

ROANOKE

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy - Production of Quality Forage, Fiscal Year: 1963

The Situation:

Hay and silage is by far the largest and most important crop produced by county farmers. This forage is needed to feed dairy and beef cattle, two of our five major enterprises.

In 1949, 3,439 acres of alfalfa produced 7,772 tons of hay. In 1959, 3,894 acres of alfalfa produced 9,605 tons of hay.

Most of the 2,050 acres of corn grown in 1959 was used for silage.

An analysis of the 30 forage samples tested to date revealed that most silage rates good to excellent, whereas, hay rates poor and fair.

These results bear out the fact that weather conditions last year were favorable for growing silage and very poor generally for making hay.

Our Agronomy Committee's Program is emphasizing the production of quality forage.

The Specific Problem:

Low quality forage.

The Program Objective:

To increase the quality of forage produced in Roanoke County, thereby more milk, beef and lamb will be produced efficiently giving farmers more net income.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To teach farmers the value of quality forage.	: VPI Circulars 871, 585, 374, : 505, 533, 615, 685, 739. : VPI Forage Testing Results. :	: 1. Collect samples of hay & silage for testing. :	: Jan. : : Thro : : Dec. :	: Agents. Agronomy : Committee Members. : Farmers, DHIA Supv. :
2. To have farmers observe difference in adapted varieties of small grain and forage crops.	: VPI Leaflets 143, 40, 9, I, : and 21. : County Demonstration Plots. : : :	: 2. Counsel with farmers and interpret test results. : : 3. Schedule result Demon. Tours to explain plain difference. :	: June : : Thro : : Dec. : : May : : July : : Aug. :	: Agents. : DHIA Supervisor. : : Agents. Seed Store : Managers. Professional : Workers.

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TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
3. Stress preparation for seeding alfalfa and permanent pastures.	VPI Circular 685.	4. Through news articles : radio and TV.	Feb. : July : Aug. :	Agents.
4. Have farmers seed adapted crop varieties for our area.	Virginia Drop Improvement Association. VPI Agronomy Research Report	5. Mail out to farmers : crop variety recommendations for our area; also to Professional workers.	: Sept. : : : : :	Agents.
5. To teach farmers the practical application of forage testing results.		6. Visit seed & fertilizer dealers, asking them to stock and recommend adapted varieties	Feb. : : : : :	Agents.
6. Stress application of chemicals in fall for alfalfa weevil control.	VPI Entomologists. State Dept. of Agriculture. VPI Leaflet MS-105.	7. News Articles, radio, and TV. Personal contacts.	: Sept. : : & : : Oct. :	Agents.
TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
7. Encourage farmers to take own soil samples and participate in ASCS Program sign up.	VPI Circular 810.	8. News articles, radio, TV, and announcements at routine meetings of farmers.	Feb. : July : Nov. :	Agents.
8. Economical Production of quality forage.	VPI Specialists in Agronomy, Dairy, Animal Husbandry, Plant Pathology & Economics Dept.	9. Conduct Forage Production Day School.	: : Nov. : : :	: Agent, VPI Specialists, and Committee Chairmen.
9. To teach skills in weed control in pastures and forage crops	VPI Weed Specialist. VPI Circular 728.	10. Organize & conduct Sprayer Calibration and Weed Control demonstration if needed.	: Feb. : : : : :	: Agents, VPI Specialists.
10. That early cut forage is higher in T.D.N. and protein.		11. Radio, TV, and news articles.	: May : : : : :	: Agents.

EVALUATION: When agents send forage samples results back to farmers, a cover letter suggests that they keep a record of cutting dates, stage of maturity, varieties seeded, etc., of their forage crops during 1963 for com-

Evaluation continued:

parison purposes. Beginning in 1964 we will possibly use survey sheets to help determine the improvements made in producing quality forage in the county. This information will guide the Agronomy Committee in planning programs.

