

## SUMMARY OF PROGRAM ACCOMPLISHMENTS

1964 has been a good year for 4-H Club work in North Carolina. Significant progress has been recorded in many of the continuing phases of the program and several new ideas have been successfully introduced.

The transition from school to community clubs continued during the year and is now estimated to be ninety percent completed. The progress made during the past year is evidence of the wisdom of this move. Enrollment, while still well below the figure recorded while in the schools, has shown an increase for the first time since the transition was begun. It is anticipated that a steady growth in membership will be experienced in the years ahead.

A portion of the increase in membership can be attributed to the efforts made to continually adjust and adapt the 4-H program to meet both the changing times and the changing needs of our youth of today. An effort has been made, both at the state and county level, to change the image of 4-H from that of an organization of only farm boys and girls to one serving all young people. Several new projects which appeal to and are suited for non-farm youth have been started or expanded during 1964 (Light Horse, Dog Care and Training, Communications).

In a further effort to appeal to an even wider audience and at the same time build more depth into the 4-H project, the Science of Plants and Soils projects were launched on a statewide basis after a two-year testing program in a limited number of counties. These projects, ranging from very simple to extremely complex ones are designed to demonstrate basic scientific principles as well as teach certain subject matter information. Many of the projects are ideally suited for the urban boy and girl and will be invaluable in teaching them an appreciation for and understanding of agriculture. Over fifty different exercises are now available in this series with new ones continually being added.

Much of the future success of 4-H depends upon the effectiveness of the adult volunteer leaders working with the program. With this in mind, continued emphasis was placed on leader recruitment, training, supervision and recognition. Three significant accomplishments were noted in this area. First, a total of twelve adult leaders were awarded trips to the Adult Leaders Forum, a week-long training program sponsored by the National 4-H Foundation in Washington, D. C. The enthusiasm with which this group responded to the training prompted the State 4-H staff to plan a similar, but abbreviated, program within the state. It was held at the Manteo 4-H Camp with excellent attendance and interest. (See the section Adult 4-H Leader Training for details.) In view of the results achieved with these two efforts, considerable expansion of both programs is anticipated for 1965.

The third significant area of progress in connection with the volunteer adult leader program has been the tremendous increase in recognition being given to these leaders for the services they have rendered. More and more county staffs are appreciating the value of this in recruiting and holding their leaders. Numerous methods are being used to recognize and express appreciation to the leaders. Nearly all counties are presenting their leaders with certificates and more and more of them are holding special banquets for them.

One of the most significant areas of progress noted in 1964 was in the demonstration program. Over 1600 different demonstrations were presented at the nine District Demonstration Days. This represented an increase of more than twenty-five percent over the number presented in 1963. Over 1,000 adult leaders assisted with these nine events, an increase of over eighty-five percent since 1962. By far the largest number of people ever, more than 5,500, registered during the demonstration days. These statistics (see 4-H Demonstration Program section for more details) are evidence of the improved quality of 4-H Club work now being done through community 4-H clubs.

Another significant accomplishment during the past year was the participation by North Carolina 4-H Club members for the first time in a Citizenship Short Course offered by the National 4-H Foundation. Thirty-seven club members from the Northwestern Extension District were given this opportunity. The program, stressing effective citizenship, served to not only broaden the experiences and viewpoints of these club members but was excellent training for additional junior leadership responsibilities in 4-H. Again, the response given to this new venture has resulted in plans for considerable expansion of this program in 1965.

One of the serious problems facing many of the youth of North Carolina is their failure to appreciate the need for adequate education and training to equip themselves for suitable careers. This is particularly true among farm boys and girls, most of whom will have to seek careers outside of agriculture and therefore completely different from that of their parents. In an effort to get at this problem numbers of talks have been made both before the young people and their parents, stressing the need for adequate education and training. Additional emphasis has been given the Career Exploration project. New promotional materials for the project have been prepared and will soon be available to the counties. At the Western District Leadership Conference, the Fontana Regional Resource Conference, the Senior-Teen Camps, and at State 4-H Club Week this topic was given a prominent place on each of the programs.

Considerable emphasis was given during 1964 to the problem of improving communications, both between the State 4-H office and the county Extension offices and between the county 4-H agents and the adult volunteer leaders. A Newsletter from the state office to the county 4-H agents was begun in April. Six volumes were mailed during the remainder of the year. The Newsletter is used as the chief means of disseminating written material to county personnel. By keeping it within this context and urging counties to set up a permanent file for the letter, information relating to changes, new programs, etc., is always readily available.

Counties have been encouraged to prepare their own Newsletter for distribution to their key leaders in 4-H. A standard letterhead with provisions for printing individualized county names was provided. The response has been excellent. It is hoped that this additional channel of communications will help eliminate the complaint often voiced by adult leaders of not being kept informed of the varied programs available in 4-H, the new developments and changes that continually occur.