within the boundaries offered by Extension and other governmental agencies.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist families: 1. House plans (blue-prints).	State Engineering VPI Staff	1. Organize subject matter material.	Dec.-Jan.	Agent with specialist contact.
2. With selection of adequate living space planning.	Staff - House plans Blueprints (VPI)	2. Select demonstrators for before and after "Modern Farm Home."		
3. Recommendations for heating and plumbing needs.		3. Survey to determine interest needs and depth of project.	Jan.-Dec.	Agent with FHA Supervisor
4. Home furnishings, phone, fire insurance	Home Economics Department (VPI) Bulletins	4. Hold meetings at selected demonstrations.	Sept.	Agent with neighborhood leaders
		5. Visit projects to aid with planning interior and exterior beautification.	May-Oct.	
		6. Complete write-up and photos of each demonstration for records and reports.		

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
		7. Individual contacts	'Jan-Dec.	'Local professional workers skilled in problems.
4. With building site, drainage, roads, suitability, walks, driveway, etc.	'SCS technicians	8. Leader's meetings and field work.	'Nov-Sept.	'Agent, soils technician and health inspector
5. Yard beautification	'VFI bulletins, printed materials, VFI bulletins specialist.	9. Demonstrations, meetings, individual contacts, discussions, Bulletin 243.	'June-Sept.	'By Agent and aid of specialist and local nurseryman.
a. Landscape plan				
b. Foundation shrubs				
c. Lawn-recommendations.				
d. Photos-before and after.		10. Training meetings - Specialist	'May-Oct.	
6. The values of outside home beauty as well as indoors.	Completed homes and lawn, shrub demonstrations, Staff VSC	11. Visiting completed projects; lawn, shrub, drives.		'By Agent
7. Investment, security better family home life.		12. Publicity for cooperators, write-ups and photos.	'Date of completion	'By Agent and local press.

EVALUATION:

1. Determine through formal or informal methods:
 - a. Number of demonstrations planned; number completed.
 - b. Total other homes built (Economy package) comparisons.
2. After five years, an evaluation will be made on number of families comfortably housed community-wide.
3. First year evaluation figures: (1962) Eleven conventional homes built.
 Twenty-two homes built (pre-cut) Economy package type.
 (1963) This previous number has easily doubled
 Number of homes 25; landscr. sd 45 (aided by Extension Service)

MINOR EMPHASIS - EDUCATIONAL PLAN

SUBJECT AREA: THE ADULT WORK - EXTENSION ACTIVITIES 1964

OBJECTIVE: To Adjust and Gear the Program to Meet the Needs of the Part Time Farm Operators

The Situation:

Each year there are fewer full time farm operators; even the current farms are participating in the crop retirement program (corn, wheat, tobacco). As a direct result, livestock population decreases accordingly. Forestry products remain only as the sole farm item for market. Full time public jobs rate over and above full time farming. Requests and cooperation with Extension have turned to different avenues of desire.

PROJECT AREA	ACTIVITY	METHODS	WHEN	BY WHOM
<u>Agronomy:</u>				
Soils	Soil test, conservation plans, watershed, contour strips, ponds.	Farm visits, demonstrations, field meetings, ASC and SCS local programs	Jan.- Dec.	Local soils technicians and Agent.
Corn	Increase yields, recommendations for seed, fertilizer, lime, cultivation practices, yield checks.	Individual and group contacts, letters, VPI bulletins and materials.	April- Oct.	By Agent
Tobacco	Increase yield and quality, recommendations, plantbeds, seeds, fertilization, insects and diseases, cutting and marketing preparation.	Demonstrations, field meetings, bulletins, circulars and result records, VPI specialist.	Jan.- Dec.	Tobacco specialist and graders, agent, Agronomy Committee
Wheat	Recommended seeding and fertilization demonstrations, field, yield checks.	Farm visits and field meetings, VPI materials and recommendations	Sept.- Oct.	By Agent
Pasture	Recommendations, seeding, fertilization, fencing, clipping, grazing, yield.	Field meetings, demonstrations VPI materials and information.	Jan.- Dec.	Specialist, Agent Agronomy Committee
Stack silos	Plant ensilage corn, to supplement hay and drought conditions.	Individual contacts, for dairy or beef produces. Bulletins and demonstrations	Mar.- Sept.	By Agent

