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VIRGINIA AGRICULTURAL EXTENSION SERVICE

1959 PLAN OF WORK

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Name

Local Home Agent

Title

Mecklenburg  
COUNTY

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COUNTY SITUATION CONSIDERED IN WORKING OUT THE 1959 PROGRAM

Mecklenburg County is located in Southside Virginia, in the heart of the bright tobacco belt. The area of the county is 669 square miles.

According to the 1954 Farm Census, there are 3,784 farm operators in the county compared to 4,034 reported in 1950. In the 1954 census there are 1,880 white operators and 1,903 non-white operators compared with 1,972 white and 2,062 non-white in the 1950 census.

The total population according to the 1950 census 33,497, of this number 16,920 white, 16,564 colored (50.5% white and 49.5% Negro).

There is one area in the county with more than 2,500 population, Chase City, these families are classes as urban.

There are numbers of industries in the county but a very few Negroes are employed in such, the majority depend on the farm for their living.

The chief types of agriculture on the county are tobacco, cotton, peanuts, cucumbers, grain, cattle swine and poultry, with tobacco being the chief crop. Because of the labor required to produce tobacco, little time is spent on food production and other crops.

All the family members work long hours during the spring, summer and fall months on their tobacco.

In the last four or five years the cash receipts for tobacco have been greatly decreased because of weather conditions and cutting of acres. However the year of 1958 changed this situation somewhat.

Approximately ninety per cent of the farm families have electricity. With the new telephone lines being run in the county, a number of families now have telephone, approximately 6 or 7 percent have water under pressure.

Recreational facilities are very limited in the county. Only one center is being developed. This center is located in South Hill.

With the construction of the John H. Kerr Dam, we now have two well developed parks. This provide recreational outlet for people in the county and surrounding areas. With the new dam, we have plenty of fishing and boating area. As a result of the dam, we have access to 800 miles of shore land, however some portion of this area is located in North Carolina.

There are sixteen home demonstration clubs, fifteen 4-H clubs and three community clubs organized in the county. The farm and home agents work jointly with these organizations, planning and carrying out extension program.

Long-time goals expressed by the county organizations:

1. Increase value of farm and home by improving home surroundings.
2. Increase farm income.
3. Encourage civic participation.

II. County Extension Program - Adult

A. Organizations:

1. County Agricultural Extension Service Board

- a. Four meetings will be held, the first Monday in each quarter to plan and direct the extension program in the county.
- b. Special guest will be invited to discuss current farm and home problems in each meeting.
- c. Conduct demonstrations and tours.
- d. Send delegates to State meetings and visit experiment stations.
- e. Sponsor community improvement project.

2. General Interest Committee:

- a. Work will be continued in nutrition started last year.
- b. Surveys will be completed and results tabulated.
- c. An educational program will be planned as results of findings in surveys.
- d. The committee of eight persons will meet as often as necessary to plan and carry out this program.

B. County Home Demonstration Club Program

- a. Two meetings will be held, January and July.
- b. Activities to be carried on in the meetings will be to find and discuss community needs, help to analyze county problems and work out an effective program.

c. Plans will be made for special activities such as; Home Demonstration Week Observance, Educational Trips, Tours, Re-sult Demonstrations, participation in fairs and district and state meetings.

d. Provide leadership for other extension groups.

Club Objectives:

1. "See Your Home in a New Light." Improve Lighting and Wiring in the home.
2. Increase Civic participation through: Voting status and cooperation with other community organizations.
3. Increase value of your homestead by improving your home surroundings: Yards, Driveways, Mailboxes and out buildings.
4. Sponsor improvement projects for churches and schools.
5. Improve Diets through Better Planned Meals.
6. Improve Health Conditions through Home Sanitation.

The committee met in July to plan the Home Demonstration Program for 1959.

Program development leaders presented suggestions coming from their clubs, the county home agent, vocational agriculture teachers, and the health officer presented to the group their views of some of the needs in the county. After a lengthy discussion from the needs and desires of the local families the following projects were selected.

1. Budgeting and money management.

This was selected because of the high cost of living and the desire of the group to improve their standards of living.

