

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * DECEMBER 1966



*Continued
Professional
Improvement
offers you
Opportunities*

*for
Greater Service to Mankind,
Achievement of Personal Goals.*

see opportunities pages 7-12

The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

ORVILLE L. FREEMAN
Secretary of Agriculture

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Federal Extension Service

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EXTENSION SERVICE

REVIEW

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Something Old — Something New!

The Something Old. This issue of the Extension Service Review continues what has come to be a tradition of the last number in each volume—spreading the good word on opportunities for advanced study. The opportunities consist of two kinds. First, a listing of the scholarships and fellowships available to aid in financing advanced training. Second, a listing of schools, short courses, seminars, and workshops that provide subject-matter training germane to your interests and responsibilities.

The Something New. A complete index of all stories published in Volume 37 (the 1966 calendar year) of the Extension Service Review is included in this issue. We hope it will provide a useful and handy reference as you find occasion from time to time to refer to specific items that have been printed. For added convenience, the stories are indexed according to the audience of the program or activity on which the story was based. WJW

by
G. Jean Guhl
Extension 4-H Agent
Ithaca, New York

Teen Teams— Innovation In Evaluation



A Teen Team member evaluates a younger 4-H'er while others watch and learn.

The 4-H Teen Team program, designed to train teenage girls to evaluate younger Dress Revue participants, can help your county develop teenagers' ability to plan, organize and lead.

4-H Teen Team came about as a result of a challenge presented at the 1965 National Association of County 4-H Club Agents by Mr. Robert V. Guelich, director of public relations, Montgomery Ward and Co., Inc.

"This must be the basic objective of 4-H," he said, "a program that changes year by year to meet the changing requirements of our dynamic and revolutionary civilization."

As a result, the Tompkins County, New York, 4-H staff looked at its traditional programs, including the Dress Revue evaluation. They found a need for more qualified judges, more time for evaluation, and a way to make the process fun for the 9-13 year old.

Who was close to 4-H standards and objectives? Who was willing to

help beginning and intermediate 4-H members? The answer was teens.

The County 4-H Home Economics Advisory Committee helped draw up plans, and descriptive letters were sent to leaders and to girls 14 and older.

Requirements for the Teen Team were that a girl be 14, have been in two Dress Revues, and be willing to participate in two training schools and evaluate at two club groups.

"Good plan—let's try it," was the response which came from throughout the county. Teen Team was tested by four girls carefully selected on the basis of their ability to think and evaluate. After training, the two teams evaluated participants in two selected clubs.

The testing period established the following:

(1) Teens are capable of evaluating younger girls;

(2) They are neither too critical and cruel, nor too lenient;

(3) Girls 13 years and younger can identify with teens, thus creating a favorable atmosphere for learning;

(4) Parents and leaders are willing to learn from the teenagers' comments;

(5) While the teens enjoy the evaluator role, they can be learning and developing self-confidence.

Twenty-seven girls enrolled in the Teen Team program. The emphasis of the two training schools was on characteristics of girls 9-13 and how to establish an atmosphere for learning. The teens practiced giving each other constructive comments, and they discussed standards of workmanship.

Each teen participant was made to feel important, and confidence was instilled in each girl.

A belief of the Tompkins County 4-H staff is that teens want to serve others and are willing to accept responsibility, but that this responsibility must be real and meaningful to them. Teen Team is a sound program where all who participate benefit.

The twelve teams, composed of two or three girls, were assigned to evaluate at clubs outside their area. This eliminated the problem of evaluating neighbors, friends, and fellow club members.

The program was conducted by the Teams, who called the 4-H leader to set the time, date, and place. After conducting the evaluations on an informal basis in homes or some other local setting, constructive comments were offered in a discussion period. Teams sent completed reports to the 4-H office, wrote commentaries on the participants, and narrated at the revue.

Teen Team was a success because the trained teens created an atmosphere for learning and had the ability to accept and carry out responsibility.

The basic objectives of Teen Team will hopefully be applied to other areas such as evaluation at fairs and demonstrations. These teens proved that they will accept a worthwhile challenge. Will you give your teens a challenge? □



Newsletters for dairy farmers serve a need—but this method is not the answer to all communications problems.

Teaching dairy farmers By mail

by
J. G. Cash
and
Harold Guither*

Knowing each cow's production was part of the Extension message in the newsletter sent to farmers selling milk to manufacturing plants.

Many Illinois farmers selling milk to manufacturing plants were not being reached by Extension information efforts. According to dairy plant fieldmen, the usual dairy Extension meetings attracted larger Grade A milk producers, but smaller producers frequently did not feel they belonged in the same group.

So in December 1965 we began a series of monthly letters especially for producers in this group. We used direct mail because of the specialized needs of the audience we wanted to reach and because they made up only a small percentage of all farmers in

a given area who might be reached by newspaper, radio, and television.

Each letter was designed to help the reader make more money from his dairy enterprise. In the first six months we wrote about feeding a recommended ration, applying nitrogen to pastures to boost yields, following a good milking routine, and checking pressure of milking machine vacuum systems.

