

VIRGINIA AGRICULTURAL EXTENSION SERVICE

PLAN OF WORK

For

Calendar Year 1959

For

Project No. 6 - Negro Home Demonstration Agent Work

Major Phases of Project
or Subdivisions of Pro-
ject Covered

Percentage of Time
Devoted to Entire
Project by Each Worker

Name of Worker

Supervisor of Negro
District Work

Thelma T. Hewlett

100%

District Agent

Heidi E. Ford

100%

Date Submitted January 28, 1959

Signed Thelma T. Hewlett
Project Leader

Date Approved: February 18, 1959

Signed L. H. Doughty
State Director of Extension

Date Approved: March 9, 1959

Signed L. H. Doughty
Director of Extension
Work, U. S. Department
of Agriculture

PROGRAM SITUATION

The total population of Virginia is increasing at a slightly faster rate than the nation as a whole, and by residence, the 1960 census should show most Virginians classified as urban dwellers. Sociologists at V. P. I. say, however, that Virginia will still be more rural than the nation in 1960.

While there have been some yearly fluctuations, the Virginia rural population has shown a downward trend since 1935 - from 1,066,000 that year to an estimated 673,000 in 1957. The sociologists say the migration trend from the farm to rural non-farm and urban area is expected to continue.

The Negro population is following the same trend of decreased farm population and increased percentage of non-farm and urban people in the state. According to the census the Negro farm population went down from 281,619 in 1940 to 179,359 in 1950. The non-farm population in 1940 was 159,191 while in 1950 census showed 220,624.

The 1950 Agricultural census showed 28,527 Negro farm operators of which 18,957 were owners and 9,554 were tenants of all classes. These numbers showed decrease in the 1955 census as has been the trend in previous years. In the recent census there were reported 23,624 Negro farm operators in the state of which 15,957 are owners and 7,649 tenants.

Virginia is a widely diversified agricultural state. Poultry, live-stock, and its by products, crops, tobacco and forestry products are the chief sources of income from the farms. Additional income comes from industries often connected with farm products, fisheries, and oystering.

FAMILY LIVING

Highlights of Family Living Outlook Information Indicate that:

1. Prices of goods and services purchased by both farm and urban families in 1959 are expected to remain at approximately the present level (late 1958). The slight decline in food prices should offset the possible continued rise in some of the services such as medical care.
2. Supplies of food will be abundant, and some foods in new forms and types will continue to appear on the market. The trend of eating more meals away from home will continue for all families.
3. Clothing, house furnishings, and household equipment will be in adequate quantity to meet consumer demands.

4. The trend toward a smaller farm population and more non-farm people living in rural areas is expected to continue.
5. A continues increase in the number of married women employed outside the home is expected with a census prediction of one-fifth more by 1965.
6. The number of families using consumer credit will probably increase. However, with a reduced farm income forecast, it is not probable that farm families will participate in this type of buying to the same degree as non-farm families.

The desire of rural families for higher levels of living was a driving force to bring about many changes in the pattern of living. In the rapidly changing pattern of modern day living, homemakers need an up-to-date reliable source of information that will help them in solving problems of the family and community.

These problems were found of low income: mothers working away from home, inadequate housing; increased population; feeding the family well; education for family members; providing clothing, health, medical care and recreation, and promoting good family relations were found to be of major concern in the 34 counties where local home agents work. These problems were revealed through surveys, studies, observation, census data and the people themselves.

Individuals, families, leaders, organizations and the Extension agents in thirty-four counties and two cities will work together to improve these conditions.

To meet this challenge of improved family living and Extension programs planned by the people with the assistance of Extension personnel, will be used to help the people to help themselves and others in their communities to become more efficient and effective citizens.

Based on the situation trends and problems confronting the people, Extension workers with the local people, will direct their emphasis on better management practices as a means to increase income, to lower living cost and to increase the management efficiency of money, time, and human resources. Information and assistance will be given in food and nutrition, clothing, home improvement, housing, health and safety to individuals and families as they wish to solve their problems and improve their standard of living. Specialists will assist with the training of agents and leaders in these phases of work in the 34 counties. Leaders will play a major part in assisting the agents to carry information which will raise the standard of living of all the people.