A MAJOR EMPHASIS - EDUCATION PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION MANAGEMENT
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Dairy - Mastitis Control, Fiscal Year: 1963

The Situation:

There are 28 Grade A Herds in Roanoke County averaging some 45 cows per herd. Of the 18 herds on DHIA, the annual DHIA report and supervisor say that udder trouble was responsible for over 25% of cows leaving herds. The local veterinarians say that mastitis is prevalent in at least 35% of the herds they serve. It is estimated that mastitis is costing the dairymen of this county at least \$50,000 per year in lost milk, drugs, veterinary service, and damaged animals.

The Dairy Committee recognized this problem and requested that a Mastitis Committee be organized in 1961, and that a carefully planned educational program on mastitis control be carried out in connection with the State Mastitis Program.

A Mastitis Committee was organized, composed of dairymen, state veterinarians, local veterinarians, milking machine company representatives, DHIA supervisor, and agents. To date one milking demonstration has been held for dairymen and, particularly, for the men who actually milk the cows.

The agents, DHIA Supervisor, and Dairy Committee, have cooperated with getting educational material to dairymen from the State Mastitis Committee.

Mastitis troubles have been on the decline in Roanoke County during recent months due to the educational programs of the State and County Committees. We hope these educational programs will continue to reduce this problem.

The Specific Problem:

Loss of potential income due to mastitis.

The Program Objective:

To reduce the occurrence of mastitis and thereby increase the net income of county dairymen.

<u>TEACHING OBJECTIVES</u>	<u>SOURCE OF SUBJECT MATTER</u>	<u>METHODS</u>	<u>WHEN</u>	<u>BY WHOM</u>
Assist dairymen and those who milk the cows: ---	: : Materials provided by State	: : I. Distribute materials:	: Jan. : : Thru :	: Agents, : DHIA Supervisor
I. To acquire a better understanding of the recommended managed milking practices.	: : Mastitis Team : : :	: : furnished by State : : Committee and Dairy : : Extension.	: Dec. : : : :	: : : :

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist dairymen and those who milk cows to: ---	:	:	:	
1. Acquire a better understanding of the recommended managed milking practices.	Materials provided by State Mastitis Team.	1. Districute materials furnished by State Committee and Dairy Extension.	Jan. Thru Dec.	Agents, DHIA Supervisor.
2. To acquire skill in applying these practices.		2. Meet with Mastitis Committee to plan & execute a second Milking Demonstration.	Sept.	Agent, Mastitis Committee.
		3. Select Master Demonstrator.	Oct.	Agent.
		4. Train Demonstrator.	Oct.	Agent, Dealer Representative.
		5. Promote Demonstration by personal letter, telephone and other publicity:	Oct.	Agent, DHIA Supervisor.
		6. Conduct Demonstration.	Nov.	Local Dairymen.
		7. Discussion.	:	:

EVALUATION: -- A follow up questionnaire to diarymen will help evaluate the reduction of mastitis among participating diarymen and help the committee determine future activities.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: Beef Cattle - Marketing Feeder Calves, Fiscal Year 1963

The Situation:

The Roanoke Feeder Calf Association has been marketing feeder calves through special sales for the past eleven years. Cattle producers in Roanoke, Botetourt, Craig, Floyd, Montgomery and Franklin Counties, sell calves in these sales, and each county has two members on the Board of Directors. In 1951, one sale was held at the Roanoke Livestock Market, selling some 350 head of calves. In 1961, 2864 head of calves were sold for \$416,534.16,

The Situation --(Beef Cattle - Marketing Feeder Calves, 1963) continued:

at the Roanoke-Hollins Stockyard through these sales. The fourth sale was added in 1962 with 4092 head of cattle sold in all sales.

Buyers from the following states purchased cattle in Roanoke in 1962: Florida, New York, Indiana, Ohio, Pennsylvania, etc. These statistics reveal the outstanding markets developed over the years for the Virginia Calf crop. The Virginia Beef Cattle Association, V.P.I. Extension Service, and the Grading Service of the Virginia Department of Agriculture, cooperating with local sales committees have made this possible. Each year additional producers market their calves through these sales.

The Specific Problem:

Need to increase number of farmers selling calves through these sales because statistics have shown the larger the sales, the more out-of-state buyers attend, consequently, paying higher prices.