When we started the letters we expected to evaluate them by the end of six months to see if they were serving a worthwhile purpose. The first mailing went to 6,000 patrons of selected plants in the southern half of the State. To carry out our evaluation we selected a 10 percent sample—about 600 farms. About half received a mail questionnaire and half

were to be interviewed in person by county Extension agents and dairy plant fieldmen.

Although we did not get as many personal interviews completed as we had hoped, we received 147 completed personal interviews and 123 mail questionnaires. This made a total of 4.5 percent of all farms receiving the letter.

The survey enabled us to find out a little about the audience served by the newsletter—those who sell milk to manufacturing plants. We found that 78 percent had less than 25 cows in their herd. These operators were operating small acreages by today's standards. About 44 percent farmed less than 180 acres and 64 percent less than 260 acres. These farmers were in the upper age brackets—only

*Cash, Extension dairyman, and Guither, Assistant Extension Editor, University of Illinois.

17 percent were under 40 years of age. The farms were family operations with 76 percent of the operators doing all the work themselves or with family help.

For the Extension worker who wants to communicate effectively, the recall of the number of letters received provides a revealing response. Although six letters had been sent out during the six months before the survey, only 10 percent remembered receiving all of them. The most frequent recall was three or four letters.

Reading habits of those receiving the newsletters also reveal the effectiveness of direct mail. About 16 percent said they read all of each letter and 42 percent said they read some letters. But 42 percent said they read none of the letters or did not answer the question. Forty-seven percent said they wanted to see future newsletters.

Would reading about a suggested management practice persuade a man to try it? The replies showed that 20 to 30 percent of these operators were already carrying on the practice suggested. From 3 to 5 percent had begun to use the suggested practice in the past six months. From 20 to 30 percent admitted they did not follow the practice, suggesting there is still a need for Extension educational work with this group.

From 30 to 40 percent of the respondents did not answer the questions about the practices used. This high percentage of no answers suggests reluctance of operators to admit what they were doing because it might reflect unfavorably upon their enterprises.

Comments from a few dairymen suggest that the newsletters are fulfilling the purpose for which we started them. One farmer, for example, complained to the dairy specialist that his cows would not eat as much grain as the newsletter recommended.

Another farmer reported that he received the letters and offered the name and address of a neighbor who

was not getting them. Various authors have received letters asking for more information.

The topics covered have been appropriate, since dairy plant fieldmen suggest current problems and subjects of high interest. And Extension staff specialists in agronomy and agricultural engineering have also helped prepare the letters.

Just sending an educational message in the mail will not guarantee 100 percent readership. With the large amounts of mail that farmers receive, the readership on various material will vary. If more than half of the recipients read at least some of the information, this may be as much as can be expected.

Direct mail newsletters may inform farmers about recommended practices. But they will reach some who already follow the practice. And among those who do not, only a small percentage are likely to accept and adopt the practice just from reading about it.

The large percentage of non-response to some questions in both direct mail and personal interviews suggests a need for further study in the use of direct mail for educational messages.

The number of readers who expressed a desire for further newsletters seems to make this effort worthwhile. We plan to continue it, but will send it only to those who want to receive it. □

Feeding grain according to production was also stressed in the Illinois dairy newsletter.





Workshop coordinator William Kimball presents a Maryland delegate with a certificate signifying successful completion of the 1965 workshop.



Workshop leaders presented their material to each other at a pre-workshop seminar. Among those meeting in Chicago last May were, left to right, Eber Eldridge, Iowa State; Donald Johnson, Keith Warner, and R. B. Schuster, University of Wisconsin; Carroll Bottum, Purdue University; and William Kimball, coordinator.

Workshop Delegates Explore

Community Resource Development

by

William J. Kimball

*Extension CRD Leader and Workshop Coordinator
Michigan State University*

Two real needs in Extension were the development of an appropriate framework for Community Resource Development (CRD) and operations materials for carrying out CRD.

Meeting these needs is what the second National Extension Workshop in Community Resource Development was all about. Extension workers from 29 States, Puerto Rico, and four Canadian provinces participated in the two-week event last July at Michigan State University.

Two major methods were used to achieve the objectives of the workshop. First, eight "Seminars with the Experts" were conducted by national authorities. Their topics were as follows:

"Community Resource Development Defined" — Carroll Bottum, Purdue University.

"A National Perspective for Increased Extension Work in Community Resource Development" — E. C. Weitzell, Federal Extension Service.

"ECOP Looks at Increased Community Resource Development" — John B. Claar, University of Illinois.

"Increasing University Roles in Community Resource Development" — J. W. Fanning, University of Georgia.

"The Economics of Community Resource Development" — Eber Eldridge, Iowa State.

"Overcoming Human Resistance to Change" — Gordon Lippitt, George Washington University.

"Improving Group Effectiveness in Resource Development Programs" — Donald Johnson and Keith Warner, University of Wisconsin.

