

FUTURE EXTENSION PROGRAM EMPHASIS AS PERCEIVED BY
RURAL AND URBAN EXECUTIVE BOARD MEMBERS

by

JACK H. WILSON

B. S., Kansas State University, 1943

A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

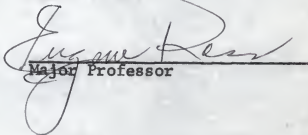
MASTER OF SCIENCE

College of Education

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1969

Approved by:


Major Professor

LD
2668
T4
1969
W54

ACKNOWLEDGMENTS

The author is deeply grateful for the advice and assistance of his Graduate Program Committee, particularly the patient guidance and counsel of Dr. Eugene Ross. Without his help this study would have been very difficult. Other members of the committee were Dr. Wilbur Ringler and Dr. Merlin Gustafson.

Gratitude is expressed to the Kansas State Extension Service for financial assistance in making this study possible. Grateful acknowledgment is given to agents and executive boards of the eleven urban and eleven rural counties who responded to the questionnaire.

The author's most sincere appreciation is expressed to his wife, Helen, son David, and daughter Janelle for their encouragement and understanding while the author was doing graduate work.

AUTOBIOGRAPHY

The writer was born near Burrton, Kansas, April 2, 1921. He received his elementary and secondary education in Harvey County, graduating from Burrton High School, Burrton, Kansas. The author graduated from Kansas State University with a Bachelor of Science degree in Agricultural Economics in 1943 and went immediately to Midshipman's School and Notre Dame in South Bend, Indiana where he was commissioned in the United States Navy in which he served until January 1946.

The professional experience of the author has consisted of the following: agent-in-training from April to July 1946 in Wabaunsee, Ford, Graham and Phillips counties. He was employed by Standard Oil Company as a salesman from August 1946 until March 1950 at which time he assumed duties as County Extension Agricultural Agent in Wichita County, Kansas, which position he now holds.

The author married Helen M. Lehman of Long Beach, California in May 1945. They have two children, David Kent, age 21 and Janelle Joyce, age 17.

TABLE OF CONTENTS

CHAPTER	PAGE
I. INTRODUCTION	1
Background	1
Purpose	2
Need	3
Statement of Objectives	3
Statement of Hypotheses	5
II. REVIEW OF LITERATURE	12
Summary	25
III. METHODOLOGY	27
Sampling Procedure	28
Selection of the Sample Respondents	28
Selection of the County Sample	28
Organization of the Research	29
Timing the Questionnaire	30
Preparation of the Research	
Instrument	30
Analysis Procedure	32
Limitation of Study	32
IV. PRESENTATION AND ANALYSIS OF DATA	34
V. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS.	69
Design of the Study	70
Conclusions	71
Recommendations	72

CHAPTER	PAGE
BIBLIOGRAPHY	74
APPENDIX A	77
APPENDIX B	82

LIST OF TABLES

TABLE	PAGE
I. Respondents' Attitude Toward Future Program Emphasis on Local Leadership Development .	36
II. Respondents' Attitude Toward Future Program Emphasis in Community Improvement and Resource Development	40
III. Respondents' Attitude Toward Future Program Emphasis in Family Living and Youth Work .	44
IV. Respondents' Attitude Toward Future Program Emphasis in Management of Farm and Home .	49
V. Respondents' Attitude Toward Future Program Emphasis on Conservation and Development of Resources	53
VI. Respondents' Attitude Toward Future Program Emphasis on Agricultural Production . . .	57
VII. Respondents' Attitude Toward Future Program Emphasis on Marketing and Distribution . .	61
VIII. Respondents' Attitude Toward Future Program Emphasis on International Programs	65

CHAPTER I

INTRODUCTION

I. BACKGROUND

The Cooperative Extension Service has long been associated with rural clientele, and it is felt that the agricultural programs need to be maintained. However, the steady decline and the socio-economic problems in urban areas have required Cooperative Extension Service to devote programs to this very important public. In the urban administrative district which is composed of 11 counties out of the 105, approximately 66 per cent of the population and 66 per cent of the legislators reside. If Cooperative Extension Service is to gain needed budget support from these urban centers then its administration needs to know their attitudes toward future program emphasis.

