

NORTH CAROLINA

AGRICULTURAL EXTENSION SERVICE

PLAN OF WORK

L-H CLUB & YMW

FOR

1954

Major phases of project
or subdivision of
project covered

Name of Worker*

Percentage of time
devoted to entire
project by each worker

State Leader

L. R. Harrill

Full

Western District

O. H. Phillips

Full

Northwestern District

Mary Sue Moser

Full

Southwestern District

Fred H. Wagoner

Full

Eastern District

Lyman B. Dixon

Full

Northeastern District

Margaret E. Clark

Full

Southeastern District

Dan F. Holler

Full

Major 4-H work

4-H 4-H work

Date Submitted: January 19, 1954.

Signed: _____
Project Leader

Date Approved: _____, 1954.

Signed: _____
Asst. State Director of
Extension

Date Approved: _____, 1954.

Signed: _____
Director of Extension Work
U. S. Department of Agriculture

*If phases of project are divided between two or more workers, indicate assignment to each.

THE 1954 PLAN OF 4-H CLUB WORK FOR NORTH CAROLINA

SITUATION

North Carolina has more than a half million farm boys and girls in need of leadership and training which will enable them to make the adjustments needed to provide a satisfying rural life in a changing world - a period in which rural youth will face the temptations of high city wages, shorter working hours, modern inventions and conveniences; a period which will present challenges and opportunities demanding of youth stamina, integrity, and clear vision that comes from experience of rural life at its best; a period in which youth must have the guidance of adults with a sympathetic understanding of the problems and opportunities of young people.

To guide this great sector of our population, whose thinking will determine the course of agriculture and rural life, and to help them more effectively make the needed adjustments is a great and challenging task for Extension workers and adult 4-H leaders. It is not enough that the 4-H program give information and training in better practices in agriculture and homemaking; it must also provide for the production of economic wealth, health improvement, citizenship training, cooperation, and recreation. In a broader sense, 4-H Club work must train youth in the Art of Living.

The 4-H Club, if properly organized and conducted, provides an opportunity for giving youth the kind of guidance needed to best solve their problems, and for the Extension worker it provides a way to meet the needs of young people and further strengthen the Agricultural Extension Program in the county. Through 4-H Club work boys and girls learn of the opportunities provided by the Extension Service and, if properly guided, grow into the adult Extension program.

Many economic and social factors are at work, such as higher wages for labor, higher costs for farm land, equipment, supplies, fertilizer and taxes, a lack of adequate medical care, and inadequate social and recreational opportunities, which have a definite relationship to the 4-H member. The indication is that these forces may:

1. Influence the kind of projects and activities that they should engage in as 4-H Club members.
2. Affect the kind of production, marketing and homemaking problems that their families have to face and deal with.
3. Tend to mold the kind of economic and political society in which they as adults will live.
4. Change the social pattern of rural young people.
5. Affect the general form and direction of the whole 4-H Club Program.

THE GENERAL OBJECTIVE FOR 4-H CLUB WORK FOR THE YEAR 195⁵ and for the years to come is to reach a larger number of rural young people with a more effective program. In our long range planning adjustments as needed will be made in the 4-H program to enable it to adequately serve the needs of rural young people in North Carolina. To reach this general objective the following plan of procedure will be followed:

1. A re-examination of the present 4-H program to determine what phases should be given more emphasis in relation to present day conditions.
2. A special effort to acquaint the administrative staff members with the 4-H program and their part in it. This will be accomplished through presentation at regular staff conferences and with individual conferences with various members of the administrative and specialist staff.
3. The further development of the adult 4-H leader program in each county, giving the leaders a clearer understanding of the objectives, the organization, and the program of the 4-H Club and its influence on the lives of farm boys and girls.
4. To work for an increased enrollment in 4-H Club work.
5. To work for the improvement of the regular 4-H Club meeting by helping to increase the efficiency on the part of all workers in conducting 4-H Club work.
6. To help agents examine the county 4-H program and assist them in bringing new interest to the 4-H program.
7. Plan and promote a program that will provide for the maximum participation of club members in special activities, such as:
 - a. National 4-H Club Week
 - b. 4-H Church Sunday
 - c. 4-H Camp
 - d. Special community programs
 - e. 4-H Judging and Demonstration contests
 - f. Fair exhibits
 - g. National 4-H Achievement Day
 - h. Highway safety, thrift, wildlife conservation, and 4-H public speaking contests.

LONG-TIME PLAN AND PROCEDURE

Several years ago a committee consisting of a farm agent, a home agent, a district farm agent, a district home agent, two subject matter specialists, with the State 4-H Club Leader as chairman, was appointed by the Director of the Extension Service to formulate a long-time State Plan of 4-H Club Work. The report of that committee is the basis for this Plan of Work.

I. 4-H Club Objective:

The objective of 4-H Club work is to train rural youth for better living through economic, physical, social, and spiritual growth and development.

- A. The economic objective to be developed through better practices in agriculture and homemaking, by thrift, money management, and wise spending.
- B. The physical objective to be developed through good food, health, and clothing habits, improved sanitation, more adequate housing, good physical training, medical examinations and follow-up work.
- C. The social objective to be developed through developing proper ideals and attitudes for wholesome relationships in the homes, neighborhoods, and communities through:
 1. Family living
 2. Club meetings
 3. 4-H camps, achievement days, picnics, etc.
 4. Community organizations.
- D. The spiritual objective to be developed through:
 1. 4-H Sunday programs
 2. Vesper services
 3. Practicing honesty in everyday living
 4. Developing a charitable attitude and a greater appreciation for the finer things of life
 5. Devotionals.

II. Methods of Procedure:

Agents and other Extension personnel must be given a greater appreciation of the value and importance of 4-H Club work in the growth and development of our rural youth and in the further development of the Agricultural Extension Program. To do this provision will be made for:

- A. Training Agents
 1. Conference for training Extension workers and leaders.
 2. More careful selection of county personnel.
 3. Agents to attend 4-H Club Week and other activities.
 4. Agents to visit and observe 4-H Club work in other counties and to assist with some specific problems.

