

VIRGINIA

AGRICULTURE EXTENSION SERVICE

negro HOME DEMONSTRATION WORK

Northumberland Co.

1960
PLAN OF WORK

Local Home
Ernestyne G. Jeffries, Agent

TABLE OF CONTENTS

I. The County Situation Considered in Working out 1960 Program	1
II. County Extension Program - Adult	5
A. Organization	
1. County Agricultural Advisory Board.	5
2. Home Economics Committee.	5
3. General Interest Committee.	6
4. County Home Demonstration Club Committee.	6
B. Subject Matter and Special Emphasis Areas	
1. House Furnishing.	8
2. Rural Arts.	9
3. Home Ground Beautification.	10
4. Clothing.	11
5. Home Management.	12
6. Food.	12
C. Other Activities	
1. National Home Demonstration Week.	13
2. Club Community Projects.	13
3. Tour.	13
4. Home Demonstration Club.	13
5. Community Improvement Club.	14
6. Judging by Leaders.	14
D. Plans for Adopting and Carrying our Program of Urban Families in County.	14
E. Farm and Home Development.	14
III. County Extension Program-Youth.	15
A. Organization.	15
B. 4-H Project Work.	16
C. Other Activities.	21

IV. Scope of Work.	22
A. Chart.	22
B. Plan for Informing the Public of our Extension Program. (Hope, Economics)	23
V. Leadership.	24
A. Plans for Leadership.	24
B. Strengthening Leadership.	25
VI. For Special Consideration.	26
A. Plans for Public Relations in County.	26
B. Plans for Professional Improvement.	28
C. Phase of Program with most Significant Contribution to Family Life.	29

I. The County Situation Considered in Working Out The
1960 Pro gram

Several factors were considered in working out the 1960 extension program in Northumberland County: (1) The needs and interests of the people of the county determine these factors. (2) The changing times and conditions. (3) Economic statuses of families in the county. (4) Rising in high cost of living. (5) Mechanization and industrialization (farming, industry, home equipment, etc.). The pattern of living of the people has readily changed with the times. Therefore, the workable and applicable program is being planned to meet the above mentioned changes.

Occupational opportunities in this county are limited to agriculture (farming, fishing, lumber mills and self-employment). Majority occupations are created by water industries (Menhaden fishing, trap fishing, oystering, and crabbing). Another major occupation is farming. The main crops are small grains, corn, soy beans and truck crops. Some occupations are obtained through self-employment (brick-laying, carpentry, sawmills, wood yards, community shops, etc.).

The average family income decreased in the 1959 fishing season, due to incimate weather conditions, small fish and

the inadequacy of fishing machines used. The farming income was lower due to climatic conditions and the self-employment was lower due to the drop in the fishing industry and farming. However, the other employment, such as professional, skilled and unskilled labors, road construction, mechanics and trucking companies, increased in adjustments to cope with higher living costs.

This county is considered rural in it's respect to locality. But the families have become urban in their ideas, habits, customs, etc. Where in previous years fewer homemakers were working outside of the home, the changes, along with their desires, has made it mandatory for them to seek employment in water industry factories, schools, and domestic jobs. They consider it necessary for them to supplement the family income and, in some cases, raise it to meet the adjustment in the decrease in their basic family income. Others find that with modern home conveniences and equipment, they have additional time to seek part-time employment to supplement the family income. They feel that this would also enable them to secure additional appliances that they desire in their homes.

The living standards are very good in general compared to those in most rural areas where the major occupation is farming. Majority of the families strive to make their homes comfortable, convenient and attractive, both inside and out.

The three basic needs, shelter, food and clothing, are sufficiently supplied. Information on these basic needs are readily obtained to make them as adequate as the families can afford.

The educational level of the majority of the families worked with is in equality to that of the average rural county in Virginia. A large percentage has completed the 7th grade. A normal percentage has finished high school, and a small percentage has attended or finished college. I find that the educational status of the women is higher than that of the men, as in most areas. Ninety-four percent of the club members are able to read and understand materials that is given to them. It has been observed that each family, regardless of its' educational level, is eager to obtain information, ideas and suggestions that will help them to improve the living standards in their home and community.

