

III. BRIEF EVALUATION OF ACCOMPLISHMENTS AS STATE LEADER IN TERMS OF MAJOR RESPONSIBILITIES.

The North Carolina home demonstration staffs, State and field (204), are large stockholders in one of their State's biggest adult education organizations. These tax paid workers have a vital interest in the welfare of its people, particularly to the more than 300,000 farm families that they are privileged to work with and for through homemaking and community programs that the people themselves have helped to build and plan, based on their problems and felt needs.

At the close of the year and before beginning a new program of work, we take a good look at our achievements, our assets, and discard what might be termed liabilities.

The job of educating the general public as to what home demonstration work is, our goals and our objectives, is perhaps an endless and everlasting duty. We are constantly running into people -- the educated, non-educated, farm and non-farm leaders and otherwise -- in all walks of life who read the daily news, listen to radio, who yet do not know that such an organization as home demonstration work exists, to say nothing of understanding what we do, why and how we are organized in our 100 counties -- a staff working directly with 46,353 farm women in 1,829 organized clubs. So, in evaluating the work of 1953, we still have a big responsibility and opportunity ahead of us in continuing to let the people know why we are about and what we are doing for the State in the way of building dignity, standards of worth, citizens, all of which makes for better families living in better communities, counties, and State.

To be sure, progress has been made but there are vast frontiers still to be pushed back right in our own State. We fully are aware of where our problems are, our great responsibilities and opportunities for service to our State, our nation, and our world. We know that it is broadening for the North Carolina Federation of Home Demonstration Clubs women to be affiliated with state, national, and international organizations of rural women. The social contacts are of great value to everyone. The women bring back so much of good to their families, communities, counties, and state.

Within a period of three months, in late summer and fall, the North Carolina Federation of Home Demonstration Clubs was represented in two great meetings and one educational tour: (1) The international meeting in Toronto, Canada (the meeting of country women of the world), to which eleven North Carolina farm homemakers went, (2) There were 33 home demonstration club delegates representing the North Carolina Federation of Home Demonstration Clubs at the National Home Demonstration Council Meeting in Boston, Massachusetts, and (3) One hundred eight Citizenship and International project leaders were on a state-wide Study Tour to the United Nations in October.

Home Demonstration Programs of Works

Club women are not asking for what some people call frill or insignificant demonstrations. We have made the mistake of not correlating or analyzing the so-called frill programs. For example: Nylon Flowers. When a nylon corsage has been made of soft, lovely colors -- fine stitches, and appropriately worn on suit, coat or dress -- a feeling of pride and esteem comes to the maker as a result of achievement and self expression. The farmer works for profit in producing an extra fine cow, hogs or chickens. Why

isn't it all right for nylon flowers to be made for supplementing family income -- likewise aluminum trays? Trays are made for step-saving and for kitchen-work efficiency. Hand work contributes to character development and to building of personality. This type of education (increasing knowledge, developing skills, changing attitudes) brings about growth in standards and better workmanship. From the standpoint of economics, such programs not only save dollars within the family but add dollars to the family pocketbook.

Frill programs should be analyzed and correlated into programs in which they fall. For example, clothing accessories with the complete clothing outfit. Trays should be tied in with home management and energy saving demonstrations.

As for me, I don't like the criticism that has come to home demonstration work regarding frill programs.

Local Leaders in all areas of work have done the most magnificent job ever in the history of home demonstration work in North Carolina. Seldom do we hear club women say, "That's the agent's job, let her do it."

To date, we have 24,785 local voluntary home demonstration project leaders.

This changed attitude has come about because of the following reasons:

1. Specialists are doing a better job of training agents. Agents are doing a better job of training leaders.
2. Change of attitude toward work because of personal growth and development.
3. Local leaders know better what they are expected to do. They have been given opportunities to help themselves.

4. Their fellow club members are good followers. Club women believe in the leader who belongs to them.

Home Demonstration Club Officers have been trained for the offices they hold. They are functioning in a most effective manner and with complete confidence, knowledge of organization, and with greater appreciation for all their opportunities and responsibilities that home demonstration work affords.

Program Planning will become less and less a problem and dread as our people understand the aims, objectives, and goals of extension work; when farm home and community problems are recognized and felt by the people; when extension workers recognize and are more willing to accept problems as real ones that farm people wish to have in their program of work.

The using of the term "extension work is adult education" has perhaps motivated people to improve program and plans of work more than any other one thing we have done. Our own methods of working with people have been improved. It shows up in the way the people have thought, worked, and cooperated.