THE SUPERVISORY SITUATION

Supervisory Structure

There are two district agents supervising 34 local home demonstration agents in 31 counties and 2 cities. One supervisor worked with 20 agents and the other with 14 agents. The latter is responsible to Miss Lucy P. Blake, Assistant Director in Charge of Home Demonstration Work and R. W. Newsome, State Agent for the supervision of home demonstration work for Negro families in Virginia.

Counties Supervised by Thelma T. Hewlett, District Agent

Amherst	Chesterfield	King William
Budford	Hanover	Westmoreland
Fluvanna	Henrico	Lancaster
Louisa	King & Queen	Northumberland
Nelson	Peninsula Area*	

*The Peninsula Area includes York County and the cities of Hampton and Newport News.

Counties Supervised by Heidi E. Ford, Assistant District Agent

Brunswick	Greensville	Mecklenburg	Pittsylvania
Campbell	Halifax	Nansemond	Prince George
Charlotte	Henry	Norfolk	Princess Anne
Dinwiddie	Isle of Wight	Nottoway	Southampton
Franklin	Lunenburg	Prince Edward	Sussex

In 1958 there were 19 counties with both farm and home agents. This was an increase of one over last year. Fourteen local home agents work alone; fifteen farm agents work alone. The need is apparent for the services of home agents in counties with farm agents, as well as other counties with large percentages of Negro farm families. County funds are available for a home agent in one county.

Four replacements were made due to resignations of agents in Lancaster, Nelson, Sussex and Louisa Counties. Prince Edward County reactivated its appropriation, July 1, 1957, but the vacancy remained until September 1958. One county was vacant three months, others were filled promptly. Two persons were employed as trainee agents and later home agents and one former home agent was re-employed. The year ended as it started with all positions filled.

Sufficient clerical assistance has made improvement, but it is still a grave problem. Three part-time secretaries in 3 counties were provided for county workers. Funds are available for 2 more part-time secretaries. There are now eleven part-time and eight full-time secretaries in counties with both farm and home agents in seventeen counties. All other counties provided 20 hours of such help during the year. All of these counties need increased

clerical help.

EXTENSION ORGANIZATIONS

Home Demonstration Organizations

There are 355 home demonstration clubs with 6,783 members in 34 counties and 2 cities in which Extension work was conducted. More families can be reached through home demonstration clubs with limited personnel than through working with individuals. The home agents in our district conduct all the work for the adults and youth, even boys in 14 counties. There is need for increasing number of clubs and membership.

Home Demonstration work was conducted through general meetings, demonstrations, discussions, clinics, workshops, tours, office and home visits, exhibits, radio and the press. Farm and Home Development method of teaching was used in each county with home demonstration work.

4-H Club Organizations

The primary purpose of 4-H club work is to develop in boys and girls leadership, initiative, citizenship and character and to teach subject matter.

Home demonstration agents supervised 352 four-H clubs with a membership of 10,613 boys and girls. Most clubs are organized in schools. During the summer months workshops, clinics, tours and home visits are used in the different communities. Leadership on the part of adults and parents is one of the most important devices in the success of club work.

Community Clubs

Men and women organized in 33 communities with 1212 members worked to improve their communities and themselves. Four-H members also shared in improving their communities and preparing themselves for useful citizens.

Council and Committee Development

1. County Agricultural Advisory Board

In each of the 34 counties where home demonstration work is conducted, the County Agricultural Advisory Board promotes the total Extension program. It is the over-all organization for co-ordinating Extension programs and activities.

This Board is composed of at least three representatives, men and women from each organized community in the county, home demonstration agent and 4-H representatives, key leaders and representatives from other organizations. It holds two to four meetings annually.

2. Home Economics or General Interest Committees

In 14 counties Home Economics or General Interest Committees were organized for the purpose of expanding the Extension program. More committees need to be organized and these organized need to be strengthened.