The social conditions are limited to that of most rural areas. The churches and schools offer the most in social and recreational entertainment outside of the family. A large percentage of families have their own transportation, which enables them to attend affairs in other areas. The social, civic and professional clubs of the county offer and present educational and recreational activities. The area, by being partially surrounded by water, affords such activities as fishing, boat riding, swimming, water skiing, picnics and hunting.

Several families have added or created family rooms and dens in their homes, which enables the family to enjoy more recreation at home. In addition, a number of families have added living areas and play areas to their home ground, which enables them to have family and community cook-outs.

In summarizing the situation of this county, it is necessary to mention some the other changes that have been pointed out in the scope report in relation to the national changes. The higher educational level of the families worked with has made it necessary that a program be planned to meet their immediate needs, stimulate and hold their interest. The lower income in comparing with the rising and higher cost of living has demanded that a continuous program on budgeting and managing be planned. Encouragement must be given along the lines of deduction and consumption, which has brought about a changing situation that many families have ceased to produce a portion of what they consume. They have become urban in this respect. Plans must be made and executed where they may see a need to produce and consume more of their food at home.

Because of the mass employment opportunities in other areas, many of the younger people are leaving to seek employment, which presents the problem of working with older people who do not readily accept or change their ideas, habits and practices. So now it is readily recognized that a strong youth program must be carried to encourage and prepare them to remain in the community.

Along with the major changes mentioned in the beginning of the county situation a program is being planned, and we hope it will be successfully executed to cope with many of these changes.

II. County Extension Program - Adult

A. Organization

1. County Agricultural Advisory Board

This organization serves as an overall source for all extension activities. It is composed of three leaders from each interest community. It is usually designated as to sex, but due to the occupations of the men of this county we have found it necessary to deviate from this stipulation. All activities planned on a county basis is presented to this body for its' approval and suggestions. This committee sponsors the Community Improvement work, special extension activities and analyzes and evaluates 4-H and Home Demonstration programs and activities. It also studies and suggests methods by which the extension program may be strengthened and more people reached.

2. Home Economics Committees

This committee is composed of leaders and community committee chairmen of the areas of work on the program calendar. This year these committees will be on house furnishing, rural arts, budgeting and managing, and foods and nutrition. The members will present their community problems and needs on a

county basis and initiate methods by which needed information and material can be presented by mass media. It will secure data through the following methods; individual contact, group contact and mass contact. They will analyze and evaluate information obtained and offer solutions through information presented.

3. General Interest Committee

This committee is composed of community leaders, school principals, ministers, county health workers, county welfare workers, health and recreation instructors, county authority, and vocational agriculture and Home Economics teachers. It will deal with problems of general interest to all. The areas which attention will be given will be health, safety, home ground improvement and delinquency. This committee will secure its information through observation, individual contact, school reports and county health and welfare records. After the records and situations are discussed, recommendations will be made to cope with the problems.

4. County Home Demonstration Club Committee

This committee is composed of presidents, secretaries and club leaders of each organized home demonstration club. Its purpose is to bring to the body the needs, interests and desires of the people, plan the calendar of work for home demonstration clubs, inform the people of the aims and objectives of the extension program and to study and evaluate the

program so that it may be planned to meet the needs of the people. It presents programs to the public so that they may be informed of some of the accomplishments of the extension program, so that the majority of the people will be reached.

