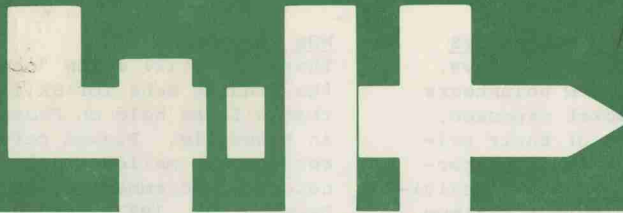


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Information from the State 4-H-Youth Office

VOLUME XVII, Number 1
February, 1978

TO: Agents Responsible for 4-H and Youth Development

FROM: The 4-H Staff - Donald L. Störmer, Assistant Director, 4-H

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ACKNOWLEDGMENT

The North Carolina delegates to the 1977 National 4-H Congress paid tribute to the memory of the late Garry Stott of Wilson County in a memorial service which they held in Chicago.

Garry had been named State Swine Winner and was to have attended National 4-H Congress. The group has also made a contribution to the Garry Stott 4-H Memorial Endowment.



TAX DEDUCTIONS FOR 4-H VOLUNTEERS

Bob Pinches, in National 4-H News, has informed us that 4-H volunteers may deduct out-of-pocket expenses, a mileage fee for use of their privately owned vehicles for transportation in connection with 4-H activities (use the IRS volunteer maximum mileage fee) and cost of hiring a baby sitter solely for the purpose of devoting time as a 4-H volunteer.

Donald L. Stormer

RECORDS AND OTHER FORMS DUE MARCH 1

Just a reminder that the following are due in the State 4-H Office on or before March 1.

- Transmittal Form
- Cumulative 4-H Records
- Current year 4-H Records for Dairy Calf and Dairy Industry
- Alumni Recognition Nominations
- 4-H Volunteer Leader Recognition Nominations
- State 4-H Honor Club Applications
- District Officer Form

PLEASE PLAN TO MAIL THESE AT LEAST 4 to 5 DAYS PRIOR TO THE DUE DATE BECAUSE RECORDS RECEIVED AFTER MARCH 1 WILL BE DECLARED INELIGIBLE FOR COMPETITION.

Thanks for your cooperation.

Mary C. Nesbitt

4-H REPORT ANYTIME FORMS

The new "Report Anytime" forms are now available. You may order these from the State 4-H Office as needed. This is an excellent way to share your experiences with others. We encourage counties to use this method as often as feasible.

Dalton R. Proctor

WBS PROGRAM

There are still a few "openings" for the Winning Behavior Skills Workshop that will be held on February 22-23 in Asheville. Please refer to correspondence mailed to all 4-H Coordinators on November 16, 1977, and December 29, 1977, for details about the Workshop, or notify the undersigned.

Charles E. Lewis

OUT-OF-STATE OPPORTUNITIES

The following 4-H'ers were selected to attend National Conference and Danforth Leadership Conference in 1978.

National Conference April 1-7

- Kenneth Doctor, Richmond County
- Rachel Parker, Union County
- Rebekah McAuley, Iredell County
- Lindley Ivey, Guilford County
- Mark Rector, Madison County
- Mike Bane, Henderson County

Danforth Leadership Conference

- Russell Burrell, Henderson County
- Peter Falter, Wake County

Alternates for National Conference

- Lisa Reavis, Warren County 1st
- Eva Williams, Mitchell County 2nd
- Sandra Ritter, Moore County 3rd
- Bettie Davis, Martin County 4th

Alternates for Danforth Leadership Conference

- Kathy Bass, Sampson County 1st
- Oita Cheston, Warren, 2nd

Out-of-State delegates will be selected about April 1. The date for Danforth Camp will be announced later.

Pauline E. Moore

4-H CALENDARS

You recently received information from the National 4-H Council regarding the 4-H calendar program. I would like to remind you that only three companies are authorized to use the 4-H name and emblem in the calendar program.

They are: Brown & Bigelow
The Thomas D. Murphy Co.
Shaw-Barton

Occasionally other companies attempt to enter the business without authorization.

Donald L. Stormer

SCHOLARSHIP NOMINATIONS DUE

County nominations for the North Carolina 4-H Development Fund Scholarships (including two L. R. Harrill Scholarships) and the Smith Douglass Scholarship are due on February 15. Nomination forms should be sent to the Selection Committee, N.C. 4-H Development Fund Office, P. O. Box 5067, Raleigh, NC 27650. Nominees must have their parents send the Confidential Data Forms to the Selection Committee by March 1.

Mary C. Nesbitt

SPRING STATE 4-H COUNCIL MEETING

The Spring State 4-H Council Meeting has been rescheduled for March 11-12 at Betsy-Jeff Penn 4-H Center. Detailed information will be mailed to district and state officers and 4-H coordinators prior to the meeting. Counties should forward items for consideration to their district president prior to March 8.

Dalton R. Proctor

SILVER CIRCLE ACHIEVEMENT PLAN

Are you looking for something that will allow you to recognize achieving 4-H'ers even though they don't win a contest? Five agents in the North-western District have developed the above plan that: (1) does not require competition between 4-H'ers; (2) is set up with five steps to encourage planning and goal setting; (3) does not have a time frame which allows slower ones to realize success, but at their own speed; (4) allows 4-H'ers to be recognized immediately following completion of requirements; and (5) encourages broad base participation in 4-H.

We would like to hear from counties or clubs that are interested in piloting the program for a year or two so that a more comprehensive evaluation can be made. I would be glad to send a copy of the plan and to discuss it further with anyone interested.

J. Roland Flory

INCREASING ENROLLMENT THROUGH THE USE OF 4-H CLUB RECRUITERS

Enclosed in this newsletter is a copy of a paper in the series resulting from the ED-596 course. This one is entitled, "Increasing Enrollment Through the Use of 4-H Club Recruiters."

Thearon T. McKinney

NORTH CAROLINA PARTNER-IN-4-H AWARDS

Nomination forms for the North Carolina Partner-in-4-H Awards should be returned by March 1 to Dr. Donald L. Stormer, Assistant Director, 4-H, P. O. Box 5157, Raleigh, NC 27650.

Mary C. Nesbitt

"CITIZENSHIP IN ACTION" GRANTS

4-H Clubs in three North Carolina counties have received grants from the Reader's Digest Foundation to strengthen citizenship and community development activities. The counties are Alleghany, Durham and Harnett.

The Durham 4-H Teen Leaders Club of Durham County received \$200.00 to establish a core of teen leadership, conduct three citizenship seminars and hold a 4-H Fall Retreat.

The 4-H Clubs of Alleghany County received \$320.00 to conduct a survey to determine the needs of people in the county and establish a public affairs radio program and newspaper series to communicate available resources.

In Harnett County the 4-H Activities Club will use \$215.00 to assist in planning and conducting a weekend retreat to alert teens to the varied opportunities for service and leadership provided through various county programs.

The "Citizenship in Action" program, sponsored by Reader's Digest Foundation since 1965, is designed to encourage 4-H Clubs throughout the nation to devise creative and innovative projects relating to broad programs in Citizenship, Community Service and Community Development.

Pauline E. Moore

ARCHERY INSTRUCTION

A basic archery instruction program has tentatively been scheduled on the week-end of July 21-23 at Betsy-Jeff Penn 4-H Camp. This will be for volunteers, conducted under the leadership of Ed Jones, Extension Forestry Specialist. It is expected that special funds will be provided to

cover part of the expenses. More details on cost and definite plans will be sent to 4-H coordinators later.

Fred H. Wagoner

4-H RECORD AND GUIDE

For several years we have discussed the possibility of changing the 4-H record. The 4-H Curriculum Development Committee has recently submitted a draft of a record book and guide to be used in all 4-H projects. We believe the proposed changes should be reviewed and tested by Extension agents, volunteer leaders and 4-H members.

Enclosed in the 4-H coordinator's package is a copy of the proposed record and guide. The 4-H coordinators should discuss this with their staff, leaders and 4-H members. Additional copies of the material may be requested for group work, if desired.

This proposed record is a tremendous change for North Carolina 4-H and we solicit your sincere opinions on this approach. It is imperative that we make this record operational, if accepted. We encourage your suggestions for improvement.

Dalton R. Proctor

LEADER RECRUITERS SUCCESSFUL IN SURRY COUNTY

During the spring of 1977 Surry County conducted a 4-H Special Needs Program that focused on securing, training and utilizing "4-H leader recruiters" to recruit other adult volunteers into the county 4-H program. As a result of this special effort, 32 adults were recruited to participate in the program and 9 new 4-H clubs were organized.

A copy of the program evaluation report is enclosed. As part of the implementation of the program, the Surry County (continued on page 5)

LEADER RECRUITERS SUCCESSFUL IN SURRY COUNTY (CONT.)

4-H Staff developed several job descriptions, one of which is for a "4-H Volunteer Recruiter." A copy of that job description is also enclosed with this 4-H newsletter packet.

Charles E. Lewis

4-H EDUCATIONAL TOUR

The Selection Committee has determined the agents who will be given the opportunity to participate in the 4-H Educational Tour scheduled for April 19-26, 1978. The Administrative Council gave approval for a total of 16 agents to take part in this experience.

The idea for a tour to study and analyze effective 4-H programming in operation was initiated by 4-H agents through their professional association. The proposal for this in-service training was developed and submitted through the cooperative efforts of 4-H agents, the state 4-H office and the department of Extension staff development. It is offered as a three-hour course for graduate credit under ED 596.

Plans for the tour include field study of 4-H program efforts in four states: West Virginia, Kentucky, Ohio and Michigan. Participants will place emphasis on observations and analyses of planning, implementing and evaluating Extension 4-H programs in these states.

Dr. Don Stormer will be instructor for the course with Richard Liles assisting. Dr. John Banning, ES/USDA, will travel with the group and serve as a resource person.