The Program Objective:

To enroll new consignors, thereby increasing total numbers of cattle consigned. This will in turn bring more out-of-state buyers, thus increasing sale averages.

TEACHING OBJECTIVE	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. Plan a promotional trip and visit to cattle buyers who purchased in fall sales.	Buyers of cattle in fall : sales.	1. Organize a planned : : Tour for a promo- : : tional committee. : : : : :	: : Feb. : : : : : : :	: : Promotional : : Committee. : : : : : : :
2. To expand and develop additional demand for Virginia calves.	VPI Animal Husbandry Specialists.	2. Work with Roanoke : : Feeder Sales Comm. and : : Sales Mgr. in planning : : sales. : : :	: : July : : : : : : :	: : Agent, Sales : : Committee, Sales : : Manager. : : : : :
3. To teach producers that a quality product will bring buyers back.	BCIA Program. VPI Bulletin :207, 530, 531, 522, and :Circular 815.	3. Visit farms to see : : cattle which have been : : consigned. : : :	: : Sept. : : : : : : :	: : Agents, Selection : : Committee. : : : : : : :
4. Field Selection of Calves for Sales.	: : : : :	4. Conduct four organ- : : ized sales. : : : : :	: : April : : Oct. : : : : :	: : Sales Committee. : : : : : : :
5. Demonstrate to consignors, spec-tators and non-consigning pro-ducers, the difference between regular sales and Feeder Calf sales.	Roanoke-Hollins Stockyard : : : : : : : : :	5. Grading Demonstration : : : : : : : : :	: : Oct. : : : : : : :	: : Agents, Sales : : Committee. : : : : : : :

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
4. To have growers observe how their competitors are operating in other area.	Fruit grower facilities in the Winchester area.	8. Two-day Tour.	Dec.	Specialist, Agent, Growers, Industry Leaders.

EVALUATION: -- The fruit grower committee will use survey sheets and personal contacts in determining the needs of growers for planning the 1964 monthly meeting, tours, and activities.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT
 PHASE: Ornamental Horticulture

The Situation:

Each year brings new residential areas to Roanoke County. Requests from home owners increase every year for information on landscaping, seeding and management of lawns, insect and disease controls. New home owners, churches, and schools continue to request V.P.I. Specialist and agents help on developing landscape plans.

The Specific Problem:

The public's need for educational information on selection and care of ornamentals, landscaping, lawn management, and insect and disease control.

The Program Objective:

To disseminate educational information on a mass basis to the maximum number of people on landscaping, lawn management and insect and disease control.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To interest people in better landscaping.	VPI Specialists, Nurserymen. VPI Circ. 818, Bulletin 61.	1. Through four Landscape Schools.	Feb. & March.	Agent, Nurserymen, Program Planning Committee.
2. To demonstrate proper method of planting, pruning, and spraying ornamentals.	Nurserymen.	2. Demonstration.	March	Nurserymen.
3. To demonstrate weed control and proper fertilization.	Suitable demonstration plots.	3. Result demonstration.	April	Fertilizer Company Representatives. Agents.

OTHER AREAS OF WORK WHICH WILL NOT RECEIVE MAJOR EMPHASIS

1. WEED, DISEASE AND INSECT CONTROL: - Agents will organize demonstrations with V.P.I. Specialists help and use all available methods to get the information to home owners and farmers on insect, weed and disease control of lawns, crops, shrubs, household pests, etc.
2. VEGETABLE PRODUCTION: -- Educational material will be presented at Vegetable Growers meetings and through other publicity media. A Vegetable Growers School will be held in February.
3. POULTRY: -- We have an active area poultry educational and development committee who works closely with V.P.I. Poultry Specialists and State Department of Agriculture officials with educational activities.
4. SHEEP: -- We will continue to work with local wool marketing pools, special lamb sales, and other educational activities throughout the year. The agent will inspect all 27 flocks in the county in February, cooperating with the Virginia Sheep Scrapie Eradication Program.
5. SWINE: -- Most of our future efforts will be working on marketing, through Feeder Pig Sales, etc. A Livestock School is planned for March.
6. R.A.D. -- The Technical Panel will give all possible assistance to our Regional Areas Development Committee, composed of representatives from our three planning commissions, three Chambers of Commerce, three Town Managers, school officials, bankers, and other local officials. A total Economics Development plan is being developed to 1980.