B. Charts

ADULT WORK

Subject Matter or Special Emphasis Area HOUSE FURNISHING

<u>Problem</u>	<u>Topics to be Included</u>	<u>Number of Clubs, Groups or Committees Involved</u>
Selecting wall furnishings (paper and paint) without considering location, size or harmony in relation to home furnishings.	Planning color schemes.	Eight Clubs
Homemakers are not well informed on arrangement of furniture in relation to its size, wall space available and usage.	Suitable furniture arrangement.	Eight Clubs
Improper selection and use of lamps.	Selection and use of lamps.	Eight Clubs
Homemakers fail to make use of available accessories.	Wise use of accessories	Eight Clubs

<u>GOALS</u>	<u>WHAT PEOPLE ARE TO LEARN</u>	<u>PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS</u>	<u>NOTES ON RESULTS, ADJUSTMENTS & ACCOMPLISHMENTS</u>
An appreciation for a simple and attractive room.	To work by plan in achieving correct color schemes, lamp selection, furniture arrangement and to make good use of the many item on hand.	Method demonstrations Leader training meetings Result demonstrations Tours Talks and discussions Publish helpful hints in local newspaper under appropriate column. Surveys, when project is completed.	

Subject Matter or Special Emphasis Area RURAL ARTS

<u>Problem</u>	<u>Topics to be Included</u>	<u>Number of Clubs, Groups or Committees Involved</u>
The inability of homemakers to select and use pictures effectively.	Selection and use of pictures.	Eight Clubs and two Groups.
Homemakers do not obtain available materials and small accessories.	Making and refinishing small accessories for the home.	Eight Clubs and two Groups.
The homemaker is not aware that art is important in everyday living.	Art in everyday living	Eight Clubs.

<u>GOALS</u>	<u>WHAT PEOPLE ARE TO LEARN</u>	<u>PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS</u>	<u>NOTES ON RESULTS, ADJUSTMENTS & ACCOMPLISHMENTS</u>
To bring about the awareness and enable each homemaker to express herself through art in everyday living.	To collect available pictures from various sources that would be of interest to them and tie in with their home furnishings.	Various kinds of demonstrations. Tours to result demonstrations.	
	To frame pictures after they have collected them.		Exhibits at county affairs and on a club basis.
	To hang them in relation to their furnishings and wall space.		Circulars, letters and news items. Group meetings.
	To be able to recognize good art.		Observation.
	To learn to give old items a new look by refinishing them.		Leader reports. Home visits.

Subject Matter or Special Emphasis Area HOME GROUND BEAUTIFICATION

<u>Problems</u>	<u>Topics to be Included</u>	<u>Number of Clubs, Groups or Committees Involved</u>
Purchasing, securing and planting shrubbery and not considering its relationship to the house and other areas	Planting the home ground and areas.	Eight Clubs.
Families are not well informed on the home ground area planning.	Planning and planting of perennials and annuals.	Eight Clubs.
They are not aware of the necessity of grading before sowing their lawn.	Grading and improving lawns.	Eight Clubs.
They are not aware that the lawn needs nourishment as well as other things.		
Planting annuals and perennials without correct planning		

<u>GOALS</u>	<u>WHAT PEOPLE ARE TO LEARN</u>	<u>PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS</u>	<u>NOTES ON RESULTS, ADJUSTMENTS AND ACCOMPLISHMENTS</u>
To encourage as many families, especially H D members, to make a plan of their home ground as it is and as it should be in areas and work toward that goal.	That there should be a stipulated area for each usage of home ground(public lawn, drives, parking, turn-about, living, play, service, laundry and gardening).	Method and result demonstrations. Leader training meetings Pamphlets, bulletins and circulars.	
To stimulate more interest in home ground beautification.	That achievement cannot be made before planning beautiful home grounds.	Talks and discussions. Newspaper and radio.	

continued-

GOALS	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS, ADJUSTMENTS AND ACCOMPLISHMENTS
To encourage proper grading and improvement of lawns.	That proper grading is essential to good drainage and nourishment of beautiful green lawns.		
To encourage planting of flowers in areas best suited.	That flowers should be planted according to their class(perennials and annuals) and in areas designated for family use in according to the location of rooms in the home.		