MAIN ACTIVITIES - 2 - FIVE SEVEN

PROJECT AREA	ACTIVITY	METHODS	WHEN	BY WHOM
<u>Forestry:</u>	Forestry practices; thinning, culling, reseeding, cover, borders, wildlife, game, fire prevention.	Field meetings, demonstrations, agronomy committee meetings, individual contacts.	Jan.- Dec.	Forestry specialist, district forestry, ASC, Agent.
<u>Livestock:</u>				
Dairy:	Promote and further educate present dairymen toward practices; feeding pasture, buildings, improve quality stock.	Bulletins and VPI materials, secure stock bulls, artificial breeding, records.	Jan.- April	Local milk plant, specialist, agent.
Beef:	Advocate improved pasture program and better herd stock.	Resource information VPI, local herds, supply breeding stock.	June- Sept.	By agent and breeders.
Swine:	Promote better feeding, housing, pasture and quality stock.	Individual contacts, provide stock animals through 4-H program	Jan.- Dec.	4-H member projects, Agent, local pure- bred breeder farm.
Poultry:	Continue to improve broiler project as to feed ration per bird, sale weight and feed conversion.	VPI material, bulletins, current information, market reports, industry reports.	Jan.- Dec.	VPI specialist, cooperator, Agent.
<u>Demonstrations</u>				
Community:	Hixburg Demonstration Community, progress activities, homes-new and renovated, improvements individual and community wise, community church improvement project.	Meetings, home score checks, delegateships, reports, awards.	Jan.- July	Advisory board, leaders, Agent.
Meetings:	Agronomy Committee, local and state advisory board, county wide conference community club, Civil Defense, state farmer conference and other.	Cooperation with other federal agencies and local extension related activities.	Jan.	By Agent, guest speakers, specialist
<u>All other:</u>	Attendance district and state conferences, special request activities, photography, office work, planning, farm and home visits, inservice training, summer school, vacation			

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Extension Youth

PHASE: 4-H Citizenship Project

The Situation:

With the conflict of ideologies that exist in the world today, it has become increasingly important that the youth of America exhibit a high degree of citizenship.

The Specific Problem:

Many young people know citizenship only as a word; they need to understand its concept, that citizenship exists only as it is shown in action and attitudes.

The Program Objective:

To foster a fuller realization on the part of young people of the true meaning and importance of citizenship and how it is interpreted in every day life.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1) To help youth develop into good citizens.	Leaflets prepared by the Agent	Talks and discussions	Oct.	Agents
2) To cultivate a desire on the part of 4-H club members to improve themselves and their behavior.	Professional publications.	demonstrations movies quizes contests	Nov. Dec. Jan. Feb. Mar. Apr. May	and leaders and club members
3) To create an appreciation for their communities and country in which they live.				
4) To create interest for 4-H club work.				
<u>EVALUATION:</u> By 4-H Club members records, contests.				

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H Club Project Work (Livestock), Calendar Year 1964

The Situation:

Due to school consolidation programs locally, there has been an enrollment loss, 1960-61, 328; 1961-62, 251. It has been determined that new member contact by agent is being deleted, also older members are dropping membership and project activity. Small membership clubs no longer possible, less personal contacts made with older club members. Some methods must be used to re-enroll and re-interest the young and older 4-H member drop-outs.

The Specific Problem:

The loss of membership of 10 year olds and dropping off of the 16 to 18 year group.

The Program Objectives:

To develop a lively and profitable livestock program to re-interest and attract new membership.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
A. Meeting with adult leaders, discussion of existing problems	Local teachers and principal	Leader's meeting, discussions	Feb.	Farm Agent and leaders
1. Membership loss		General meeting with parents, P.T.A. and school leagues.	April	
2. Needs of group 10 year olds and 16-19 year old 4-H members	Local leaders, 4-H leaders Handbook, printed materials, on development needs.	Discussion meeting with 4-H members now enrolled and carrying bona fide projects.	March-May	By Agent and leaders
B. Secure cooperation of leaders and parents in advocacy of increased enrollment	Staff (VSC)	Membership drive program, posters and achievement program	Jan.-March	4-H members, leaders and parents.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Extension Youth

PHASE: Career Exploration

The Situation:

Youth need to be informed about occupational opportunities available to them. Some need to recognize more clearly the importance of being well trained for a trade or vocation. Too many youth fail to understand that competition for jobs will be keen in the future.