A MAJOR EMPHASIS - EDUCATIONAL PLAN
PROJECT AREA: EXTENSION HOME ECONOMICS
PHASE: Food and Nutrition - 1963-64

The Situation:

Food is plentiful and the choice range is wide. Less time is spent in food preparation and purchasing. Homemakers look for variety in food preparation, and for information that will improve family nutrition. Overweight is a general concern in meal planning.

The Specific Problem:

Homemakers lack knowledge of meal planning to prevent obesity and to improve family nutrition.

The Program Objective:

Help homemakers and youth plan meals which will improve family nutrition to prevent obesity, give variety in food preparation, and provide help in study of nutrition.

<u>TEACHING OBJECTIVES</u>	<u>SOURCES OF SUBJECT MATTER</u>	<u>METHOD</u>	<u>WHEN</u>	<u>BY WHOM</u>
I. Provide homemakers knowledge: "More Meals from Meat"-Oats of and skill in preparation of : Meat"#7(Swift & Company), Meats for variety & better quality;Ext.Bul.MF-313;Kroger Meat	:I. Demonstration ; 2.Demonstration ; 3.Television	: Feb. : : March : : March :	: Specialist : Trained Leaders in 28 : H. D.Clubs;HD Members.	

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
2. Teach skills in outdoor cooking to encourage families to enjoy simplicity and variety in planning and preparing foods together outdoors.	Extension Bulletins.	1. Demonstration 2. Demonstration 3. Television	May June Aug. June	Agent. Trained Leaders in 28 H. D. Clubs. H. D. Member
3. Educate the public to determine the difference between food facts and fallacies.	State Health Bulletins. Extension Bulletins.	1. Television 2. Demonstration	Sept.	Nutrition Committee Member.
4. Make educational nutrition material available to students conducting nutrition projects for local science fairs.	Extension Nutrition Bul. County Health Dept. Dairy Council of Roanoke.	1. Individual contact. 2. List of resources available to teachers for students.	Entire Year	Nutrition Committee. (School Supervisors)
5. Teach students importance of well balanced meals three times each day.	Extension Bulletins. Dairy Council Illustrative Material.	1. Exhibits in School Lunchroom. 2. Pairs of Hamsters for classroom study of adequate & poor diets. 3. Portable Kitchens for classroom use in nutrition study.	Available: one year upon re- quest of students & teachers	Nutrition Committee Members.
6. Provide program for parents in PTA to help them improve youth eating habits.	Extension Bulletins. Health Dept. Dairy Council Illustrative material.	1. Demonstrations.	Monthly at request of PTA Council.	Nutrition Committee. (PTA Council Member)
7. Provide brides & young home-makers knowledge and skill in planning for good family nutrition.	Extension Bulletins. Dairy Council. Health Department.	Television. Welcome wagon make sources of bulletins available to new comers.	Contin- uous.	Nutrition Committee.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHOD	WHEN	BY WHOM
8. Help homemakers understand causes of hypertension and prevention.	: Health Department : Professional Publications. : : :	: Discussion in 28 : H. D. Clubs. : : :	: Each month : except : August, : and Dec. : :	: Co. H. D. Health Chm. : Club H. D. Health : Chairmen. : :
9. Teach importance of dairy foods in diet and variety in preparation.	: Extension Bulletins. : Dairy Council Cookbooks. : : :	: Club Dairy Food : Contest. : County Dairy Food : Contest. : : :	: May : : June : : : :	: : : H. D. Members. : : : :
10. Teach senior citizens how to prevent weight problems through practice of good nutrition.	: Extension Bulletins. : Illustrative Charts. : Dairy Council Material. : : :	: Demonstration : : : : : :	: May : {Tentative} : : : : :	: Nutrition Committee : : : : : :

Evaluation: -- 1. Questionnaire from H. D. members at end of fiscal year. 2. Informal evaluation in relation to request for materials and help, and quality of product where such is involved by nutrition committee.