The demand for increased emphasis in certain areas of extension such as Home Economics, 4-H club work and horticulture has been greatly increased in urban areas. These programs have much to offer to the people not previously reached through Extension programs. Great interest has been shown by low income groups, such as public housing projects and in the field of consumer information. In the field of 4-H there has been increased emphasis to include projects which apply equally well to urban youth, such as reading,

citizenship, auto care, to name a few. These projects and others have facilitated increased participation in many of the urban areas.

The opportunity for future Extension programs is unlimited, but despite all these opportunities we have limited resources, so we need to determine the program areas to be emphasized in the future. The determination of how these limited resources are to be organized is vital to the future of the Cooperative Extension Service.

The County Extension Executive Board of each county in the state of Kansas is responsible for final approval of the Extension program in the county. These boards provide guidance in the areas of emphasis which they feel the people of the county need to improve their knowledge, skills, and attitudes in the areas needed to improve their socio-economic situation.

II. PURPOSE

This study was initiated to determine the emphasis that should be placed on the Cooperative Extension programs in the future relative to urban areas as compared to rural areas as perceived by selected Extension Executive Board members. This study was a part of a larger study being conducted by the Kansas Agricultural Extension Service, with professional staff members to assist in formulating future

program emphasis in the State of Kansas.

III. NEED

The need for this study is to secure information and data from those responsible for program planning, delineated as to the amount of emphasis that should be placed on program in the changing society. There is no scientific evidence available to determine the attitudes of the members of the county extension executive boards toward future extension program emphasis.

IV. STATEMENT OF OBJECTIVES

The objectives of this study are:

1. To determine the relationship between Extension executive board members relative to their urban and rural location, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed in the future on local leadership development.
2. To determine the relationship between Extension executive board members relative to their urban and rural location, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed in the future on community resource development.

3. To determine the relationship between Extension executive board members relative to their urban and rural location, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed in the future on youth and family life development.
4. To determine the relationship between Extension executive board members relative to their urban and rural location, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed in the future on farm and home management.
5. To determine the relationship between Extension executive board members relative to their urban and rural location, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed in the future on use and conservation of natural resources.
6. To determine the relationship between Extension executive board members relative to their urban and rural location, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed in the future on agricultural production.

7. To determine the relationship between Extension executive board members relative to their urban and rural location, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed in the future on marketing and distribution.
8. To determine the relationship between Extension executive board members relative to their urban and rural location, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed in the future on international development.

V. STATEMENT OF HYPOTHESIS

1. There is no significant difference between executive board members in the rural and urban district on their perception of future program emphasis on leadership development.
2. There is no significant difference between male and female executive board members and their perception of future program emphasis on leadership development.
3. There is no significant difference among executive board member's area of representation and their perception toward future program emphasis on leadership development.

4. There is no significant difference among executive board member's source of income and their perception of future program emphasis on leadership development.
5. There is no significant difference among executive board member's level of income and their perception of future program emphasis on leadership development.
6. There is no significant difference between executive board members in rural and urban district and their perception of future program emphasis on community resource development.
7. There is no significant difference between male and female executive board members and their perception of future program emphasis on community resource development.
8. There is no significant difference among executive board member's area of representation and their perception toward future program emphasis on community resource development.
9. There is no significant difference among executive board member's source of income and their perception of future program emphasis on community resource development.
10. There is no significant difference among executive board member's level of income and their perception of future program emphasis on community resource

development.

11. There is no significant difference between executive board members in the rural and urban district and their perception of future program emphasis on youth and family life development.
12. There is no significant difference between male and female executive board members and their perception of future program emphasis on youth and family life development.
13. There is no significant difference among executive board member's area of representation and their perception toward future program emphasis on youth and family life development.
14. There is no significant difference among executive board member's source of income and their perception of future program emphasis on youth and family life development.
15. There is no significant difference among executive board member's level of income and their perception of future program emphasis on youth and family life development.
16. There is no significant difference between executive board members in the rural and urban district and their perception of future program emphasis on farm and home management.