A leader training meeting was planned to be conducted by the home management specialist.

Demonstrations will be conducted during the month of January in each club and account books will be given to each club member. These account books will be checked at intervals by the leaders and home agent. Mass media will include radio programs, new articles and educational booth at county fair.

2. Where and How to Plan Additional Storage:

This project was selected because so many homes were built with little or no storage facilities. Increasing storage space will provide for more orderly, conveniently family living.

A leader training meeting will be held by the housing specialist.

Demonstrations will be conducted in the February club meetings by leaders. Demonstrators will be selected. Visits will be planned to the demonstrators homes.

Leaders will make monthly check on improvements. Mass Medias that will be used, radio programs, news articles, educational exhibit at local fair and visits to demonstrators homes.

3. Home Sanitation - Water storage, garbage disposal and Pest Control:

This project was selected because a small percentage of the rural homes in the county have complete water systems.

Poor garbage disposal and lack of pest control were evidents of reports made by leaders and county workers.

Family health conditions will be improved by improving water system, safe garbage disposal and better pest control.

A leader training is being plan to be conducted by specialist in this area. Demonstrations will be given in the club meetings in March. Demonstrators will be selected, special workshops will be conducted.

Radio programs, news articles and educational exhibits will be used to encourage improvements in this project and to inform non-club members.

#### 4. Improving Diets:

With so much stress being put on adequate diets it still appears that some foods are not included in the average family diet each day. From a survey conducted, it was evident that more vitamin A and C. foods should be included in these diets.

A leader training meeting will be conducted by a specialist or agent on preparing food high in vitamin A and C.

Demonstrations will be given to club groups in April and May on this project. Each club member will be asked to plan meal weekly to include these foods.

A check sheet will be used at the end to indicate progress.

Radio programs, news articles and educational exhibits will be used to inform the public the importance of balanced diets.

Special Interest Workshops will be conducted on freezing fruits, vegetables and prepared foods.

5. Art in Everyday Living (basketry and winter bouquets).

This project was selected because the group wanted to improve the inside appearance of the home. Leader training meeting will be held and demonstrations will be conducted in club meeting two months - June and November.

Mass medias that will be used are: radio programs, news articles and educational exhibits.

6. Constructing of House Furnishings ( curtains, draperies, bedspreads, etc).

This project was selected because the group wanted to beautify their homes at a minimum cost and to develop skill in making simple articles for their homes. Each club will work on articles that will best suit their needs.

Demonstrations will be give in club meetings two months. Two workshops will be conducted. Demonstrators will be selected. Mass medias will include radio program, news articles, educational exhibits and workshops.

Special Interest - A slipcover workshop will be conducted.

G. Federation Program of Work - "Better Health"

This program of work will be stressed through - improved diets and improving health conditions in and around the home. Three months will be devoted to this in club meetings. The Home Demonstration Week activities will be centered around - good health makes better living.

D. Other Activities

1. Community Improvement Project

This project is sponsored by the state and county Advisory Board to encourage better family living through a unified community program.

- a. Leaders will be selected and trained to assist in carrying out this project.
- b. Meetings will be held with all families involved three or four times during the year.
- c. Monthly meetings with leaders.
- d. Result demonstrations will be planned.
- e. Demonstrations and information will be given in meetings.
- f. Survey will be made by leaders in November to check progress.

2. National Home Demonstration Week Celebration

- a. Conduct County-wide program
- b. Let people in the county know what the home demonstration clubs are doing.
- c. Send articles to local papers.
- d. Have club members appear on radio program.
- e. Have atleast thirty members attend district meeting.

3. Sightseeing Trip

- a/ To some historical or place of special interest.
- b. To acquaint the people with their state and nation.
- c. To stimulate interest among club members and to encourage larger participation in extension service.

4. County Fair

- a. Each club have unit demonstration
- b. To stimulate for improvement in the home and better family living relation.
- c. Encourage members to enter products in general exhibits.
- d/ Stimulate interest in the Extension Program since most of the county people attend the fair.

5. Work in Unorganized Communities

- a. Give demonstrations, talks and assistance to groups and individuals.