A MAJOR EMPHASIS - EDUCATIONAL PLAN
PROJECT AREA: EXTENSION HOME ECONOMICS
PHASE: Clothing, 1963 - 64

The Situation:

Many homemakers and youth have received training in clothing construction. Using their resources and the resources of professional people others could learn construction skills. There is much interest and need in clothing selection for the individual. New materials and products are constantly on the market. A knowledge of these new items will help the consumer.

The Specific Problems: -- Home makers and youth lack knowledge of clothing construction which make garments appear professionally made. The people need help in selecting the types of garments which make them look most attractive.

The Program Objective: -- (1) Trained leaders teach clothing construction. (2) Teach selection of garments in relation to line and design best for the individual.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHOD	WHEN	BY WHOM
1. Provide skilled seamstresses with training in conducting basic clothing construction classes	: Ext. Bul. MC-106, MC-177, MC-178, : MC-252, MC-256, MC-17, MC-101, MC- : 200, Cir. 868, MC-67, MC-25, MG25a	: Workshop Con- : struction : Classes	: January; : : :	: Agent and local Home : Economics Teachers

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHOD	WHEN	BY WHOM
2. Provide homemakers and 4-H Club members knowledge and skills in basic construction of garments.	Same Extension Bulletins as listed above	Workshop, Construction Classes	1. Continually. 2. June, July, Aug.	1. Members receiving training (listed above) will set up and conduct classes. 2. Local home economics teachers.
3. Provide clothing selection training in relation to line and design.	Leaflet 150 and "Selecting Becoming Clothes as Affected by Line and Design."	Leader Training. Television.	February	VPI Clothing Specialist, Agents, Leaders from 28 H. D. Clubs.
4. Provide homemakers and youth training in skills for graceful, good grooming and overall pleasing appearance.	Professional Magazines. Ext. Bulletins: MC-82, MC-95, MC-256, MC-54, MC-40, MC-51.	1. Training in Workshop, special interest groups, 2. Coordinated with Fashion Show.	October October	Agents, other professional people and 4-H project leaders.
5. Teach skills in hat making to leaders of H.D.Clubs and other civic groups.	Professional Catalogues and Professional Instructor.	2-day special interest leader training workshop.	1. March 2. At time set by individual groups.	1. Mrs. N.H. Cunningham, (Lynchburg) 2. Trained leaders.
6. Provide training in renovating shoes.	Inf. from Mrs. Herbert Post; 2625-13 Ave. N. St. Petersburg, Florida.	Special Interest Workshop meeting.	1. Feb. 2. At time set by individual groups.	1. H. D. Club Member 2. Trained Leaders.
7. Provide training on "Tips for Graceful Modeling and Poise in Everyday Life," for youth and Homemakers.	Local Professional People. Extension Bulletins.	Special Workshop Training.	October	Agents, Professional and Trained Leaders.
8. Provide opportunities for youth and homemakers to model garments they have made.	County Clothing Committee and H.D. Council, and 4-H Achievement Day Committee.	Fashion Shows on TV, County Ach. Days, for local Dept. Stores.	October February	Co. Clothing Committee, Local Dept. Store Personnel.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHOD	WHEN	BY WHOM
9. To provide help in clothing care to the public.	: Extension Bulletins.	: Television; regular programs for months;	: Monthly; Roanoke County	: Clothing Committee and Trained Leaders.

Evaluation: -- Formal and informal survey to determine the quality of clothing selection and construction practices of homemakers and youth. Participation in the fashion shows and quality of work and practicalness of garments modeled by homemakers and youth. The County Clothing Committee will use all of this evaluation in setting each years goals to help reach the long-range objectives.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Home Furnishings - 1963-64

The Situation:

Homes are constantly being established in the urban and sub-urban areas of Roanoke County. These homemakers must make selections for furnishings. Many homemakers have long-range home furnishing plans and need help in making plans for and buying furnishing.

The Specific Problem: -- Homemakers need help in basic principles of furniture arrangement and in selection of curtains and draperies. Homemakers in un-organized Extension groups frequently request help in areas of home furnishings.