17. There is no significant difference between male and female executive board members and their perception of future program emphasis on farm and home management.
18. There is no significant difference among executive board member's area of representation and their perception toward future program emphasis on farm and home management.
19. There is no significant difference among executive board member's source of income and their perception of future program emphasis on farm and home management.
20. There is no significant difference among executive board member's level of income and their perception of future program emphasis on farm and home management.
21. There is no significant difference between executive board members in the rural and urban district and their perception of future program emphasis on use and conservation of natural resources.
22. There is no significant difference between male and female executive board members and their perception of future program emphasis on use and conservation of natural resources.
23. There is no significant difference among executive

- board member's area of representation and their perception toward future program emphasis on use and conservation of natural resources.
24. There is no significant difference among executive board member's source of income and their perception of future program emphasis on use and conservation of natural resources.
 25. There is no significant difference among executive board member's level of income and their perception of future program emphasis on use and conservation of natural resources.
 26. There is no significant difference between executive board members in the rural and urban district and their perception of future program emphasis on agricultural production.
 27. There is no significant difference between male and female executive board members and their perception of future program emphasis on agricultural production.
 28. There is no significant difference among executive board member's area of representation and their perception toward future program emphasis on agricultural production.
 29. There is no significant difference among executive board member's source of income and their perception of future program emphasis on agricultural production.

30. There is no significant difference among executive board member's level of income and their perception of future program emphasis on agricultural production.
31. There is no significant difference between executive board members in the rural and urban district and their perception of future program emphasis on marketing and distribution.
32. There is no significant difference between male and female executive board members and their perception of future program emphasis on marketing and distribution.
33. There is no significant difference among executive board member's area of representation and their perception toward future program emphasis on marketing and distribution.
34. There is no significant difference among executive board member's source of income and their perception of future program emphasis on marketing and distribution.
35. There is no significant difference among executive board member's level of income and their perception of future program emphasis on marketing and distribution.
36. There is no significant difference between executive board members in the rural and urban district and their perception of future program emphasis on

international development.

37. There is no significant difference between male and female executive board members and their perception of future program emphasis on international development.
38. There is no significant difference among executive board member's area of representation and their perception of future program emphasis on international development.
39. There is no significant difference among executive board member's source of income and their perception of future program emphasis on international development.
40. There is no significant difference among executive board member's level of income and their perception of future program emphasis on international development.

CHAPTER II

REVIEW OF LITERATURE

This study was designed to determine the degree of emphasis that should be placed on the various cooperative extension programs as perceived by selected executive boards in the rural areas as compared to selected urban executive boards.

The major function of the Cooperative Extension Service, as stated in the Smith-Lever Act¹ is ". . . to aid in diffusing among the people of the United States useful and practical information on subjects relating to agriculture and home economics, and to encourage the application of the same." Thus the Act clearly states that Extension's field of educational responsibility extends to all the people of the United States.

There have been a few studies made on future extension program emphasis as perceived by fertilizer operators,² program planning committees,³ cotton growers,⁴ and legislators,⁵

¹Smith-Lever Act of Congress, 1914.

²T. C. Blalock, Mary Nell Greenwood, Roland H. Abraham, "What The Public Thinks of Extension," Journal of Cooperative Extension, Spring, 1963, Vol. I, No. 1, p. 51.

³Ibid., p. 51.

⁴Ibid., p. 52.

⁵T. C. Blalock, "What Legislators Think of Extension," Journal of Cooperative Extension, Summer, 1964, Vol. II, No. 2, p. 77.

but no studies have been made with people that have the responsibility to help plan future programs in Kansas. All of the above studies were made in states outside of Kansas. Griffith⁶ examined the future of extension program emphasis by formula feed dealers in Kansas. These studies are inconclusive regarding changes that Extension should attempt in certain program emphasis.