Subject Matter or Special Emphasis Area CLOTHING Special Interest

<u>Problems</u>	<u>Topics to be Included</u>	<u>Number of Clubs, Groups or Committees Involved</u>
Homemakers are not well informed on ready made garments.	Consumer buying of ready made garments	One Group.
A need to get homemakers to construct more of their better garments.	Advance construction of better garments.	One Group.

<u>GOALS</u>	<u>WHAT PEOPLE ARE TO LEARN</u>	<u>PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS</u>	<u>NOTES ON RESULTS, ADJUSTMENTS AND ACCOMPLISHMENTS</u>
To teach homemakers points to consider in purchasing ready made garments and materials.	Factors to consider in purchasing any garment.	Training meetings	
To encourage the construction of better garments.	To recognize a well constructed garment when making selection (consider garment instead of price).	Method and result demonstrations Exhibit of garments on consumer buying and construction.	

Subject Matter or Special Emphasis Area HOME MANAGEMENT Special Interest

Problems	Topics to be Included	Number of Clubs, Groups and Committees Involved
The desire of more information on budgeting and managing the income.	Your Budget - Where it comes from and where it should go.	One Group
The inability of the homemaker to make her income cover the necessary areas adequately.		

GOALS	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS, ADJUSTMENTS AND ACCOMPLISHMENTS
To inform the homemaker of advantages in planning and budgeting	That good management comes through advance planning.	Talks and discussions.	Charts, bulletins and films.
	That economy is important (consider needs before wants).	Checking records kept.	

Subject Matter or Special Emphasis Area FOOD Special Interest

Problems	Topics to be Included	Number of Clubs, Groups or Committees Involved
The homemaker is not aware of the many advantages her home freezer can serve.	Meals from your freezer.	Four Groups
The homemaker continues to use old methods of food preservation (foods not properly processed for home freezer).	Latest hints and tips on food preservation (canning and freezing).	

GOALS	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUR PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS, ADJUSTMENTS AND ACCOMPLISHMENTS
To get families with freezers to prepare meals in advance.	That time and energy may be saved by preparing and storing meals in freezer.	Holding group meetings	Method demonstrations
To encourage the use of modern improved methods of preserving.	That food is more attractive and nutritious when properly preserved.	Getting leaders to check family preservation records.	

G. Other Activities:

1. National Home Demonstration Week Achievement Program

Objectives:

- (a) To encourage each club to participate in county activities in observance of this occasion
- (b) To present an educational program to the public to keep them informed and show accomplishments.
- (c) To encourage families not affiliated to become affiliated with program
- (d) To stimulate interest in H D Programs and give recognition to outstanding leaders and clubs.

2. Home Demonstration Club Community Projects

Objectives:

- (a) To sponsor special projects in each organized community for community improvement and as an asset to better family living
- (b) To stimulate the interest of uninterested families in the various communities
- (c) Exchange of visits to various communities to show accomplishments and stimulate interest

3. Special Tour

Objectives:

- (a) To conduct a tour that will be educational and recreational
- (b) To conduct tours that will result demonstration in various stages
- (c) To create interest in other families as a result of demonstrators

4. Home Demonstration Club

Objectives:

- (a) To improve the standards of living of all families reached.

- (b) To build up a strong leadership program
- (c) To teach an appreciation for farm and home family life.
- (d) To perform useful work and improve family standards and co-operation.

5. Community Improvement Club

Objectives:

- (a) To improve the farm and home as a unit
- (b) To create a better desire for improved standards of living
- (c) To serve as a demonstration community
- (d) To consider wholesome recreation as an asset to better family life.

6. Judging by Leaders

Objectives:

- (a) To train and use leaders effectively at special events
- (b) To allow opportunities for usage of information learned or taught.
- (c) To teach them to recognize quality in achievements made by others.

D. Give Plan for Adopting and Carrying out Program of Urban Families in County

(Note: No plans have been made, as no urban areas are included in county).