The agents selected are as follows:

- | | |
|--------------------------|--------------|
| Mrs. Linda Best | Alexander |
| Mrs. Lois Britt | Duplin |
| Mrs. Florence M. Brooks | Cleveland |
| Mrs. Carolyn Bryson | Surry |
| Mrs. Sue P. Cole | Mecklenburg |
| Mr. Michael Davis | Pitt |
| Mrs. Judy Groff | Polk |
| Mr. A. Ray Harris | Carteret |
| Miss Rosetta Holmes | Pender |
| Miss Nancy Katz | Gaston |
| Miss Susan Lyday | Sampson |
| Miss Barbara A. Minter | Jackson |
| Mr. James Michael Pitman | Wake |
| Mr. Douglas L. Roach | Polk |
| Miss Patricia Russell | Halifax |
| Mr. Dennis Winters | Transylvania |

Richard T. Liles

EXPERIMENTAL WORKSHOP ON VOLUNTEER MANAGEMENT HELD

A four-state experimental workshop on Local 4-H Volunteer Staff Management was held at the National 4-H Center, Dec. 12-16. The workshop was attended by Lois Britt, Duplin; Lathan Smith, Davidson; Sharon Runion, Union; Mike Pitman, Wake; and Richard Liles and Thearon McKinney from the state staff.

Five-member state teams from Washington, Illinois, North Carolina and Virginia pursued better techniques for volunteer management. These teams, made up of one state staff person and four county 4-H Agent volunteer coordinators from each state, developed strategies to be used in their home counties over the next 12 months. At the end of that time a followup study will be done to see if they have learned to better utilize their time and expand their county programs.

Resource people for the workshop included Marlene Wilson, Consultant on Volunteers, from Boulder Colorado; (continued on page 6)

EXPERIMENTAL WORKSHOP ON VOLUNTEER
MANAGEMENT HELD (CONT.)

Robert Presson, National Information Center on Volunteerism; Claude Bennett, ES Staff Development and Training; and Ted Bloom, 4-H Agent from New Jersey. Milt Boyce and Joël Soobitsky of the national staff worked with a committee of representatives from the four states and National 4-H Council to plan and carry out the workshop.

Thearon T. McKinney

LEADER OF THE MONTH RECOGNITION

Sampson County recognizes a 4-H Leader each month for outstanding achievement. This is shared through their monthly newsletter.

How are you recognizing your leaders? Congratulations Sampson County 4-H Staff, this should stimulate an expansion for volunteerism in your county.

Henry Revell

1978 RURAL SAFETY COUNCIL AWARDS

Again this year, we encourage 4-H groups and individuals to participate in the North Carolina Rural Safety Council Awards Program. Not only does the program provide an opportunity to recognize some of the 4-H safety accomplishments, but it could serve to encourage 4-H'ers and 4-H groups to conduct safety programs.

If you know of other Extension or non-Extension groups or individuals, i.e., Homemakers Clubs, community development or agricultural commodity groups, civic clubs, firemen, law enforcement officers, volunteer leaders or Extension agents, who have made a contribution to safety education, please share this information with them.

To apply, return the enclosed entry form for the Home and Community Safety Awards Program with a description of the outstanding features of the safety program being submitted for recognition to me by March 15, 1978. Write for extra copies if needed.

William M. Garmon

AN IDEA EXCHANGE

The Randolph County 4-H Junior Leader Club participated in trick or treat for UNICEF on Monday evening October 24. Eight junior leaders took part in the activity and collected nearly \$35.00 in just over one hour.

The activity generated a great deal of enthusiasm and gave the 4-H'ers the opportunity to do something for other less fortunate individuals. The evening was topped off with a visit to one of the local pizza restaurants.

This service project is one that you might consider introducing to your 4-H'ers.

Pauline E. Moore

4-H ROCKETS IN WAYNE

Our congratulations to George Benton, 4-H Program Assistant in Wayne County, for the outstanding manner in which he programmed for establishing leader recruitment and training that is resulting in the organization of several 4-H Model Rocket Workshops (Special Interest Groups). George hopes that the workshops will ultimately lead to the establishment of several permanent Model Rocket Project Clubs. With the help and guidance of his agent, Zeb Regan, George publicized the workshops through a complete on-page feature article in the Goldsboro newspaper. George said that a tremendous amount of interest has been generated and youth in Goldsboro are really going for the 4-H Model Rocket Project.

Charles E. Lewis

PROMOTIONAL SLIDE-TAPE SETS NOW AVAILABLE

Two promotional slide-tape sets are now available for loan to counties. The first, "Something to Sing About," was developed by the National 4-H Council. In a very contemporary and interesting manner, it presents the total picture of 4-H. It is appropriate for use in recruiting both young people and volunteers into the 4-H Program.

The second slide-tape set is entitled "This is 4-H in North Carolina." It was developed by members of the 4-H Staff, Lathan Smith of Davidson County and Sue Cole of Mecklenburg County. Reese Edwards, Extension Radio-T.V. Editor, narrates. It is designed to tell the story of 4-H in North Carolina for the purpose of recruiting volunteers and seeking cooperation from civic organizations and the business community.

Seven (7) copies of each of these slide-tape sets have been placed in the Visual Aids Library, Ricks Hall. To borrow a set, you should contact the VA Library giving the date on which you need to use the set.

"Something To Sing About" may be purchased through the National 4-H Council for approximately \$22.00. "This is 4-H in North Carolina" will be available for purchase from the State 4-H Office for approximately \$30.00 at a later date. Watch for an order form to appear in 4-H News. This delay will allow 4-H personnel who have not yet seen the slide set to review it before determining if they wish to place an order.

Mary C. Nesbitt

POSITIONS OPEN AT NATIONAL 4-H COUNCIL

The National 4-H Council has four open positions in their Educational Programs and Services unit of the Washington office. The positions are: Associate Director Educational Programs and Services; Program Specialist - Citizenship and Leadership Development; Program Leader - Staff Development and Training; Program Leader - Health. All positions require some flexibility in working hours and some out-of-town travel. Salaries will be commensurate with the qualifications of the individual in the position.

Applications are being requested on an as-soon-as possible basis. For further information on any of the positions contact Don Henderson, Director of Educational Programs and Services, National 4-H Council, 7100 Connecticut Avenue, Washington, D. C. 20015. Telephone: 301-656-9000.

Enclosed with the newsletter, please find one copy of the position announcements.

Donald L. Stormer

4-H PROMOTION

Robeson County has purchased a stamp through the Lumberton Post Office that reads "Get involved with 4-H." This stamp is placed on all mail going through the post office for an indefinite period.

Congratulations is in order to the Robeson County Staff.

Henry Revell

INTERNATIONAL EXTENSION

4-H TRAVEL SEMINARS

International Extension 4-H Travel Seminars for Extension Staff and volunteer leaders offer an opportunity to further your knowledge of 4-H-type programs in other parts of the world and to develop a sensitivity to the need for an international dimension in the U.S. 4-H program. International contacts and relationships have never been more important to this country than they are today. We hope these seminars meet these needs and the personal objectives of those who participate. And don't overlook the fun, the new friends, and the unexpected!

Tentative seminars are scheduled for:

England and Greece

When - fall of 1978 for 3-4 weeks

Cost - \$2,000 (without scholarship)

Depart from and return to Washington, D.C.

Purpose - to increase the effectiveness of 4-H - Youth and Community Development professionals in understanding community development principles, in utilizing human and material resources in achieving community goals and involving youth in community development.

The Caribbean, Dominican Republic and Jamaica

When - fall of 1978 for 3 weeks

Cost - \$1,300 - \$1,400 (without scholarship)

Depart-from and return to Washington, D.C.

Purpose - to study and observe rural youth programs.

Pauline E. Moore

CITIZENSHIP '78

North Carolina will participate in National 4-H Citizenship Shortcourse August 6-12, 1978. The delegation will travel to Washington, D.C. on August 5 in order to allow time for state delegation orientation, committee assignments and participation in general orientation for the week.

The main focus of the Citizenship Program is on citizenship involvement at the local level. In addition, each week special emphasis is placed on a major National or International concern. This year the area of concern for the week of August 6-12 is Community Service and Individual Involvement.

Details of the Shortcourse were mailed to 4-H Coordinators January 25, 1978.

Let's recruit early and prepare our participants for a meaningful and exciting Citizenship '78 Program in the Nation's Capital.

Pauline E. Moore

ENERGY INFORMATION

Just a reminder about the availability of energy conservation leaflets:

- | | |
|--------------------------------|--------|
| -Energy and Agriculture | F-1-49 |
| -Impact on You (General) | F-1-48 |
| -Automobile Efficiency | F-1-50 |
| -Energy at Home, School & Play | F-1-47 |
| -Leader's Guide | F-1-46 |

These publications should be ordered through standard procedure from the Ricks Hall Mailroom. It is suggested that you place one of each leaflet in your Environmental Awareness Notebook for reference. Most leaflets are dated 1974, but their information is current.

Dalton R. Proctor

YOUTH LOOKS AT AGING

The American Association of Retired Persons sponsors the "Youth Looks at Aging" contest for the sixth continuous year in 1977-78.

The objective is to provide inter-generation learning experiences for the purpose of better understanding among the generations.

The 4-H Coordinator and the Agent responsible for Aging should have announcement sheets defining the guidelines for the contest and order blanks for securing lesson leaflets, slides and music tape from the Specialist in Aging.

The sponsor provides five engraved plaques to the group showing:

- a. a positive attitude toward aging;
- b. evidence of having studied about aging;
- c. creativeness in carrying out a project with older persons.

However, the sponsor and Extension hope that the real reward is in the impression that youth gains in seeing the whole of life. It is through the older generations that youth learns how society keeps young, intact and alive by the strength of their social traditions.

This "Youth Looks at Aging" program has become a national program titled "Generations Alliance" through A.A.R.P. A national project has also developed through the American Home Economics Association using the same teaching concepts, music, art, stories and inter-generation activities.

For further information, contact
Isabelle Buckley,
Specialist in Aging, Ricks Hall

Mary C. Nesbitt

4-H PROGRAM ASSISTANT INVOLVES PARENTS

You can't beat success. That is why Sara Mercer, 4-H Program Assistant in Wayne County, will not establish a new community or project 4-H club unless she can also establish a "parent volunteer committee" for the group of youth. Sara says that these committees have proven to add success to every 4-H club that she has worked with. The major purpose of the parent volunteer committee is to work cooperatively with the adult club leaders of the local club in assisting youth in acquiring life skills which will contribute to the personal development of each member and the community.

A copy of an outline that describes the committee functions is enclosed. We suggest that you consider this idea for your county.

Congratulations Sara for sharing this excellent idea!

Charles E. Lewis

MULLIGAN STEW FILMS

Two sets of the six "Mulligan Stew" films have been on loan from the Visual Aids Library for the past few years. They are now so worn that they are no longer usable.

