

OTHER FIELDS OF WORK - - - COUNTY AGENT

1. Continue to work with Maple Syrup Producers.
2. Keep Rural Civil Defense before the people of the County.
3. Continue to assist with the development of the 4-H club program in all phases.
4. Work with the County Fair Association to assist them with the development of better agricultural exhibits.
5. Assist Chamber of Commerce with the planning of the Highland County Maple Festival.
6. Continue to keep the Soil and Water Needs Survey before the people.

OTHER FIELDS OF WORK - HOME DEMONSTRATION AGENT - 1964

1. Train 4-H leaders in the project work in order that they may effectively assist with carrying out the program.
2. Assist with fair committee in planning the county fair.
3. Work with the Extension Health and Safety Committee in planning out a program which meets the needs of the people - Medical Self-Help Course, First Aid Courses, etc.
4. Work with the low income families.
5. Assist the FHA borrowerer with problems.
6. Distribute bulletins to professional workers in the county.
7. Work with the RAD committee.
8. Assist the County 4-H Council in planning special 4-H activities - Achievement Day, Share-The-Fun Program, Floats, Exhibits, Rural Life Sunday, County Camp Day.
9. Assist the 4-H members in preparing 4-H demonstrations for county and district competition.
10. Train home demonstration club leaders in subject matter areas.
11. Encourage 4-H club members to attend 4-H camps and assist with the camping program.
12. Assist with the Rural Defense Program. Write news articles, distribute bulletins.
13. Strive to reach more people in the county.
14. Assist 4-H members with demonstrations at 4-H club meetings.
15. Train 4-H club officers in leadership.
16. Be prepared to assist with any emergency which may arise.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: CLOTHING, TEXTILES, DESIGN, SELECTION, CONSTRUCTION AND CARE - 1964

The Situation: Many homemakers are interested in constructing garments as there are no local shopping facilities available.

The Specific Problem: Many homemakers lack skill in the basic construction techniques.

The Program Objective: To improve sewing skills.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To teach homemakers how to determine correct pattern size as related to body measurements.	Extension bulletins MD-101	Preliminary meeting prior to workshop discuss plans for workshop.	February	Agent
2. To teach homemakers how to use a sewing machine and select equipment needed.	Pattern Books Circular 868	Demonstration and illustrative materials.	March	Agent
3. To teach homemakers the importance of directional stitching.	Circular 882	Demonstration and illustrative materials.	March	Agent
4. To teach homemakers the importance of stay stitching.	Circular 868 MCO67	Demonstration and illustrative materials.	March	Agent
5. To teach homemakers how to use carbon paper and tracing wheels in transferring markings from pattern to fabric.	Circular 868 Circular 943	Demonstration and illustrative materials.	March	Agent
6. To teach homemakers the correct way to stitch a dart.	Circular 923	Demonstration and illustrative materials.	March	Agent
7. To teach homemakers how to press correctly.				
8. To teach homemakers how to prepare fabric for sewing.				
9. To teach homemakers how to attach a collar.		Demonstration and illustrative materials.	April	Agent
10. To teach homemakers how to wet in a sleeve.				
11. To teach homemakers how to make buttonholes.				

EVALUATION: Through formal and informal survey determine the number of homemakers who practiced recommended procedures and let each participant evaluate one another's garment as to recommended techniques. Have a fashion show and let participants model own garment constructed.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: NUTRITION, FOOD PRESERVATION, AND FOOD PREPARATION - 1964

The Situation: There are many women in Highland County who are overweight. The local physician recognizes this as a major nutritional problem.

The Specific Problem: Many women are overweight in Highland County.

The Program Objective: To help women lose weight through the organization of a TOPS Club.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To help women recognize a need for losing weight as related to health, personal appearance, etc.	Extension Bulletins "Weight Control" 10M Leaflet 133	Survey to determine number of women interested in joining a TOPS CLUB.	April	Agent
2. To provide information on nutrition to the TOPS Club members.	Leaflet 129 Leaflet 127 "Down the Scales or Up" National Dairy Council	Pre-planning mtg. with local physician and public health nurse to discuss plans.	April	Agent
3. To continue to work with the TOPS Club		Make personal contact to interested women and discuss plans for TOPS Club - give them application blank.	April	Agent
		Hold first organizational meeting of TOPS Club	May	Agent, Public Health Nurse Local Physi.
		Hold meetings of TOPS Club.	May, June, July	Agent, Public Health Nurse Local Physi.

EVALUATION: Keep a record of the total pounds lost by each TOPS Club member. Take before and after pictures. Do a follow-up of the TOPS Club to determine how many are continuing to maintain desirable weight.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCES DEVELOPMENT

PHASE: SHEEP - FOOT ROT CONTROL - 1964

The Situation: It has been found there is a considerable amount of foot rot in sheep. The sheep committee feel a drive to improve this situation should be started.

The Specific Problem: A high incidence of foot rot.

The Program Objective: To reduce the incidence of foot rot.