"Accepting the Extension Challenge for Increased Community Resource Development" — C. Brice Ratchford, University of Missouri.

Interwoven with these were seminars presented by 12 participant committees. Every enrollee served on a committee.

The 20 seminars and additional informal discussions covered a great breadth of subject matter. Because of the diverse places of employment, experience, and assignments of the participants, their comments indicated great variation in what was most useful to them.

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EXTENSION SERVICE REVIEW

Schools, Organizations, Industry Offer

Scholarships and Fellowships

National Defense Graduate Fellowships

The National Defense Education Act of 1958 authorizes fellowships for study in approved graduate programs leading to the doctorate.

Institutions submit applications to the U. S. Commissioner of Education for allotment of fellowships. Candidates apply directly to the graduate institutions, which nominate candidates to the Commissioner for the awards. Fellowships are tenable only in approved programs at the institutions to which they have been awarded.

A fellowship is normally a three-year award providing a stipend of \$2,000 for the first academic year of study, \$2,200 for the second, and \$2,400 for the third, together with an allowance of \$400 a year for each dependent. An additional stipend of \$400, plus \$100 for each dependent, is available for summer study.

The announcement of approved programs is made by the Commissioner in November. Applicants are advised to make inquiry at individual institutions concerning deadlines for receipt of fellowship applications.

An applicant must be a citizen or a national of the U. S. He must intend to enroll in a course of study leading to the doctorate, and must be interested in an academic career of teaching in an institution of higher education.

For further information, applicants should write directly to university officials concerned with graduate school programs.

National Science Foundation Graduate Fellowships

The National Science Foundation Act of 1950 authorizes graduate fellowships for study or work leading to master's or doctoral degrees in the physical, social, agricultural, biological, engineering, mathematical and other sciences.

The following fields are included in agriculture: general agriculture, agronomy, animal husbandry, forestry, horticulture, soil science and others. Economics, sociology, political science and psychology are among the other fields of specialization that qualify for fellowships.

Fellowships will be awarded only to U. S. citizens who have demonstrated ability and aptitude for advanced training and have been admitted to graduate status or will have been admitted prior to beginning their fellowship tenures.

Awards will be made at three levels: (1) first-year level, (2) intermediate level, and (3) terminal level. The basic annual stipend will be \$2,400 for the first-year level, \$2,600 for intermediate level, and \$2,800 for terminal level graduate students. In addition, each fellow on a 12-month tenure will be provided a \$500 allowance for a dependent spouse and each dependent child.

Application materials may be obtained from the Fellowship Office, National Academy of Sciences—National Research Council, 2101 Constitution Avenue, N.W., Washington, D.C. 20418. Applications must be received not later than December 9, 1966.

Prospective Teacher Fellowship Program

Fellowships for strengthening the preparation and improving the qualifications of college graduates committed to careers in elementary or secondary education were authorized by Title V(C) of the Higher Education Act of 1965.

Under this authority the Prospective Teacher Fellowship Program provides support for graduate study to persons who intend to teach but are not now so engaged. Graduate institutions submit applications for allotments of fellowships to the U.S. Commissioner of Education.

The intent of the program is to provide fellowship support to graduate students working for an advanced degree other than the doctorate. Fellowships may be awarded by institutions for a period of 24 months.

The award provides for a stipend of \$2,000 for the first academic year and \$2,200 for the second. An allowance of \$600 is available for each of the summers following the two academic years.

In February, the U.S. Office of Education publishes a list of institutions with approved programs. Fellowship candidates make application directly to the individual graduate school. The institution screens and selects the recipients of the fellowships.

Persons interested in the Prospective Teacher Fellowship Program should contact university officials responsible for administering the program.

Scholarships, Fellowships for Workers With 4-H and Youth

4-H Fellowships: Six National 4-H Fellowships of \$3,000 each are available to young Extension workers who are former 4-H members. These are for 12 months of study in the USDA under the guidance of FES.

Two of these fellowships are provided by the National 4-H Service Committee, and four by Massey-Ferguson Inc.

Fellows may study at a Washington, D.C. area institution of higher learning or may organize an out-of-school study program.

Fellowships are awarded to young men and women selected from nominations made by State Extension Directors or State 4-H Club leaders, to the Division of Extension Research and Training, FES, USDA, Washington, D.C. 20250. Applications may be obtained from the Extension Director.

The applicant shall not have passed his 32nd birthday on June 1, 1967. Deadline for applications is March 1.

Rockford Map Publishers: Extension youth agents working in Minnesota, Wisconsin, Michigan, Illinois, and Pennsylvania are eligible for the \$100 graduate scholarship offered by the Rockford Map Publishers Company. It is for summer or winter Extension schools, travel study, or other graduate study. Deadline for application is January 1, 1967.

For further information contact Edward Merritt, NA4-HEA Professional Improvement Committee, 6 Grand St., Hartford, Connecticut 06106.