5. All Extension workers to be provided with information or sources of information on 4-H Club work.

B. A Definite Program Flexible Enough To Meet the Needs of the Members to be provided by:

1. Local staff conference to make tentative plans.
2. A county survey to determine:
 - a. Number of possible club members.
 - b. Possible location of clubs.
 - c. General nature of community.
 - d. Needs of the county in the way of improvements for young people.
3. Discussing needs with farm and home leaders.
4. Developing program with the young people through:
 - a. Organization of local clubs.
 - b. County Council
 - c. State 4-H Council.

C. Full Cooperation with School Officials in County

1. County superintendent of schools should be contacted and arrangements made with him to attend the first county-wide meeting of the principals and teachers.
2. Arrangements should be made with the school principals and teachers for a definite schedule of meetings, when, where and how.
3. The schedule made with the principals and teachers should be followed. When changes in schedule are necessary, satisfactory arrangements should be made with the principal and the club members.

D. Cooperation of Parents by:

1. Acquainting them with the program through:
 - a. The boys and girls.
 - b. Membership cards.
 - c. Pamphlets explaining 4-H Club work.
 - d. Adult 4-H Leaders.
 - e. Farm and home visits.
 - f. Publicity:
 - (1) News articles
 - (2) Circulars and letters
 - (3) Special recognition, awards, etc.
 - (4) Radio programs
 - (5) Published analysis of average results of 4-H projects
 - (6) Identification of 4-H projects
 - g. Adult meetings:

(1) Educational	(2) Social
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 - h. Project tours.
 - i. Invitation to special 4-H meetings.

E. Effective Use of Adult 4-H Leaders by:

1. Assisting agents with plans for complete delineation of clubs into neighborhood groups.
2. Providing the leader with information to do the job through:
 - a. Training schools.
 - b. Literature.
 - c. Demonstrations.
 - d. Visiting with agent projects of club members.
3. Using leaders in club programs, county councils, and camps, and other special meetings.
4. Arranging for specialists and others to be used, when practical, for training adult 4-H leaders.
5. Providing suitable recognition for leaders assisting with 4-H Club work.

F. Plan for 4-H Organization

1. A 4-H organization in each county that will give every rural boy and girl an opportunity to make the greatest contribution possible toward better living in his community and county.
 - a. Local club:
 - (1) Membership should be in keeping with the National standards.
 - (2) High school and grammar school members should be organized into separate clubs, provided membership justifies it, and should be designated as junior and senior clubs.

G. 4-H County Councils

1. Every county should have an active county council composed of the elected officers of the 4-H Clubs in the county.
2. A leaflet, "The 4-H County Council," was prepared in 1953 by members of the State 4-H Staff to guide Extension workers and club members in organizing the 4-H County Council and planning the year's work.

H. Special 4-H Activities

1. National 4-H Club Week.
2. National 4-H Sunday.
3. 4-H Camp.
 - a. Camp program to be carefully planned well in advance by agents and club members.
 - b. Camp program to include recreation and instruction.
 - c. Minimum requirement for camp attendance a project and record book up-to-date.
 - d. A junior and a senior camp to be held whenever justified.
 - e. Adult leaders to assist with camp.
 - f. Arrangements for needed specialists' help to be made well in advance.

4. District Elimination Contests.
5. State 4-H Club Week.
6. County 4-H Achievement Days.
7. District and State 4-H Recognition Programs.

I. 4-H Projects to Fit the Needs of Members

1. The project should be of such a nature that it will train the member to earn a living or make a better home and, at the same time, contribute to the development of the club member.
 - a. It should develop skills, techniques and management.
 - b. It should strengthen the agricultural and homemaking program in the county.
 - c. It should be large enough to challenge the best interests of the club member and adapted to his farm and home needs.
 - d. It should be the property of the club member and the club member should share in the financial returns.
 - e. Club members should be guided in the selection of projects needed in the agricultural program.
 - f. Commercially supported projects should tie in with the regular 4-H Club program and should be encouraged so long as they contribute to a better 4-H program.
 - g. The project shall be considered completed when the club member has finished the required work for the club year.
 - h. Accurate and complete records should be kept on all projects and submitted to the agents.
 - i. Adequate materials, information and record books should be furnished each member at the proper time and in the proper form.
 - j. A complete permanent record file should be kept on all members.

J. 4-H Club Meetings that:

1. Have a definite plan and program.
2. Have club members arrange for meeting and assemble necessary materials.
3. Begin and end promptly.
4. Have a teacher as sponsor for each club.
5. Offer programs with an appeal to the interest of all members and provide action and participation for all members.
6. Accomplish a definite purpose.
7. Are conducted according to recognized rules of order.

K. A Young Men and Women's Organization with:

1. Local Club
 - a. Membership should include rural youth above club age and below the age level of adult organization so that interests will not vary too greatly. (18 to 30 years)
 - b. Club should meet at least once each month.

- c. A definite schedule should be made and followed.
 - d. A definite plan for the year, the educational programs to be subjects that are expressions of the members.
 - e. Members to have responsibilities for each month's program, such as:
 - (1) Reception committee
 - (2) Program committee
 - (3) Recreation committee
 - (4) Refreshment committee
- Note: Agent may guide these committees.
- f. Trained officers who are elected by the members should accept full responsibility of the club.
 - g. A club yearbook for the county organization will add strength and interest to the organization.
2. County Organization
- a. Local clubs of a county should meet as a county group once or twice each year. County officers should be elected.
3. District Organization
- a. Members of a given number of counties known as a district will meet at least once a year for an educational program. These county groups will have elected district officers.
 - b. Training schools such as recreational institutes, special interest meetings, etc., will be featured.
4. State Organization
- a. A meeting of the executive officers of all districts will meet once a year - officers will be elected.
 - b. Definite older youth club plans will be studied and recommendations made from the state level.
 - c. A State YMW Conference will be held and each county will be requested to send delegates.