E. Farm and Home Development

1. Number of families worked with in 1959 - 1. Goal for 1960 - 2.
2. Plans for locating additional families
 - a. Recommendations of clubs and committees.
 - b. Requests of families.
 - c. Observation of agent.

3. Procedures I plan to use in working with families
 - a. Home visits.
 - b. Group meetings.
 - c. Training meetings.
4. Plans for recording help given and progress made
 - a. Interviews.
 - b. Questionnaires.
 - c. Records of families.
 - d. Monthly records kept by agent.

III. County Extension Program - Youth

A. Organization

1. County 4-H Council

This group is composed of president, secretaries and leaders (junior and adult) from all the clubs in the county. Its main purposes are: to plan and evaluate the 4-H Club work in the county, train officers in correct parliamentary procedures and recreation.

Objectives:

- (a) To train 4-H leaders and officers
- (b) To encourage participation in all phases of club work
- (c) To plan a program that will provide needed help for youth
- (d) To provide recreational activities.

2. Project Planning Committee

This committee works with the agent and selects projects from the available one that will be most adoptable to the county situation; meeting place and meet the needs and interest of the children who are enrolled.

Objectives:

- (a) To study the needs and interest of the 4-H members of the county
- (b) To select projects that will satisfactorily meet these needs and interests
- (c) To work with achievement Days and fairs in soliciting and exhibiting project work.

B. 4-H Project Work

(4-H Chart)

4-H Subject Matter Area

Project	Topics to be Included	Number of Clubs, Groups Involved
HOME FURNISHINGS	Make a color plan of your room.	2
	Improve arrangement of furniture and accessories.	
	Paint or remodel a piece of furniture.	
	Care for your room.	
	Choose and hang pictures.	
	Make a laundry bag.	
	Style your windows	
Make, remodel or secure a bedside table or study lamp.		

GOALS	WHAT THE MEMBERS ARE TO LEARN	PLAN FOR CARRYING OUT PROJECT	NOTES ON RESULTS, ADJUSTMENTS & ACCOMPLISHMENTS.
To instill in youth an appreciation and basic fundamentals of good home furnishings.	The basic fundamentals and procedures of good home furnishing.	Method demonstrations.	
To create a desire to be an ideal homemaker and pride at an early age	The essentials of a home are comfort, beauty, suitability and simplicity.	Charts, bulletins, circulars.	
	A good plan is essential to home furnishings	Home visits. Training meetings. Talks and discussions.	

4-H Subject Matter Area

Project	Topics to be Included	Number of Clubs, Groups Involved
YOUR ROOM - PEP IT UP	Improve a place to keep your possessions	3
	Make a floor plan before and after of arrangement.	
	Arrange furniture and accessories.	
	Care for and use a growing plant in your room.	
	Make a hand towel or bureau scarf	
	Make a bed correctly	
	Secure or make a waste basket for your room.	
	Select and frame a picture.	

GOAL	WHAT THE MEMBERS ARE TO LEARN	PLAN FOR CARRYING OUT PROJECT	NOTES ON RESULTS, ADJUSTMENTS AND ACCOMPLISHMENTS
Encourage each member to care for her room and to make it as attractive as she can.	Each member should have a place for her possessions.	Methods Demonstration	
	Arrange furniture correctly.	Flannel board	
To teach members to make or improvise items needed in their rooms.	Make or improvise needed items for their rooms	Flannelgraph charts	
	Basic fundamentals of good housekeeping.	Films	
To create pride at an early age.	Select and hang pictures correctly.	Home visits	
		Training meetings	
		Result demonstrations	

4-H Subject Matter Area

Project	Topics to be Included	Number of Clubs, Groups Involved
CLOTHING I	Care of skin and hands	5
	Care of teeth and smile	
	Care of feet and shoes	
	Improve posture and voice	
	Hang up clothes	
	Wash your sweater	
	Make quick repairs	
	Put in a hem	