Because of the expense involved in replacing these films, we need to know that there is a definite need for the availability of these films. To assist us in assessing this need, 4-H Coordinators should complete the enclosed form entitled "Mulligan Stew" and return it to me by February 17. We will make the decision the following week as to whether we should purchase new copies of these films so please mail your form today.

Thanks for your assistance.

Mary C. Nesbitt

"WATCH THE BIRDIE"

The fourth Annual National 4-H Photo Exhibition was a highlight of the 56th National 4-H Congress, November 27 - December 1, 1977. Your county photography winner could be represented at National 4-H Congress '78.

The National 4-H Photo Exhibition is non-competitive at the national level and entries are limited to a maximum of one per state. The exhibition provides a showcase of 4-H members' photographic accomplishments, a way to improve the public's understanding of 4-H and is a method of locating and utilizing photographs which promote and strengthen the 4-H program.

The four North Carolina exhibitors in 1977 were:

David Alexander, Columbia
John Jones, Walnut Cove
Debbie McNeill, Raeford
Lisa Proctor, Tarboro

Jerry Rodgers will be sending information regarding the Photo Contest and Exhibit soon. Don't miss it!

Pauline E. Moore

TRAFFIC SAFETY POSTER CONTEST

The Traffic Safety Poster Contest guidelines should be in your county by now. Please reproduce the Fact Sheet for your county contest and submit your request form as soon as possible. Remember your county winning poster is entered in state competition.

Henry Revell

PET OWNERSHIP

Having a pet show? If so, you may want to give participants a copy of the enclosed leaflet entitled "Responsible Pet Ownership." See back of leaflet to request additional copies.

Dalton R. Proctor

KEEP NORTH CAROLINA BEAUTIFUL

Enclosed in the Coordinators' letter is a copy of the "Keep North Carolina Beautiful" brochure. Additional copies may be secured from the address listed on the brochure. Last year several 4-H clubs participated in the event as a part of their community service project.

Charles E. Lewis

4-H INTERNATIONAL CARAVANS 1978

The National 4-H Council is offering four 4-H International Caravans this summer. They are Arts and Crafts IFYE Caravan to Italy, Canal Cruising in Holland, IFYE Horse Caravan to the United Kingdom and Gourmet Foods IFYE Caravan to France. The cost is approximately \$1,475.00 per program. The time is mid-June - end of July, 1978. Details are available from our office.

Pauline E. Moore

SHARE-THE-FUN IN 4-H

Enclosed with the 4-H Coordinator's copy of the newsletter is a copy of the 1978 Regulations for Share-the-Fun in 4-H contests to be held during District Activity Days.

Begin now to make plans to conduct county talent shows to assure that your county has the best representation possible for district competition. Please keep in mind that each county may have a maximum of three acts which in total time do not exceed 10 minutes for district competition.

Mary C. Nesbitt

"GROWING TOGETHER"

The date for returning results of the piloting of the Citizenship Education material "Growing Together" has been extended to May 1. If you are interested in participating, please let me know.

Pauline E. Moore

INTERSTATE EXCHANGE

Centre County, Pennsylvania would like to initiate an interstate exchange program with 4-H's in our state. Their teens have had many memorable experiences in past exchanges with New York, Maine, and Indiana.

The 4-H County Council would like to host approximately 30 teenagers during July this year and travel in 1979. A visit of six days and five nights has worked out well for them. Their plans are flexible concerning the number of quests, dates of visit and its length, but they are anxious to make definite plans.

Centre County is basically a rural county, with a population of approximately 110,000. The largest city, State College, is about one-third of the total population. Also, The Pennsylvania State University is located there.

If you are interested, contact Edward L. Horning, County Agent - 4-H, 119 W. High Street, Bellefonte, Pennsylvania 16823.

Pauline E. Moore

POTENTIAL ENERGY CONSERVATION PROJECT

Enclosed with the coordinator's copy of 4-H News is a copy of a letter and flyer from Suritz and Sharff Consultants which details the potential of selling "Save Electricity" decals as a local 4-H Energy Conservation Project. If you think your county might be interested in such a project, read the letter and flyer carefully and then deal directly with the agency in purchasing the decals.

Mary C. Nesbitt

TELEVISION TEACHING QUESTIONNAIRES

The Television Teaching Questionnaires responses should help us provide assistance with counties that want to implement the Mulligan Stew series, and other similar programs as it relates to your county plan of work for future usage. Help us better serve the clientele in the county by returning the completed questionnaire.

Henry Revell

4-H LEADER NOTEBOOKS

We still have several of the large (1½" thick) 3-ring looseleaf green plastic 4-H leader notebooks available through the 4-H Camp stores at \$2.25 each. These may be ordered from Betsy-Jeff Penn or send order to me.

We also have the 1" notebook with just the 4-H emblem imprinted for use by 4-H'ers or leaders at \$2.00 each.

Fred H. Wagoner

MCKINNEYS BEGIN CHILD DEVELOPMENT PROJECT

Dr. Thearon McKinney and his wife, Vanette, are beginning a "life long" "child development project" following the birth of their first child, Sarah Katherine (Kate). The baby and her parents are all doing fine. The only thing disturbing the normally peaceful McKinney household is Kate's tendency to rehearse her version of "The Old North State" at 3:00 a.m.

EFFECTIVE IMMEDIATELY: ZIP CODE FOR NORTH CAROLINA STATE UNIVERSITY CHANGED TO 27650

POSITION ANNOUNCEMENTS - NATIONAL 4-H COUNCIL

ASSOCIATE DIRECTOR EDUCATIONAL PROGRAMS AND SERVICES

The individual in this position will have management and leadership responsibility for the Citizenship and Leadership Development programs. In cooperation with the program specialists, this person will have overall responsibility for program development and implementation, personnel management and policy recommendations as they relate to the Citizenship and Leadership Development programs. Responsibilities in financial management will include budget development, monitoring of expenditures and working with program specialists in developing proposals to broaden the financial support base for the Citizenship and Leadership Development programs.

Qualifications:

A minimum of a Master's degree with course work in education, human development, social science or administration is required.

Five or more years of progressively responsible professional experience with the Cooperative Extension Service is desirable.

Experience in administration, program development, personnel and financial management is required.

Competence in group process; communication, oral and written; ability to relate effectively with staff, cooperators and the general public; and to supervise staff and provide program leadership is required.

PROGRAM SPECIALIST - CITIZENSHIP AND LEADERSHIP DEVELOPMENT

The individual in this position will be a member of a three person team, with responsibilities divided to capitalize on the capabilities and qualifications of each, to provide leadership in planning, implementing, evaluating and expanding the Citizenship and Leadership Development programs. Major responsibilities for the group in addition to the designing and conducting of programs include the recruitment, training and supervision of program assistants, the financial management of the program, and the development of proposals to broaden support.

Qualifications:

A minimum of a Master's degree or equivalent preferred. Course work in education, human development, social or political science is essential.

Experience in the development and administration of programs for youth and/or adults in an informal out of school program is required. Preference will be given to those with experience in the Cooperative Extension Service.

Demonstrated ability to design, conduct and promote effective educational programs in Citizenship or Leadership. Competence in group process, communications, orally and written, ability to relate well with others and work as a team member; and to assume dynamic and innovative leadership is essential.

PROGRAM LEADER - STAFF DEVELOPMENT AND TRAINING

The individual in this position will provide leadership for the Staff Development and Training program, counsel and direct the intern efforts, coordinate the budget and program responsibilities of National 4-H Council for the Lilly Endowment, Inc. program for adolescent girls and initiate the development of a resource library. The position involves assisting in the planning and conducting of Staff Development and Training Workshops, supervising personnel assigned to the programs, assuming responsibility for financial management and developing plans for increasing the impact of the programs in supporting the efforts of the states.

Qualifications:

A Bachelor's degree is required with a Master's degree preferred. Course work in education and educational methods is essential.

Experience in the development and administration of programs for youth in an informal out of school program is required. Preference will be given to those with experience in the Cooperative Extension Service's program for youth.

Ability to communicate, orally and in writing; to relate well with others; and to assume dynamic and innovative leadership is essential.

PROGRAM LEADER - HEALTH

The person in this position provides overall leadership for the Health program of National 4-H Council which includes the eye care education program and the health education efforts related to the two-year grant by the Robert Wood Johnson Foundation. Major responsibilities in addition to the conducting of these programs includes personnel and financial management, analysis of health education needs, and development of proposals to gain support in approved areas of health care.

Qualifications:

A minimum of a Bachelor's degree is required; a Master's degree preferred. Preference will be given to those having courses in health or a health related field if other qualifications are equal.

Experience in administering a broad health program is desirable. Experience in educational methods, administration and financial and personnel management will be considered.

Ability to communicate, orally and in writing; to relate well with others; and to assume dynamic leadership is essential.

All of the aforementioned positions are located at the National 4-H Center, 7100 Connecticut Avenue, Washington, D.C. 20015. Telephone 301/656-9000. Some out of town travel is expected. The positions require some flexibility in working hours.

Salary will be commensurate with the qualifications of the individual in the position.

The positions are available immediately. We would appreciate an early reply from any that are interested.

National 4-H Council is an Equal Opportunity Employer M/F.

X



**Keep
North Carolina
Beautiful**

Operation Beautiful

Operation Beautiful Official Entry Form

NAME _____ Category No. _____

Community, village, town, city, county, club or organization

POPULATION (or membership) _____ SUBMITTED BY: _____

TITLE: _____

ADDRESS _____ DATE _____

LOCAL NEWS MEDIA INFORMATION:

Name and address of local newspaper(s)

Name and address of television station(s) providing coverage for your area

Name and address of radio station(s) providing coverage in your area

(See instructions on back)

Purpose

Keep North Carolina Beautiful, Inc. is a statewide, non-profit corporation dedicated to the improvement of our visual environment. KNCB, Inc. encourages wide participation of individuals, organizations, agencies and businesses in pursuit of this purpose.