The Specific Problem:

Too many youth dropping out of high school. Few are being trained for a trade or vocation. Youth do not recognize that occupational opportunities are limited for those who do not adequately prepare themselves.

The Program Objective:

To help 4-H members to explore the many career opportunities available and to learn a good procedure for studying different occupations.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1) To help members become aware of career opportunities.	Career Exploration, Unit I. Career opportunities, professional publications, Virginia's Changing Agriculture.	Demonstrations and talks Worksheets--Self analysis through keys to my career interest, job interviews, conferences with professional workers. Interviews	Jan. through June monthly meetings	Agent 4-H Adult leaders Junior Leaders
2) To teach members procedures for studying their abilities, values, interests and personality characteristics.				
3) To help members recognize the advantages and limitations of planning for a career.				

EVALUATION:

Questionnaires, record books checked periodically, contests.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
C. 4-H market show and sale event	Chamber of Commerce	Presentation of records, reports and pictures of successful members activity.	Jan-Mar.	By Agent, state staff and workers (agents)
1. Raise market pigs to age of 6 months for sale in August, culminating event.	Professional workers Local Banks Staff (VSC)	Market pig project, project financed awards, cash, trips, delegateships, publicity.	March	By Agent, 4-H project leaders and parents.
2. Educational, experience, competitive, wholesome.				
D. Sears 4-H pure-bred pig chain.	Sears, Roebuck & Company	Farm and home visits, individual contacts, achievement day awards, pins, ribbons, scholarships and delegateships.		State, staff and county. By Agent, district agent and adult leaders
1. Raise pig to sow and litter phase-ownership.	Engineering specialist			organizations.
2. Profitable, educational personal experience.	Swine specialist	Club meeting project discussions		
3. Working with pure-bred registered top grade animals.	Local breeder's farm			
4. Prizes, pride exhibits, stock improvement, community sales				
E. Other livestock projects encouraged.	Successful local operators	New projects, introduced and encouraged	Mar.- June	By Agent

EVALUATION:

- Determine in the 1963 records for increased enrollment. (1961 - 251) (1962 - 270) (1963 - 339)
- Were there better and more livestock project participants at the end of project year.
- Second year evaluation (1963) 4-H Market Show and Sale Event--Weight 3,146 lbs.--\$517.27--\$44 in Award Prizes
Places won--Reserve Champion Pen of 3, 2nd Pen
Twenty-one animals involved, 17 animals sold (market hogs) - Ten 4-H Project members participating
4-H State Short Course President
National delegate - 4-H Center (August) 1963 - Chevy Chase, Maryland

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Extension Youth

PHASE: Civil Defense (4-H)

The Situation:

The need for preparation for Civil Defense is at an all time high. Many people are not aware of the dangers of fallout or that they could survive a possible attack. Others are not interested because they don't know. Many could do with knowledge in first aid.

The Specific Problem:

Youth faced with the problem of living with radiation and limited knowledge of what they should do to save themselves as well as the lives of others.

The Program Objective:

To assist youth in recognizing a need for preparedness. To teach youth some facts about the nuclear age.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1) To create an awareness of the danger in not being prepared.	Leaders manual. Guiding 4-H youth in Civil Defense. Pamphlets -- Fall-	Demonstrations and talks Self Medical Help, visual aids. check sheets news articles	Jan. through May	Agent & Junior Leaders trained adult leaders
2) To help youth understand facts.	out Protection, Your Family Survival Plan.	conferences with Health Dept. and Civil Defense Coordinator.	Dec. Feb.	
3) To teach youth medical self help procedures.				
4) To create an interest on the part of youth for teaching others.				

EVALUATION:

Questionnaires, record books checked periodically.

MINOR EMPHASIS - EDUCATIONAL PLAN

SUBJECT AREA: GENERAL 4-H CLUB ACTIVITIES - 1964

OBJECTIVE: To work with increasing numbers and to improve the quality of project work undertaken.

