

4. Organizations
    - a.) Discuss program with other individuals and seek suggestions
    - b.) Cooperate with them in their program
  5. Businesses
    - a.) Cooperate with representatives
    - b.) Seek and respect their opinions regarding certain commodities
  6. Mass Media Personnel
    - a.) Cooperate with representatives
    - b.) Be prompt and accurate in dealings with representatives
  7. Other Agencies
    - a.) Find out who they are and learn more about their program
    - b.) Cooperate with them in their programs
    - c.) Invite them to participate on extension programs
  8. Individuals and Families
    - a.) Maintain high moral character
    - b.) Respect each individual
    - c.) Have a sympathetic understanding towards persons contacted.
- B. Plans For Professional Improvement
1. Organized Study
    - a.) To attend the agent's conference, workshops, training meetings and agents group meeting that will be held during the year

4-H Club Leadership (Continued)

	<u>No. in 1959</u>	<u>Goal for 1960</u>
<u>No. 4-H leaders trained individually</u>	<u>14</u>	<u>18</u>
<u>No. club mtgs. held by ldr. w/out agent</u>	<u>28</u>	<u>32</u>
<u>No. additional club meetings at which leaders assisted</u>	<u>47</u>	<u>53</u>
<u>No. demonstrations given by adult leaders</u>	<u>21</u>	<u>24</u>
<u>No. demonstrations given by junior leaders</u>	<u>8</u>	<u>14</u>

B. Strengthening Leadership

The need is for more active and stronger leaders

Plans for obtaining more leaders are:

1. Ask for volunteers
2. Observe active club members and use them according to their interest
3. Recognize and praise leaders at every opportunity
4. Have adequate training meetings

VI. Plans For Developing Good Public Relations in the County

A. Plans For Good Public Relations

1. Within State Organization
  - a.) Establish a good relationship with all persons
  - b.) Send in all reports promptly and accurately
2. Within Parent Institution
  - a.) Carry out recommendations as outlined
  - b.) Be prompt and accurate in submitting reports
3. Elected and Appointed Officials
  - a.) Invite them to special programs
  - b.) Acquaint them with outstanding extension accomplishments

V. Leadership

A. Plan for Leadership

No. in 1959    Goal for 1960

1. County Program Leaders

a. County Agricultural Extension  
Service Board

129            139

b. Youth Council

\_\_\_\_\_

c. Home Economics Council

\_\_\_\_\_

2. Home Demonstration Leadership

No. in 1959    Goal for 1960

No. organizational leaders	64	64
No. project leaders (subject matter)	68	68
No. Federation program of work chairmen	2	2
No. program development leaders	13	13
No. result demonstrators	23	25
No. training meetings by specialists	2	3
No. training meetings by dist. agents	0	0
No. training meetings by agents	20	26
No. training meetings by others	0	0
Attendance at all training meetings	160	182
No. meetings held without an agent	52	60
No. meetings leaders assisted	89	90
Demonstrations by leaders	45	47
Talks and discussions by leaders	27	32

3. 4-H Club Leadership

No. in 1959    Goal for 1960

No. Club officers	68	72
No. adult project leaders	27	32
No. junior project leaders	6	8
No. result demonstrators	2	4
No. training meetings by specialists	0	0
No. training meetings by dist. agents	0	0
No. training meetings by agents	14	18
No. training meetings by members club dept.	0	0
No. training meetings by others	0	0
Total attendance at ldr. tr. meetings	83	89

c.) Publicize program well in advance

d.) Invite outside persons to attend

IV. Scope of Work

A.	No. in 1959	Goal for 1960
No. H. D. Clubs	13	13
Membership	221	230
No. H. D. Groups (unorganized)	0	1
Membership	0	8
No. 4-H Clubs	7	8
Membership	262	290
No. YMW Clubs	0	1
Membership	0	22
No. Community Clubs	1	1
Membership	43	49
No. Home Ec. Committees	0	0
Membership	0	0
No. General Interest Committees	3	4
Membership	28	38
No. Youth Committees	0	0
Membership	0	0
No. Other Organizations	0	0
No. Farm & Home Dev. Families	2	2
No. Other families reached	307	327
No. Different families reached	412	445

Emphasis needs to be placed on YMW Club work. It is hoped that one YMW Club will be organized during 1960.