Washington State University: The Edward E. Graff educational grant of \$900 is for study in 4-H Club work in the State of Washington. Applications are due April 1. Contact Lester N. Liebel, State Leader, Extension Research and Training, 5 Wilson Hall, Washington State University, Pullman, Washington 99163.

Non-Farm Youth Workshops: Thirty scholarships of approximately \$445 each for a workshop at the Merrill-Palmer Institute, Detroit, Michigan, will be made available to Extension personnel by the National 4-H Club Foundation.

The workshop is designed to increase understanding of the nature of economic and social problems in the urban environment and the human resources working for social change.

This understanding will be directed toward improving the competency of Extension workers to work creatively as educational leaders in non-farm settings and to develop latent leadership among low socioeconomic clientele.

Funds for these scholarships are provided by the Sears-Roebuck Foundation.

Priority will be given to applicants 35 years of age and under. Applicants must have an undergraduate college record which would admit them to graduate work in an accredited college or university. Participants must present evidence, satisfactory to the Merrill-Palmer faculty, of course work or other training in principles of human development, psychology and sociology, since participants will work with basic social science concepts in gaining understanding of urban communities and peoples.

Applicants must have completed three or more years of work with the Cooperative Extension Service and be currently employed by it. Priority will be given to those with a job assignment which includes leadership relating to Extension 4-H youth programs in non-farm areas and to personnel having responsibilities for low-income non-farm clientele.

State Youth Leaders: Up to 20 scholarships of \$300 each are available for State Extension personnel enrolled in a four-week graduate level course to

be offered in the Summer Session at the University of Wisconsin, June 19-July 14, 1967.

The course is designed to enable participants to make more effective use of concepts from the behavioral sciences in developing and executing Extension-type youth programs. Participation is limited to those with State-level responsibilities in Extension's youth programs. The course will be conducted by G. L. Carter, Jr.

For further information contact Dr. S. D. Staniforth, National Agricultural Extension Center for Advanced Study, University of Wisconsin, Madison, Wisconsin 53706.

Fellowships, Scholarships In Extension Education, Related Fields

Farm Foundation: This foundation offers fellowships to agricultural Extension workers, giving priority to administrators, including directors, assistant directors, and supervisors. County agents, home demonstration agents, 4-H Club workers, and specialists will also be considered. Staff members of the State Extension Services and USDA are eligible.

Courses of study may be one quarter, one semester, or nine months. The amount of the grant will be determined individually on the basis of period of study and need for financial assistance. Maximum grant will be \$4,000 for nine months' training.

It is suggested that study center on the social sciences and in courses dealing with educational administration and methodology. Emphasis should be on agricultural economics, rural sociology, psychology, political science, and agricultural geography.

The fellowships apply in the following universities and colleges: California, Chicago, Cornell, Harvard, Illinois, Iowa State, Michigan State,

Minnesota, North Carolina State, Purdue, and Wisconsin.

Applications are made through State Directors of Extension to Dr. Joseph Ackerman, Managing Director, Farm Foundation, 600 South Michigan Avenue, Chicago, Illinois 60605.

Forms are available from State Extension Directors. Applications must reach the Farm Foundation by March 1.

Florida State University: National Defense Education Act fellowships: First year \$2,000, second year \$2,200, third year \$2,400, plus \$400 per year for each dependent.

Departmental assistantships: For master's degree students—\$1,800 for 10 months; for doctoral students—\$2,000 for 10 months.

University Fellowships: For master's degree students—\$2,400 for 12 months; for doctoral students—\$3,000 for 12 months.

Internships in various phases of adult education: Annual stipends ranging from \$2,000 to \$3,000.

For further information contact Dr. George Aker, Head, Department of Adult and Continuing Education, School of Education, Florida State University, Tallahassee, Florida 32306.

University of Wisconsin: The University of Wisconsin offers a limited number of research assistantships consisting of \$257 per month for 12 months plus a waiver of out-of-State tuition. Contact W. T. Bjoraker, Chairman, Department of Agricultural and Extension Education, University of Wisconsin, Madison, Wisconsin 53706.

The Ohio State University: The Ohio State University offers two research assistantships ranging from \$2,400 to \$3,600, and a limited number of university fellowships on a competitive basis—about \$2,000 each.

Application deadline is February 1. Contact Dr. R. W. McCormick, Ohio Extension Service, 2210 Fyffe Road, The Ohio State University, Columbus, Ohio 43210.

Kenneth F. Warner Scholarship: Mu Chapter of Epsilon Sigma Phi will award one scholarship of \$100 to a county Extension agent enrolled in a three-week Extension teaching methods course.

Application should be made on the prescribed form and should be sent to the Staff Development Office, Federal Extension Service, by March 1 preceding the course.

Cornell University: The Department of Rural Sociology provides Extension, research and teaching assistantships paying \$2,678 and up annually plus full waiver of the \$400 tuition. These grants are available only to graduate students majoring in rural sociology who are full candidates for a degree.