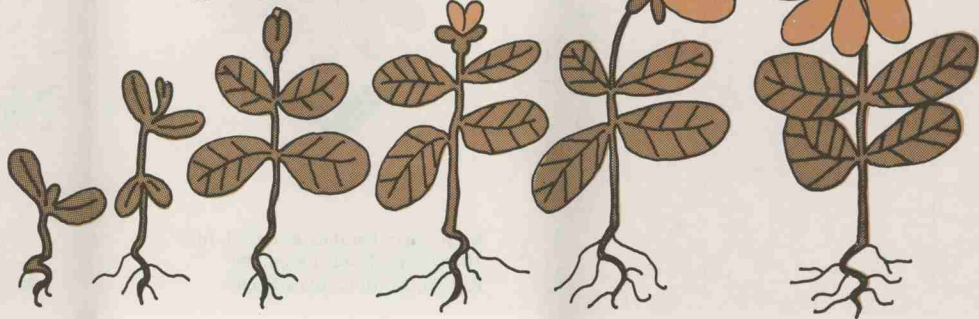
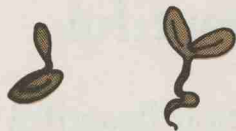
Sponsorship of the "Operation Beautiful Awards Program" is one function of KNCB, Inc. It provides appropriate recognition to organizations and units of local government for their contribution to improving the environment.

How to Enter

Competition is open to organized groups that represent any of the categories listed. Entry is by the special form on this leaflet. Additional information may be secured by contacting your County Extension Office or your County Beautification Coordinator.

Categories

1. Community of less than 100 families
2. Village under 1000 population
3. Village from 1000-5000 population
4. Town 5000-10,000 population
5. Town 10,000-50,000 population
6. City of over 50,000 population
7. County
8. Adult club or organization
9. Youth club or organization



Entry Rules

- 1) Give the origin or background of the program and describe how it relates to your community and, where applicable, to other community, county, regional and/or state programs. Include the extent of participation by individuals, civic groups, businesses, youth, officials, etc. **LIMIT SUMMARY TO 2 TYPED PAGES (8½ x 11 inches).**
- 2) Entries should describe activities carried on during the 12 months preceding the December 1 deadline for consideration.
- 3) Entries **must** be on 8½ x 11 inch sheets in a manila folder. **NO SCRAPBOOKS WILL BE ACCEPTED.** You may include additional documentary material such as "before" and "after" photographs, newspaper stories, description of television and radio coverage, handouts, etc.
- 4) All entries must be postmarked by December 1 and accompanied by the official entry form on the end of this folder.
- 5) Adequate return postage must be sent in order to assure return of entries and supporting material.

Awards in Each Category

- 1st Place Award
- 2nd Place Award
- Award of Merit Certificate

Scale of Points for Judging

1. Importance of activities to community	30
2. Continuity of program, current status and future plans	20
3. Extent of participation	15
4. Degree of permanence	25
5. Presentation of material (See No. 1 and No. 3 under Entry Rules)	10
Total	100

Use this official entry form for your entry with supporting material. Mail to: Keep North Carolina Beautiful, Inc., 401 Oberlin Road, Room 204, Raleigh, North Carolina 27605 not later than midnight, December 1. Remember to enclose adequate return postage. (Complete Entry Form on back)

(over)

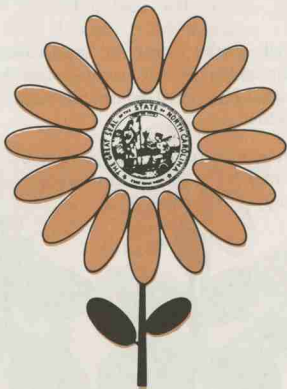
Judging

Winning entries will be selected by a panel of environmentally concerned and knowledgeable individuals selected statewide.

Awards

Presentation of awards will be made at the annual meeting of Keep North Carolina Beautiful, Inc. in March. All entrants will receive details of this meeting.

Detach Here



Keep North Carolina Beautiful, Inc.
401 Oberlin Road, Room 204
Raleigh, North Carolina 27605

Responsible
Pet
Ownership
Begins at your Home



In our fast-paced modern society, many authorities believe pets are more important to our well-being and happiness than ever before.

Yet the pleasure of pet ownership brings responsibility. Each of us has to make sure the pet which brings him joy and companionship places no burden on others.

**For your sake—
for the sake of your pet—
be a
responsible pet owner.**

Responsible Pet Owners:

- Select their pets carefully. (Consider the size of your living quarters and the time available to train your pet and take care of it.)
- License their pets.
- Keep pets under strict control at all times—and *never* let them stray.
- Provide good veterinary care. (This should include vaccination, shots and regular checks for worms.)
- Curb their dogs to prevent waste on public property.
- Prevent unplanned breeding.

Unwanted dogs or cats are a tragedy—both for the pets, who suffer and often die—and for the society that produces them.

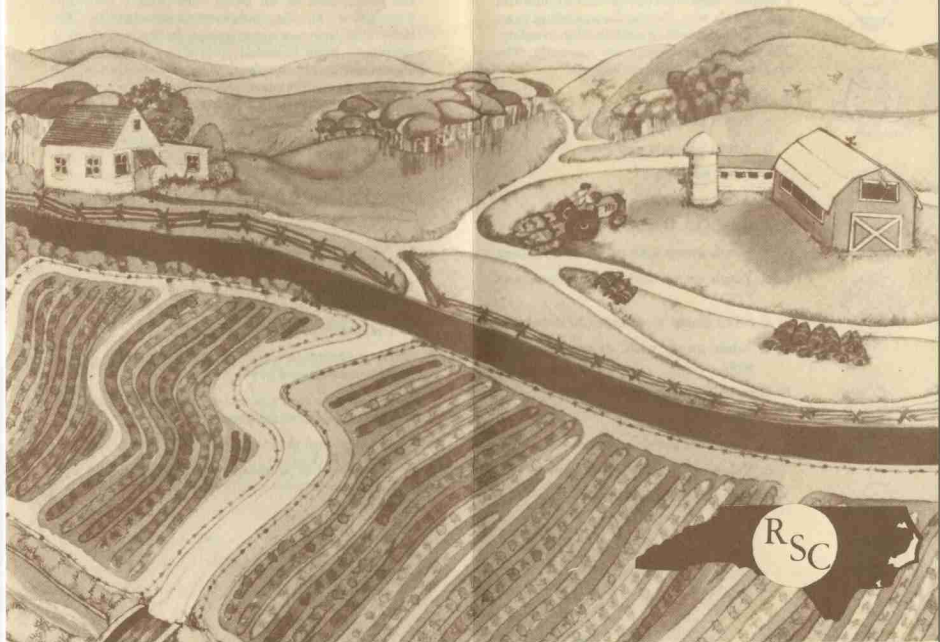
Don't let your pet have puppies or kittens just to see them born. Make sure, first, you can provide a good home for every one of them.

To prevent excessive breeding, have your pet spayed or neutered. This operation has no effect on a pet's health; in fact, spayed pets often live longer.

A survey by the Pet Food Institute in 1975 showed that most pet owners thought owners should take more responsibility for preventing unwanted breeding and for keeping their dogs and cats at home. Both pet owners and those who do not own pets agreed that owner education must be increased.

The Pet Food Institute is a non-profit association representing the manufacturers of foods for dogs and cats. Believing that pets are part of a society that is both healthful and humane, the Institute has made pet owner education one of its principal activities.

Pet Food Institute
1730 Pennsylvania Avenue, N.W.
Washington, D.C. 20006



Entry Procedure

Persons wishing to enter the Awards Program can secure an entry form from their local county extension office or write to:

Safety Awards
P.O. Box 5157
N. C. State University
Raleigh, North Carolina 27607

The entry deadline is March 15.

ANNUAL
Home and Community
**SAFETY AWARDS
PROGRAM**

Sponsored by the North Carolina Rural Safety Council

The North Carolina Rural Safety Council

The North Carolina Rural Safety Council was created in 1960 by a group of community leaders, physicians and representatives of public agencies to promote safety programs and activities. The Council's objectives are:

1. Provide leadership in safety education and assist in promoting safety activities among all community residents.
2. Assist in promoting a safety awareness and to stimulate people to practice safety at all times.
3. Encourage and stimulate additional activities in safe living in the home and in the community.

The North Carolina Rural Safety Council is a non-profit organization. Its activities are financed by dues received through three classes of membership: individual membership at \$2 annually, local group membership at \$10 annually, statewide group membership at \$25 annually. Membership is open to all organizations, agencies and individuals interested and engaged in safety activities. Individual members and appointed delegates of groups have equal voting privileges.

The North Carolina Rural Safety Council cooperates with all national, state and local agencies that have an interest in safety.

Awards Program



Each year the North Carolina Rural Safety Council through its Awards Program recognizes community groups and individuals who, during the preceding year, made an outstanding contribution to safety. The awards are presented annually. The award categories are as follows:

1. Individual

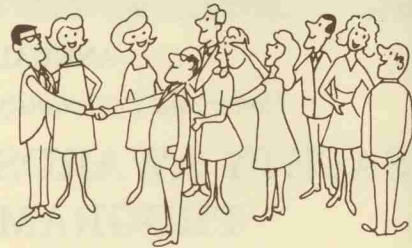
- Youth under 13 years of age
- Youth 13 years and over
- Adult volunteer
- Adult professional

2. Community Group

- Youth group with under 30 members
- Youth group with 30 members and over
- Adult group with under 30 members
- Adult group with 30 members and over

3. Special Categories

- Volunteer fireman
- Volunteer fire department
- Volunteer rescue squad member
- Volunteer rescue squad



Eligibility

To be considered for an award a group, organization or individual must be entered. The entrance is made by the completion of an entry form and a 300-word description of the program conducted by the individual, group or organization. In the past, awards recipients have included civic clubs, volunteer fire departments and members, 4-H members and clubs, community development groups, Scouts, county Farm Bureau organizations, Grange chapters, schools, church groups, wildlife protectors, FFA, FHA, Extension Homemaker Clubs, and rescue squads and members.

Basis for Judging Nominations

Judges will use the following criteria in selecting award winners:

- The uniqueness, timeliness and magnitude of the safety program conducted by the nominee.
- The degree of program's success.
- The number and type of individuals and groups who participated in the program.
- The number and type of individuals or groups who were affected by the program.
- The type and extent of leadership developed.
- The impact of program results and evidence that the safety practices will continue.



Safety Program Ideas

- Promotion of use of slow moving vehicle emblems.
- Traffic safety - seat belt, pedestrian.
- Defensive driving workshops.
- Motorcycle and motor bike safety.
- Demonstrations on rescue techniques, first aid, and other water safety practices.
- Elimination of hazardous curves and intersections on roads.
- Elimination of health hazards in the home and community.
- Bicycle safety programs.
- Lawnmower safety programs.
- Programs on the safe use of agricultural and household chemicals.
- Home safety - inspection, smoke detectors, etc.
- Fire escape plans, fire hazard hunts for the home and community.
- Special safety programs for children.
- School bus safety.
- Special safety programs for the elderly, including fall prevention.
- Promotion of use of fire retardant materials.
- Programs on gun safety.
- Safe operation of farm machinery.
- Recreational safety.
- Personal safety and property protection.
- Other promotions and safety activities.