The Program Objective: --- Improve skills of homemakers in arranging their home furnishings, and in selecting curtains and draperies. Recognize the needs of homemakers in un-organized groups and plans a program to help meet their needs.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHOD	WHEN	BY WHOM
1. Provide homemakers knowledge and skill in arranging home furnishings.	: Extension Bulletins.	: 1. Leader training : 2. Method Demonstration : and Television Program;	: 1. Aug. : 2. Sept.	: 1. Agent, : 2. Trained Leaders.
2. Provide homemakers knowledge and skill in selecting curtains and draperies to suit windows.	: Extension Bulletins.	: 1. Leader Training. : 2. Method Demonstration : and Television : Program.	: 1. June : 2. July	: 1. Agent or Specialist. : 2. Trained Leaders

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
3. Organize County Home Furnishings Committee to plan and conduct home furnishing program for county.	Interested adults in the county.	: Discussion, : Demonstration Method, : Television.	: : Spring :	: : Agent and : Leaders.

Evaluation: -- Evaluation check to be turned in from H. D. members to find how the training in -- (1) furniture arrangement, and (2) curtain selection was used by individuals. Informal evaluation of county home furnishings committee's planning and program.

A brief sketch of other educational programs to be conducted in the Home Economics Program, fiscal year 1963-64, include the following:

- Home Management: -- detailed plans to be completed in April.
- Federation Program: -- International Understanding coordinated with the IFYE Program. Included with IFYE Program is club correspondence with clubs in Australia and other countries, and a study of communism.
- Rural Arts: -- County activities planned include a special interest program in flower arrangement and corsage making.

A MAJOR EMPHASIS -- ORGANIZATIONAL PLAN
 PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS
 PHASE: International Farm Youth Exchange Program, Fiscal year - 1963

The Situation:

Tom Coffman, from Roanoke County, has been selected as an IFYE delegate for 1963 representing Virginia, in an exchange program with another county. The IFYE program is a people to people with no government fund appropriated to carry out the expenses involved. Roanoke County is obligated to raise \$1025 to cover its share of the cost involved. The deadline for raising this sum of money in April 1, 1963. A County IFYE Committee will be organized to plan and carry out a fund raising program sufficient to raise the needed amount of money and at the same time involve as many local citizens as possible.

The Specific Problem: -- Lack of a representative committee capable of organizing and carrying on IFYS fund raising campaign.

The Program Objective: -- To raise \$1025 locally for the purpose of sponsoring Tom Coffman as an IFYE.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To stimulate interest among local citizens in the IFYE program.	: News Papers, Television, : District Agents, : State 4-H Staff.	: I. News article announce- : ing that a Roanoke Co.: : youth has been se- : lected as an IFYE : delegate.	: : Jan. : : :	: State Staff, : County Staff.
2. Select local leadet representative of various groups to serve on IFYE committee.	: :	: 2. Pre-planning meeting : with member of State : 4-H Staff.	: : Jan. : : :	: County Ataff, : State Staff.
3. Provide members of IFYE Committee information as to purpose, objectives and how they will be involved prior to first meeting.	: :	: 3. Make personal contact : with key leaders who : are representative of : major group that will : be involved in a fund : raising campaign.	: : Jan. : : : : :	: County Staff.
4. To organize IFYE Committee	: : : :	: 4. Hold IFYE Committee : meeting for purpose of : organizing and planning : fund raising campaign.	: : Jan. : : : :	: County Staff, : State Staff.

Evaluation: -- 1. Interest and enthusiasm shown.
2. Time involved and amount of money raised.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: -- 4-H Light Horse-Pony Project, fiscal year 1963

The Situation:

There are more than 50 boys and girls enrolled in the 4-H Light Horse-Pony Project in Roanoke County. Some 75 to 100 potential 4-H Club members have horses or ponies and will join a 4-H Club if horses can be their major project. There are two riding clubs in Roanoke County with limited membership. In November 1962, a meeting was with five (5) leading 4-H Light Horse-Pony Project members and five (5) adults who are outstanding local horsemen attending. Barnes Allen, J. A. Reynolds, and Assistant Agent, discussed the potential of such a project group. This committee outlined a series of four (4) monthly meetings, starting in January, 1963. The first meeting was held January 9, with 25 potential members and ten (10) adults attending. Miss Marguerette Davis is serving as organizational leader.