For further information contact Dr. Harold R. Capener, Head, Department of Rural Sociology, New York State College of Agriculture, Cornell University, Ithaca, New York 14850.

Michigan State University: The Department of Resource Development, Michigan State University, offers five assistantships to students working on graduate degrees. Three research assistantships and two teaching assistantships with stipends of \$2,300 for master's degree candidates and \$2,500 for doctoral candidates are available.

Students devote half their time to departmental research or teaching assignments for nine months. A maximum of 16 credits (research) or 12 credits (teaching) may be taken each term.

Applications should be submitted before March 1 to the Department of Resource Development, Unit "E" Wells Hall, Michigan State University, East Lansing, Michigan 48823.

University of Maryland: Three graduate assistantships in the Department of Agricultural and Extension Education are available to Extension workers interested in pursuing the master of science degree in Extension education.

Additional assistantships may become available. Assistantships are for 12 months and pay \$260 per month or \$3,120 for the 12-month period, plus remission of fees which amount to more than \$600. Application deadline is April 1.

Contact Dr. V. R. Cardozier, Head, Department of Agricultural and Extension Education, University of Maryland, College Park, Maryland 20740.

County Agent Study Tours

The Agricultural Chemicals Division of the Dow Chemical Company, Midland, Michigan, is offering 50 Study Tour Scholarships to county agricultural agents. Recipients will be selected on the basis of one per State, with minor adjustments for National Association of County Agricultural Agents membership in various States.

Scholarships consist of \$300 to each agent, to help cover expenses of a three-week travel tour. Separate tours are planned in June or July for agents in each Extension region.

This program is a unique professional training opportunity especially designed to help county agents keep abreast of changes in our dynamic agriculture and find new ideas for use in their own county program. Recipients will take part in a group tour of marketing enterprises, farm operations, agri-business, successful Extension Service programs, and rural development and research projects.

This is an activity of the Professional Training Committee of the NACAA. Applications should be made through the State member of the NACAA Professional Training Committee by March 1. D. W. Strohhahn, County Office Building, Atlanta, Georgia 30303, is national chairman.

Farm Foundation Scholarships In Public Agricultural Policy

The Farm Foundation is offering 100 scholarships of \$100 each (25 to each Extension Region) for county agricultural and home agents attending

the 1967 Regional Extension Summer School courses in public agricultural policy. Thirty-five scholarships of \$100 each are available for the 1967 Regional Extension Winter School course in public agricultural policy.

Applications should be made by

January 1 for winter school and by March 1 for summer school. They should be sent through the State Director of Extension to Dr. Joseph Ackerman, Managing Director, Farm Foundation, 600 South Michigan Avenue, Chicago, Illinois 60605.

versity. Scholarships will be awarded to no more than one supervisor per State.

Applications should be made by March 1 through the State Director of Extension to Dr. Denzil O. Clegg, Education and Training Officer, Extension Service, Colorado State University, Fort Collins, Colorado 80521.

Opportunities for Extension Home Economists

J. C. Penney: An annual fellowship of \$2,000 has been established by the J. C. Penney Co. to provide an opportunity for Extension home economists who have shown competence and achievement in home economics Extension programs to receive additional professional improvement through graduate study at the masters or doctoral level.

Each State may nominate one candidate. Nominations are due May 1. Final selection is made by the national scholarship committee.

Forms may be secured from the Professional Improvement Chairman of the State Extension Home Economists Association or from the national chairman, Mrs. Henrietta Clark, Extension home economist, Box 28, Warrensburg, Missouri 64093.

NAEHE Fellowship: One fellowship of \$2,000 has been established by the National Association of Extension Home Economists for a member of that organization. This fellowship is for the purpose of professional improvement through advanced study.

Each State may nominate one candidate. Nominations are made by the State scholarship committee and must be received by the National Association scholarship committee by May 1. Final selection will be made by this national committee.

Forms may be secured from the Professional Improvement Chairman of the State Extension Home Economists Association or from the national chairman, Mrs. Henrietta Clark, Extension home economist, Box 28, Warrensburg, Missouri 64093.

Tyson Memorial Fellowships: The Woman's National Farm and Garden Association offers two \$500 Sarah Bradley Tyson Memorial Fellowships for women who wish to do advanced study in agriculture, horticulture, and "related professions," including home economics.

Applications should be made by April 15, 1967 to Miss Violet Higbee, Kingston, Rhode Island 02881.

Grace Frysinger Fellowships: Two Grace Frysinger fellowships have been established by the National Association of Extension Home Economists to give Extension home economists an opportunity to study and observe Extension work in other States.

The \$500 fellowships cover expenses of one month's study. Each State may nominate one candidate. Nominations are due May 1 and selections will be made by the National Association scholarship committee. Applications are handled by the State Association Professional Improvement and Fellowship Chairmen in cooperation with State home economics leaders.

Forms may be secured from the Professional Improvement Chairman of the State Extension Home Economists Association or from the national chairman, Mrs. Henrietta Clark, Extension home economist, Box 28, Warrensburg, Missouri 64093.