ENTRY FORM

Date _____

HOME AND COMMUNITY SAFETY AWARDS PROGRAM

Sponsored by N. C. Rural Safety Council

DEADLINE FOR SUBMITTING ENTRIES IS MARCH 15, 1978

Please complete and send to: William M. Garmon, President
 N. C. Rural Safety Council
 P. O. Box 5157, NCSU
 Raleigh, North Carolina 27607

Name of Individual or Group being entered _____

Address _____ County _____

Individual submitting entry _____
 (Name) (Phone Number)

Address _____
 (Street or Route) (Town or City) (State) (Zip)

 Title of Safety Program or Project _____

Check Awards Category Being Entered:

INDIVIDUAL

- _____ a. Youth under 13 years of age
- _____ b. Youth 13 years and over
- _____ c. **Adult Volunteer
- _____ d. ***Adult Professional

COMMUNITY GROUP

- _____ a. *Youth group with under 30 members
- _____ b. *Youth group with 30 members and over
- _____ c. *Adult group with under 30 members
- _____ d. *Adult group with 30 members and over

SPECIAL CATEGORIES

- _____ a. Volunteer fireman
- _____ b. Volunteer fire department
- _____ c. Volunteer rescue squad member
- _____ d. Volunteer rescue squad

 *Examples of adult and youth organized group categories might include civic clubs; e.g., Jaycees, Ruritan, Rotary, Lions, Pilot, etc.; 4-H clubs, churches, Farm Bureau organizations; school groups; e.g., FFA, FHA, Beta, etc.; Extension Homemakers Clubs; Community Development Clubs; Grange chapters; Scouts; business and professional; garden clubs, etc.

**Volunteer adult safety work performed in addition to his/her professional employment.

***Professional adult providing leadership for and/or carrying out safety programs. Examples of nominees: Wildlife protector, utilities workers, law enforcement, Agricultural Extension; farm organizations, Scouts, fire protection, Red Cross personnel, teachers, etc.

 ON A SEPARATE SHEET OF PAPER DESCRIBE IN ABOUT 300 WORDS THE OUTSTANDING FEATURES OF THE SAFETY PROGRAM WHICH IS BEING SUBMITTED FOR RECOGNITION. Be sure to cover the program's uniqueness, timeliness, magnitude and success. Give information on individuals and groups who participated in the program and were affected by its results. Describe any lasting effect of the program and any leadership that it developed. Attach letters, newspaper clippings, pictures and other documents that show evidence of success.

Surry County 4-H Special Needs Project
Evaluation
Submitted by
S. Carolyn Bryson
Assistant Extension Agent, 4-H
October 13, 1977

Statement of Problem

Since 1961, adult volunteers have been utilized to provide leadership for the community 4-H clubs in Surry County. The County Extension Service has had the responsibility of recruiting and training the volunteers in order for them to perform their roles as 4-H club leaders. There are now certain areas of the county where no adults have been utilized as volunteer adult leaders. In order for the Extension Service to provide adults in these areas with the opportunity to participate in the 4-H program, leader recruiters are needed. It is proposed that two existing volunteer 4-H club leaders and two community leaders be secured to identify and recruit other volunteers into the 4-H program.

Objectives

1. Adults to acquire knowledge of opportunities available in the 4-H program.
2. Adults to be motivated to want to participate in the Extension 4-H Program.
3. To organize 16 new 4-H clubs in Surry County.
4. Adults to develop knowledge and skills in working with youth.
5. To conduct at least one leader training session for recruited volunteer leaders.
6. To promote the enthusiasm, support, and assistance of the general community.
7. Youth to develop knowledge and skills for personal growth through involvement in 4-H activities.

Program Description

Four geographic areas of the county having no 4-H program were chosen for the initial program effort. In each of these four areas, one volunteer leader recruiter was secured to identify and recruit potential adult leaders. The recruiters were chosen on the basis of six qualifications: (1) enthusiasm and interest for the 4-H program; (2) understanding of purpose of the 4-H program; (3) knowledge of community or assigned area; (4) ability to work with people; (5) understanding of roles of different types of 4-H leaders; and (6) understanding of methods and techniques for recruiting volunteers. In all four cases, the recruiter was familiar with the goals and objectives of the Extension Service. A 4-H Volunteer Recruiter job description was developed to use in securing the recruiters.

The recruiters, all women, were given information on different leader types used in 4-H clubs and the qualification for these, and on recruitment methods. Volunteer leader job descriptions were developed and used with the recruiters so that they would know and understand the jobs for which they were recruiting. Copies of these job descriptions were given to the recruiters to use in talking with potential adult leaders. The recruiters were also given a brochure developed by the Extension Agent entitled "Find Your Place" to use as recruitment tool. The leader types for which they were recruiting were organizational leader, project leader, and activity leader.

The recruiters were then given approximately two and a half months to work in their specific communities. They were each asked to recruit leaders for at least two new 4-H clubs. Contact was made with the recruiters weekly to check their progress and to discuss any problems they had encountered. As soon as a potential volunteer was secured, the Extension Agent was contacted and an orientation meeting was arranged with the new recruit.

At the end of the project period, a luncheon was prepared for the recruiters at which time the project was evaluated. The recruiters were asked several questions. Did they enjoy the job? Had they received enough training? What methods did they use to approach potential recruits? What was the most difficult part of their job? All said they had enjoyed the experience and that the training had been sufficient. The recruiters indicated that they approached people with 4-H age children or people who had worked with other youth groups first. They also tended to look for people who were not working at a full-time job. They stated that it was often difficult to decide how to bring up the subject of 4-H to a potential recruit. They also felt that it was not always easy to explain that resources and help was available through the Extension Office. After some discussion, it was decided that the project would be continued for another 90 days. The target communities were to remain the same, as would the objectives and procedures.

Objectives Accomplished

1. Forty-nine adults acquired knowledge of opportunities available in the 4-H program.
2. Thirty-two adults motivated to want to participate in the Extension 4-H program.
3. Nine new 4-H clubs organized.
4. Thirty-two adults developed knowledge and skills in working with youth.
5. Two leader training sessions conducted for recruited volunteer leaders.
6. Enthusiasm, support, and assistance obtained in target communities.
7. More than 150 youth were motivated to participate in the 4-H program.

Problems

Several problems were encountered during the six-month project period. The primary problem was that some recruits were contacted in the early summer and were not oriented until the fall. This lapse of time caused at least four of those contacted to change their mind. If the project were done again, a different time of the year would be chosen so that vacations, camps, and other summer activities would not affect scheduling of training. Another problem was that the program centered too much on recruitment of organizational leaders. Many people contacted agreed to serve as project leaders for a club, but hesitated to take on the job of Key leader. Should the project be repeated, perhaps a different approach would be taken centering more on the organization of special interest or project clubs.

Follow-Up

The utilization of leader recruiters who are members of the community has been a big asset to the Surry County 4-H program. As a result of this project, the number of adult leaders active in the 4-H program has more than doubled. The number of 4-H members involved in the program has also doubled. The recruiter themselves have become a link in their communities that will aid in future 4-H programming.

In the future, more volunteer recruiters will be utilized to bring adults into the program. It is also expected that other specialized leader roles will be introduced so that more projected goals may be reached.

4-H Volunteer Recruiter

- I. Purpose: To identify and select adult volunteers who will organize and operate community 4-H Clubs and special interest groups.
- II. Time Involved: Three months
- III. Location: (Community or geographical area)
- IV. Qualifications:
 1. Be enthusiastic and interested in the 4-H program.
 2. Be knowledgeable of the philosophy, purpose, and activities of the 4-H program.
 3. Be knowledgeable of the community or assigned area.
 4. Have the ability to work with and relate to people.
 5. Understand methods and techniques for recruiting leaders.
- V. Responsibilities:
 1. Work with County Extension 4-H Agent to determine where leaders are needed.
 2. Understand the roles and qualifications for different kinds of 4-H Leaders.
 3. Recruit organizational leaders for at least two new 4-H Clubs in assigned area.
 4. Attend training meetings for leader recruiters.
 5. Help new recruits to organize community 4-H Club.
- VI. Resources:
 - Recruiter Job Description
 - Community 4-H Leaders Handbook
 - "Find Your Place" Leaflet
 - Organizational Leader Job Description
 - County Calendar of Events

SHARE THE FUN IN 4-H

Eligibility:

1. Participants should be nine years of age as of January 1, of the current year, and not over nineteen years of age on this date. They must be currently enrolled or participating in the 4-H Program.
2. 4-H members who have appeared in previous county, district and state 4-H talent programs may participate.

Types of Talent That Would be Suitable:

1. Individual Participation
 - a. Vocal solo
 - b. Instrumental solo - guitar, piano, etc.
 - c. Dancing - tap, ballet, etc.
 - d. Novelty - puppetry, animal act, acrobatic, ventriloquist, baton twirling, impersonations, etc.
 - e. Humorous reading or recitation
2. Group Participation
 - a. Vocal duet, trio, quartet, chorus
 - b. Instrumental - band, etc.
 - c. Dancing - folk, square, etc.
 - d. Novelty - puppetry, animal act, acrobatic, etc.
 - e. Skit

Procedure:

County: It is suggested that a county talent program be held and blue ribbon winners be selected, preferably on the same basis as in district competition indicated below. From this blue ribbon group, participants should be selected for the District 4-H Share The Fun Program. One to three acts may be selected whose combined total time for presentation WILL NOT EXCEED 10 MINUTES IN THE DISTRICT PROGRAM.

District: In the district program each talent number, whether individual or group, will be evaluated against all other talent numbers in the district when making the determination of these to receive blue ribbons.

Judges will consider the following factors in making their selections of blue ribbon recipients: (a) potential for entertainment at the N.C. 4-H Congress (40%) (b) talent in field of participation (40%) and (c) showmanship (20%).

State: From the blue ribbon groups in the seven districts, certain individual and group talent numbers will be selected and notified to appear in special programs and the talent show at N.C. 4-H Congress Week. Selections are made to insure that both talent AND variety are a part of the State Talent Show.