TEACHING OBJECTIVE	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Assist Sheep Producers:				
1. to acquire a better method of foot rot control.	Depart. of Veterinary Science Extension Veterinarian	1. Have planning meeting with sheep committee.	May	County Agent
2. to acquire skills in applying these practices and to improve the management abilities of the farmer.	Sheep Specialist	2. Discuss plans with Sheep Spec. & Ext. Vet.	June	County Agent
	V.P.I. Bulletin 191	3. Hold demonstrations with key leaders in attendance.	July	Ext. Vet. & County Agent
	V.P.I. Bulletin 166	4. Follow up demonstrations in sections of Co.	August	Key Leaders & County Agent
		5. News Articles	Throughout Year	County Agent

EVALUATION: More economical returns from sheep through better management practices.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENTS

PHASE: BEEF PRODUCTION - IMPROVING QUALITY AND WEIGHT OF CALVES - 1964

The Situation: The beef committee feel the grade of yearling and calves are entirely too low. The number of fancy and choice calves are running about 23%.

The Specific Problem: Quality of calves too low and calving dates are too late. Poor management. Inproductive breeding herds.

The Program Objective: To improve quality of beef cattle and to move calving dates back as to improve weight of calves. Thereby increasing the income of beef production.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. Assist beef producers to:				
a. select or buy better grading purebred bulls.	Extension Bulletins Bulletin 216	Planning meeting with beef committee.	February	County Agent
b. cull unproductive cows.	Bulletin 207	Discuss plans with Specialist.	February	County Agent
c. become familiar with and understand best production and management practices.	BCIA Bulletins and Related Information V.P.I. Animal Science Department	Encourage producers to buy good bulls and keep best replacement heifers.	All Year	County Agent
		Encourage producers to use BCIA.	All Year	County Agent
		News Articles	All Year	County Agent
		Circular letters		
		Hold demonstration on selection and culling.	April	County Agent & Spec.

EVALUATION: Survey to see number of producers using purebred bulls. Study feeder calf and yearling records to see if grades are improving.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: AGRICULTURAL PRODUCTION, MANAGEMENT AND NATURAL RESOURCE DEVELOPMENT

PHASE: FORAGE PRODUCTION - 1964

The Situation: Highland County is primarily a livestock producing county. Increased production of higher quality forage can increase its potential more in number of animals and economically. Very little corn silage is produced and other forages inadequately fertilised and limed.

The Specific Problem: Farmers are not aware of the feeding potential of corn silage. Those producing corn silage are failing to plant proper varieties and they are also not harvesting at proper maturity. Failing to lime and fertilize forage crops properly.

The Program Objective: Greater returns through the use of effective and economical production, storage, and feeding practices of forages.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
1. To teach farmers the value of corn silage as an economical feed.	Bulletins and Leaflets	News Articles	Spring & Fall	County Agent
2. To show farmers the correct maturity to harvest all forage crops.	Agronomy Department Specialist	Forage production & handling school	March	County Agents (Bath, Highland, Alleghany, & Rockbridge)
3. To teach farmers to take soil samples and to practice top dressing which will increase yield.	Animal Science Department Specialist	Send publication & bulletins to farmers on recommended varieties, practices, etc.	Spring	County Agent
4. To show farmers that increased production of forages can also allow him to increase his herd size.		Farm Visits	All Year	County Agent

EVALUATION: Survey farmers to see number new silos constructed. Keep record of the number of soil samples taken and fertilize and lime used.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS

PHASE: RURAL AREAS DEVELOPMENT COMMITTEE - 1964

The Situation: Highland County's population is decreasing at a rapid rate. There are very few employment opportunities for the youth in the county. The county lies within a 350 mile one-day drive for sixty million people, and it has an ideal topography and climate for a recreational area. There is no coordinated effort, on the part of the leader, to develop the county to its greater potential.

The Specific Problem: Lack of coordinated efforts of leaders to develop the counties resources.

The Program Objectives: To assist county leaders to analyze their problems and to appraise alternative uses of resources and to aid them in organizing and carrying out action programs.

ORGANIZATION OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. To stimulate interest on the part of the local leaders in Highland County, in the organization of a County RAD Com.	Leaders who are already interested in organizing (Chamber of Commerce) (Lions Club) (Ruritan Clubs)	Discuss organization and purpose with leaders through personal contact.	January & February	County Staff & Leaders already familiar with RAD
2. To solicit support of local leaders who are working on developing the resources of the county.	Technical Panel	Meet with Technical Panel.	March	County Staff
3. To take the leadership in the orientation, the function, the maintenance of an RAD Com.	Printed Material: 1. Extension Review 2. Releases on RAD 3. Bulletins	Call meeting of key leaders	March	County Staff, Technical Panel and Key Leaders
		Select RAD Committee	March & April	
		First meeting of RAD Committee	April	County Staff
		Establish sub-committees as need arises		County Staff & RAD Com.