3. Home Demonstration Club Committee

Home demonstration club program planning has been done through the county home demonstration club committee for several years. It has representatives on the County Agricultural Advisory Board also. It is composed of presidents, program development leaders, secretaries of organized home demonstration clubs and a few key leaders. There are 34 such committees.

4. The Negro State Agricultural Advisory Board

The Negro State Agricultural Advisory Board organized in 1926, cooperates with the Virginia Agricultural Extension Service in improving agriculture and standards of living of farm families. Outstanding farm men and women representing their counties, Extension workers, State and Federal officials come together annually to study and discuss problems confronting farm families and try to work out ways and means of solving them. Program emphasis is on the family as a unit for better living and community cooperation and improvement.

5. State and District Home Demonstration Organizations

The District Home Demonstration Committee of the State Advisory Board was organized in 1949. This committee is composed of home demonstration club members and home agents all working together to strengthen the Extension program and to influence more people throughout the state to achieve a higher standard of living. Better housing, health, recreation and teaching more people have been goals for the program of work of the organization.

6. The 4-H Junior Council and 4-H Planning Committee

The 4-H Junior Council and Planning Committee are composed of all officers and leaders of 4-H clubs which meet at least twice a year. The council is responsible for program planning, execution, leadership training, and county activities related to 4-H clubs. Some activities council members participate in are: training club officers, project training, achievement days, fairs, tours, picnics, Rural Life Sunday, National 4-H Week Observance, State 4-H Short Course and Wildlife Conference.

Leadership

Types of leaders are similar for adult and 4-H organizations. Organizational, subject-matter, project, result demonstrators, committee members, and program development leaders are used by local home agents. Leaders assisted with organizing clubs, conducting meetings, demonstrations, discussions, planning Extension programs and activities.

Training was given organizational leaders in general meetings, committees, and in conferences and visits to understand their responsibilities and to improve their skills in serving organizations.

Specialists trained leaders and agents to train leaders in subject-matter. Supervisors assisted with training of program development leaders and organizational leaders, adult and 4-H.

Training Agents

1. Program Development

Specialist prepared and sent out material to all agents; 4-H specialist assisted with 4 one day schools on Program Planning and Organization for all agents.

Supervisors conducted four group meetings for all the agents and three District Home Demonstration Meetings on Program Planning procedures. Assistant was given by specialists and other agents at the Annual Agents' Conference. Correspondence, visual aids, visits and workshops were used.

2. Extension Philosophy

Efforts continued for increased understanding of the Extension philosophy. Agent trainees were assisted during induction training through recommended readings, visits to district office, conferences with supervisors and agent trainers. Much time will be needed to train the agents in the appreciation and understanding of the Extension Philosophy.

3. Teaching Methods

Each home economics specialist assisted with teaching methods. Group and district meetings, conferences, home and office visits, and written material were used by them. Agricultural and 4-H specialists assisted in much the same way.

District agents assisted with selection of teaching methods and arranged for specialist assistance. Study was made of Extension

teaching methods. Group meetings, workshops, discussion groups, visits, and letters were used. Farm and Home Development method of teaching was emphasized.

One agent attended school at Prairie Texas, and four at Cornell University for three weeks.

All agents will be encouraged to improve themselves. Recommendations will be made for four agents to attend school during the summer. In-service schools on how to teach, using the tools best suited for today's programs would be valuable. Training in basic communication and discussion methods will be given in January. Training is needed in more communication skills.

4. Leadership Training

Specialists trained leaders and agents to train leaders in subject matter. Supervisors assisted with training program development leaders and organizational leaders, adult and 4-H. Home Economics specialists will assist all 34 agents, agricultural specialists will assist 15 agents, and 4-H staff will assist 15 agents during the year.

5. Public Relations

Supervisors gave assistance in planning, organizing, conducting, and attending such county-wide activities as 4-H Councils, Achievement Days, fairs and tours in 33 counties.