The Parent Volunteer Committee

-2-

Purpose of Committee:

- To work cooperatively with the leaders of the local 4-H Club in assisting youth in acquiring life skills which will contribute to the personal development of each member and the community.
- To insure that the community 4-H Club provides an atmosphere in which youth gain a positive self-concept, rational social behavior, knowledge, and problem solving capabilities.

Type of Committee:

The parent volunteer committee will act as a standing advisory group for the community 4-H Club.

Tasks:

- Meet as necessary to assist leaders with:

- A. program planning
- B. special activities
- C. project selection and completion

- Be available as needed to:

- A. secure club leaders as necessary
- B. secure meeting place
- C. provide facilities and materials
- D. locate resources for club programs, projects and special activities.
- E. serve as or secure project leaders or advisors
- F. arrange transportation and other support for club members as needed

- Be familiar with the Wayne County 4-H Program and promote 4-H with the general public and individuals at every opportunity

- Encourage involvement of local civic clubs in the 4-H Program

- Encourage parent support and involvement

General Competencies of Committee Members:

- Belief in purposes and value of 4-H

- Interest and concern for youth

- Interest and concern for the growth and progress of the community.

General Expectations

The parent committee will meet on a regular basis with time and frequency set by the committee.

The size of the committee shall be no less than 3 members, with a recommended number being the parents of all 4-H'ers enrolled in the community club. The committee should elect a chairperson at its first meeting.

over

A list of all members of the committee should be compiled and furnished to: 4-H Club leaders, parents of club members, the county 4-H office, and all members of the committee.

The committee should be informed of all club meetings, special activities and county activities by the 4-H Club organizational leader.

Developed by: Sarah E. Mercer, 4-H Program Assistant, Wayne County

Type of Committee

The parent volunteer committee will act as a standing advisory group for the community 4-H Club.

Tasks:

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The parent committee will meet on a regular basis with time and frequency set by the committee. The size of the committee shall be no less than 3 members, with a recommended number being the parents of all 4-H members in the community club. The committee should elect a chairperson at its first meeting.

MULLIGAN STEW

Name _____ County _____

Yes, I would plan to use in the next two years the films checked below if they were available. (See descriptions of films on the attached.)

THE GREAT NUTRITION TURN ON

LOOK INSIDE YOURSELF

THE FLIM FLAM MAN

GETTING IT ALL TOGETHER

COUNT-DOWN

THE RACER THAT LOST HIS EDGE

No, I would not plan to use any of the films listed above in the next two years.

I am unfamiliar with these films and, therefore, cannot presently determine if I would use these films in the next two years.

Fill out and return by February 17 to:

Mary C. Nesbitt
4-H Staff Associate
P. O. Box 5157
Raleigh, NC 27607

*A 4-H Series
For TV*



MULLIGAN STEW



A 4-H TELEVISION PRODUCTION WITH
EXPANDED NUTRITION PROGRAMS

What's In... is not far out!



Make the TV Scene



with Mulligan Stew



Six half-hour TV shows* with a rock band and fun-to-learn activities that make you tune in and "turn on" to good nutrition. . .

- 1** MULLIGAN STEW tackles a "Mission Impossible" — waking up a sleeping town — moms 'n dads, firemen, a mailman, barber, bank robber and a cop (lucky for the robber the cop was sleeping), and, would you believe, a cow too tired to give milk? All this in . . . THE GREAT NUTRITION TURN ON.
- 2** The Mulligan's rock music and songs beat out why "ya gotta eat breakfast". A high school gal is no longer "up-tight" and gets lots of dates, while her brother again becomes a star athlete after being revived in . . . LOOK INSIDE YOURSELF.

- 3** A culprit is foiled by Wilbur Doorright when he tries to sell fad diets and food pills to the Mulligan Stews. The mission has intrigue and physical competition as the far-out diets are proven taboos and lose out in . . . THE FLIM FLAM MAN.
- 4** Maggie, Mike, Manny, Micki, and Mulligan (the Mulligan Stews) plan, shop, and prepare a dinner for a world population. Hundreds of guests in native costume offer their kind of entertainment and fun in . . . GETTING IT ALL TOGETHER.

* TECHNICAL INFORMATION: Films 28½ minutes — full color.

- 5** The Mulligans get help from our astronauts at NASA as well as famous research scientists when their mission involves saving their pal, Wilbur Doorright, from a life or death fight with the elements of old Mother Nature in . . . COUNT-DOWN . . . 4 4 3 2.
- 6** A fat race car driver (who keeps losing) and his new bride, who keeps stuffing him with "goodies," learn why a healthy body is for champions. They learn you are what you eat . . . and ya gotta plan right, buy right, and prepare right, in . . . THE RACER THAT LOST HIS EDGE.

What's In... is not far out!

That's because everybody needs food. You need food . . . I need food . . . plants and animals need food. . . to live and grow!

MULLIGAN STEW

A five piece kid's rock band turns-on to good nutrition and takes you along in 6 half-hour TV shows. In a take-off on Mission Impossible, Wilbur Doorright brings assignments from "upstairs". They do fun one-liners like Laugh-In and have come-alive puppets in a Sesame Street atmosphere. Oh yes! There are some of our great astronauts as well as world famous food authorities and scientists. Each show is "way-out" in entertainment while teaching exciting things about feeding yourself for a healthier you.

YOU GET IT ALL TOGETHER

A package of "goodies" . . . games, puzzles, fun-to-do activities and do-it-yourself projects . . . is available to each viewer. There is an additional set of materials for a learning-director (this may be an older member of the family, parent or other adult . . . or it may be an ENP aide, club leader or teacher). Viewers are encouraged to participate in a group of three or more with a learning director to initiate group activities. This total program package will do things with "What Food Does", "4 4 3 2 . . . Magic Clue", "Key Nutrients", "Plants and Animals As Food", "What People Eat In Other Countries", "Sea, Space, and Engineered Foods", and "What a Calorie Is".

Everyone should know "why they are what they eat" . . . 4th, 5th, and 6th graders want to know. Yep, you guessed it . . . this is a target audience. However, these shows and materials get everyone involved in the exciting world of food: young, old, low income families, urbanites, Expanded Nutrition audiences and aides, leaders, and teachers . . . after all . . . you are what you eat!

COMING SOON — DON'T MISS IT

Just wanted to share a "sneak" preview of Mulligan Stew with you, prior to its grand premiere.

A 4-H TELEVISION PRODUCTION WITH:

Expanded Nutrition Programs, USDA, in cooperation with Extension Service,
USDA and State Extension Services of the Land Grant Universities.

PLAN AND DESIGN PROPOSALS BY:

Developmental Committees
Iowa State University Extension Service
4-H Nutrition Television Programs

FILMS BY:

U.S. Department of Agriculture Motion Pictures

EDUCATIONAL AND PROMOTIONAL MATERIALS BY:

Michigan State University Cooperative Extension Service

DISTRIBUTION BY:

National 4-H Service Committee



PHONES: 703-532-1631
532-1645

Suritz and Sharff Consultants

MAILING ADDRESS

P. O. BOX 824

WASHINGTON, D. C. 20044

Conservation & Safety

PRICE LIST

Light Switch Plate Press On Labels

QUANTITY	4-H Club	PRICE PER THOUSAND
1,000 to 4,000		\$ 40
5,000 to 19,000	\$25	35
20,000 to 49,000	\$25	30
50,000 to 99,000	\$25	25
100,000 to 399,000		20
400,000 and over		15

f.o.b. Washington

Labels are made up of good quality adhesive backed paper and are printed with a background of glow sheen flourescent colored ink and heavy black lettering. They are highly visible.

You can cut your light bills up to 10% by using our "SAVE ELECTRIC" decals. They will remind and educate your employees to turn off lights when not in use in your buildings, offices, warehouses and other institutions and shops.

The escalating cost of electricity is increasing all budgets. Our "SAVE ELECTRIC-SAVE ENERGY" labels are currently used extensively by many MILITARY INSTALLATIONS, HOSPITALS, COLLEGES and a great number of SCHOOL SYSTEMS as well as CITY and STATE governments and OFFICE BUILDINGS.

With rising costs, use of these decals will be a move in the right direction toward effecting a savings.

Shipments are being made in 10 days after receipt of orders, despite a rising shortage of this type special paper.

DON'T DELAY, ORDER TODAY. Start cutting your light costs.

Sincerely,
S. R. Suritz
S. R. Suritz

PLEASE
TURN OFF LIGHTS
WHEN NOT IN USE
CONSERVE ENERGY



SAVE
ELECTRICITY

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P.O. Box 824, Wash DC 20044

Energy Problems Just Beginning

THE MIAMI HERALD

By JAMES McCARTNEY
Miami Washington Bureau

WASHINGTON — The energy crisis is not over. It's just beginning. Any way you look at it, there is nothing but trouble ahead.

● It is threatening to touch off a world depression.

● It has created widespread fears of riots and revolution — reminiscent of upheavals of the 1930's.

● And today's crisis is almost bound to lead to profound changes in the way we live.

"The great energy joyride is ending," says former Interior Secretary Stewart Udall. "... Within a few years a chronic shortage of energy will force a complete readjustment of the way the country produces, consumes and lives."



WORLD
IN CRISIS

No one knows on a percentage basis exactly how hard the U.S. consumer will be hit, but there are some clues.

By 1985, if present government plans are put into effect, about a third of the oil now available in the

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Suritz and Sharff Consultants

MAILING ADDRESS
P. O. BOX 824
WASHINGTON, D. C. 20044

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532-1645

A. ROBERT SURITZ
LEE E. SHARFF

Conservation & Safety

1840 FENWICK STREET, N. E.
WASHINGTON, D. C.

December 5, 1977

4-H Specialist
North Carolina State University
Raleigh, N. C., 27607

Dear Dr. Nesbitt:

I understand that conservation of energy is a very important educational thrust of the 4-H program. And, I am sure that we are agreed that every American should be aware of and have a vital concern in the saving of energy.

We are therefore, for your consideration for use by the State and County levels of 4-H, enclosing a sample type kit of six "SAVE ELECTRICITY" decals and an example of a printed message to be enclosed in the kit which will identify the specific 4-H Club. These could be distributed by the members of each club to the many, many homes in their local vicinity, both for the purposes of a National Conservation Program and as a fund raising program for the local Club.