PHASE	ACTIVITY	METHODS	WHERE	WHEN	BY WHOM
<u>Organizational</u>	Enrollment, election of officers, program of work, council, project enrollment.	Rally, exhibits, posters, photos, slides, VPI materials, leader participation, parents.	County level	Nov.- March	Leaders, parents, members, Agent.
<u>Programs</u>	Achievement day programs, Rural Life Sunday, Fun Night, Talent program, fund raising events, National 4-H Club-week	Committees assigned - 4-H and adult, cooperation of school officials, principal, minister, teachers and church officials, use of leaders and members.	High School auditorium, local churches	March April May	Leaders, 4-H members, State staff, Agent.
<u>Project work</u>					
<u>Livestock:</u>	Member project participation in hogs, calves, poultry, turkeys, cattle, dogs.	4-H pig chain, 4-H beef calf chain, bank financed projects, parents sponsored.	County	Feb. to Oct.	Parents, leaders, local patronage, breeders, Agent.
<u>Gardens:</u>	Home garden production, variety vegetables, freeze, canning, exhibits.	Home visits, member, parents, awards, trips, delegatships.	County	April- Nov.	4-H members, leaders, parents, Agent.
<u>Crops:</u>	Tobacco projects, seed, fertilization, harvest, insect diseases, preparation for market, yields, records.	Home visits, parents cooperation, awards, trip delegatships.	County	March- Dec.	4-H members, Agent, parents.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Extension Youth

PHASE: Entomology (4-H)

The Situation:

Successful rural living requires that some knowledge of insects be readily available to more and more individuals.

The Specific Problem:

Too few 4-H club members have a working knowledge of insects their habits and identify any characteristics. Therefore, they need to learn when insects are of benefit and when and how they can be controlled because of their destructive powers.

The Program Objective:

To acquaint the 4-H member with the life history, habits, prevention, and control of most common insect pests in King George and surrounding areas.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1) To teach the members the importance of beneficial insects and the way to protect them.	Extension bulletins, No. 65, 601, Circular 628	Talks	Sept.	Agents
		Discussions	Oct.	and
		movies	Nov.	4-H
		field trips	Dec.	leaders
2) To help the member to recognize the importance of identifying correctly insects.		demonstrations	Jan.	
		exhibits	Feb.	
		contests	Mar.	
3) To assist the 4-H club member to realize and appreciate the values of rural living.			Apr.	
			May	

EVALUATION:

Record books and individual home visits, exhibits.

PHASE	ACTIVITY	METHODS	WHERE	WHEN	BY WHOM
<u>Special Events:</u>	Tractor School Clinic	Cooperation of business, tractor dealers, 4-H committees assigned, use of local equipment and materials.	Appomattox County	April	Co-workers area counties, state staff.
	Rural Youth Exposition	13 county organization sponsor brochure-ads, financing, 4-H club members, parents and leaders, emphasis on market pig project.	Lynchburg	March through August	Chamber of Commerce Co-workers staff, VFI Division of Markets, banks, parents, 4-H members and leaders.
	4-H Club Picnic	Annual recreational event, total county enrollment attends. Cooperation of school board transportation.	Prince Edward Lake	June	Leaders, parents, members, Agent
	Five County Fair	Selected projects permitted for exhibit purposes.	Prince Edward County	Sept.	Leaders and Agent
<u>All other:</u>	Forestry, safety, leadership home beautification, flowers canning.	Pine seedling orders, home planning landscaping, home visits.	County	April-Nov.	4-H members, parents leaders, Agent
<u>State Events:</u>	4-H Short Course	Outstanding project member selected for delegateships state winners receive trips awards, scholarships.	Virginia State College	June	State staff, agent VFI staff
	Conservation Camp (wildlife)	County 4-H members selected for delegateships	Virginia State College	August	State staff, Agent
	Tractor School		Virginia State College	Feb.	State staff, specialist

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Extension Youth

PHASE: Forest Appreciation Project

The Situation:

With an increase in nonfarm enrollment in 4-H club work, projects are limited to some extent. Forest appreciation has been used successfully in the past and continues very good for the second year 4-H members.

The Specific Problem:

Two-thirds of the land area is in woodland. A resource that needs greater emphasis on its use and potential value. Adults have been rather abusive and exploited a good portion of the stand.