In the adult program, the Observance of National Home Demonstration Week on both state and county basis, tours to result demonstrators, and the State Advisory Board Meeting were used.

Agents received help in preparation for radio broadcasts from specialists' information and supervisors.

6. Office Organization and Management

Through conferences, group meetings, office visits, and letters all agents received assistance with office organization and management. Emphasis was placed on keeping accurate records, mailing lists, filing, and neat appearance of the office. There is need for much assistance in office organization and management. The secretaries need to be trained for more efficient service.

Major Supervisory Problems and Supervisory Activities in Relation To:

Major Supervisory Problems

1. Supervising county home demonstration workers so that they may be able to carry out efficiently a program which will meet the needs of local people.
2. Securing, training, and maintaining well qualified agents for all county positions.
3. Helping rural leaders plan and carry out program which will raise the standards of living of all people, as well as, to develop leaders and informed active citizens.
4. Developing understanding and acceptance of the Extension Program among all groups and agencies.
5. Improving working conditions for agents in counties.
6. Developing adequate leadership for adult, 4-H and Community Life Activities.
7. To improve and build stronger 4-H club programs.
8. Assisting agents in evaluating the county program and themselves and in devising means for improvement of both the worker and program.

1959

CALENDAR OF SUPERVISORY ACTIVITIES

All the Year

Visit agents in their counties, assisting in community and county-wide meetings and in district group and state conferences. At all times assistance will be given with work such as improving 4-H club work, improving monthly reports, office management, strengthening information program, and improving the county program of work. Each month read, study and analyze agents' monthly reports; work on recruiting of personnel as needed, and contact county officials as situation warrants.

December

Study agents' annual reports
Prepare supervisors' annual report
Arrange for specialists' visits in January
Encourage practical use of outlook material in counties.
Encourage use of mass media and more publicity of the work (all the year)

January

Study agents' Plans of Work
Prepare Supervisors' Plan of Work
Send out material
Encourage home demonstration and 4-H officer training meetings.
Assist with 4-H Junior Meetings.
Evaluate county programs (membership, number of organizations, etc., Statistical Reports)
Motivate increased home demonstration membership
Plan for in-service training of all agents.
Send out 4-H Enrollment Sheets
Arrange for Specialists, agent and leader training.
Assist with Communication School
Attend Staff Conference
Edit Monthly Extracts
Train Agents in Use of Committees

February

Hold 6 group meetings with agents - Review 1958 Progress - 1959
Plans of Work
Arrange for specialist - hold conference with one specialist
Assist with 4-H training meetings
Start planning for District Home Demonstration Meetings
Meet with Executive Committee

February Cont'd

- Urge completion of 4-H enrollment
- Help to develop plans for increased Home Demonstration enrollment
- Encourage completion of Plans for 4-H Observance in March
- Assist with the planning and organizing of General Interest Committees
- Encourage organization of Home Economic Committees in 10 counties
- Assist with County Farmers' Conference
- Edit the Monthly Extracts
- Work with Farm and Home Development Program
- Encourage planning for county contests
- Attend Supervisors' Training Conference

March

- Complete plans for National Home Demonstration Week - District Meetings
- Analyze office set up and make suggestions for improvement
- Request equipment, such as lights, etc.
- Assist with planning for Annual State 4-H Short Course
- Visit and assist with Observance of 4-H Week Programs
- Prepare publicity for the same
- Arrange for Specialists, agent and leader training
- Hold group meetings for agent training - Discuss Program Projection
- Encourage 4-H County contests - Foods, Clothing, Dress Revue and Grooming Contests
- Work with Community Improvement Program
- Assist with five management workshops for all agents
- Hold training meetings for secretaries (3 meetings)
- Attend Staff Conference