Our distribution to date of some six million decals has been to Universities, Colleges, and various public schools as well as hospitals, military installations and commercial buildings. We find it economical impossible for us to attempt distribution directly into the 60 million homes where there is a tremendous real need for this type of reminder. In the homes with children it is a constant battle to remind them to turn off lights in rooms not being used - such as the bedrooms, bathrooms, recreation room, utility areas, and other specific places that a reminder would serve a good purpose in helping to save electricity. From our mails, I would surmise that these homes would welcome the opportunity to get these DECALS.

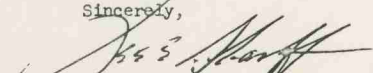
This would make a fine public service program for the 4-H members. I propose that we ship five or more thousand decals to each of your Clubs, or certain Clubs, and the members could break them down to 5 or 6 decals per pack in a standard 3 x 5, 2 mil plastic bag and enclose a printed slip such as shown in the sample.

Prices to 4-H would vary according to the enclosed price list depending on quantity ordered. However, we offer 4-H a special price of \$25 per M on a minimum order of 5M, which if broken down to 6 decals per packet would make up 833 packets. Thus, your costs for the decals would be 2.5¢ x 6 or 15¢; the 3x5 2 mil plastic bags can be purchased for about 1¢ each or less, and your printed message would be about 1¢ each. Your total cost per packet would be around 17¢. They could be distributed by the 4-H members on a house to house basis at anywhere from 50¢ per packet up to \$1. This would be up to the local Club as to selling price. Incidentally, our prices are f.o.b. Washington, and postage would be about \$2 per M. . . This is to say nothing about the commercial sales which the Club might stimulate where quantities of decals might be wanted.

As mentioned above, there is no doubt that the DECALS will prove especially helpful as a reminder to SAVE ELECTRICITY in many homes - particularly where lights may be left on for hours before being detected. The rising costs of electricity is a burden to all households, and costs are going to get worse before they, if ever, get better.

Please do not hesitate to contact us further regarding the development of this program. THE NEED IS THERE, and we hope this will become a County, State and National program for the 4-H Clubs. Please call this to the attention of your Associates.

Sincerely,


Lee E. Sharff, Manager

Enclosures.

THE NORTH CAROLINA 4-H PLAN AND RECORD

"Hints to Help You Complete Your Record"

The 4-H record is an important part of your 4-H experience. The record will help you organize what you have done and learned in your 4-H projects and activities.

Before you begin:

- 1) Decide what interests you most in 4-H.
- 2) Decide exactly what you would like to learn.
- 3) Study what is needed to complete your selected project.
- 4) Identify people who can help.
- 5) Identify other projects and activities which are related to your project.

Four-H records are not completed in one day. Good records are developed over a period of time and as a result of careful planning and recording. To keep track of the things you have done and learned in 4-H, you need to set up a recordkeeping system that can be added to day by day. At the end of your project, you can complete the record without difficulty.

Study carefully the example that follows. Ask your parents, leaders and friends for help and assemble a record that you will be proud to keep.

MY 4-H PLAN

Planning is very important in 4-H and in life. Planning involves setting goals for what you would like to do. Note the following examples:

4-H Project Goals. List the things you want to learn and do in your 4-H project this year.

- To repair an extension cord.
- To prepare and serve a balanced meal.
- To learn to identify 20 kinds of trees.
- To improve my speaking ability before groups.

4-H Group Activities. List the things from your club plan that you want to take part in this year.

- To participate in the county Leisure Education Awareness Project.
- To participate in the club's fund-raising efforts.
- To visit local nursing homes with group in conjunction with the Generation Alliance Program.

Sharing with Others. List the ways you plan to share your 4-H experience with others this year.

- To present one demonstration to my group.
- To conduct a workshop in leisure education.
- To conduct a tour of club projects.

MY 4-H RECORD

I. List all expenses, income and/or savings. In other words, explain how successful you were. All projects will not show a profit or loss; therefore, estimating savings as a result of a project is important.

This section should tell something about the success of your project. Work with your parents to determine the expenses, income, profits and value of the project at the end. This is a very important part of recordkeeping. The following table should serve as an example. The figures do not imply the expenses nor the income that can be expected from the example.

PROJECT	EXPENSES	INCOME	PROFIT OR LOSS	SAVINGS	VALUE AT END OF PROJECT	TIME SPENT
Dress	5.00	--	--	10.00	15.00	10 hrs.
Garden	20.00	--	--	30.00	50.00	60 hrs.
Electric	2.00	--	--	3.00	5.00	30 min.
Corn	100.00	200.00	100.00 (P)	--	200.00	4 hrs.
Bicycle	100.00	--	15.00 (L)	--	100.00	--

II. List demonstrations, talks, exhibits, radio and television appearances, newspaper articles written, tours, workshops, camps, judging events and field trips which you participated in through this project or activity.

Every project/activity will not involve demonstrations, talks, exhibits, etc.; however, you should make an effort to be involved in these type activities. These are excellent ways to learn and are very enjoyable. Make a table similar to the following example to report these experiences.

ACTIVITY	WHEN (DATE)	WHERE (LOCAL, CLUB, AREA, DISTRICT, STATE)	NUMBER IN GROUP	SUBJECT
<i>Demonstration</i>				
<i>Talk</i>				
<i>Exhibit</i>				
<i>Radio</i>				
<i>Television</i>				
<i>Newspaper</i>				
<i>Tour</i>				
<i>Workshop</i>				
<i>Camp</i>				
<i>Judging</i>				
<i>Field Trip</i>				
<i>Other</i>				

III. Sharing with others is an important part of 4-H. List ways you have shared what you have learned with others or how you served as a leader of a small group.

Sharing with others and leading a group may be done in many ways. Following are examples of how you may get others involved in your 4-H work: planning programs for your 4-H club on your project or activity; talking to a small group about what you have learned; recruiting other 4-H members to select a project or activity like yours; being a junior leader; serving as chairperson of a committee.

WHAT YOU DID	DATE	ACTIVITY	NUMBER IN GROUP
<i>Committee Chairperson</i>	<i>Aug-Sept.</i>	<i>Fair Exhibit</i>	<i>10</i>
<i>Junior Leader</i>	<i>Jan.-March</i>	<i>Serving club</i>	<i>8</i>
<i>Discussion Leader</i>	<i>December</i>	<i>Safety at Christmas</i>	<i>20</i>
<i>Project Tour Guide</i>	<i>December</i>	<i>Christmas decorations</i>	<i>11</i>

Note: This section may also include things not related to your project.

IV. Did other members become involved in your project or activity? Did you participate in any group activities? If so, list all group work.

It is important that you get others involved in 4-H. This part of your record should list those things you did with a group. You may or may not have been the leader. If you were a helper, list the activities that your group participated in. Most projects and activities can be related to community services. What did your group do to help your community through your project or activity? Examples: bicycle safety, rodeo, clean-up day, working with senior citizens.

- V. On a separate sheet of paper write a story about this project telling what it has meant to you, your family and others. Include lessons learned, joys and satisfactions you had, problems overcome, skills learned, special recognitions and ways you have served others.

Not only should you learn to tell others about your 4-H work, but you should learn to write a story about your work. Explain what your project or activity has meant to you and others. Describe the problems you had and the parts you enjoyed the most. You may want to make a brief outline before you begin writing. Think through your year's work, get all your thoughts together and then write your story.

- VI. Project pictures may be attached to a separate page and included with the record.

Project pictures may be a part of your record. If you desire, attach pictures to a separate page and include them with your record.

Ask your parents and/or friends to review your record before submitting it to your leader. They will share ideas that will strengthen your record.

INCREASING ENROLLMENT THROUGH
THE USE OF 4-H CLUB RECRUITERS

by
Pam Cordell
Rowan County

A paper in the series resulting from participation in ED 596, February, 1977.

The Rowan County 4-H Program is basically a sound, fairly well-rounded organization. The county has nineteen community clubs, with forty-three volunteer leaders, and 23 special interest leaders. Each spring a 4-H Fire Safety program is conducted. Over five hundred youth, and seventy-five volunteers were involved during the spring of 1976.

Participation in 4-H Activities is above average. This past year, growth was noticed in the Talent Show and Public Speaking programs. Over one hundred girls and boys participated in the recent 4-H Fashion Revue.

4-H'ers are offered varied activities -- interstate exchanges, bake-offs, special trips, and dog shows to name a few activities. Each month, Rowan 4-H'ers appear on television, weekly on radio programs, and newspaper articles are often written by 4-H'ers.

In planning for the next six years, the Rowan Advisory Board suggested that emphasis needed to be placed on giving more youth an opportunity to be involved in 4-H Activities. It was understood that this could only be done by increased adult support and leadership.

LITERATURE INDICATIONS ON THE 4-H RECRUITERS

Today the professional 4-H Agent has many demands and expectancies to fulfill. Perhaps one of the most time consuming, and frustrating demands on his time is to maintain community 4-H Clubs, filling leader vacancies as they occur, while constantly organizing new clubs, recruiting and training new leaders.

Also, the North Carolina Extension worker is feeling great pressure to expand the number of youth involved in the county 4-H program. The National 4-H Volunteer Leadership Development Committee in its 1973 report makes this statement regarding membership:

The individual Extension worker was believed to be employed full time in the 1950's if the 4-H enrollment was 250 to 300 members. Analysts of the 1960's assigned the number at 750 to 1,000 per worker. Now Extension staff have demonstrated that one staff member can manage programs involving two, three, or four thousand members and the complementing adult volunteer support system.¹

How far we are from this number, and efficient management!

Increased membership of both volunteers and members, will not just happen! A concentrated campaign, or plan must be followed. Increased use of volunteers to plan, carry out and evaluate programs seems to be the only way to grow. More importantly, however, many new volunteers must be brought into the 4-H program.