The Specific Problem: -- To conduct a 4-H Light Horse-Pony Project to meet the needs of boys and girls in Roanoke County.

The Program Objective:-- Help boys and girls develop a greater love and appreciation of horses, provide opportunity to exercise leadership, sportsmanship and self reliance. Also increase county 4-H Club enrollment by holding interest of present club members and attracting new members.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. Help club members understand project and what will be expected of members.	: State 4-H Staff	: 1. Questionnaire & explanation of project, including what will be expected of club members.	: Jan.	: Agent.
2. Different breeds and types of horses and ponies and characteristics of each.	: Breed Associations, : Local Horsemen.	: 2. Demonstrations, movies, pictures presented at regular meeting.	: Feb.	: Local Leaders, : and Horsemen.
3. Provide opportunities for leadership.	: Duties of 4-H Club Officers	: 3. Election of officers, appoint committees.	: March	: Organizational Leader.
4. Teach basic parts of a horse and proper tack for different uses.	: Perdue University Manual : 467.	: 4. Illustrated Talks.	: March	: Project Leaders.
5. Teach proper care, handling, feeding, grooming, etc.	: Project Record Book, Circ. : 854; Pony Care, Circ. 742.	: 5. Demonstration at Sycamore School of Horsemanship.	: Apr.	: Local Riding Instructor.
6. Opportunity for sportsmanship and recreational activities.	: Local Leaders and : member - parents.	: 6. Conduct organized riding lessons, trail rides, horse shows, and other group activities.	: May, : Dec.	

Evaluation: -- Total number Light Horse-Pony Project members, percent attendance and participation. Number of parents and leaders involved in carrying out project. Questionnaire at beginning and again at end of year.

YOUTH ORGANIZATIONS:

Honor Club -- 50 Members; will meet quarterly and carry Junior Leadership Project.

All Stars -- Will continue to help in the development and leadership training of county youth.

County Council -- Will meet in fall and spring. Will sponsor and set up the following county committees: Demonstration Contest, Electric Congree Exhibit, Talent Show, National 4-H Club Week, Achievement Day, Roanoke Fair Exhibit, Christmas Party, Yearbook. Council Council and 4-H Leaders will meet in summer to plan county-wide project.

Volunteer Leaders -- Will meet quarterly.

Organization -- Approximately 66 potential members, 35 active; approximately 15 will attend State Leaders Conference; two will be encouraged to attend National Leaders Forum, Washington, D. C.

Sponsors -- Civic clubs, local businesses, and banks will continue to give gerneously of their time and resources to further the 4-H youth program. In turn, agents and 4-H Club members will present programs to these type groups periodically.

4-H ACTIVITIES:

- January - Honor Club Initiation - Prospective Honor Club members will become official members. Each member will carry the Leadership Project.
- February - Preparation for Achievement Record Books - All worthy senior members will be encouraged to enter records. Worthy junior members will be encouraged to start records too.
- March - National 4-H Club Week - A committee set up by the 4-H County Council will plan newspaper articles, T.V. programs, exhibits, and other forms of publicity informing others what 4-H Club work is and what it does.
- 4-H Share-The-Fun - Each club will be encouraged to enter an act in each of four categories --- Musical, Instrumental, Vocal, Novelty. Blue Ribbon winners in the auditions will perform in the Share-The-Fun Show. Senior winner will receive a scholarship to compete on state level. Junior winner will receive subscription to National 4-H Club News.
- 4-H Demonstration Contest - All club members will be encouraged to compete in one of the 16 different demonstrations for experience and awards sponsored by local civic club. Agents will strive to hacc one or more senior club members in each of the 16 categories.