The Program Objective:

To create an awareness among our youth the importance of our forest in our daily lives.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1) To teach the members identification of trees.	VPI Forestry Publication and identification leaflet.	Slide discussion.	Jan.	Agent
2) To help members to recognize the more productive trees.	Virginia Conservation Commission publication.	Demonstrations among members.	Feb.	Agent & members
3) To recognize products of the forest in daily living.	USDA Forest Service publication.	Talks and demonstrations.	Mar.	Agent
4) Forest conservation.		Field trip to local sawmill	Apr.	Agent & miller
		Scrapbook or leaf collection	May	Agent & members.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Extension Special Interest

PHASE: Civil Defense 1964-65

The Situation:

The need for preparation for Civil Defense is at an all time high. There appears to be no practical programs in force from which families of King George could benefit. Some families want to learn how to protect themselves, many more could do with knowledge in first aid.

The Specific Problem:

Families faced with threats of warfare and limited knowledge of what they should do to save themselves as well as the lives of others. Very few families recognize the importance of seeking available training.

The Program Objective:

To inform families of the seriousness of the situation and what they can do which would help determine their well being in case of emergency. Here at least one member of every family in the county trained in Medical-Self-Help.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1) To create an awareness of the dangers involved.	Civil Defense bulletins	Medical Self Help	through/Leads	out
2) To help families understand the importance of taking practical steps, to protect themselves.	Fall-out protection handbook for emergencies	training schools	year	Agents & Leaders
	Fallout Shelters	newspaper articles		
	Emergency Sanitation for the Home.	circular letters		
3) To teach families the basic first aid rules.	Extension Bulletins No. 2127,			
4) To teach families medical self help procedures.	77			
	King George Survival Plan			
	Medical Self Help guides.			

EVALUATION:

Determine interest by number participating in program. Quizzes given. Questionnaires to families participating to determine changes.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Extension Home Economics

PHASE: Clothing

The Situation:

More homemakers want to dress well. They feel a security and poise in knowing they are correctly dressed. They want to be able to select that clothing which is suited to their needs, is comfortable, becoming and something they can pay for. Some seek knowledge and skills in constructing clothing. More and more want training in the use of their sewing machines.

The Specific Problem:

Homemakers talk knowledge and skills in coordinating a wardrobe. Many give no thought to well planned wardrobes. Misinterpretation of fashions is responsible many times for unwise purchases. Others lack training in clothing construction. Some have figure problems which they have not learned to deal with successfully. Many have a limited amount of money to spend for clothing.

The Program Objective:

To improve the appearance of homemakers and their families by creating an awareness for knowledge and skills in coordinating wardrobes. To help homemakers improve their buying and sewing skills.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1) To create an awareness of the importance of being appropriately dressed.	Extension Bulletins No. 50, 52, 51, 44. Illustrative charts, professional magazines, professional library,	Demonstrations, actual practice by homemakers and leaders. Training programs for HD leaders and home economic leaders in clothing construction. Workshops in use of sewing machines, making hats and constructing basic clothing. Tours to local dept. stores.	Feb. Mar.	Leaders Agent
2) To help families develop skills in selecting becoming clothing.	pattern companies, leaflets prepared by VPI, specialists and agents. HPC Money Management Library. USDA publication No. 1837.		Mar.	Agent & 2 leaders
3) To teach principles related to line, color, and pattern effect.			Mar. Apr. May	Agent & leaders
4) To help homemakers gain a better knowledge of the economical value of constructing clothing.		Special interest meeting on selecting hats. News articles	Feb.	local hat representative & Agent
5) To help homemakers develop skills in clothing construction techniques.				

EVALUATION: Through personal contacts and local surveys determine the number of homemakers who have adapted improved practices. Quizzes and contests conducted at various meetings. Score cards will be used for judging. Checking records of individual families.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Extension Home Economics

PHASE: Foods -- 1964

The Situation:

More homemakers express a desire to improve the family diets. Many more want to learn new ways to prepare vegetables. Some realize the importance of salads in the diet and want information on preparing salads. Many want to develop skill in buying food for the family. Others need information on freezing baked foods and preparing quick casseroles; they are interested in planning ahead.

The Specific Problem:

Few homemakers have had any training in this field except through the trial and error methods. Opportunities for educational programs related to this phase of work have been limited. Likes and dislikes among family members for certain foods create problems for the homemakers. Lack of knowledge on the importance of an adequate diet for the family is prevalent.