III. Farm and Home Development

Plans have been made to continue the Farm and Home Development Program with three families.

Major areas we plan to work on are: planning the family budget and keeping records, home improvement and food production and preservation.

Methods to be used in carrying out this program will be through home visits and atleast two joint meetings with these families.

IV. County Extension Program - Youth

A. 4-H Organizations

1. 4-H County Council

a. The 4-H County Council has a membership of ninety (adult and junior leaders). The council will meet four times this year to receive training in organization and project work to strengthen the 4-H Program.

b. Special Activities to be sponsored by the Council

1. Annual 4-H Week program.
2. Rural Life Sunday Program.
3. Participation in county fair.
4. Annual county-wide picnic
5. Annual 4-H Popularity Contest and Talent Program
6. Send delegates to state meetings.

2. Leaders Association

a. This organization will meet each quarter to plan activities to strengthen the 4-H club program.

b. Leaders will be trained in project and organizational work.

### B. 4-H Project Work

Junior and senior leaders met in July to plan the 4-H club projects for the year.

It was decided by the group that the Electric Project carried last year would be continued again this year. With beginners and younger members in unit I and those completing unit I would take unit II. Things considered in continuing this project was the wide range of ages enrolled, time allowed for meetings and the number of club members in each group.

#### a. Methods of Teaching

1. Two training meetings were planned.
2. Demonstrations will be given by leaders and agents to clubs and demonstration groups.
3. Individual and team demonstrations will be given.
4. Visits be made to demonstrators homes.
5. Radio program, demonstrations at special meeting, exhibits and news articles will be used as mass medias.

#### 2. Other Projects

Each member will carry atleast one other project.

Demonstrations and assistance will be given to these members in project groups by agent and leaders.

Workshops will be conducted in each project selected.

C. 4-H Club Activities

1. Achievement Day
  - a. To conduct atleast one in each club.
  - b. Exhibit projects and judge them.
  - c. Give recognition to outstanding work of leaders and members.
2. Rural Life Sunday
  - a. Conduct one county-wide service
  - b. Show the close connection in the churches, farms and home.
3. County Fair
  - a. Display products.
  - b. Let members place exhibits. Give demonstration on making displays.
4. Annual County Picnic
  - a. Sponsor one county-wide picnic.
  - b. Have atleast one social in each club.
5. 4-H Camp and Short Course
  - a. To send delegates with outstanding accomplishments County and state project winners.
  - b. Send delegates toall state meetings.
6. 4-H Week Program
  - a. County-wide program with each club participating.
  - b. Present awards to leaders and members.
7. Popularity Contest and Talent Program
  - a. Sponsor popularity contest, crowning king and queen of county and sending delegates to state meetings.

b. Give award to club with best talent.

V. Scope of Work

A. Organization

	<u>No. in 1958</u>	<u>Goal 1959</u>
No. of Home Demonstration Clubs	16	16
Membership	325	350
No. of 4-H Clubs	15	15
Membership	264	290
No. general interest committees	1	1
No. youth committees	1	1
No. farm and home development families	5	5

VI. Plan for Leadership

A. Over-all Program Leaders  
(organization leaders for county  
Extension Service Board)

B. Home Demonstration Club Leadership

	<u>No. in 1958</u>	<u>Goal 1959</u>
No. organizational leaders	135	135
No. project leaders (subject matter)	62	62
No. Federation program of work chairmen	15	16
No. program development leaders	24	32
No. result demonstrators	33	48
No. meetings at which leaders were trained by specialists	2	5
No. meetings at which leaders were trained by district agents	0	1
No. meetings at which leaders were trained by agent	3	4
No. at training meetings	96	120