GOAL	WHAT THE MEMBERS ARE TO LEARN	PLAN FOR CARRYING OUT PROJECT	NOTES ON RESULTS, ADJUSTMENTS AND ACCOMPLISHMENTS
To develop good personal appearance at an early age.	That personal appearance should be good at all times.	Method demonstrations	
To encourage members to care for and repair their clothing.	Good daily habits are essential to good health.	Charts, bulletins, circulars	
To stress good health habits through daily routine.	To develop the habit of caring for personal belongings.	Exhibits, films	
	Cleanliness and neatness are the first requirements to a good appearance.	Home visits	
	Pride in self.	Training meetings	
		Newspaper articles	
		Radio talks	

4-H Subject Matter Area

Project	Topics to be Included	Number of Clubs, Groups Involved
SAFETY	Make safety survey	8
	List 20 or more hazards	
	Practice Safety Rules	
	Safety demonstration	
	Exhibit on safety	
	Safety tour	
	Make safety improvements	
	Write safety story	

GOAL	WHAT THE MEMBERS ARE TO LEARN	PLANS FOR CARRYING OUT PROJECT	NOTES ON RESULTS, ADJUSTMENTS AND ACCOMPLISHMENTS
To encourage youth to become more safety conscious.	Recognize a hazard and make needed repairs or post signs when dangerous.	Demonstrations	
To promote better safety at home, school and play.	Practice safety daily.	Charts, bulletins, circulars	
To teach youth to make safety improvements before an accident occurs.	Be precautionous at all times and places.	Films and slides	
	To promote safety in community, home and school.	Tours	
		Talks and discussions	
		Home visits	

C. Other Activities

1. Rural Life Sunday

Objectives:

- (a) To encourage 4-H members to observe Rural Life Sunday
- (b) To teach them the importance of observation of this day
- (c) To acquaint the public with the 4-H program in the county

2. Wild Life Conference

Objectives:

- (a) To use this as a reward for outstanding 4-H club work,
- (b) To encourage them to compete in whatever activities are sponsored at the conference,
- (c) To encourage them to practice the conference ideas and standards.

3. Short Course

Objectives:

- (a) To encourage outstanding project work
- (b) To encourage leadership in all 4-H members.

4. Achievement Program

Objectives:

- (a) To present an exhibit of 4-H work
- (b) To inform the public of the 4-H accomplishments
- (c) To encourage other youths to join the 4-H Club.

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IV

	<u>No. in 1959</u>	<u>Goal for 1960</u>
4-H Clubs.....	8	9
Membership.....	131	150
D. Groups (unorganized).....	2	3
Membership.....	23	30
4-H Clubs.....	10	10
Membership.....	241	258
4-H Clubs.....	1	2
Membership.....	18	30
Community Clubs.....	1	1
Membership.....	1	1
Home Ec. Committees.....	1	1
Membership.....	12	14
No. General Interest Committees.....	1	1
Membership.....	8	10
No. Youth Committees.....	1	1
Membership.....	32	32
No. Other Organizations.....	2	2
No. Farm & Home Dev. Families.....	1	2
No. Other families reached.....	53	60
No. Different families reached.....	293	300

With the various changes that have taken place during the past few years, namely, youth leaving the rural areas at an early age and work being limited with older homemakers, I am thinking that a stronger 4-H Club and an older Youth program now will build a stronger and more effective program. This, I believe, can be accomplished by pulling 4-H Clubs out of the schools and working more on well-trained leaders to carry on smaller groups.

IV. Scope of Work

A. Chart

	<u>No. in 1959</u>	<u>Goal for 1960</u>
No. H. D. Clubs.....	8	9
Membership.....	131	150
No. H. D. Groups (unorganized).....	2	3
Membership.....	23	30
No. 4-H Clubs.....	10	10
Membership.....	241	258
No. YMW Clubs.....	1	2
Membership.....	18	30
No. Community Clubs.....	1	1
Membership.....	1	1
No. Home Ec. Committees.....	1	1
Membership.....	12	14
No. General Interest Committees.....	1	1
Membership.....	8	10
No. Youth Committees.....	1	1
Membership.....	32	32
No. Other Organizations.....	2	2
No. Farm & Home Dev. Families.....	1	2
No. Other families reached.....	53	60
No. Different families reached.....	293	300

With the various changes that have taken place during the past few years, namely, youth leaving the rural areas at an early age and work being limited with older homemakers, it is my thinking that a stronger 4-H Club and an older Youth Club program now will build a stronger and more effective extension program. This, I believe, can be accomplished by taking the 4-H Clubs out of the schools and working more effectively with well-trained leaders to carry on smaller groups in their var-

ious communities.