April

- Check progress in county plans of work with agents
- Encourage county home demonstration club committee meetings
- Check hand books - 4-H and H. D.
- Assist with plans for National H. D. Week
- Encourage certain agents to make plans for professional improvement (Extension Schools)
- Interview girls to select delegates to Regional Camp
- Train agents in Program Planning Procedure (4 group meetings)
- Arrange for specialist
- Summarize 4-H Projects
- Send out information on 4-H Uniform
- Emphasize Community Improvement Work and Farm and Home Development Work
- Evaluate personnel
- Arrange for Specialist, Agent and leader Training
- Encourage better selection of 4-H projects in all counties

May

- Assist with district and state meetings during National H. D. Week

May Cont'd

Assist agents in planning for summer 4-H organization and activities
Rural Life Sunday - Encourage in all counties
Enrollment of H. D. Clubs due in our office
Emphasize Farm and Home Development Work
Encourage the use of tours and family recreation
Plan for Publicity - County and State Basis

June

Assist with the 4-H State Short Course Conference
Assist with 4-H Planning Meetings
Assist with H. D. Planning Meetings
Attend leader and agent training meetings
Visit Farm and Home Development Families
Recruit personnel - (placement of personnel)
Assist Agents in planning for Achievement Day Programs
Assist with in-service training of agents
Edit Monthly Extracts

July

Check progress in County Plans of Work with Agent
Study H. D. and 4-H Program Calendars for 1960
Plan with agents for vacations
Visit result demonstrations
Attend and assist with Farm and Home Week
Assist with leadership training
Assist with county 4-H Contest
Assist with H. D. County Planning Meeting
Assist with plans for State Advisory Board
Edit Monthly Extracts

August

Compile agents' requests for specialists (1960 Program)
Stress getting in reports for the awards program
Check with agents for plans for Achievement Day Programs
Attend the 4-H Regional Conference
Assist with Wildlife Conference
Plan for own vacation
Arrange for specialist

September

Assist with county fairs and Achievement Days
Assist with State Advisory Board Meeting

September Cont'd

Attend meeting for program analysis with specialist at V. F. I.
Stress studying reports for the awards program
Check Plans of Work with agents
Assist agents with plans for improving home demonstration, and
4-H Achievement Day Programs
Assist with Community Fairs

October

Assist agents in improving annual reports - hold 4 group meetings
Stress getting 4-H records and H. D. reports on accomplishments
Assist with Agents' Annual Conference
Office Organization (Work out plan for files)
Assist with preparation of Yearbooks
Assist agents with Achievement Day Programs.
Assist with a Tailoring workshop for newer agents

November

Assist agents in improving Plans of Work
Assist with 4-H Achievement Programs in the counties
Receive and study statistical reports
Evaluate annual reports
Prepare and send out Evaluation Sheets on the Program and the Worker
Assist the evaluating committee with the State Awards for selection
of winners

Projected Program and Personnel Needs

It is our objective to have the Projected Program in each of the 34 counties and 2 cities where the local home agents are employed. A better understanding of the program is needed by our staff, not only on what, but how to do the job.

Emphasis with the agents will be directed toward improving and enlarge existing committees, and organizing and working with other committees and leaders:

To evaluate and strengthen the County Agricultural Advisory Board in 34 counties.

To study carefully in 34 counties the function of County Extension Home Economics Council and General Interest Committees.

To strengthen and evaluate the Home Demonstration Club Committee in 34 counties.

To assist with organization of Home Economics Committees in 10 counties.

To evaluate and strengthen 4-H Councils in 34 counties.

To study the role of the County Youth Committee and Youth County Councils.

To assist with organization in 7 counties or one such committee.

To encourage membership on such committees from each county district.

Local, county, and state organizations, extension personnel, and local people will be used to assist with this program.

Personnel Needs

It is desirable to have the services of a farm and home agent in each county with an appreciable number of Negro families. Both agents are needed to do effective work with families.

Of the 34 home agents now employed, 15 work in the county without a farm agent; 6 share full-time secretaries with the farm agent; and 11 share part-time ($\frac{1}{2}$) secretaries with the farm agent.

More specialist assistance is needed to work with Negro families more closely and to understand their problems. This is true also of the 4-H club specialist. If such specialists could be made available at the district offices the quality and quantity of work should improve.