Scholarships for Study Of Extension Supervision

Farm Foundation: The Farm Foundation will offer 10 scholarships of \$200 each to Extension supervisors enrolling in the 1967 summer supervisory course at Colorado State Uni-

Center for Advanced Study: Up to 20 scholarships of \$300 each are available for Extension workers enrolled in the four-week graduate level course in Supervision of Extension Programs. The course is to be offered at the Summer Session at the University of Wisconsin, June 19-July 14, 1967.

For further information contact Dr. S. D. Staniforth, National Agricultural Extension Center for Advanced Study, University of Wisconsin, Madison, Wisconsin 53706.

Kellogg Foundation Graduate Assistance

North Carolina State: The Departments of Economics, Rural Sociology and Psychology of North Carolina State University will award 15 special Kellogg Fellowships to qualified employees of public agencies for graduate study in the social sciences during the academic year 1967-68.

Fellowships will be awarded mainly to Southerners but one or two may be granted to others.

Study may be applied toward an advanced degree. Maximum stipend will be \$4,500. The curriculum will include an interdisciplinary seminar for professional workers who are concerned with aiding poverty-stricken rural families.

Candidates are to be nominated by their chief administrative officers. Deadline date for receipt of nominations is March 15, 1967. Send nominations or requests for further information to the Department of Economics, North Carolina State University, P.O. Box 5368, Raleigh, North Carolina 27607. Official application forms will be sent directly to nominees.

University of Chicago: Five fellowship-internships of \$5,000 each will be available for the 1967-68 academic year for graduate study and service in continuing education at The University of Chicago.

These awards have been established under a grant from the W. K. Kellogg Foundation. Each award has two parts (a fellowship phase and internship) and covers four consecutive quarters.

The fellowship, which carries a total honorarium of \$2,500, provides for full-time study for two quarters. The internship, which carries a total stipend of \$2,500, provides guided work experience in a residential center for continuing education or in a related program. Study may begin in either the summer or autumn quarter of 1967.

Those who will find this experience most educative are relatively inexperienced persons who desire to pursue a career in continuing education, possibly in conference management or residential adult education, and who wish to work toward a Ph.D. or M.A. degree. Selection will be based on the candidate's academic record and his potentiality for developing his leadership.

Closing date for submission of application is February 1. Recipients will be notified in early April. For further information and application blanks, write: William S. Griffith, Chairman, Fellowship-Internship Committee on Continuing Education, Department of Education, University of Chicago, 5835 South Kimbark Avenue, Chicago, Illinois 60637.

Extension staff members seeking to earn the doctorate in adult education are encouraged to write to the above address, setting forth their career aspirations and academic background. A number of assistantships and other sources of financial support are available to well-qualified individuals, particularly those persons interested in teaching or in Extension research. Further information will be provided upon request.

Kenneth F. Warner Grant For Extension Secretaries

Mu Chapter of Epsilon Sigma Phi is again offering one or more awards, not to exceed \$50 each, for professional improvement of Cooperative Extension Service secretaries.

The secretary must submit, with her application for the Warner award, a copy of the notification from the Institute for Certifying Secretaries that she is qualified to take the Certified Professional Secretary examination.

This means that prior to December 1, 1966 the secretary must (1) obtain CPS examination application forms from the Institute for Certifying Secretaries, 1103 Grand Avenue, Kansas City, Missouri 64106; and (2) complete and return those forms to the Institute.

Applications for the Warner grant may be obtained from the Staff Development Office, FES, and must be submitted no later than February 1, 1967.

Communications Scholarships

International Minerals and Chemical Corporation, Old Orchard Road, Skokie, Illinois, will award scholarships of \$200 each to 15 agents in 15 States for communications courses at regional summer or winter schools in 1967-68.

States eligible for this award are: Arizona, Iowa, Montana, New Mexico, Oregon, Kentucky, North Carolina, Louisiana, Mississippi, Pennsylvania, New York (2), Missouri, North Dakota and Wisconsin.

Announcements will be sent to all men agents in these States in early 1967.

The program is under the supervision of the Professional Training Committee of the National Association of County Agricultural Agents, and applications will be made to the State representative on this committee. Complete information may be obtained from the chairman, D. W. Strohbehn, County Office Building, Atlanta, Georgia 30303.

Schools and Workshops

Clinical Preparation Program For Educational Leadership

The Mott Inter-University Clinical Preparation Program is a cooperative program of the seven State universities of Michigan, the Mott Foundation and the Flint Public Schools. The program will combine intensive academic study at the Master's, Specialist, or Doctoral levels with an internship program conducted at the Mott Leadership Center, Flint, Michigan.

Preference will be given to those applicants who are 30 years or under (Master's degree) or 40 years or under (Doctor's degree); have teaching, leadership, and/or administrative experience; submit letters of recommendation and can participate in interviews. Undergraduate and graduate grade averages and the Miller Analogy test score will be considered.