The Program Objective:

To improve the family diet by spending the family food dollar more wisely and to help homemakers adopt improved practices in the preparation of foods and better eating habits.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1) To create an awareness for the importance of an adequate diet for the family.	Extension bulletins. Food Yearbook of Agriculture. Circulars. Illustrative charts. Your Food Dollar--	Demonstrations to Home Demonstration and special interest groups.	April May July Aug.	Agent & Food Leaders Home Economists of Power Co. Dir. Dairy Council, Staunton VPI Spec. Agent
2) To assist homemakers in developing skills in the preparation of vegetables, fruits and meats.	HFC. Professional publications. Virginia's Changing Agriculture. Leaflets prepared by VPI Specialists and Agents. Economics for consumers.	Leader training programs	Feb. Apr.	
3) To teach the importance of reading labels and learning to recognize signs of quality.		Visual aids and newsarticles will supply additional information.		
4) To teach the importance of a variety of food in the diet.		Educational exhibits set-up	Aug.	Food Leaders

EVALUATION: Through observation and questionnaires determining the number of families who adopted recommended practices.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Extension Home Economics

PHASE: Home Management

The Situation:

Population continues to increase. Consumer income per person shows a gain. More homemakers work outside the home. Constructing of housing continues to increase. Food supplies are abundant. Supplies of clothing are large and prices have risen slightly. Out economy is based on credit. Many, many homemakers want many many things.

The Specific Problem:

Families do not always use their income wisely. Unwise use of credit creates additional problems for families.

The Program Objective:

To help families to become more aware of the importance of making the best use of their money.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1) To create an interest on the part of families in learning more about better money management practices.	Economics for Consumers Extension bulletins Money Management for Moderns -- H.F.C. 1964 Outlook information	Individual conferences demonstrations Visual aids - "A New Look at Budgeting" news releases	through- out year " Nov.	Agent Agent & Leaders Agent
2) To assist families in recognizing some of the alternatives in spending.				
3) To help families become more aware of the need for a spending plan.		Many programs in home management will be integrated into other phases of work.	through- out year	Don Long VPI

EVALUATION:

Interest shown by homemakers participation and discussions and their request for additional information. Observation of changed practices.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Extension Home Economics

PHASE: Housing

The Situation:

The average family spends 24% of the family dollar on housing. According to the housing census mortgage buying of homes has increased from 44% in 1950 to 57% in 1960. Our County has increased accordingly in the number of homes built. Last years records show 70 new homes were built. Young families want new homes. They need assistance in selecting floor plans and adapting them to their particular needs. Others want help in selecting building materials.

The Specific Problem:

Too many homes are built without guidance from trained people who could prevent many pitfalls in housing construction. Insufficient numbers of specialists at VPI in the housing staff to meet the request of families. Few local draftsmen available. Hard-headed contractors.

The Program Objective:

To fully acquaint young families of the cost of building and types of loans available. To teach young people to recognize a good house plan before they begin to build.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1) To help families gain knowledge of what is involved in homeownership.	Extension bulletins professional publications	Individual contacts throughout year. Special-interest meetings		Specialist & Agent
2) To assist families in developing plans for the home which would best suit their needs.	building a home	charts -- visual aids tours of well-planned homes	Oct. through- out year	Specialist & Agent Agent & Leaders
3) To teach skills in selecting building materials.	Economics for Consumers	conferences with the Commissioner of Revenue concerning housing program	"	Agent
4) To create interest for better planned kitchens.				

EVALUATION:

Observation -- checking records of individual families.

House Furnishings (Continued)

EVALUATION:

From agent's observation of interest, response, participation, attitudes, and evaluation check sheet, she will be able to determine progress made.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Extension Home Economics

PHASE: House Furnishings

The Situation:

The average family spends 7% of the family dollar on house furnishings according to a local survey, families are concerned and spend more of their dollars for the living room in their homes. They want information on selecting and buying furniture, planning color schemes and making draperies. The wants that families have today are so demanding on the income that too often the furnishing dollars are called upon to stretch too far. Spending patterns are changing. High pressure advertising is prevalent.

The Specific Problem:

Shoppers do not recognize "a bargain is not always a bargain." Many homemakers do not consider the cost of upkeep. Others lack knowledge and skill in developing long-time plans. Some do not recognize the importance of selecting top quality furniture which will endure hard wear. Others practice impulse buying.