CALENDAR OF WORK

Work Planned	Method to be Used
December	
District Program Planning Meetings	Attend district meetings and present plans for 4-H and YMW work in 1954.
4-H Radio Schedule	Plan the State 4-H radio schedule.
Calendar of 4-H Events	Prepare a Calendar of 4-H Events for 1954.
Plan of Work	Prepare a Plan of Work for 1954.
ned - Select IFYE Delegate <i>Full + Min</i>	Review applications for IFYE and make recommendations to the Washington Office.
January	
Annual Report	Write 1953 Annual Report of 4-H Club and YMW work.
Camp Schedule	Arrange camp schedule for Millstone, Schaub, Swannanca, and Roanoke Island.
Training Schools: Adult 4-H Leaders 4-H Club Members	Visit counties to assist agents with training schools for 4-H leaders and record keeping workshops and officers training schools for 4-H Club members. <i>2 - m. Schools Jan. 31 - Feb 5</i>
February	
2. 4-H Cotton School <i>Jan 11</i>	Cooperate with specialists and the Atlantic Cotton Association in conducting two-day 4-H cotton school, consisting of instruction, tours and recreation, Feb. 12-13.
National 4-H Club Week	Prepare suggestions for agents to use in observance of National 4-H Club Week.
Training Schools	Assist Frozen Foods and Nutrition specialists in agents' training schools.
2. YMW Discussion Groups	Discussion groups, under the sponsorship of the National 4-H Club Foundation, will be conducted by YMW clubs in three counties. These will continue for ten weeks.
March	
2. Tractor Maintenance School	Cooperate with the Agricultural Engineering Department in conducting a 4-H Tractor Maintenance Leader Training School, giving instruction in use and care of tractors on the farm and in organization of 4-H tractor maintenance training clinics in counties to be conducted by these trained leaders. March 3-6.
(cont.)	

March (cont.)	
National 4-H Club Week	Assist counties in observance of National 4-H Club Week, March 6-14. Attend programs. ⁵⁻¹³
Visits to Counties	Prepare special radio program for March 6.
4-H Sunday Plans	Visit agents to assist with 4-H plans.
Select delegates to National 4-H Camp and Danforth Camp.	Prepare material and suggestions to send agents for National 4-H Sunday observance.
4-H Executive Board Meeting	Select two boys and two girls from applications received to represent North Carolina at National 4-H Camp. Select one boy and one girl to represent North Carolina at Danforth Camp.
YMW Executive Board Meeting	Meet with State 4-H Council officers to plan annual 4-H Club Week.
	Meet with State officers of YMW Club to plan annual YMW Conference.
April	
4-H Fat Stock Shows	Cooperate with animal husbandry specialists in conducting Fat Stock Shows and Sales.
State 4-H Club Week Plans	Cooperate with specialists in making plans for State 4-H Club Week.
District Elimination Contest Plans	Work with district agents and specialists in planning for the elimination contests to be held in each district.
Camp Instructors' Training School	Conduct week-end training school for instructors employed for Millstone, Roanoke Island, Schaub and Swannanoa, April 30-May 1.
Camp Issue of 4-Hward	Prepare and issue a special edition of the 4-Hward, giving information pertaining to camps and camp programs.
YMW Training Conference	YMW members from four states will meet for a long week-end conference for the purpose of exchanging ideas and studying programs.
IFYE Delegates	Review applications for IFYE program and make recommendations to Washington office.
May	
National 4-H Sunday	Assist counties in observance of National 4-H Sunday, May 23; attend programs.
Pre-camp Plans	Assist agents with pre-camp plans and arrangements.
Training Schools	4-H adult leadership training schools in each district for farm and home agents.
State 4-H Sheep Shearing Contest	Assist with the selection of State winners in Sheep Shearing.
Prepare camps for season	Make arrangements for food and supplies and supervise cleaning and opening of camps.
4-H Record Books	Cooperate with specialists in preparing for publication 4-H record books and manuals for 1955.

June	
h-H Camps	Direct camp program at Schaub, Millstone, Swannanoa and Roanoke Island.
YMW Conference	Supervise YMW Conference at Swannanoa, 24-27.
Farm and Home Week	Give assistance where needed.
National h-H Camp	Two members of the h-H Staff will accompany N. C. delegates and will attend the State Leaders' meeting, June 16-23. ¹⁵⁻²²
District h-H Elimination Contests	Assist in planning and conducting district contests. Western District, Asheville, June 29. Southwestern District, Statesville, June 30.
July	
h-H Camps	Direct camp program at Schaub, Millstone, Swannanoa and Roanoke Island.
State h-H Club Week	Conduct State h-H Club Week program, 19-24.
h-H Honor Club Conference	Plan and conduct Honor Club Conference at Millstone, July 19-21. ^{9/10}
District h-H Elimination Contests	Assist in planning and conducting district contests. Northwestern District, Winston-Salem, July 1. Northeastern District, Raleigh, July 2. Southeastern District, Whiteville, July 7. Eastern District, Washington, July 8. Eliminations for the following contests: Beekeeping, Dairy Foods Demonstration, Dairy Management, Livestock Conservation Demonstration, Public Speaking, Soil & Water Conservation Demonstration, Tractor Operator, Talent, Vegetable Demonstrations - Production, Marketing, Use.
State h-H Finals	Conduct final contests in the programs listed for district elimination at State h-H Club Week and select State winners.
Dairy & Livestock Judging (preliminaries)	Assist specialists in conducting dairy and livestock judging contests at N. C. State College, July 19.
Select Wildlife Conference delegates	Select, from applications submitted, 75 delegates to attend Wildlife Conference.
Danforth Camp, Shelby, Michigan	Assist delegates with wardrobe and travel plans.
State Record Judging Committee	Select and notify agents who are to serve on the State h-H Record Judging Committee.
August	
Visits to Counties	Assist agents and club members in compiling long-time records and plans of work.
Achievement Day Plans	Prepare materials and suggestions to send agents for observing Achievement Day.