Community Improvement Organizations soon will be organized in most of the 100 counties. In my opinion, the Community Development Organization is carrying the most significant program to develop people of any organization in existence today. No other organization or program is so designed to reach the masses of people, a program of the people, and this is one of the organization's greatest values.

There is no way to evaluate the good that has already come to our people from the work of community development programs. More than our farm families are profiting. The merchants, the bankers, the manufacturers, the schools, the

churches, the whole of our community life has and will continue to receive benefit. Permanent help comes only to people when they help themselves to increase their knowledge, change their habits, accept new skills and methods of work. Our rural people have lived under unfortunate conditions for their best development. But a new day has dawned and a better one is beyond the horizon. We are now prepared for the complete accomplishment of what we have so earnestly sought, the placing of rural life upon a plane of dignity and honor. People everywhere must readjust to this change that has taken place. Farm people will never again take a backward step.

The community development organizations are developing men and women leaders with vision, courage, and determination. Another value lies not in what the technical leaders can do. The important thing is what the leader can get others to do.

No longer does the farmer patronize only the small town. He buys his supplies in the near by cities and elsewhere, and sells his products in the same way. His church might be in the open country, the small town, or in the city. His social contacts may be elsewhere than in the neighborhood in which he lives. Such contacts have brought about significant change in rural life.

I firmly believe that through the Community Development organization we have hold of one of the greatest opportunities of social uplift, the development of people of worth, power, and greatness that exists today.

I glory in seeing what is happening.

In Summary:

1. Our people are learning to evaluate and appraise progress of programs.
2. Our people are learning to adjust and accept changed methods of work.
3. The people are beginning to see that theirs is an adult education program and not a service agency.
4. Club officers are better trained for their jobs. This makes for better leaders and better followers.
5. Volunteer leaders have accepted their opportunities and responsibilities for carrying the program.
6. Getting the best publicity in the history of the organization. From four to five hundred articles appear in state-wide papers.
7. Our public relations work is growing stronger year by year.
8. The community development organizations have done much to extend extension work to thousands of people whom we had never reached. (Community organization is one of our strongest tools to do good extension work. It's the best way that we know to reach more nearly all the people.)
9. The club women are taking more interest in planning their own educational program of work based on their problems and felt needs.
10. Club women are seeing the need for working with other educational organizations such as:
 - a. Health Departments - county and State.
 - b. Recreation
 - c. Rural reading
 - d. Roadside beautification
 - e. Citizenship-building organizations -- international relations, music in education. Volunteer leaders and officers are working with leaders in the above organizations in correlating programs.
11. 1953 is the best year home demonstration work has ever had and we know because of what has happened and is happening, that 1954 will be a

great year for state and county staff workers and for our wonderful farm women, their families and communities in which they live. This quotation from Gertrude Deiken, Editor of The Farmer's Wife of the Farm Journal, I give as a challenge:

"I am not afraid of tomorrow, for I have seen yesterday and I love today."

Values:

Some five hundred letters from home demonstration club women throughout the State have come to us, telling us what Home Demonstration Work has meant to them. The following are examples of what they tell us home demonstration work has meant to them.

"This is a question that is hard to answer, for I am sure that every phase of my life has been influenced by someone or something to do with club work. Perhaps the place I've been helped the most was in leadership training -- how and what to do. As PTA president I feel my work was easier because of what I'd learned in the club. I think that many club lessons can never be evaluated because the work is so broad and I for one am glad this is true.

-- Anita Craft
(Mrs. W. F. Craft)
Old Richmond Club
Forsyth County"

From Mrs. H. A. Poston of Iredell County:

"Home demonstration club meetings have been very helpful to me and other club members. We have been taught the best and latest methods in sewing, correct arrangement of furniture, preparing and serving nutritious meals, conserving food, freezing and canning, and also how to better manage our homes."

The next letter came from a club woman in Forsyth County. It's very long so I'll give only a portion of it -- she has listed some of the intangible values (sometimes more necessary than the tangibles):

"Home Demonstration Work has given me high ideals to work for and appreciate. Just think of the wonderful investment we make, if we devote more time to rearing our families, and then help in the advancement of our neighbors and community, whether it be in service or spiritual help. It has given me confidence."

Mrs. Grace Andrews of Hoke County writes:

"Home Demonstration Clubs are a combination of three types,

1st they afford pleasure and training for homemakers

2nd they bring within reach of the rural woman an appreciation and knowledge of the finer things of life along with the down-to-earth essentials and know-how so necessary to wholesome country living and the building of worthwhile citizens."

All of the club women valued the building of friends and social contacts along with the demonstration programs.