The Program Objective:

To assist families in recognizing their own needs and offer alternatives to their problems. To help families recognize a need for developing a spending plan. To help families to be better managers of their money.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1) To create an awareness for making the entire home comfortable and attractive.	Extension bulletins H.F.C. - Your House Furnishings Dollar, Professional publications, professional library, leaflets prepared by specialists of VPI and agent.	Demonstrations given to homemakers. Training program for leaders. Illustrative charts, visual aids.	June Feb.	HF leaders Spec. VPI "
2) To assist homemakers to make decisions about bymanship.		Individual contacts, office conferences, home visits. News articles.	Through-out year	Agent & Specialists
3) To teach families the elementary steps involved in having a workable spending plan.		Special-interest meeting for young homemakers.	Sept.	Agent
4) To help families develop skill in making house furnishings.				

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Agriculture Production

PHASE: Control of Brucellosis in Cattle

The Situation:

Since September 1958, King George has been a Modified-Certified County. To maintain this health status, every third year 20% of the cattle herd must be tested. Excluded in these tests are those testing annually and those tested previously in recertification. Vaccination of replacement heifers has been a definite part of this program for the past twelve years and will continue so long as there is such a program.

The Specific Problem:

Excluding herds tested annually and those tested in previous recertification, it will be more difficult to reach the required 20% cattle numbers. Although, our leading producers cooperate fully, we have our share of producers who failed to see the importance of eradicating the disease from the county. Education has played a major role in the past and has to be continued if we are to reach the final objective of a Bang's Free County.

The Program Objective:

To stimulate interest among forty-two herd owners and encourage them to cooperate in recertification testing to maintain the existing health status.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To provide information on the annual and long-time eradication program.	Agriculture Research Service	County meetings	Jan.	USDA Vet.
	Disease Eradication Division	Circular letters	Jan.-	Agent
	VPI Department of Veterinary Science.	Support of livestock committee in organizing testing campaigns. To continue organized effort in calfhood vaccination.	Apr. Feb. Apr. Sept.	Local Vet. and Agent

EVALUATION:

Working with local and USDA veterinarians to determine number of herds involved upon completion of county testing.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Agriculture Production

PHASE: Beef Cattle -- Calf Production -- Increase the number --
Fiscal Year 1964

The Situation:

The cow-calf herd is the most popular livestock enterprise in the County. Emphasis directed toward this is likely to accomplish much more than other livestock. A good potential exists for expanding. A good market outlet is provided, less market fluctuation, and the margin of profit is largely determined by the ability of the producer to practice good breeding, feeding, managing, and marketing.

The Specific Problem:

A wide variation exist among feeder calf producers on the size and quality of calves produced, and/or either sold or fed on the farm.

The Program Objective:

To encourage that good breeding, feeding, managing, and marketing will largely determine the net returns per cow and the beef herd.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
To teach farmers the essential factors in production and marketing. To teach farmers that a breeding animal must be productive to return a profit to the farm business.	VPI Animal Husbandry Department. Performance record for replacement or breeding animals. Breeder Association Publication.	Livestock committee and agent to promote organized feeder calf sale. To use facts and figures of local feeder calf producers who are doing outstanding jobs in the County.	Jan. Sept.	Committee & Agent
		To continue 500# feeder calf contest and encourage greater participation. Circular letters. Award of contest at annual meeting of county farmers.	Mar. Oct. all year Dec.	Producer & Agent Agent, Specialist Agent Chairman, Livestock Committee

EVALUATION: Working with livestock committee, compare feeder calf records, 500# contest records and observance throughout year on culling, breeding, replacement, and ~~xxxxx~~ method of marketing.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Agriculture Production

PHASE: Utilizing Grain Through Livestock Feeding -- Fiscal Year, 1964

The Situation:

Corn amounting to 150,000 bushels is a fair estimate of the amount sold as corn grain in a normal year. A very short crop in 1963 has reduced all livestock feeding and the greatest decrease is market hogs. A hog slaughtering plant is under construction in the county and is scheduled for operation in mid summer. According to the owner, he planned to use local labor and stimulate interest in market hog production in the county.

The Specific Problem:

A major problem of many potential feeders is their general dislike for swine feeding enterprise. This not the case with cattle feeding even though swine may be a more profitable enterprise.