August (cont.)	
4-H Wildlife Conservation Conference	Members of the 4-H Staff will work with the Wildlife Resources Commission in conducting the annual Wildlife Conservation Camp sponsored by the Federal Cartridge Corp., Millstone 4-H Camp, August 23-28. 22-27
Poultry Shows and Sales	Cooperate with the poultry department in putting on poultry shows and sales in connection with 4-H poultry chains.
4-H Camps	Continue direction of camp activities.
September	
Dairy Shows	Cooperate with dairy department in putting on 4-H dairy shows.
Visits to Counties	Assist agents and club members in compiling long-time records and plans of work.
4-H Supplies	See that record books, enrollment cards, medals, certificates, and other materials are on hand in sufficient quantity to supply needs of agents.
October	
State Fair	Two counties from each district will put on 4-H exhibits at the State Fair. Members of the 4-H Staff will assist agents in planning and setting up these exhibits.
District Recognition Days	Each member of the 4-H Staff will work with district agents and farm and home agents in planning district recognition programs, October 30. 29
Judging 4-H Records	Assemble and prepare the 4-H records for the specialists and state judging committee. Secure recommendations for winners from the specialists, October 15-7. Assist state judging committee with 4-H records, October 11-16. Send state-winning records to National Committee before October 25.
Achievement Days	Assist agents with Achievement Day programs, local and county, and with plans for observing National Achievement Day. <i>Remember this</i>
November	
National 4-H Achievement Day	To be observed in counties on November 13. 17
State Recognition Day	State winners will be honored at a meeting in Raleigh, November 13.
Farm and Home Electric Congress	Two 4-H Club members from each county will attend a special Congress sponsored by power companies serving North Carolina, November 1-2. 2-7
National 4-H Club Congress	Delegates will be selected and some members of the 4-H Staff will accompany them to the Congress, November 28-December 2. <i>4-H Ward</i>

EXECUTION AND ADMINISTRATION OF THE PROGRAM

The State 4-H Club Leader will be charged with the general supervision of the 4-H Club and YMW Programs in the state; the correlation of subject matter information with specialists as it relates to 4-H projects; relationship with cooperating agencies, farm organizations, civic and religious groups, and other organizations and individuals giving cooperation and support essential to the promotion of 4-H Club and YMW work in the state. It will also be the responsibility of the State Leader to organize and provide for the weekly broadcast of the State 4-H Radio Program over Station WPTF. All members of the State 4-H Staff will work together on all programs affecting the overall activities of 4-H Club work in the state, such as exhibits at the State Fair, State 4-H Club Week, YMW programs, 4-H Farm and Home Electric Congress, State 4-H Wildlife Conference, and similar activities.

For more intensive field work in the various counties and in an effort to increase the effectiveness of the overall 4-H program in all of the counties, an assistant state 4-H Club leader will be assigned to each of the six Extension districts and assigned the responsibility for the field work in the counties designated. The assistant leader will be responsible for the promotion and organizational phase of 4-H Club work. Subject matter specialists will be charged with the responsibility of the project matter phase of the 4-H Club Program. According to this plan, the assistant leader will be expected to work with all of the Extension agents in the county with the 4-H and YMW organizations.

The general plan of field work will be for at least one visit to each county by a 4-H leader at least every sixty days during the year. This will mean a minimum of six visits to each county by some member of the 4-H Club Staff during 1954.

To further increase the effectiveness of the 4-H program, a general plan has been developed for field visits and for group meetings with agents to keep them up-to-date on 4-H Club work. Prior to the field visit, a Staff Conference of all personnel assigned to the 4-H office will be held for a thorough discussion of the things to be undertaken in the county, the type of work to be done, and the results expected. A coordinated effort will be made to carry the same type of information and assistance to each county in the state regardless of whether the leader is a man worker or a woman worker. For specific cases or unusual cases which might require the services of a man or the services of a woman, provision will be made to supply the worker who can best render the service needed.

As new agents may be appointed they will be supplied with a complete set of 4-H materials and will receive an official visit from a 4-H Staff member as early as schedules will permit.

Monthly conferences will be held for the members of the State 4-H Staff to review work done in counties, to plan and correlate the work, to plan programs, and to keep themselves informed as to the progress and needs of the 4-H program in the state.

To further correlate the various phases of the 4-H program, the State 4-H Advisory Council will be used in a more effective manner. This group as the name implies will serve in an advisory capacity, bringing to our group helpful suggestions as to how the 4-H program may be expanded to further meet the needs of farm boys and girls.

PLANS FOR IMPROVING 4-H PROJECTS AND INCREASING
THE NUMBER OF COMPLETIONS

- I. Conduct Conference with Extension Agents on 4-H Project Activities.
 - A. Suggest an educational demonstration on selection of project for local 4-H Club meeting.
 - B. Furnish and explain to agents the 1954 Publications List and Order Blank for 4-H record books and manuals.
 - C. Advise agents to prepare a notebook containing all 4-H publications; organize according to agricultural and home-making projects.
 - D. Inform them as to the details of the various contests for all projects.
 - E. Explain the method for organizing a long-time record book - a separate record book required for each contest entered in 1954.
 - F. Encourage each county to give a monthly demonstration on assembling long-time records to every club in the county.
 - G. Discuss awards available in each project and how to use them. Show certificates for 4-H Club members and leaders.
 - H. Stress that records are due in the State 4-H Office by October 1, 1954.
 - I. Suggest ways that adult and junior leaders can assist with project work.

- II. Provide Information Relating to Projects Through:
 - A. Office conferences with agents.
 - B. Correspondence.
 - C. Conferences at program planning meetings.
 - D. Talks at district meetings.
 - E. Special county meetings.
 - F. Subject matter specialists.
 - G. District farm and home agents.

- III. Materials to be Prepared and Distributed to Agents:
- A. Record books and manuals for each project.
 - B. Calendar of 4-H Events and Dates for 1954.
 - C. List of publications for use in the 4-H Club Program and Order Blank for requesting publications.
 - D. Special bulletins giving suggestions for observing National 4-H Club Week, National 4-H Achievement Day, and National 4-H Sunday.
 - E. Report forms for summarizing observance of National events named above.
 - F. 1954 Summary of National and State 4-H Awards Programs.
- IV. Inform Agents about New 4-H Record Books for 1954.
- A. Farm and Home Safety.
- V. Assist Specialists With:
- A. Revising 4-H record books and manuals.
 - B. Keeping a supply of record books and manuals on hand for Extension workers.
 - C. Preparing new publications for a more efficient club program.
- VI. Plan and Organize District 4-H Elimination Contest Days for:
- | | |
|---------------------------------|------------------------------|
| A. Dairy Foods. | F. Vegetable Demonstrations: |
| B. Public Speaking. | (1) Marketing. (3) Use. |
| C. Livestock Conservation. | (2) Production. |
| D. Dairy Management. | G. Beekeeping. |
| E. Soil and Water Conservation. | H. Tractor Operators. |
- VII. Conduct District 4-H Recognition Day Programs in each District on October 30, 1954.
1. Talent *3. Forestry*
- VIII. Prepare Summary of Long-Time Records and Activities Entered for each District. ^{29, 1954} Supply agents with copies.