4-H Activities Continued:

- April - Public Speaking - Each junior club will be encouraged to enter two boys and two girls. All seniors may compete. Winning seniors will compete in District Contest.
- Spring County 4-H Council - A business session with training and evaluation will be conducted in conjunction with Public Speaking Contest.
- District Contest - Will have contestants in each division.
- Roanoke Area Fat Stock Show and Sale- 4-H'ers will be encouraged to show and participate in beef, heifer and swine divisions.
- Sears Pig Chain - Five selected gilts will be placed with five 4-H'ers over the county and a registered boar will be used. This will improve breeding stock.
- May - Rural Life Sunday - Each club will be encouraged to observe the spiritual phase of 4-H Club work. Many clubs will be in charge of all, or a portion, of the church service.
- County-Wide Projects Due - Agents and 4-H leaders will give assistance and encourage all 4-H Club members to complete the county-wide electric project.
- June - 4-H Short Course - Approximately 18 senior boys and girls will participate in 4-H Short Course at V.P.I.
- July - State 4-H Conservation Camp - Two boys and two girls will receive scholarships from local civic club to attend.
- Electric Workshop - Approximately 70 boys and girls will attend a three-day workshop to complete 4-H Electric Project.
- County Camp - Holiday Lake - Approximately 100 boys and girls will attend. Approximately 12 senior club members will receive half scholarships from civic clubs to serve as Jr. Leaders.
- August - 4-H Electric Congress - The County Electric Congress Exhibit Committee will prepare an exhibit. One boy and one girl will attend along with agent and any state or district winners.
- September- WSLs Scrapbook Contest - All 26 clubs will be encouraged to compile a scrapbook of their past year's activities. Top records will be entered in WSLs Contest.
- October - Organize 4-H Clubs - Elect officers and select projects. Organizational leaders secure projects leaders.
- Fall 4-H County Council and Officer Training - The six officers from each club and their organizational and project leaders

4-H Activities Continued:

- October - Fall 4-H County Council & Officer Training - will receive training for each of their respective offices.
- November - 4-H Achievement Day and 4-H Dress Revue - Each club will be encouraged to enter educational exhibits. Club members will enter educational exhibits and individual project work. Each girl who has made a garment is encouraged to model it in the Dress Revue. Approximately 500 parents, leaders, and friends, should attend the awards program and the Dress Revue the night of Achievement Day.
- Each club set up goals - Each 4-H Club is encouraged to set up club goals for the year. These including Community Activities: include all community work.
- Training for 4-H Project Leaders - A definite date for training Meal Preparation and Clothing Leaders will be set up. Each club will be encouraged to have several project leaders.
- 4-H Yearbook - A committee will compile a yearbook to be given out at December club meetings. Yearbook will also be given to 4-H sponsors and friends.
- December - County 4-H Christmas Party - A committee will plan a party for all club members in the county. Recreation will be provided for parents and leaders.
- Honor Club Tapping - During a candlelight ceremony at the Christmas Party, the Honor Club will tap worthy 4-H Club members to join the Honor Club.
- Honor Club, All Star Banquet - All Stars and Honor Club members will meet jointly for a banquet. All Stars will consider prospective All Stars and review their recommendations.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN
PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: Civil Defense

The Situation:

The Extension Agents and other Civil Defense groups have given Civil Defense education programs to the public. The Safety Chairmen in each of the 28 Home Demonstration Clubs and women's clubs received Civil Defense training and conducted monthly programs in their groups during 1962. Civil Defense training was given in 27 4-H Clubs during one month. Other groups have received educational programs upon request. There are many people who have not been reached through the educational Civil Defense program.

Civil Defense Continued:

The Specific Problem: -- Lack of interest among public in Civil Defense.

The Program Objective: -- Coordinate the present Civil Defense groups in order that a more effective program to educate the public in Civil Defense preparedness might be conducted.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To stimulate interest in the need for Civil Defense planning.	V.P.I. Specialist.	1. A program on Civil Defense will be part of our Extension Service Board Meeting.	Feb.	Civil Defense Coordinator, V.P.I. Specialist.
2. To keep all people responsible for Civil Defense in the county informed about each others plans.		2. Initiate a joint meeting.	March	Agents.
3. To keep public informed as to the need of Civil Defense planning.	Rural Defense Fact Sheets. Agriculture Handbook No. 234. Farmers Bulletin No. 2107.	3. All publicity media.	Feb. May Nov.	Agents, Civil Defense Coordinator.