

IV. OUTLOOK -- MAJOR CHANGES OR ADJUSTMENTS THAT ARE DESIRABLE FOR NEXT YEAR BASED ON THIS YEAR'S EXPERIENCE

The outlook for home demonstration work for 1957 is good even though we will not be able to find trained personnel to fill all the vacancies. District agents will continue to spend a great portion of their time trying to find personnel. This means less time for observing and supervising the program in the counties.

Personnel: Due to the shortage of trained home economists, positions in some counties have remained open for a period of time. At the present time more of the older, married home economists are being employed especially in the areas of farm and home development, rural development, and consumer marketing. We are seeing the need for personnel with experience and wisdom to guide the program for getting results and building confidence in people.

Communications -- A Problem: The larger we grow in numbers and enlarged and expanded programs, the more difficult it is to keep all staff members informed and programs correlated in the related fields. (1) Monthly Conferences of Head Specialists. These conferences have proved to be of great value. Each month one specialist reports on his or her field of work -- objectives, goals, problems and accomplishments. The conferences are likewise fine for building and maintaining relationships. The specialists have a greater respect for the work of the other fellow. (2) Monthly Staff Conferences with total home demonstration staff (half day) and one day is given to combined conferences. This method of communications and knowledge of total program is likewise valuable. (See copy of schedule).

HOME DEMONSTRATION MONTHLY STAFF CONFERENCE SCHEDULE

(All conferences will be held in office of Specialist in Charge)

DATE: _____

HOUR	Miss Gordon and Staff	Miss McIver and Staff	Miss Whisnant	Mrs. Grimsley English	Miss Pritchard and Staff	Miss Wilson and Staff
8:45-9:30	Miss Langley	Miss Cox	Miss Laws	Miss Arant	Mrs. McAllister	Miss Kennett
9:30-10:15	Mrs. Corbett	Miss Harris	Miss Arant	Mrs. McAllister	Miss Laws	Miss Cox
10:15-10:30 --- BREAK						
10:30-11:15	Miss Kennett	Mrs. McAllister	Mrs. Weaver	Miss Langley	Mrs. Corbett	Miss Harris
11:15-12:00	Miss Cox	Miss Arant	Miss Langley	Mrs. Corbett	Mrs. Weaver Mrs. Ramseur	Miss Laws Mrs. Ramseur
12:00-1:00 --- LUNCH						
1:00-1:45	Miss Harris	Miss Laws Mrs. Greenlee	Mrs. Corbett Mrs. Greenlee	Mrs. Weaver	Miss Arant	Miss Langley
1:45-2:30	Mrs. McAllister	Miss Kennett	Miss Cox	Miss Laws	Miss Harris	Mrs. Weaver
2:30-3:15	Miss Arant	Mrs. Weaver	Mrs. McAllister	Miss Kennett	Miss Langley	Mrs. Corbett
3:15-3:30 --- BREAK						
3:30-4:15	Mrs. Weaver Mrs. Greenlee	Miss Langley	Miss Harris	Miss Cox	Miss Kennett	Miss Arant
4:15-5:00	Miss Laws	Mrs. Corbett	Miss Kennett	Miss Harris	Miss Cox	Mrs. McAllister

(3) The men and women district agents have monthly conferences with the assistant director in charge of supervising district agent work. The state agent attends these conferences, and frequently the director sits in when out-of-the-ordinary problems have to be discussed, etc.

The three above methods of togetherness and understanding of total work will continue in 1957. In addition, the director plans to have additional staff conferences on a monthly basis.

We are improving and our present plans are paying dividends.

Educational Level of All Women Continues To Rise: The women with whom we work through organized clubs and those with whom we haven't worked but whom we are now reaching through the many different educational media, are challenging us every day for better and newer teaching methods and skills in all areas of home-making programs. Many factors have influenced this change -- improved communications, transportation, and community development organizations that reach the last family at the end of the road. Also, better trained home demonstration club women and volunteer leaders, Farm Home Development, radio and TV, youth work (parent-youth relationships), churches, schools, etc. have and will continue to motivate people to want help, information and guidance, but not spoon-feeding service, for their greater growth and development on farms, in homes and communities.

Consumer Marketing: This program is already meeting the needs of people, and results are being accomplished. From the standpoint of economy, women are being trained by radio and television programs in good money management principles and are doing better buying.

Specialists in Consumer Marketing have been placed in Mecklenburg and Guilford Counties. By the end of 1957, it is hoped that certain other counties will be participating in the program. A copy of the Mecklenburg plan of work is enclosed and also a copy of the Food Shopper which goes out weekly from the state office.

Rural Women Returning to Work: Within the past year, thousands of rural women have accepted full and part-time positions. They are teaching, working as saleswomen in stores, in beauty parlors, and others are working in new industries of all sorts and kinds. Many of these working women are home demonstration club members. They are creating a real problem for us in that they are asking the home agents to organize new clubs or are asking for the regular scheduled afternoon club meeting to be held at night. The average home agent in North Carolina already has an average of 8 night meetings. Finding the best way to continue working with the working women, many of whom are our best leaders, is a real problem that we are facing in 1957. We are experimenting with many different methods, but we believe the problem is more a problem of the women than it is of ours. We will provide subject matter material and will assist in every way in training leaders.

Changing Times: All Extension workers are conscious of changing times in which we are working and are challenged to do a better job, if they are to meet the needs and continue leading people to a better way of life. Therefore, we have recognized the need for taking a closer look at our methods, tools, and skills in every area of teaching, whether it be with the individual or on radio, TV, or through mass media contacts.