In this county I find it an almost impossibility to conduct an efficient 4-H Club program in the schools. This, I believe, is due to limited time allotted to larger groups and unwillingness of leaders to readily take over without the agent being present.

I find that in most cases, the communities are too sparsely populated and the agent would not have sufficient time to reach each group and do an effective job. If the leaders are trained effectively, know what they are to do, have confidence in themselves and are accepted by the group, a more effective program can be carried with occasional visits by the agent.

B. Plan for informing the public of our Extension Home Economics Program

1. Methods and Procedures

- (a) leaders
- (b) other organizations
- (c) newspaper and radio
- (d) county and community activities

2. Work with unorganized Clubs and Groups

Objectives:

- (a) To require leaders to visit these communities and families
- (b) To contact key persons and ask their assistance in reaching the people in their communities

- (c) To encourage these families to attend county meetings and activities
- (d) Visits to these families by agent
- (e) To encourage them to become an organized group.

V. Leadership

A. Chart (Plan for Leadership)

	<u>No. in 1959</u>	<u>Goal for 1960</u>
1. County program Leaders.		
a. County Agricultural Extension Service Board	39	41
b. 4-H Council	32	38
c. H. D. Club Committees.....	26	32
2. Home Demonstration Leadership		
	<u>No. in 1959</u>	<u>Goal for 1960</u>
No. organizational leaders.....	48	52
No. project leaders.....	56	60
No. Federation program of work chairmen...	12	14
No. Program development leaders.....	17	18
No. result demonstrators.....	16	20
No. training meetings by specialists.....	4	6
No. training meetings by dist. agents.....	0	2
No. training meetings by agents	14	20
No. training meetings by others.....	2	4
Attendance at all training meetings.....	100	115
No. meetings held without an agent.....	18	24
No. meetings leaders assisted.....	40	48
Demonstrations by leaders.....	40	60
Talks and discussions by leaders.....	52	58

3. 4-H Club Leadership

	<u>No. in 1959</u>	<u>Goal for 1960</u>
No. Club officers.....	60	60
No. adult project leaders.....	18	20
No. junior project leaders.....	40	40
No. result demonstrators.....	10	12
No. training meetings by specialists.	0	2
No. training meetings by dist. agents.	0	1
No. training meetings by members of club dept.....	0	1
No. training meetings by agents.....	7	10
No. training meetings by others.....	1	2
Total attendance at 1 dr. tr. meetings	36	48
No. 4-H leaders trained individually..	34	36
No. club mtgs. held by 1 dr. without agent.....	33	40
No. additional club meetings at which leaders assisted.....	52	60
No. demonstrations by adult leaders...	30	40
No. demonstrations by junior leaders..	38	40

B. Strengthening Leadership

Since the Home Demonstration Program is broadening and the many changes have taken place, I feel to have a better training program with well informed leaders; a greater service will be rendered to the people of the county.

I shall endeavor to build and initiate a broader and stronger training program whereby the leaders will accept a greater responsibility and carry the information to more people. I feel that this is the most direct method of meeting and serving the majority with vital information to help to help people to help themselves.

Since it is our desire to serve the masses of the people and it is almost impossible to make individual contact, a great deal of emphasis will be on the mass media approach. This will be largely to make the people aware of their situations and stimulate them to the extent that they will take action. The areas to be stressed will be: Management(Farm and Home), Family Living, Youth Development, Community Improvement, Leadership, Marketing(consumer buying) and Productions. When the people have been made aware and are stimulated to the extent that they want to take action, I feel that the need for well-trained leaders will help to promote a more effective extension program in the county.