PLANS FOR NATIONAL 4-H CLUB WEEK

- I. Prepare and mail mimeographed suggestions for the observance of National 4-H Club Week to all Extension agents to include:
 - A. Cut for local paper.
 - B. Purpose of National 4-H Club Week.
 - C. Procedure to use in making plans for observance in a county.
 - D. National 4-H Club Week observance excerpts from reports of a few counties.
 - E. North Carolina 4-H Club facts.

- F. Ideas for special newspaper editions.
 - G. Sample pictures of exhibits and bulletin boards.
 - H. Sample radio program.
 - I. Sample chapel or civic club program.
 - J. County form for reporting the week's activities.
- II. Mail to each county copies of literature prepared by Washington office of U. S. Department of Agriculture.
 - III. Through individual county visits, assist county Extension workers in planning and executing plans for the observance of the week.
 - IV. Attend special events as banquets, parades, etc. in counties in observance of National 4-H Club Week.
 - V. Summarize county reports of National 4-H Club Week activities.

PLANS FOR NATIONAL 4-H SUNDAY

- I. Work Planned to Involve:
 - A. Plan 4-H Sunday - February and March.
 - B. Observe 4-H Sunday - May 23, 195⁵
 - C. Summarize 4-H Sunday participation in state - June.
- II. Materials Needed:
 - A. 4-H Sunday literature prepared in Washington Office.
 - B. 4-H Sunday literature prepared in State Office.
 - 1. How to plan for 4-H Sunday programs within a county.
 - 2. Sample program with helpful materials for the program.
- III. Methods to be used to Execute Work Planned:
 - A. February: At the monthly staff conference the 4-H Staff will discuss plans for the annual observance of 4-H Sunday and will appoint a staff member to serve as chairman for the preparation of 4-H Sunday plans and a suggested program.
 - B. March: Send to the Extension workers in each county the plans and suggested program prepared for the observance of 4-H Sunday. Assistant state 4-H Club leaders will discuss these plans with Extension workers when county visits are made.
 - C. May 23: National 4-H Sunday will be observed in counties.
 - D. June: Members of the 4-H Staff will tabulate by districts a state summary of 4-H Sunday observances from reports sent in by the various counties.

PLANS FOR NATIONAL 4-H CLUB CAMP

- I. Mail application blanks for National 4-H Camp to agents in February.
- II. Select the four delegates, two boys and two girls, to represent North Carolina at National 4-H Camp in Washington, D. C., June 16-23. ¹⁵⁻²²
- III. Notify Extension agents having a delegate chosen to attend National 4-H Camp. Prepare and mail letter of congratulations and orientation material to each of the four delegates.
- IV. Arrange for travel of delegates and leaders to Washington, D. C.
- V. Attend National 4-H Camp as chaperons for North Carolina delegates. Attend meetings of State Leaders.

PLANS FOR NATIONAL 4-H ACHIEVEMENT DAY

- I. Promotion of National 4-H Achievement Day.
 - A. 4-H Staff will prepare and mail to agents a mimeographed bulletin of suggestions, "Aids for Observance of National 4-H Achievement Day."
 - B. Encourage counties to use national 4-H fact sheet sent to them from the Washington office.
 - C. Compile state report of activities conducted in observance of National 4-H Achievement Day.
- II. State Events Planned:
 - A. State Recognition Day will be held to announce and honor all state champions in 4-H Club work for 1954.
 - B. Radio program originating in Raleigh will feature achievements of State winners for 1954.

PLANS FOR NATIONAL 4-H CLUB CONGRESS

- I. Supervise the District Recognition Days, October ²⁹ 30, in each of the Extension districts.
- II. Assemble and organize district-winning records for State Judging Committee.
- III. Notify county Extension personnel having state winners.
- IV. Prepare a letter of congratulations, information leaflet on National 4-H Congress, and a detailed letter of travel plans to Chicago. Mail to each club member who is to attend the Congress.

- V. Secure a photograph and additional copy of Standard Report Form of all state winners. Supervise the revision of winners' long-time record books.
- VI. Conduct a State Recognition Day in Raleigh to honor all district and state winners in homemaking and agricultural projects.
- VII. Three members of the State 4-H Staff will chaperon the North Carolina delegation to National 4-H Club Congress in Chicago, Illinois, November 28 - December 2.
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PLANS FOR STATE FAIR EXHIBITS AND PROGRAM

I. Exhibits

- A. Select the theme for 1954 Fair exhibits, specialists and district agents cooperating.
- B. Work with district agents in selecting the counties to put on exhibits.
- C. Supply counties with suggestions for exhibits.
- D. Contact specialists and suggest agents request the assistance of specialists.
- E. Be responsible for the general overall arrangement of exhibits.
- F. Guide agents and assist them in selecting space; supervise the construction of exhibit area.
- G. Be responsible for the proper entry of exhibits.
- H. Be responsible for taking care of the exhibits during the Fair.
- I. Secure passes for those putting on exhibits and those working with agents.
- J. Assist agents in making reservations for accommodations at the State Fair Youth Center for club members and others assisting with 4-H exhibits.

II. Other 4-H Exhibits

- A. Secure the cooperation of district agents in inducing agents to encourage 4-H Club members to make more and a wider variety of entries in horticulture, agronomy, handicraft, clothing, canning, poultry, turkey and egg exhibits, and also in making entries in the open classes. Encourage agents to have club members make entries in junior shows and individual livestock exhibits.
- B. Have someone from the 4-H department visit each livestock department where agents and club members are exhibiting daily to give sympathetic guidance and assistance.
- C. Have someone from the 4-H department present when and where 4-H members are showing and judging.
- D. Encourage agents to assist club members in sending their small exhibits like eggs, clothing, etc., by some interested person if possible.