B. Informing the Public about Extension Home Economics Program

News articles will be sent to the local paper about special events. Letters will be sent to the general public informing them of programs and meetings. Persons in unorganized communities will be asked to serve on committees and as 4-H club leaders.

## 4-H Subject Area

Project	Topics to be Included	Number of Clubs
Junior Leadership	<ol style="list-style-type: none"> <li>1. Project Selection</li> <li>2. Parliamentary Procedure</li> <li>3. Record Keeping</li> <li>4. Training New Officers</li> </ol>	1

GOALS	WHAT THE MEMBERS ARE TO LEARN	PLANS FOR CARRYING OUT PROJECT	NOTES ON RESULTS AND ACCOMPLISHMENTS
To develop leadership qualities in older boys and girls	<ol style="list-style-type: none"> <li>1. How to help new members select suitable projects and assist with them</li> <li>2. Help to teach parliamentary procedure to clubs</li> <li>3. Give a demonstration on how to keep records</li> <li>4. Help to train the new officers</li> </ol>	<ol style="list-style-type: none"> <li>1. Demonstrations</li> <li>2. Bulletins</li> <li>3. Discussions</li> <li>4. Conferences</li> <li>5. Home visits</li> <li>6. Telephone Calls</li> <li>7. Circular Letters</li> <li>8. News Articles</li> </ol>	

## 4- H Subject Area

Project	Topics to be Included	Number of Clubs
Home and Family Health	<ol style="list-style-type: none"> <li>1. Make trash cans</li> <li>2. Plan adequate meals</li> <li>3. Improve dishwashing methods</li> <li>4. How to control Household Pests</li> <li>5. Equip a home medicine chest</li> </ol>	7

GOALS	WHAT THE MEMBERS ARE TO LEARN	PLANS FOR CARRYING OUT PROJECT	NOTES ON RESULTS AND ACCOMPLISHMENTS
To help the 4-H member learn and practice methods of health protection in and around the home.	<ol style="list-style-type: none"> <li>1. To make trash cans and how to properly dispose of trash</li> <li>2. To plan simple menus</li> <li>3. Proper methods of washing dishes</li> <li>4. To get rid of and control household pests</li> <li>5. What articles should be included in a home medicine chest</li> </ol>	<ol style="list-style-type: none"> <li>1. Demonstrations</li> <li>2. Flannelgraph</li> <li>3. Bulletins</li> <li>4. Discussions</li> <li>5. Conferences with members and parents</li> </ol>	

Plans for using the council to strengthen the extension program:

- a.) Conduct two meetings during the year
- b.) Train all club officers in parliamentary procedure
- c.) Plan all 4-H activities
- d.) Select and send delegates to the State Short Course and Wild Life Conference

2. County 4-H Project Planning Committee

This committee is composed of 4-H leaders, 4-H members, parents and other interested persons. This committee assists with the selection of girl's projects, project record books and 4-H special interest activities.

B. 4-H Project Work

( See Pages 18 - 19)

C. Other Activities

Other activities planned to carry out the 4-H program are:

1. Rural Life Sunday
2. National 4-H Club Week
3. Achievement Day

Procedures that will be used to carry out the above activities:

- a.) Encourage each club to participate in one county-wide program
- b.) Ask leaders to assist in planning the program

D. Urban Work

Because the needs and interest of the people in West Point are slightly different from the rest of the county it is necessary to re-adapt the program calendar in some instances. These families will be invited to attend leader training meetings, special interest groups and other county-wide meetings.

E. Farm and Home Development

Two families were assisted through the farm and home development phase during 1959. This phase of the extension program enables the family to set up their short-time and long-time goals and with the agent's assistance, work out plans by which these goals are realized. Monthly home visits are to be made to each family and special assistance is given where desired and needed. The housewives are members of the home demonstration club and receive information through this medium. Achievement and progress will be recognized through news articles, special reports and tour of the homes.

III. County Extension Program - Youth

A. Organization

1. County 4-H Council

This organization is composed of the officers of the 4-H clubs.