Examining volunteer trends, studies show that volunteers and potential volunteers are everywhere....sometimes they don't know they're volunteers, until they get the message.² In fact, in 1974, 37 million people over the age of thirteen were involved in some form of volunteer work. This is one out of every four people. If we, as 4-H professionals, are not recruiting 25% of the people approached, we are below average.³

Increasing our volunteer leadership is a task that a 4-H professional cannot do alone. Often, we overlook the resources and contacts existing leaders have. We can educate leaders through meetings, conversations, and letters, in ways they can help in recruiting new adults. We must bear in mind Harriet Naylor's statement regarding leaders recruiting new leaders:

Every volunteer is an interpreter of your agency to his family, friends, and the other organizations to which he belongs. A corps of dedicated volunteers can do much to build community interest in and support for your organization. These ambassadors can mobilize resources, open doors, and recruit volunteers through all other faces of their life. They come to the agency not from a vacuum, but from a network of connections with many other people whom the agency would like to reach with its message and services....⁴

Encouraging present leaders to help with the recruitment of new leaders could possibly expand our volunteer system greatly. However, there is the danger as Harriet Naylor states that we can coast along "saying recruitment is everybody's job -- so actually it becomes nobody's."⁵ She stresses the need for recruitment plans that calls for "continous effort on the part of carefully appointed people who have been given the best tools to work with."⁶

This recruitment responsibility may be "delegated to a recruiting chairman or committee, but the coordinator should be able to identify several possible sources of volunteers, develop a recruitment plan, and be familiar with recruiting and promotion techniques."⁷ In beginning a new, or perhaps reviewing an old recruitment program, the professional would be best suited to serve as the coordinator, having these skills mastered.

Committee members, or volunteers who will actually do the recruiting, may come from several sources. However, the director of the one large volunteer program says: "There is no better recruiter than a well satisfied volunteer."⁸ In 4-H, I believe that the list of potential recruiters can be expanded to include former 4-H Club members, and other people who have an expressed interest, and desire to promote youth development. 4-H Advisory Board members should also have a clear view of the 4-H program in their county.

Volunteers have successfully carried out recruitment programs in areas across the United States. Two 4-H agents in Texas, for example, recruited two people who agreed to become recruiter leaders, and called them "4-H Leader Recruiters." These two people made up a list of volunteers needed. During the month of September, twenty leaders were recruited. The agents had helped them get started by providing them the necessary training.⁹

My strategy or goals for the four week period was simple: to recruit volunteers, hopefully from the present 4-H Advisory Board membership to serve as "4-H Club Recruiters", train these 4-H Club Recruiters, and provide them with recruiting materials and ideas.

I chose the name "4-H Club Recruiter" over the already coined name "4-H Leader Recruiter" because I had a more specific goal in mind for them. They were to recruit not only potentially interested adult volunteers, but also locate an area where they believed the community would support a 4-H Club, and search for youth who would be interested. Also they are to plan and publicize an organizational meeting in their area.

After studying our county, club locations and membership on the 4-H Advisory Board, I selected four adults that I believed would make good club recruiters." These adults included:

Mrs. Jane Allen, Former 4-H National Home Environment Winner, and is presently an elementary school teacher for the Salisbury City area.

Mr. Harry Corriher, Principal of Corriher-Lipe Junior High School in China Grove, Southern area of the County.

Mr. Jim Foltz, Director of the Rowan County Parks, Eastern area of the county.

Mrs. Belinda Spears, Former 4-H State Project Winner, and is presently an elementary school teacher, Eastern area of the county.

Upon visiting each of these people, each agreed to serve as a 4-H Club Recruiter. Each expressed a need for promotional materials, current locations of 4-H Clubs, and adults presently involved in the 4-H program. I invited them to a training session on Wednesday night, March 30.

All four adults attended the two hour training session. At the session, each adult received a handbook and recruitment materials. We thoroughly discussed a job description I had drawn up for the "4-H Club Recruiters." Each adult accepted this job description. The adults felt they had eight possible areas to establish a 4-H Club in, and will be working in this area of the county. We discussed the best time for organizing clubs. We realized we must either organize the groups very shortly, or wait till later in the summer -- August perhaps. The adults agreed they would have exhausted all their sources by the end of September.

In this project, I can only wait and see the results. The "4-H Club Recruiters" seemed excited about their new job and felt confident in the plans. If the idea does prove successful, I will certainly engage more 4-H Club Recruiters next fall if these prove successful and increase our enrollment!

Before a recruitment drive begins to select "recruiters", and they start recruitment, several things must be considered and planned. First, it is essential for recruiters to know their own job design, as well as what do you want other volunteers to do, and why you need these volunteers.¹⁰ A well written job description could help the volunteer get a "handle" on these questions.¹¹

A recruiter also needs recruitment materials.¹² These materials can be used as he talks to potential leaders, parents or club members.

A training session for recruiters is necessary, since a major share of the success of the drive depends on the recruiters.¹³ It will be most important that they have the necessary knowledge, attitudes and skills to be a successful recruiter.¹⁴

Possible topics to be discussed in a training session would be: the community's need for volunteers, and the importance of volunteers in the human delivery system; the role of the recruiter; the reasoning behind recruiting; recruitment skills; and goal setting.¹⁵

During the "official drive" recruiters do the actual contacting. As soon as the recruiters submit the names of those who are interested, these people need to be contacted right away. Affirming this belief, Marlene Wilson states, "...nothing is worse for a person than expressing an interest in a job... then having to wait days or sometimes weeks for someone to call and set up an appointment for an interview. The prospective volunteer reacts with the legitimate observation, "I thought they needed help -- I don't believe it!"¹⁶

After the recruiter has recruited interested adults, volunteers, and members, his job may or may not be over, based on the agreement he has with the local extension agent. However, after an adult has been recruited; he must be interviewed, placed and trained -- which opens a whole new door.

However, let us hope that the use of volunteer recruiters, brings us as much success in North Carolina, as it has in other states and agencies. We must remember, good recruiting does not just happen, it takes planning and training. Ivan Scheier, Ph.D. states that "recruiting volunteers is not like finding water in the desert; it is more like controlling Niagara Falls."¹⁷ May we in North Carolina, have that opportunity of controlling something so exciting and enormous -- Volunteers!

"THINK" SESSION FOR 4-H CLUB RECRUITERS

- I. Briefly discuss:
 - What is 4-H?
 - Why belong to 4-H?
 - What are the opportunities (roles -- jobs) of volunteer 4-H Leaders?
 - Why are more volunteers needed?

- II. What is the role of a "4-H Club Recruiter?"
 - Job Description
 - Procedures for "club recruiting." Discussion.
 - Recruitment materials available for your use:
 1. Packet of information - Includes:
 - Pamphlets - "Parents 4-H Is For Your Son or Daughter"
 - "You are needed as a "Volunteer Leader"
 - "Civic Clubs - Why 4-H Is for You"
 - "Let's Go to 4-H Camp"
 - Recent County Newsletter
 - Rowan County Leaders and Club List
 - Project Selection Sheets - Listing of 4-H Projects
 - Rowan County Calendar of Events
 - 2. Slides of recent Rowan County 4-H Activities (available at 4-H Office.

- III. Why 4-H Club Recruiters?

- IV. Recruitment Skills.

- V. Goal Setting.
 - Everyone sets a personal goal - total of individual goals - County goals.

4-H CLUB RECRUITERS HANDBOOK

- I. Briefly discuss:
 - What is 4-H?
 - Why belong to 4-H?
 - What are the opportunities (jobs) of volunteer 4-H leaders?
 - Why are your neighbors needed?

- II. How is the role of a 4-H Club Recruiter?
 - Job description
 - Procedures for "club recruiting", discussion
 - Recruitment materials available for your use
- I. Factors of Information - Includes:
 - Paragraphs - "Parents 4-H is for your son or daughter"
 - "You are needed as a 'volunteer leader'"
 - "Give 4-H a try - Why 4-H is for you"
 - "Let's go to 4-H Club"

HANDBOOK FOR 4-H CLUB RECRUITERS

- Rowan County Extension
- Rowan County Leaders and Club List
- Project Selection Sheets - Listing of 4-H projects
- Rowan County Calendar of Events
- 2. Copies of recent Rowan County 4-H activities (available at 4-H Office)

- III. Why 4-H Club Recruiters?
- IV. Recruitment Efforts

Pamela Cordell
 Rowan County
 March 1977

- Extension also a personal goal - goal of individual goals - County goals

JOB DESCRIPTION OF 4-H CLUB RECRUITER

Description and Function of a 4-H Club Recruiter

To locate potential areas for community clubs, and offer both adults and young people in the community a chance to become involved in the Rowan County 4-H Program.

As a Club Recruiter you Will Have Duties (Responsibilities)

1. Talk to the local community (parents, teachers, "key citizens", and youth) and share with them the opportunities 4-H provides.
2. Determine if there is interest in forming a 4-H Club.
3. Talk to several adults about the possibility of helping with the 4-H Club.
4. Plan and attend an organizational meeting to form a 4-H Club (locate place, set time, call parents, and give 4-H Office names and addresses of interested families).

As a Club Recruiter You'll Need (Knowledge and Skills)

1. An understanding and appreciation of the 4-H Program, and a belief that 4-H is good for people.
2. An interest in young people, and a desire to help young people.
3. An acquaintance with many people in the community.
4. Knowledge of recruiting methods.
5. Knowledge of existing clubs, leaders, projects, and calendar of events.

Resources Available to You:

Promotional Pamphlets
Newsletters
4-H Projects
Club and Leader Rolls

Calendar of Events
Job Description
Agricultural Extension Service
(Rowan County 4-H Office)

Estimated Time:

One hour per week, from beginning until community is ready to organize a club. Three to five hours needed to plan and attend organizational meeting.

End Results:

Organization of a new 4-H Club, or Clubs, providing new educational opportunities for young people.

WHERE DO YOU FIND VOLUNTEERS?

Most people, regardless of their background, are potential volunteers, if the need for their service is simple and effectively presented!

Very few volunteer leaders volunteer. They must be contacted and asked to serve!

Potential volunteers include: Parents, housewives, retired persons, high school and college students, educators, military personnel, professionals, business or industrial personnel on "release time", people who work irregular hours or have off duty time -- nurses, musicians, artists, writers, airline hostesses, firemen, policemen, postal employees -- the list is endless!

In 1974, 37 million people over the age of 13 were involved in some form of volunteer work. That's 1 out of every 4 people!

WHY VOLUNTEERS SERVE?

Image of Organization	Status
Tradition and Custom	Self Interest
Desire to Serve	Public Opinion
Family Involvement	
Future Involvement	

REASONS FOR NOT VOLUNTEERING

1. When the purpose is not clear.
2. When people are not involved in the planning.
3. When the appeal is based on personal reasons.
4. When the cost is too high.
5. When there is poor communications.
6. When there is fear of failure.
7. When there are no growth opportunities.

HOW TO RECRUIT -- 4 BASIC APPROACHES

1. Individual to individual
2. Group to the individual.
3. Individual to group.
4. Group to group.

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