PLANS FOR STATE 4-H CLUB WEEK

I. Work planned to involve:

- A. Conduct the annual State 4-H Club Week program at the North Carolina State College, July 19-24. *25-30*

II. Methods to be used:

- A. 4-H Staff members will be on the lookout throughout the early part of the year to locate good speakers and performers for the Club Week program.
- B. Conferences will be held with 4-H Staff and specialists as often as necessary to help plan the Club Week program.
- C. Confer with college officials to set date.
- D. 4-H Staff meet with State 4-H Council officers to make further plans for the program and to get the club members' views on various phases of the program. Confer with agents in the counties to get their expressions on the program and promote proper selection of delegates to attend Club Week. Meet with State 4-H Advisory Committee to make definite plans for the program.
- E. 4-H Staff members confer with school officials on use of college buildings, personnel, and facilities for conducting the program.
- F. 4-H Staff select committees to cooperate in conducting the program. Assign rooms for the various classes and activities to be conducted during the week.
- G. Confer with district agents to select agents to accompany their groups to Club Week and to assist with the program. Assign agents to various working committees.
- H. Prepare the printed program. Prepare and send tentative program and needed information to agents. Assist specialists and agents with special assignments on the program.
- I. Prepare a summary of the program for the annual report and have a staff conference to evaluate the program and make suggestions for the 1954 program.

PLANS FOR WILDLIFE CONSERVATION CONFERENCE

I. Work planned to involve:

- A. Conduct a 4-H Wildlife Conservation Conference at Millstone 4-H Camp, August 23-26. *22-27*
- B. Obtain the aid of personnel from the North Carolina Wildlife Resources Commission in planning and conducting the encampment.
- C. Work with the Federal Cartridge Corporation, sponsors, in promoting wildlife conservation.
- D. Prepare a summary of the conference for the sponsor and for the annual report.

II. Materials to be used:

- A. 4-H Wildlife Conservation Record Book and Manual.
- B. Wildlife publication from the U. S. Department of Agriculture.
- C. Publications from the N. C. Wildlife Resources Commission.
- D. Program for the Wildlife Conservation Conference.
- E. Pictures and news articles for promotion work.

III. Methods to be used:

- A. 4-H Staff confer with members of the Wildlife Resources Commission to plan the program for the Conference.
 - B. 4-H Staff publish the Wildlife Conference program booklet.
 - C. 4-H Staff collect the Wildlife Conservation records and select the 75 most outstanding records to receive expense-paid trips to the conference under the sponsorship of the Federal Cartridge Corporation. Select eight county Extension agents to serve as counselors for the camp. Notify the agents of their selection.
 - D. 4-H Staff work with the Millstone 4-H Camp staff. Select Extension specialists and personnel of the N. C. Wildlife Resources Commission to conduct the conference. Assist in providing pictures and news articles for newspaper and wildlife publications.
 - E. 4-H Staff members prepare a summary of the conference for the sponsors and for the annual report.
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PLANS FOR A 4-H RECOGNITION AND AWARDS PROGRAM

Too often Extension workers think only of recognizing individuals by presenting them with certificates, cash awards, scholarships and other material objects. As important as this mode of recognition is, it can have a negative effect on the 4-H Club program if not handled properly. There are other forms of recognition that will mean much to an individual and more to the 4-H Club program. Recognition should be made throughout the year and not at special events or activities only. The climax to all annual recognition should be made at the county Achievement Day program.

For the best interest of the program it is a duty of the Extension worker to recognize club members, adult leaders, parents and others in such a way as to stimulate achievement, leadership, and citizenship, with emphasis on developing the boy and girl.

The 4-H Club Office recommends that:

- I. Extension workers in charge of 4-H Club work study and acquaint themselves as well as the club members with:
 - A. National Awards Handbook to become familiar with rules and regulations governing the awards offered for each project and activity.
 - B. Summary of North Carolina Awards Program.
- II. Extension workers in charge of 4-H Club work use a recognition program to:
 - A. Give attention to individuals.
 - B. Give prestige to individuals.
 - C. Promote excellence among individuals.
 - D. Promote leadership.
 - E. Promote the 4-H Club program.
- III. Extension workers in charge of 4-H Club work recognize:
 - A. 4-H Club members.
 - B. Adult 4-H Leaders.
 - C. Parents.
 - D. Teacher sponsors.
 - E. Sponsoring individuals and organizations.
- IV. Extension workers present recognition throughout year at all annual and special events and other appropriate occasions.
- V. Extension workers in charge recognize 4-H Club members by:
 - A. Words of encouragement.
 - B. Correspondence of a complimentary nature.
 - C. Visiting club members to assist and give information.
 - D. Giving opportunities and responsibilities to help plan programs, events, demonstrations, etc.
 - E. Giving opportunities and responsibilities to appear on radio, civic, and home demonstration club programs and to participate in 4-H Sunday services, National 4-H Club Week, etc.

- F. Giving opportunities to compete in fairs.
 - G. Selecting them to write reports and news articles for press.
 - H. Giving to press pictures and reports of officers, outstanding club members and outstanding projects and demonstrations.
 - I. Selecting boys and girls for junior leaders.
 - J. Presenting certificates, cash, and material objects to qualified club members.
 - K. Arranging for special events to honor outstanding club members.
 - L. Arranging for club members to attend District Recognition Day.
- VI. Adult leaders be recognized through:
- A. Press and radio.
 - B. Special events in their honor and on other occasions.
 - C. Correspondence of a complimentary nature.
 - D. Presentation of leaders' certificates and pins.
 - E. Visits to assist and aid.
- VII. Parents be recognized through:
- A. Correspondence concerning a club members accomplishments.
 - B. Visits.
 - C. Special events to honor parents.
- VIII. Teacher sponsors be recognized through:
- A. Invitations to attend all meetings.
 - B. Press and radio coverage.
- IX. Sponsoring organizations and individuals be recognized through:
- A. Allowing the sponsor to present his award at an appropriate occasion.
 - B. A letter or letters of thanks by club members and county council.
 - C. Invitation to attend meetings and special events.
 - D. Press and radio coverage.
- X. Extension workers attach prestige and importance to awards being presented and present in a formal manner.

PLANS FOR A MORE EFFECTIVE 4-H CAMP PROGRAM

Four-H Club camp is one of the special activities looked forward to each year by many club members. It is the one time during the year in club work when representative members from all sections of a county, and sometimes the state, come together for a trip and a week's living together - a week that will be predominately educational and recreational with spiritual growth and development emphasized at all times.

