

V. SPECIAL

A. Supervisory Activities

1. Farm Unit Approach

a. Farm and Home Planning

Training schools for all farm and home agents were held in each of the six supervisory districts - 3 per district - making a total of eighteen held in the state. Farm and Home Management specialists discussed with the agents the principles of joint farm and home planning. Following the discussion the agents were given time to apply these principles by visiting a farm and home after which each county group made a plan for the farm visited. Before adjourning the meeting each group outlined its plan which was evaluated by the group.

This specific training gave the agents a good background in promoting Farm and Home planning, and all agents were encouraged by supervisors to include some definite work of this type in their county programs during the year.

b. Master Farm Families

North Carolina Agricultural Extension Service in cooperation with the Progressive Farmer selected and recognized twelve Master Farm Families. Selection was based on the family's sound practices in agriculture and homemaking, their contribution to community life and their cooperation with extension and other agricultural agencies.

c. Farm and Home Development

Farm and Home Development was launched in 12 North Carolina counties during the past year. The two-fold purpose of the June state staff conference was:

- (1) To acquaint the staff with the mandate regarding the newly appropriated funds, and
- (2) To provide an opportunity for allocating funds and personnel to counties and selecting counties to which additional assistants would be offered.

The decision was to select two pilot counties per district and concentrate enough personnel to do a good job and make an impact on the county. This decision was made in preference to allocating an additional assistant to approximately one-half of the counties. The additional personnel in the 12 selected counties were allocated on the basis of one assistant home demonstration agent, two assistant farm agents, and one secretary where the farm population merited this number. (Two of the counties with small farm population were allocated an assistant home demonstration agent and an assistant farm agent.)

The supervisory staff agreed on a seven point criteria for the selection of the 12 pilot counties. The criteria specified that the selected county:

- (1) Represent, as far as possible, all major homemaking and farm conditions.
- (2) Have strong leadership and good cooperation of present extension staff.
- (3) Include counties with existing large and small staff.

- (4) Include counties that could and would adjust their total county program.
- (5) Provide financial support.
- (6) Indicate a favorable attitude toward extension by county commissioners and farm families.
- (7) Provide adequate physical facilities.

The following 12 counties were selected: Pasquotank, Onslow, Nash, Wayne, Sampson, Montgomery, Person, Ashe, Stanly, Cleveland, Madison and Macon.

Supervisory and other state staff members served on 6 committees to consider the following topics related to Farm and Home Development:

- (1) Selecting families to participate in a county and motivating families to participate.
- (2) Procedure for working with selected families.
- (3) Integrating new work with existing program at the county level.
- (4) Training workers for re-orientation program.
- (5) Evaluating and reporting the new work under the expanded program.
- (6) The specialists' role in the expanded program how it will be fulfilled.

The report was compiled and used as a guide for training meetings for county personnel. (Copy attached)

All supervisory staff members attended a 7-state conference held in Asheville on August 3-5, 1954. The purpose of the conference was to discuss plans and procedures for activating the expanded extension program.

As personnel was secured, county training meetings were held to officially start the work. Representatives from state administration, supervisory staff, specialists, the county extension workers, and leaders attended and participated in the two-day training schools. At the fall conferences all agents heard discussions on Farm and Home Development. As of January first, the program is under way in 10 counties. Samson and Onslow will be under way by February 1. Finding qualified personnel has been the retarding factor.

2. Marketing

a. Home Demonstration Markets

The supervisors function in the marketing program has centered on home demonstration markets. During visits to counties that have markets supervisors check on activities and progress of markets and assist with any special problems that arise. Special effort is made to visit each market periodically. Supervisors also arrange for agents to make observation visits to markets in other counties and for specialists assistance when needed.

b. Consumer Education

Supervisors assisted with plans for county Outlook meetings to give production and marketing trends to agents, other agricultural workers, and rural leaders. In program planning agents were helped to include timely programs encouraging use of seasonal products.