California cotton producers felt that marketing should receive more emphasis. However, the Kansas study by Griffith,⁷ with formula feed operators and the Montana program planning Committee members⁸ exhibited only moderate interest in this area. Arizona fertilizer representatives⁹ placed high priority on management in the farm and home.

There is considerable literature identifying the needs of the urban people, but only literature applying directly to this study will be utilized.

The concept of Extension and the urban environment has many implications. Urbanization of the United States is occurring at a rapid pace. Most rural areas are declining

⁶Paul W. Griffith, "Formula Feed Operators' Perception of the Kansas Agricultural Extension Service" (unpublished Ph. D. dissertation, University of Wisconsin, Madison, 1961), pp. 70-72.

⁷Ibid., p. 70.

⁸T. C. Blalock, et al., p. 52.

⁹Ibid., p. 50.

in population while metropolitan areas are increasing. Large city areas are faced with problems of expansion while more remote, smaller towns and villages are faced with problems of adjusting to a declining population. It is no longer possible to draw a definite line between rural and urban.

Emory J. Brown,¹⁰ in his study of urban environment, reported that:

Less than 7 per cent of our people live on farms . . . and a large share of them are working off the farm. About 40 per cent lived on farms when Extension began. In 1960 about 70 per cent of the people were urban.

In a study made by Walter C. McKain, Jr.,¹¹ he writes:

The Agricultural Extension Service in these fast growing rural suburbs has an obligation and an opportunity to be of assistance to the evergrowing number of newcomers. A new way of life is in the making. The kind of life it will be depends, to a large extent, upon the patterns of community behavior that emerge in the formative years.

As early as 1915 Van Hise,¹² president of the

¹⁰Emory J. Brown, "Extension and the Urban Environment," Journal of Cooperative Extension, Summer, 1965, p. 100.

¹¹Walter C. McKain, Jr., "Rural Suburbs and Their People," Journal of Cooperative Extension, Summer, 1963, p. 84.

¹²Charles R. Van Hise, "The University Extension Function in the Modern University," Proceedings of the First National University Extension Conference, Madison, Wisconsin, March 10-12, 1915, Madison, University Extension Division, The University of Wisconsin, 1915, pp. 8-9.

University of Wisconsin, stated:

The American economy still needs improvement, not merely in agriculture, but in urban areas too. We should somehow or other have carried the Land-Grant principle over into tackling the urban problems of this nation.

An indication that the Land-Grant Universities, through their Cooperative Extension Services, have to some extent tackled urban problems, if only superficially, was indicated in discussing trends, attitudes and feelings of the Land-Grant administrators at a seminar by Watts¹³ when he said, "no longer is the Cooperative Extension Service oriented specifically and confined solely to the farmer and his immediate family."

At the same seminar, Beck¹⁴ said:

A question to be resolved is just how far the Cooperative Extension Service should go in providing educational services for urban families. Perhaps the answer will be found in joint efforts with general extension. Certainly the Cooperative Extension Service should not assume that it can be all things to all people, but it cannot be limited only to agricultural production.

¹³Lowell W. Watts, "The Future Role of Cooperative Extension in the Land-Grant System--The Century Ahead," Seminar on Agricultural Administration in the Land-Grant System held June 16-19, 1963 at Fort Collins, Colorado.

¹⁴Glenn H. Beck, et al, "Opportunities and Challenges in the Years Ahead--The Century Ahead," Seminar on Agricultural Administration in the Land-Grant System held June 16-19, 1963 at Fort Collins, Colorado.

In the Joint Committee report on Extension programs in 1948,¹⁵ it was stated:

Greater demands for extension help are being made by residents of cities. On the agricultural side these demands center around problems of commercial floriculture and horticulture as well as home and community gardening and landscaping. On the home side, chief interest lies in such problems as home management and furnishing, clothing, nutrition, health, efficient purchasing and wise use of food and other agricultural commodities. These are valid claims on extension and should be met insofar as resources are made available. However, as a matter of practical consideration, and in the light of present resources, extension's major emphasis has been and should continue to be directed primarily to serving the adults and youth of our farm and rural communities.