EVALUATION: Number and percent of leaders who attended organizational meeting. Informal questionnaire to determine if orientation needs were met.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: MARKETING AND UTILIZATION OF AGRICULTURAL PRODUCTS

PHASE: BEEF CATTLE PRODUCERS' ASSOCIATION - 1964

The Situation: The Beef Committee is greatly concerned that there is no organization in the method of marketing feeder and yearling calves. Producers are not required to consign their calves, all they have to do is drive up on market day. The county agent has been supervising and doing the marketing whereas he should be only furnishing educational advice. The committee feels that the producers should be handling their own business.

The Specific Problem: There are no rules and regulations for the producer to abide by and no organization to conduct their problems.

The Program Objective: To put the marketing of feeder calves and yearlings in the hands of the producers. To improve the quality of cattle by having regulations for the producer to live up to.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To Take the Leadership in: The organization The orientation The function The maintenance of a Beef Cattle Producers' Association	Beef Committee who suggested organizing; Marketing Specialist Dr. D. Upton Livermore, Project Leader-Management of Farm Service Agencies.	1. Meet with Beef Com. and discuss problems.	Feb.	Co. Agt.
		2. Meet with Beef Spec. and discuss problems.	Feb.	Co. Agt.
		3. Hold county-wide organizational meeting of all cattle producers to elect officers and directors.	Feb.	Co. Agt. Beef Com. Mark. Spec.
		4. Meet with officers and directors to set up by-laws and regulations.	Mar. & April	Co. Agt. Proj. Ldt. Management of Farm Service Agencies.

EVALUATION: Marketing of feeder calves and yearling will be in the hands of the producers. Quality of calves will be improved and number of animals to be advertised will be known. The producers will realize greater returns.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: SAFETY - 1964

The Situation: There has been an increase in the number of farm and home accidents. There has been increased interest in the safety project by 4-H club members.

The Specific Problem: Increase in farm and home safety.

The Program Objective: To reduce the number of farm and home accidents.

EDUCATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. Teach 4-H club members to recognize hazards which cause accidents.	Game warden	Hold a planning mtg. with county safety leaders.	April	Co. Staff & Leaders
	State Trooper			
2. Train 4-H club members to give safety demonstrations.	Physical Educational Instructor	Teach water and gun safety at county-wide 4-H camp day	July	
	Chief of Volunteer Fire Company			
	V.P.I. Bulletins	Write news articles on safety, set up safety exhibit at county fair.	Throughout Year	Leaders & County Staff
			August	

EVALUATION: Through informal survey determine the number of hazards which were corrected and the number of 4-H club members who practiced recommended safety procedure.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H ADULT LEADERS ORGANIZATION - 1964

The Situation: Leaders have been attending 4-H club meetings and functions, but have had no real purpose due to lack of leadership training.

The Specific Problem: Lack of leader training.

The Program Objective: To train and coordinate the efforts of adult leaders so the 4-H program will be more effective.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
1. Assist local adult leaders in Highland County in the organization of a county leader's organization.	State 4-H Staff Material and 4-H Handbook.	1. Discuss organization with key leaders through personal contact.	February	County Staff
2. To provide leaders, prior to organization with information concerning the objectives of the leaders organization.	Adult leaders who have shown interest.	2. Pre-plan organizational meeting with key leaders.	March	County Staff
3. To improve 4-H adult leaders skills and effectiveness.		3. Hold county-wide organizational mtg.	April	County Staff
4. Continue to work with leaders organization.				

EVALUATION: A better understanding of 4-H club work among adult leaders - a stronger total 4-H club program.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: HOME AND COMMUNITY BEAUTIFICATION - 1964

The Situation: The number of tourists to Highland County is increasing each year. The 4-H club members are very interested in improving the general appearance of their communities.

The Specific Problem: Many buildings in the county are unpainted and in need of repair. There is an excessive amount of litter along the highways. There are no trash containers located in any of the towns in the county.

The Program Objective: To educate the people to take pride in the appearance of their communities.

TEACHING OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To create awareness of the economic loss caused by the cost of collecting litter from the highway.	Governor's Program to "Keep Virginia Beautiful"	Planning meeting with County 4-H Council	April	Co. Staff
	Local Sanitarian	News Articles		Co. Staff & 4-H Co. Council Reporter
Promote beautification of homes, farms, recreational areas, and highways for attractive and safer places to work and play.	V.P.I. Specialist concerned with this problem.	Demonstrations	Throughout Year	4-H Club Members
		Litter Prevention Float in County Fair Parade	August	4-H Co. Council
		Install litter barrels in each town	Spring	Community 4-H Clubs

EVALUATION: Conduct a before and after tour of the various communities to determine if improvement has been made in over-all appearances-buildings, home grounds, public areas.

PLAN OF WORK - - HIGHLAND COUNTY - - 1964

(MRS.) ELIZABETH B. HULL, HOME DEMONSTRATION AGENT

AUSTIN L. SHEPHERD, COUNTY AGENT