3. Public Affairs

Supervisors have provided opportunities for agents to be informed on public affairs in the following:

a. Social Security for Farm People

At agents' district conferences arranged for a discussion on new law to be effective January 1, 1955 and provided agents with list of resource people and literature for county meetings.

b. Price Support

Arranged for speakers at agents' district conference.

c. Rural Telephone

Sent printed information on National Movement for Rural Telephones and conferred with agents regarding their participation on local programs.

d. Corn Meal Enrichment

Assisted in developing a recommended procedure for agents and leaders in disseminating information regarding value of enrichment of corn meal and ways of promoting this in North Carolina.

e. Diverted Acres

Arranged for speaker at agents district conferences.

f. Nickels for Know-How

Arranged for speakers at district and county meetings; conferred with agents and planned a procedure for informing all rural people on this.

g. Civil Defense

Sent information to agents to be used by leaders.

h. United Nations

Arranged for agents and leaders to attend state conference on world affairs; arranged for district meetings in cooperation with other agencies on United Nations, and assisted with plans for more than one hundred home demonstration leaders to visit and study the United Nations in session.

B. Case History of Home Demonstration Leader Program Pertaining to Organization

1. Situation

In North Carolina there are approximately 24,987 organizational leaders or officers which fall into the following groups:

- 6 officers of the N. C. Federation of Home Demonstration Clubs
- 100 officers in the 27 districts, and
- 24,881 officers in the 1840 home demonstration clubs

To strengthen the home demonstration organization, supervisors and club members recognized the need for trained organizational leaders for a more effective program for all the people.

2. Need

In 1949 the Assistant State Home Demonstration Agent and the supervisors made plans to meet this need by a State-wide training program for organizational leaders, with objectives as follows:

- a. Better trained leaders who will assume their duties and responsibilities in the State, district and county home demonstration organization.
- b. More effective club and county organizations in each of the 100 counties.

3. Methods Used

a. Training for Leaders

Beginning in 1950 and each succeeding year, the Assistant State Home Demonstration Agent and supervisors have held training schools in each district whose purpose was to:

- (1) Help leaders to be better informed about their organization.
- (2) Help leaders realize that opportunities carry responsibilities and as they accept an office, they accept the duties and responsibilities which go with the office.
- (3) Develop trained leaders to function in the home demonstration organization in the 100 counties and on the district and State level.

A definite program was prepared for the training schools which have been held for five consecutive years and will be continued in 1955 to include:

- (1) Factual information on the State, national and international organization and every club member's responsibility to each.
- (2) Duties and responsibilities of officers.
- (3) Criteria for selecting State, district, county and club officers.
- (4) Programs as prepared by the following State committees:
 - Health and Safety
 - Citizenship
 - International Relations
 - Music
 - Publicity
- (5) Parliamentary Procedure.

b. Training for Agents

With the ever-expanding Extension program and increasing demands on Extension workers, the administrative and supervisory staff realized the need for further motivation and training of agents on the value of selecting, training and using leaders. To meet this need the theme for the State-wide conference of all Extension workers in May 1954 was

"Extending Extension Through Leaders". As a follow-up, in the fall the agents' district conferences included a discussion of this topic.

4. Results

- a. A stronger State-wide home demonstration organization.
- b. A more active home demonstration program in the districts.
- c. An active county council in each of the 100 counties.
- d. Better local, county, district and State meetings.
- e. More officers assuming their duties and responsibilities at all levels of the organization.
- f. A greater participation in all leader programs.
- g. Greater understanding, interest and enthusiasm in the organizational program by officers and club members.

5. A Specific Example of a Leaders' Training School

Outline of training school used by the Assistant State Home Demonstration Agent in the fall of 1954 included:

- a. The county home demonstration organization
 - (1) Federation
 - (2) Council
- b. Need for trained leaders.
- c. Duties and responsibilities of officers, leaders and members (copy attached).
- d. Score card for leadership qualifications (copy attached).
- e. Calendar of work for county council officers (copy attached).