	<u>No. in 1958</u>	<u>Goal 1959</u>
No. club meetings held by leaders without agent present	32	60
No. club meetings in which leaders assisted	80	92
Total number demonstrations given by leaders	85	90
No. talks or discussions by leaders	60	70
C. Over-all Youth Leaders (organization leaders for county youth council)	<u>No. in 1958</u>	<u>Goal 1959</u>
	32	35
D. 4-H Club	<u>No. in 1958</u>	<u>Goal 1959</u>
Number 4-H officers	60	72
Number adult project leaders	25	36
Number junior project leaders	16	20
Number result demonstrators	17	35
No. meetings at which leaders were trained by specialist	0	2
No. meetings at which leaders were trained by district agent	0	1
No. meetings at which leaders were trained by agent	7	12
No. meetings at which leaders were trained by personnel in 4-H Dept.	0	1
No. meetings at which leaders were trained by others	3	2
Attendance at leader training meetings	98	136
No. 4-H leaders trained individually	25	42
No. club meetings held by leaders without agent present	45	60
no. club meetings at which leaders assisted	96	100

	<u>No. in 1958</u>	<u>Goal 1959</u>
No. demonstration given by adult leaders	71	80
No. demonstrations given by junior leaders	59	70

Plans for training and using 4-H leaders - 4-H and Adult project leaders will be trained to give demonstrations and to assist the agent in giving demonstrations. Leaders will serve as demonstrators to set examples for other club members. Leaders will conduct small project groups in the neighborhood. Leaders will be given directions for keeping records. These leaders will report accomplishments to agent.

Organizational leaders will be trained at the County Council Meeting and in small groups on how to conduct meetings and keep records. These leaders with the assistant of the agent will meet in June to plan the 1958 4-H program and activities.

VII. Plans for work with other agencies.

A. I plan to cooperate with the school program in rendering services in giving talks, demonstrations and information on recommended extension practices to students, senior league and veteran classes. I will take an active part in a home improvement workshop in March which is planned, by the home economics department for students and adults.

B. Church

Encourage more participation in church by young people, have rural life Sunday in connection with church services, appear on church programs when necessary.

C. Health Department

Give demonstrations to clinic groups. I will cooperate with the health department in encouraging members to make their outdoor toilets sanitary.

VIII. Plans for developing Good Public Relations in County With -

A. General Public - I plan to cooperate with all county organizations by attending meetings and rendering service to all groups.

B. Co-workers - work with other extension personnel in planning the county program. With all the families working on similar programs, it will seem more important and will encourage more participation.

C. Other professional workers - Have group meetings to discuss problems and to acquaint each other with their programs. Encourage club members to cooperate with other workers' program.

IX. Plans for Recording Progress and Evaluating Programs Planned for 1959.

Leaders will be used to help in recording the needs and achievements. Observances and studies will be made of previous practices to show the progress of the program. Tours will be conducted to show progress.

Meetings and demonstrations will be held at result demonstrations.

Have achievement days in 4-H club meetings and products will be exhibited at the county fair.

X. Plans for Professional Improvement.

A. Organized Study -

Agents conference - I will attend the annual agents' conference

and all other workshops designed for extension agents.

B. Reading Professional Publications - A part of each Monday and other available time will be spent reading newsletters, publications from U.S.A., and Home magazines.

C. Membership in Professional Organizations - I will retain my membership in the County Teachers Association and the Mecklenburg Professional Workers' group and the P. T. A., in my community.

D. Participating in programs workshops, etc., planned by other organizations. I will attend all programs and workshops that will improve my professional growth.

E. Planned Educational Trips -

To visit some historical place during the summer with the Home Demonstration Club.

XI. Cooperative Plans for a Unified County Extension Program

No plans have been made for a unified county program. The local farm and home agents plan all their programs and activities jointly. Weekly conferences are held to evaluate and plan further actions for the development of a better program.

XII. Problems in Carrying out the Extension Program -

Tobacco being the chief source of income in the county, requires a great deal of time and labor, especially from May to November.

The extension program was planned to work on projects that requires more time from January to May. Projects requiring less time for completion were planned for busy seasons.

Record keeping is one of the biggest problems we have with 4-H members. Beginning of the year each child is given a folder to keep all their 4-H records and materials in. This book is called a Memory Book. We hope this will help solve the problem of record keeping.

With the cutting of tobacco acres and other crop allotment more and more homemakers are having to seek employment outside of the home. Less time is spent by the homemaker in the home in some cases they have had to discontinue club work.

To reach these women and others we have daily radio programs instead of weekly one. Monthly newsletter will be sent out. We will continue the weekly news article in the three county papers.