- c.) Serve to create more interest in extension activities
- d.) Serve to publicize extension activities

4. Community Improvement Work

Community improvement work will be continued in the Mt. Olive Community. This program is expected to contribute the following to the community members:

- a.) Encourage home ownership
- b.) Encourage farm families to become self supported from the farm
- c.) Encourage all boys and girls of 4-H club age to enroll in 4-H club thereby helping them to become worthwhile citizens

The following procedures will be used to carry out the above community activities:

- a.) Hold scheduled meetings of the community club
- b.) Help the club members plan a yearly program based on the needs and interest of the community
- c.) Check and record progress made by each family in the community
- d.) Give individual assistance whenever needed and desired
- e.) Inform people of government agencies and other sources available to aid them

5. Judging Done By Local Leaders

Leaders who have received training will be asked to assist the agent in judging exhibits at nearby county fairs.

- a.) More planned educational programs for the adult and youth in the community
  - b.) Recreational outlet for the people
  - c.) A broadening of the program through planned activities
  - d.) A greater spirit of cooperation among family members
  - e.) Better relationship between the extension program and the people in the communities
2. National Home Demonstration Week

The Home Demonstration Committee plans to celebrate National Home Demonstration Week with a county-wide program.

This program is expected to contribute the following:

- a.) Inform more people of the activities and objectives of home demonstration work
  - b.) Serve as recreational outlet for farm families
  - c.) Stimulate interest and increase membership in the home demonstration clubs
  - d.) Serve as an opportunity to recognize leaders
3. Achievement Program

A special committee appointed by the advisory board is planning an achievement day program to be held in the fall. This program is expected to contribute the following to the extension program:

- a.) Serve to recognize leaders
- b.) Serve to understanding work in 4-H and home demonstration clubs

Adult Work  
Suggested Plan

Subject Matter or Special Emphasis Area House Furnishings

Problem	Topics to Be Included	Number of Clubs
<p>How to select and judge household fibers.</p> <p>How to select and coordinate colors in the home.</p>	<p>Selection of Household Fabrics</p> <p>Color Harmony in the Home</p>	13

GOALS	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS AND ACCOMPLISHMENTS
<p>1. To familiarize housewife with types of household fibers.</p> <p>2. To learn to plan a color scheme for the home.</p>	<p>1. How to select upholstery, drapery and slipcover fabric and how to estimate amount of material needed.</p> <p>2. Learn the use of warm and cool colors and how to develop a coordinated color plan for the whole house.</p>	<p>1. Demonstrations</p> <p>2. Charts</p> <p>3. Posters</p> <p>4. Flannelgraph</p> <p>5. Slides</p> <p>6. Mimeographed Material</p> <p>7. Discussions</p> <p>8. Circular Letters</p> <p>9. Home Visits</p> <p>Results will be measured through observation and Result Demonstrations</p>	

Adult Work

Suggested Plan

Subject Matter or Special Emphasis Area Home Management

Problem	Topics to Be Included	Number of Clubs Involved
1. How to plan the various work areas to save time and energy.  2. How to make better use of kitchen storage.  3. How to simplify house cleaning.	Work Simplification in the Kitchen  Simplify Your Housework	13

GOALS	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS AND ACCOMPLISHMENTS
1. Help homemakers to rearrange kitchen to save time and energy.  2. To familiarize homemakers with various techniques involved in housecleaning.	1. How to make better use of kitchen storage  2. Newer methods and techniques involved in housework.	1. Kitchen cut-outs 2. Charts 3. Flannelgraph 4. Bulletins 5. Demonstrations 6. Circular Letters 7. Home visits 8. Tours 9. Slides	

Adult Work

Suggested Plan

Subject Matter or Special Emphasis Area Rural Arts

Problem	Topics to Be Included		Number of Clubs
What is a simple way to make Christmas gifts attractive?	Wrapping Christmas Gifts		13
GOALS	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS AND ACCOMPLISHMENTS
To teach homemakers how to wrap and decorate Christmas gifts	How to wrap gaily decorated Christmas packages using inexpensive materials	<ol style="list-style-type: none"> <li>1. Demonstrations</li> <li>2. Printed Materials</li> <li>3. Charts</li> <li>4. Discussions</li> </ol>	

Adult Work  
Suggested Plan

Subject Matter or Special Emphasis Area Clothing

Problem	Topics to Be Included	Number of Clubs
How to select becoming clothes	Color Combinations in Dress	13