Attendance at 4-H camp is to be an award for good club work and should be discussed with all club members in that sense.

I. Purpose of 4-H Club Camp:

- A. To be an award of recognition to club members for carrying out good project work, attending meetings, and taking an overall part in the county program.
- B. To be educational from the standpoint of making available subjects of interest and need to rural boys and girls.
- C. To give wholesome recreation that will provide not only a week of fun but a source of material for better recreational programs in the counties.
- D. To attain spiritual growth and development through vesper services and working and playing together.
- E. To provide leadership training and development through participation in special and varied activities in the camp's operation.

II. Programs at the four State-operated Camps - Millstone, Schaub, Roanoke Island, and Swannanoa.

- A. Morning - Class instruction in:
 - 1. Social recreation.
 - 2. The use of electricity in the home and on the farm.
 - 3. Handicraft (a useful article to take home).
 - 4. Swimming and life saving.
- B. Afternoon - Outdoor recreation:
 - 1. Soft ball, basketball, horse shoes, ping pong, etc.
 - 2. Historical tours at some of the camps.
- C. Evening - Social recreation and worship service:
 - 1. Folk dances, stunts, talent, singing.
 - 2. Vesper programs presented by club member to conclude the day.

III. Procedure for Developing the Program:

- A. State 4-H Staff will develop materials and teaching aids for class instruction in:
 - 1. Social Recreation (folk dances, games, stunts, songs).
 - 2. Handicraft (type, cost, time involved).
 - 3. Use of Electricity (develop demonstrations and subject matter with aid of Power utilities).
 - 4. Swimming (strokes, water fun, life saving).
- B. State 4-H Staff will develop material and teaching aids for general outdoor recreation, evening programs, and vesper services.
- C. State 4-H Club Office will employ instructors and other personnel for camps.

1. Instructors to be qualified and of high character - former club members where practical.
2. Camp instructors to teach four classes each day, Tuesday through Friday, as well as enter and participate in all camp activities.

D. State 4-H Office will plan camp instructors' training conference.

1. To be held several weeks prior to camp opening.
2. To consist of actual instruction and work in each of the four classes - crafts, recreation, swimming and electricity.
3. To provide information and experience for understanding the campers and how to develop leadership, sportsmanship, citizenship, and everyday living with others.
4. This training conference to be conducted under actual camp conditions with the prospective instructors assuming the role of campers.

E. State 4-H Club Staff will encourage agents to:

1. Brief campers on camp life prior to arrival at camp.
2. Strive for more representative adult 4-H leaders to accompany campers to camp.
3. Plan with county council and with everything being equal conduct only one camp.

F. State 4-H Office will:

1. Plan with aid of nutrition specialists and others a balanced and approved camp menu.
2. Employ or assist in providing a dietitian and cooks for each camp.
3. Seek the cooperation of the Health Department in meeting all health regulations.
4. Counsel with all concerned in developing a healthful and wholesome camp program.

G. The State 4-H Club Office through the respective camps will provide accident insurance on each camper from the time he leaves home until he returns. This will be financed from a portion of the camp fee charged each camper.

IV. Length of Operation:

Camps will operate beginning the first week in June through the third week in August. A continuous schedule for that period of time will be made.

V. Overall Objective:

To offer the type of training as outlined to an increased camp attendance.

PLANS FOR LEADER TRAINING

The acute need for volunteer leadership in the 4-H program is evident when it is found that North Carolina has approximately half a million boys and girls of 4-H Club age and approximately 470,000 young people of YMW age. Although tremendous effort has been put forth and much has been accomplished, it is disturbing to find that only 140,369 or about 25 per cent of young people of 4-H Club age and approximately 2,000 young people of YMW age are presently enrolled in 4-H and YMW clubs. These figures establish the dire need for additional leadership and indicate that until such time as the state appropriates funds sufficient to employ the personnel needed to carry the full load of agricultural leadership, further extension of the 4-H program will be limited to a large extent to the number of leaders trained and used in the further development of 4-H Club work in this state. This situation would seem to indicate that one of the major problems and, at the same time, one of the greatest opportunities for extending our efforts through leadership is finding, training and using volunteer leaders in the 4-H program. To this end, major emphasis will be placed on leadership training during 1954, beginning first with the administrative and supervisory staff and continuing with the specialist group, the farm and home agents, the adult leaders, and the older club members.

Any effective educational program or 4-H Club program can only be established after determining the needs and interests of the group. With this in mind, our plan in conducting leader training schools will be:

- A. To establish in the minds of each of the groups referred to the need for leaders in the program.
- B. To point out the ways in which leaders can help with the program.
- C. To give to prospective leaders the information and guidance which will enable them to do the things needing to be done.
- D. To provide means whereby these leaders will receive recognition for the work done.

In general, the plan to be followed will be as follows:

I. Adult 4-H Leaders.

- A. Encourage Extension workers in each county to organize or strengthen already organized adult 4-H leaders. Use the publication, "Extension Workers Guide For: Organizing Adult 4-H Club Leaders."
- B. In each county assist Extension workers in training adult 4-H leaders. Emphases may be placed on 4-H organization, subject matter, special events as 4-H Sunday, Achievement Day, fat stock shows, dairy foods demonstrations, Fair exhibits, etc.

- C. Conduct district workshops on 4-H Adult Leaders, their selection, training and use, for all Extension workers.
- D. Encourage subject matter specialists to so plan their 4-H materials that adult 4-H leaders will be given careful consideration.
- E. Assist Extension workers in each county in recognizing adult 4-H leaders:
 - 1. Award certificates and pins.
 - 2. Honor at special events as banquets, achievement programs, etc.
 - 3. Feature an adult 4-H leaders' day during one day of State 4-H Club Week.
 - 4. Submit 4-H alumni records of one man and one woman who are former 4-H Club members (and who have continued to promote 4-H activities) for consideration in the 1954 National 4-H Alumni Recognition Program.

II. 4-H Junior Leaders.

- A. Encourage Extension workers to enroll older 4-H Club boys and girls as 4-H junior leaders.
- B. Prepare a 4-H Junior Leadership Project Record Book.
- C. Assist Extension workers in becoming familiar with this project.
- D. Assist Extension workers in each county in recognizing county, district, and state (boy and girl) 4-H Junior Leadership winners.
- E. Prepare a certificate of recognition, especially for 4-H junior leaders.