VI. For Special Consideration

A. Plans for maintaining and strengthening good public relations in the county with:

1. State Extension Organization Itself

Objectives:

- (a) To secure assistance and information whenever needed to do a more effective job in the county.
- (b) To inform the people with whom I work and give assistance and information to them of the sources from which information is obtained.

2. Parent Institution

Objectives:

- (a) To encourage the adoption of practices recommended by Virginia Polytechnic Institute

- (b) To furnish this institution with information and data of the county in which I am employed.

3. Elective and Appointed Representatives

Objectives:

- (a) To furnish them with information related to agriculture and home economics in the county.
- (b) To send monthly and annual reports of accomplishments and failures in work that I am engaged.

4. Other organizations

Objectives:

- (a) To serve whenever the opportunity presents itself in various civic, professional and business organizations.
- (b) To guide only factual information and demonstrations when requested.
- (c) To maintain my affiliation in various organizations.

5. Business

Objectives:

- (a) To respect the business of all and treat each with fairness
- (b) To secure whenever possible, items on consignment and return promptly.
- (c) To express my appreciation for their co-operation.

6. Mass Media Personnel

Objectives:

- (a) To get articles and announcements in on special dates.
- (b) To include only the essentials to bring out the ideas and state facts

7. Other Agencies

Objectives:

- (a) To assist whenever asked and, if possible, in programs, campaigns sponsored by other agencies
- (b) To be informed of their purposes and inform the people with whom I work about them and their services
- (c) To attend meetings of these agencies whenever asked and keep them informed about the Extension Program and its services.

8. Individuals and Families

Objectives:

- (a) To greet persons with a pleasant expression
- (b) To explain the Extension Program and of what assistance it can be to them.
- (c) To listen attentively to their problems and exchange ideas and offer solutions that are based on recommendations of the agency I represent
- (d) To be sincere in my dealings and as frank as the situation will allow me to
- (e) To furnish them with information that will make their problems become their goals.

B. Plans for Professional Improvement

1. Self Improvement

I have set as my goal to try to get to all meetings on time and to get my reports and work done before the date set. I shall take advantage of as many opportunities as possible that will increase my knowledge and skills to do a more efficient job. I shall readily seek the advice of others, before making a concrete decision. I shall secure information

and ideas from other agents (in and out of state), in order to promote a sound Extension Program in the county.

2. In Service Training

It is my desire to attend as many In-Service-Training meetings related to my field and the field of education that will help me professionally.

3. Travel

During my vacation and week-end travels, I will seek to find factories, mills, institutions, stores, homes, departments and general resource information that I may observe and tour to see needed ideas, materials, items and practices being used.

4. Current Material, Policies, Magazines and Literature

During my leisure time and during office hours, I plan to devote a few hours each week reading and collecting ideas that will help me in my work and keep me informed of the current subjects and policies related to my field of work.

C. The Phase of the County Program in my Opinion will make the most Significant Contribution to Family Living

1. Home Furnishings

(a) Basic essentials

- (1) Comfort - Suitability
- (2) Beauty - Attractiveness
- (3) Management of time, energy and money

(b) Leadership Roles

- (1) Train and develop more efficient leaders
- (2) Reach unorganized communities and groups
- (3) Develop pride in home and community

(c) Family Roles

- (1) To become more conscious of home needs for better living
- (2) To recognize needs and distinguish them from wants
- (3) Build better communities

(d) Accomplishments Desired

- (1) More comfortable and attractive homes suited to families needs.
- (2) A stronger leadership program
- (3) Better family living and improved people in general.

(e) Results desired

- (1) One or more demonstration in each community
- (2) More efficient leaders who are well trained.
- (3) Happier and more contented families.
- (4) Unity in Community Living.