GOALS	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS AND ACCOMPLISHMENTS
<p>To familiarize homemakers with the basic colors and help her to select her most becoming colors.</p> <p>To teach homemakers how to combine colors</p>	<ol style="list-style-type: none"> <li>1. The basic colors</li> <li>2. How to select their most becoming color</li> <li>3. How to combine colors for a pleasing effect</li> </ol>	<ol style="list-style-type: none"> <li>1. Leader Training</li> <li>2. Posters, Charts</li> <li>3. Flannelgraph</li> <li>4. Slides</li> <li>5. Mimeograph materials</li> <li>6. Bulletins</li> </ol> <p>Results will be measured by observation and a questionnaire</p>	

Adult Work  
Suggested Plan

Subject Matter or Special Emphasis Area House Furnishings

Problem	Topics to be Included	Number of Groups
How to reupholster an overstuffed chair	Reupholstering	1

GOALS	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM & MEASURING RESULTS	NOTES ON RESULTS AND ACCOMPLISHMENTS
1. To reupholster an overstuffed chair	1. How to strip the chair 2. Typing springs 3. Making welt 4. How to select upholstery material	1. Demonstrations 2. Bulletins 3. Slides 4. Discussions 5. Home visits 6. Circular Letters 7. News Articles	

Adult Work  
Suggested Plan

Subject Matter or Special Emphasis Area Food and Nutrition

Problem	Topics to be Included	Number of Clubs Involved
How to plan nutritious food that the family will enjoy, that fits the budget, and that takes little time to prepare	Oven meals More milk in Economy Meals Using More Tomatoes Tasty Salads	13

GOALS	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS AND ACCOMPLISHMENTS
To help homemakers become aware of food needs; to teach them how to prepare foods to get the family to eat what they need	<ol style="list-style-type: none"> <li>1. Basic food needs</li> <li>2. How to prepare simple inexpensive dishes including the food needs</li> </ol>	<ol style="list-style-type: none"> <li>1. Leader Training</li> <li>2. Method Demonstration</li> <li>3. Mimeographed Material</li> <li>4. Circular Letters</li> <li>5. News Articles</li> <li>6. Home Visits</li> <li>7. Slides</li> <li>8. Posters, Charts</li> <li>9. Check sheet</li> </ol>	

Adult Work

Suggested Plan

Subject Matter or Special Area Emphasis Housing

Problem	Topic to be Included	Number of Groups
How to make back yards more attractive and enjoyable	Planning Outdoor Living Area	2

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GOALS	WHAT PEOPLE ARE TO LEARN	PLANS FOR CARRYING OUT PROGRAM AND MEASURING RESULTS	NOTES ON RESULTS AND ACCOMPLISHMENTS
1. To teach homemakers how to have attractive backyards	1. How to develop and improve backyards to make them more attractive  2. Suitable shrubbery and flowers for the type of house	1. Bulletins 2. Demonstrations 3. Home visits 4. Charts 5. Slides 6. Circular Letters 7. News Articles	

of each home demonstration club. This group plans the monthly projects and county-wide activities of home demonstration clubs.

Plans for using the Committee:

- a.) Plan and evaluate home demonstration programs
- b.) Approve all home demonstration activities and help to carry out the activities
- c.) Sponsor a special program during National Home Demonstration Week
- d.) Send delegates to the district home demonstration meeting
- e.) Support the 4-H Program
- f.) Hold at least two meetings during the year
- g.) Help to develop sufficient leaders to carry out the extension program

B. Subject Matter and Special Emphasis Area

(See Pages 7-13)

C. Other Activities

1. County and Community Projects

Home demonstration clubs will continue to recognize the sick and aged in the community with baskets and donations at various times during the year. The Lester Manor and Baptist Liberty Clubs are planning to landscape their church grounds. These projects are expected to contribute the following to the overall program:

Objectives are as follows:

a.) Poultry Committee

1. Study the county situation and analyze the poultry situation
2. Recommend procedures to use to carry out the poultry program
3. Encourage more people to carry a poultry project
4. Further publicize the poultry work through result demonstrations

b.) 4-H Club Committee

1. To increase 4-H enrollment
2. To organize more community clubs
3. To solicit more leaders
4. To encourage a higher percentage of project completion
5. To maintain interest of older 4-H members

c.) Home Grounds Beautification Committee

1. To gradually landscape all churches and schools in the county
2. To encourage at least two homes in the community to properly landscape their grounds
3. To sponsor a "Clean Up-Fix-Up Campaign" in March
4. To encourage an overall improvement and further publicize extension work