The Program Objective:

To increase interest in both feeding enterprises. To create awareness and desire of the needs of a growing population whose per capita consumption of red meat continues to increase.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1) To attempt change in attitude of potential feeders to favorable concept of feeding.	Virginia's Changing Agriculture and Its Potential in Animal Agriculture. Animal Husbandry Department	Training sessions with livestock feeders with assistance from area livestock specialist.	Fall and winter	Specialist and Agent
2) To develop more skill in feeding practices and transmit to local feeders.	VPI and other Department as this need arises.	To cooperate fully with local processor and livestock committee in promoting swine feeding through county meetings, circular letters and tours.	Fall and winter	committee and Agent

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Conservation, Development and Use of Natural Resources

PHASE: Forestry -- Forest Stand Improvement -- Fiscal Year 1964

The Situation:

The woodland area of the county is 74,000 acres, with 24,000 classified as farm woodland. Estimate of leading sawmill operators show around \$100,000 is paid annually for timber harvested with close to one-third of this amount contributing to farm income. Forest fire in April, 1963, burned over 3,500 acres, destroying most of the young timber. Some marketable timber and pulpwood have been salvaged, but the real problem of reforestation remains. Left for natural reproduction very little improvement can be expected in the more profitable species.

The Specific Problem:

Low quality hardwood growing on sites more adapted to pine and poplar.

The Program Objective:

To encourage practices that will improve species on cut-over and burned area of the county.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
1) To generate awareness and interest among woodland owners the value of a productive forest to their own economy.	VPI Forestry publication Va. Forest Service publication & personnel Agri. Conservation Program handbook.	County-wide meetings with visual showing improvement practices. Establish demonstrations in burned area with help of forestry committee and landowner. Circular letters and news articles. Personnel contacts and encourage specific farm woodland owner	Feb. Mar. Mar. 1964 Winter Mos.	County Forester Committee & Agent Agent & VPI Agent

EVALUATION:

To review forest practices participation under ASCS program and number of contacts through county office on tree seedlings, seed and chemical control of poor quality species.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
4) To conduct field crop tour showing results of various demonstration projects planned along with a general tour to promote the county's agriculture.			July	Field Crop Committee & Agent
5) To work with committee in field estimating in corn growing contest.			Sept.	Agent & Committee
6) To conduct countywide meeting on harvesting, storing, and marketing corn and soybeans.			Oct.	Specialist
7) The value of soil samples as a guide to fertilization program will be emphasized.			March April May	Agent & ASCS
8) To work closely with ASCS office on National Farm Program under their supervision.			1964	Agent
9) To support the above through news articles, meetings, circulars, personal and group contacts.				

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: Agricultural Production

PHASE: Field Crops -- Increase efficiency, fiscal year 1964

The Situation:

Soybeans, corn, small grain, and hay are the chief crops and are grown on 14,562 acres. They contribute \$360,000 toward the agricultural income. The 1960 census shows the average yields per acre for corn as 52 bushels, wheat 25 bushels, and soybeans 16 bushels. Average fertilization for corn is 300 pounds, wheat and small grain 440 pounds, while no fertilizer is used on soybeans. Ten per cent of the cropland is limed annually. Average yields based on results of Experiment Station shows when improved cultural practices are followed, corn yields could be increased to 88 bushels per acre while soybeans yield to 38 bushels per acre.

The Specific Problem:

County average yields to low for the profitable returns on field crop enterprises.

The Program Objective:

To encourage greater use of experimental information and thereby increase the county average yields of the leading crops. To encourage maximum participation in feed grain and wheat programs where livestock is not a major enterprise.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Assist crop producer.	VPI Agronomy publication	1) To encourage the field/	Feb.	Agent
1) To understand the purpose of experimental work and who benefits.	Circular 541, 871 Experiment Station, corn variety test--1962	crops committee to promote greater use of lime among county farmers as part of their Civil Defense effort. A high ph should aid most crops and will reduce the danger of Strontium 90.		
2) National Feed Grain Program offers crop producers a real opportunity to shift in enterprise, particularly livestock.	Leaflet 99, MR-240 Va. Crop Improvement Association Public. Circular 656, 533, Leaflet 40, ASCS circulars and other information.	2) Field crops committee to serve as a team in conducting forum discussion on improved cultural practices at county wide meetings. 3) County Farm Bureau to continue sponsoring corn growing contest.	April	Agent & Committee
			1964	Farm Bureau

KING GEORGE COUNTY PLAN OF WORK 1964

GEORGE H. HALL
COUNTY AGENT

GEORGIE S. RUCKER
HOME DEMONSTRATION AGENT