III. 4-H Parents.

- A. Encourage Extension workers in each county in acquainting the parents with the 4-H program before doing anything with club members.
- B. Assist Extension workers in each county with procedure for acquainting parents with the 4-H program.
 - 1. Get consent of each parent for children's joining the 4-H Club by encouraging family counseling for the selection of projects which will necessitate each parent's becoming familiar with the various 4-H projects and activities and overall program.
 - 2. Send circular letters to parents of all club members, perhaps when enrolled and again at close of the club year.
 - 3. Include representative parents when making 4-H plans.
 - 4. Visit the homes of club members. Ask parents to visit the county Extension office.
 - 5. Hold special meeting of parents to discuss club work.
- C. Provide for Extension workers in each county special literature on 4-H parents, such as:
 - 1. Parents Part in 4-H Club Work, Club Series #13
 - 2. Parents and 4-H Club Work, USDA, Pa-95
 - 3. Parents Part in 4-H Club Work, General Mills, Inc.
 - 4. "Partners in Progress" by Thomas A. Farrell, President, Dearborn Motors, Birmingham, Michigan.

- D. Assist Extension workers in planning ways to recognize 4-H parents.
1. Invite parents to 4-H recognition luncheons and banquets.
 2. Give credit to 4-H parent leadership.
 3. Invite parents to appear on radio and other programs.
 4. Give special recognition and appreciation to parents at such events as county 4-H Achievement Day.
 5. Ask parents for their ideas and use them.

YMW PLANS FOR 1954

The National 4-H Club Foundation has allotted to North Carolina \$140 to be used in promoting discussion groups with YMW Clubs in North Carolina. Plans will be made for three or more white discussion groups and two or more negro discussion groups. The counties being considered for the white program include Buncombe, Hertford and Bladen counties. The two subjects which the clubs have a choice of are "World Affairs Are Your Affairs" and "Great Men and Great Issues in Our American Heritage." These two subjects have been used in some of the northern states but this is the first time they will be offered to YMW clubs in North Carolina. Plans will be made for these discussion groups to get started sometime around the first of February. They will continue for ten weeks.

Through the cooperation of the county Extension workers, plans are being made to organize four new YMW clubs during the first part of 1954. As the assistant state 4-H Club leaders visit the counties, this important phase of our Extension work will be called to the attention of the agents, and in counties where organizations do not exist a special effort will be made to encourage the organization of YMW clubs. In counties with existing organizations an effort will be made to strengthen these clubs and to encourage them to expand their membership.

It is felt that the success of a YMW organization is dependent to a great extent on the programs presented at the club meetings. For this reason, all YMW Clubs are being encouraged to do a better job of planning the monthly program. A publication, "Program Planning Guide for YMW Clubs," has been furnished all organized clubs to assist them in making plans for meetings. In addition to this each club has been requested to survey their county to see if there are not people or programs which would be worthwhile and suitable for YMW meetings.

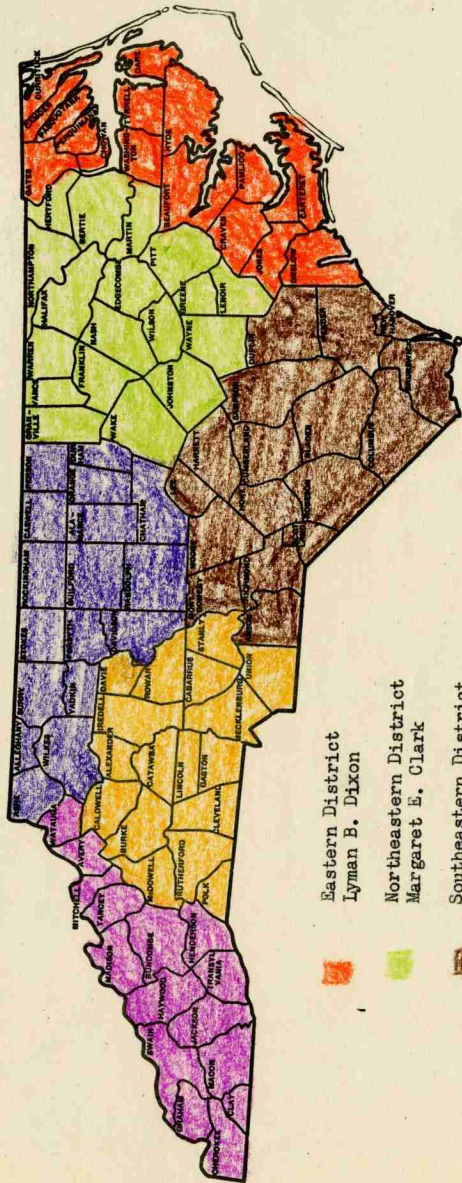
During March and April plans are being made to hold two district banquets for YMW members. One of these banquets will be held in the Southeastern district of the state and the other will be held in the Southwestern part of the state. The purpose of these banquets is to provide recreation and inspiration for YMW members.

Some preliminary plans have been made looking toward a four-state conference of YMW members somewhere in western North Carolina, eastern Tennessee, or western Virginia. This conference would include delegates

from North Carolina, Virginia, Tennessee, and Kentucky. It has been felt for some time that an exchange of ideas between YMW Club members of these states would be beneficial to all and for that reason the Extension Service in cooperation with one of the farm magazines has been making plans for a conference of this type. It is anticipated that a similar conference will be planned each year.

On March 27 the state officers of the YMW Club will hold a program planning meeting at State College for the purpose of planning the program for the annual YMW Conference. Some of the decisions to be made at this meeting would include the length of the annual conference, the place at which it will be held, the program, and the plan for promoting good attendance at this meeting. The various YMW clubs of North Carolina will be asked to express their desires concerning the meeting place and the length of the conference. The officers of the state organization will use this information in making the final decisions.

ASSIGNMENT OF COUNTIES TO ASSISTANT 4-H CLUB LEADERS



- Eastern District
Lyman B. Dixon
- Northeastern District
Margaret E. Clark
- Southeastern District
Dan F. Holler
- Northwestern District
Mary Sue Moser
- Southwestern District
Fred H. Wagoner
- Western District
O. H. Phillips