Approximately 50 fellowships will be available, including two kinds of stipends: Doctor of Education Degree or Educational Specialist — \$8,000; Master's Degree—\$5,000. All candidates accepted must enroll and pay institutional fees in the graduate school of one of the cooperating State universities. All candidates shall move to Flint with their families, if candidate is married.

Applications should be submitted as early as possible. Deadline for the acceptance of applications is January 15, 1967. Appointees will be notified by March 1-15, 1967.

For application forms and additional information write to: Dr. W. Ray Smittle, Administrative Coordinator, Mott Inter-University Clinical Preparation Program, 965 E. Seventh Street, Flint, Michigan 48503.

Workshop for Adult Education Administrators

The Department of Education at the University of Chicago is offering a unique opportunity for administrators of university adult education programs in the form of a three-week workshop at the Center for Continuing Education, June 26-July 14.

Under the direction of Ann Litchfield, the workshop will have participants from Cooperative Extension, general university extension, evening colleges, and other university adult education units.

The exchange of views among members of the workshop group brings a better understanding of the varied aspects of adult education. Individual study on personal administrative problems will be supported by excellent library facilities and a well-informed complement of resident and visiting staff from such areas as university adult education, government agencies, and professional and private organizations which have interest in adult learning.

A number of \$300 fellowships are available through a special grant from the Kellogg Foundation for the purpose of supporting those who are presently engaged in or preparing for work in the field of university conferences and institutes.

Program announcements are available from E. Martin Egelston, Program Coordinator, Center for Continuing Education, The University of Chicago, 1307 East 60th Street, Chicago, Illinois 60637.

National Extension Summer School

Courses to be offered at the National Extension Summer School, which will take place June 9-July 7 at Colorado State University, Fort Collins, Colorado, are as follows:

- Socio-economic Factors in Resource Development
- Low Socio-economic groups
- Changing Role of Extension Specialists
- Research Designs for Extension Education
- Supervision of Extension Programs
- Principles in the Development of Youth Programs
- Urban Extension Seminar
- Public Relations in Extension Education
- Human Behavior in Extension Work
- Principles in the Development of Agricultural Policy
- Extension Communication

The following course offerings are designed especially for international

students or students going into foreign work:

- Organization and Development of Extension Programs Abroad
- Principles and Techniques in Extension Education

For further information write Dr. Denzil O. Clegg, Director, National Extension Summer School, Colorado State University, Fort Collins, Colorado 80521.

Community Resource Development Workshop

The National Extension Workshop in Community Resource Development will be held at Michigan State University, July 11-20, 1967.

This is the third consecutive National Community Resource Development Workshop to be held at Michigan State University.

The workshop will consist of seminar sessions on concepts, methodology, content, and the sharing of experiences in Community Resource Development.

Nationally recognized consultants as well as participants will be leading the seminar sessions. No formal courses will be offered. The workshop will be on a non-credit basis.

Details about costs will be announced later. For additional information, contact Dr. William J. Kimball, Workshop Coordinator, Department of Resource Development, Michigan State University, East Lansing, Michigan 48823.

Special Summer School

A special three-week summer school for adult educators in Cooperative Extension and related adult education organizations will be given at North Carolina State University, June 26-July 14.

Courses and instructors are as follows:

- Adult Education—A General Survey (Dr. George D. Russell, North Carolina State University)
- Principles of Adult Education (Dr.

Western Regional Extension Winter School

Courses which will be offered at the Western Regional Extension Winter School January 30-February 17 at the University of Arizona, Tucson, are as follows:

- Agricultural Policy (Dr. Wallace Barr, Ohio State University)
- Agricultural Communications (Ralph Reeder, Purdue University)
- Farm and Ranch Management (Dr. Raymon Sammons, University of Arizona)
- Cultural Implications of Technological Change (Dr. Nadine Rund, University of Arizona)

Management of Family Resources (Miss Louise Young, University of Wisconsin)

Procedures and Techniques for Working With Groups (Dr. Lorenzo Snow, University of Arizona)

Administration of the County Extension Service (Dr. Marden Broadbent, Utah State University)

For further information write Dr. Kenneth S. Olson, Director, Western Regional Extension Winter School, Room 303-H, Agriculture Building, University of Arizona, Tucson, Arizona 85721.

Emily H. Quinn, North Carolina State University)

The Programming Process in Adult Education (Dr. Edgar J. Boone, North Carolina State University)

Administrative Theory in Adult Education (Prof. C. M. Ferguson, North Carolina State University; former Administrator of the Federal Extension Service, retired)

Theory and Principles of Organization in Adult Education (Dr. Robert J. Dolan, North Carolina State University)

Concepts and Principles of Understanding and Motivating the Culturally Deprived (Dr. J. B. Adair, North Carolina State University)

Organization and Administration of the Community College in Contemporary Society (Dr. Monroe C. Neff, North Carolina Department of Community Colleges)

Evaluation of Adult Education Programs (Dr. Marden Broadbent, Utah State University)

Demographic Data—Sources, Collection, Analysis, and Interpretation (Dr. Alvin L. Bertrand, Louisiana State University)

Public Policy Education (Dr. Charles R. Pugh and Dr. E. Walton Jones, North Carolina State University)

Communication Theory in Adult Education (Dr. J. Paul Leagans, Cornell University)

For further information write Dr. Robert J. Dolan, Director, Special Three Weeks Summer School, 113 Ricks Hall, North Carolina State University, Raleigh, North Carolina 27607.