3. Home Demonstration Committee

The Home Demonstration Committee is composed of the presidents, secretaries and program development leaders

## II. County Extension Program - Adult

### A. Organization

#### 1. County Advisory Board

The County Advisory Board is composed of men and women representatives from each community. This group serves both the farm and home agent in an advisory capacity. The advisory board holds four regular meetings during the year. At the beginning of the year the plans of work of both agents are discussed with the group and at the end of the year the extension program is evaluated.

Plans for using the County Advisory Board to strengthen the extension program in 1960:

1. Support the 4-H Program
2. Conduct four regular meetings during the year
3. Approve and cooperate with all extension activities
4. Serve to inform persons in unorganized communities of extension activities

#### 2. General Interest Committees

These committees composed of five men and five women from all over the county were appointed by the advisory board to help to carry out the extension program and further publicize the work.

The county has an organized board of health that holds regular clinics throughout the year and special clinics whenever the need arises.

The county is served by two telephone companies, the Tidewater Company in the upper end of the county and the Chesapeake and Potomac Company in the West Point vicinity. Although the number of families having telephones is slowly increasing, the number of communities having telephone service is relatively small. Most of the homes have electricity.

In planning the program the needs and interest of the people were considered. The program resulted from surveys, observations made during home visits, conference with professional workers and lay people, suggestions, reports made at group and club meetings by club leaders, reports made by program development leaders and through discussions with individuals and groups.

Other conditions considered in planning the program were sparsity of population in some communities. This makes it necessary to have more home demonstration clubs with smaller enrollments to reach more people. The religious habits of the people and their interest in civic and social affairs had a definite effect on the planning of the program. Also considered were size of families, educational status, whether or not the housewife works, transportation facilities available and the standard of living in general.

Most of the people in the county depend on income from jobs outside of the farm. Employment within the county is about evenly divided between sawmills and the large pulp and paper mill operated by Chesapeak Corporation. Next in importance is agriculture. Many farms are operated on a part-time basis or residential basis by persons who are engaged in manufacturing or other work. The sandy loam soil lends itself to varied crops and to fine pastures which are green at least ten months of the year. Field crops, livestock, poultry products, vegetables and forestry products constitute the main sources of farm income. Most of these products are traded on the Richmond markets, a distance of about 30 miles from the county. Seasonal employment at the cannery at Walkerton and Warsaw take many of the housewives away from home. Domestic employment takes more than one half of the women away from home at some time during the year.

There are sixteen Negro churches with two religious denominations, five elementary schools plus one consolidated elementary and one consolidated high school located near the courthouse.

Recreational activities are usually sponsored by the schools, churches and other civic and social organizations. There is no public recreation center but the facilities of the schools are available for community use. The county is served by a bookmobile from the Pamunkey Regional Library in Hanover County.

1960 PLAN OF WORK

Ethel K. Jones  
Local Home Agent  
King William

I. The County Situation Considered in Working Out the 1960 Program

King William County is situated in the North Central Tidewater Section of Virginia in what is sometimes referred to as the Middle Neck. The county lies between the Mattaponi and the Pamunkey Rivers which unite at West Point to form the York River. The county is long and narrow, 45 miles long and less than 14 miles at its widest point. The population of the county is estimated at 7,589 with approximately 3,099 Negroes. Of this number only 220 are farm operators, although the county is very rural in its sociological structure. West Point which has one fourth of the total population is the only town of any size in the county. The smaller communities have trading posts outlets adequate for minimum requirements. Most of the people travel to nearby Richmond for any extensive buying.

King William has a land area of 278 square miles or 177,920 acres, and a water area of 8 square miles. Nearly three fifths of the area is forested. King William ranks eighth among Virginia Counties in pulpwood production and also produces a great deal of lumber. The practice of good forestry methods is maintaining and improving the timber stand. Mineral resources include beds of sand, gravel, greensand, marl, and clay. During some seasons there is commercial fishing for shad and herring in the rivers.

PLAN OF WORK - 1960

(Mrs.) Ethel K. Jones  
Local Home Agent  
King William County