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A review of the participant responses and the papers which were presented, however, results in a list of key ideas:

1) Community Resource Development was defined as an "effort to increase the economic opportunity and the quality of living of a given community through helping the people of that community with those problems that require group decision and group action";

2) The one essential for more Extension community resource development work is a firm, total commitment from the University to expand community resource development;

3) Extension must think larger, be bolder, and develop more flexible ways to carry out effective CRD programs. Traditional approaches are probably not the ways to involve much-needed new clientele. People generally resist not change but the methods of bringing about change;

4) Whether or not a community is developed depends upon its economic structure;

5) A strong community will most likely be developed when the people themselves are concerned about and

committed to the task of CRD so the process will be self-generating.

Three factors contributed to the success of the workshop itself. A national guidance committee outlined subject-matter and suggested national authorities to lead the seminars; the Federal Extension Service provided grants to insure participation of national authorities as seminar leaders; and a rehearsal of seminar leaders eliminated overlap and reduced gaps in subject-matter presented.

The fact that the group consisted of administrators, specialists, area and district agents, and county agents insured a variety of viewpoints and maximized the interchange of information. Informal dormitory housing, including conference rooms, a "materials-sharing room" and a library all in close proximity, was also conducive to idea exchange.

The real value of the workshop, which must be judged on the basis of what happens after the workshop is over, cannot be determined in a short time. Demand for the original workshop proceedings is some indication—more than a thousand copies have already been distributed. Orders are pouring in for the proceedings of the second workshop.

There is no doubt that the workshop participants returned to put ideas to work in many regional, State, area, and county workshops. Requests for the materials which were developed at the workshop for these purposes is a good indication of this.

Most encouraging is the demand for a third national workshop. Two of the experts at the second workshop urged its continuation. Vice President Brice Ratchford of the University of Missouri wrote, "I thoroughly enjoyed participating in your workshop, and it appeared excellent to me. I hope you will continue this another year, and I will be glad to support your request for funds, either to the FES or a foundation."

From the University of Georgia, Vice President J. W. Fanning advocated, "I know of no more important field than this one, and I think we ought to stay with it until we feel that we have prepared Extension workers to handle the bigger jobs which they face in the years ahead."

Plans are now underway for the Third National Extension Workshop in Community Resource Development at Michigan State University, July 11-20, 1967. □



From The Administrator's Desk by Lloyd H. Davis

We Are Not Alone

For at least the last decade there has been a persistent and, I believe, growing public concern for the quality of life in rural America.

There is public concern that people leaving the farm have economic opportunity nearby, that there be economic growth and job opportunities beyond the mushrooming metropolitan areas, that rural people have opportunities for such things as education, needed health services, sanitary facilities, recreational and cultural opportunities, and housing.

We in Extension are concerned about these needs because the people we serve are concerned about them, and to them these needs are of high priority.

Sometimes when we consider the many things we could do, are asked to do, and probably should do in connection with these many opportunities and needs, we have a sense of frustration.

But let us always remember—*we are not alone*. There are many groups and individuals interested in serving these objectives—many groups with much to contribute and with specialized abilities and services.

Your chamber of commerce, local development corporation, or planning board probably is deeply interested in developing the economy of your area, as are the local banker and other businessmen.

Every area has a PTA, church groups, women's clubs, and others interested in educational, cultural and recreational facilities.

Numerous agencies of your local government and State government have specialized assistance to offer, as do the local representatives of numerous Federal agencies. Each

of the USDA agencies has much to offer local people as they work to improve opportunities for life in their community.

If we look upon this as a job we must attack through our programs alone and independently, frustration is inevitable.

Let's ask ourselves: What are the various local organizations and groups already interested and trying to do something about these needs? What local groups might develop greater interest and activity? What can we do to help make their interests and efforts more productive? What might we do to help bring more assistance to them from our university, a nearby college, another community, State or Federal agencies, local businesses?

Let's ask ourselves: Who are the others who have or might develop a competency and interest in helping? Can I do something to facilitate this?

How can I use my limited time and talent to make the greatest contribution in stimulating progress?

In any case we make our greatest contribution to progress in serving these needs when we recognize that we are not alone—when we work closely with other groups, organizations and agencies, encouraging their greater accomplishment, looking for the critical places where our contribution may be essential and help people get the help that is available.

All county Extension workers know they are not alone. We do have excellent communication, cooperation, and coordination with a host of other groups in supporting community action. Through such cooperation and with a continuing educational program we can contribute broadly to improving rural life. □