According to Beck:¹⁶

We cannot ignore the demands for extension services from our urban clientele. The resident instruction program and the research program have been expanded to include services to major agricultural industries as well as to the farmer and rancher, so it follows that our extension staff should serve the same clientele. Furthermore, our programs in home economics, in 4-H club, in recreation, etc., are equally attractive to urban dwellers. The big problem, of course, is how to provide these services. The Extension staff . . . is being spread too thin. We lack the funds to support all of the services being requested. Eventually the needs of the people must be reflected through legislative action, that will lead to a recognition of these services along with the necessary budget expansion.

¹⁵Joint Committee Report on Extension's Program, Policies, and Goals, Washington D. C., August, 1948, pp. 8-9.

¹⁶Glenn H. Beck, Speech presented at Cooperative Extension Service Conference, Kansas State University, November, 1967.

Throughout rural America, says E. T. York,¹⁷

Cooperative Extension should concern itself with economic growth and social development. Cooperative Extension should continue to focus major attention upon the problems of agriculture and rural communities.

York¹⁸ continues:

Home Economics and youth programs should be made available to urban as well as to rural people. Extension home economics and youth programs have much to contribute to audiences not now being served. The basic subject matter and nature of both programs are such that they have widespread application to urban as well as to rural areas. For example, great interest has been shown in extending these programs to low-income urban areas, including public housing projects where people, many from rural areas, are experiencing difficulty in adjusting to an urban environment. Furthermore, Extension has the capacity of extending greatly needed programs of consumer information and education to the total public.

Rovetch¹⁹ points out that, "The Extension Service, in spite of its past limitation primarily to agricultural production, is able to take advantage of these broader opportunities if it so chooses." Extension must be ever alert, to adjust its programs, focus, and methods to insure that its resources are used most efficiently and in keeping with the ever-changing problems of the people demanding

¹⁷H. C. Sanders, The Cooperative Extension Service (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1966), p. 409.

¹⁸Ibid., p. 409.

¹⁹Warren Rovetch, University Adult Education (New York: Harper & Brothers, 1960), p. 221.

services of it.

The Scope Report,²⁰ state conferences, and study groups within the states have indicated recognition of these problems. The missing element seems to lie in converting from awareness to action. This self-analysis has brought to our attention the need for redirection in organization and program.

The Scope Report,²¹ also states that:

Although farm families were unquestionable envisaged as a major audience, the legislative history and the Act itself specifically recognized a broader audience to include rural non-farm residents. This included the residents of villages, towns, and cities of less than 2,500 people. Over the years, however, Extension has been called upon to provide educational assistance to a much broader audience, fairly adequately encompassed in these general groups, (1) farm families, (2) non-farm rural residents, (3) urban residents, (4) farm, commodity and related organizations, (5) individuals, firms, and organizations which purchase, process, and distribute farm produce and which provide farm people with essential services and supplies such as credit, fertilizers, feed and others.

No one can legitimately question that Extension's first responsibility was to farm families. However, others cannot be ignored. If we accept the principle that Extension's responsibilities was to farm families first, but not to them alone, then a major operational problem of Extension is how to allocate its time and resources so that the

²⁰ Cooperative Extension Service Today, A Statement of Scope and Responsibility, April, 1958, p. 13.

²¹ Ibid., p. 14.

highest priority needs of those other than farm people are given appropriate attention. Because of the diversity of economic and population patterns throughout the nation, this allocation of Extension resources necessarily must be determined within each state, and to a large degree, within each county.

Sanders²² agrees with this:

Each state, and more specifically each county, must determine what clientele Cooperative Extension will serve, since the distribution of rural and urban population varies so greatly and policies concerning the program are determined largely by local groups.

King and Brown²³ emphasize that "before real progress can be made by Extension, certain basic questions have to be answered by policy-makers--by those officials within the Extension social system, at all levels, whose function is to make decisions and initiate action."

With respect to resource development work on the state level, there is influence on administrators from various sources. One of the more important groups on whom Extension depends is the state legislature. Although there is a definite shift from rural to urban control, in many

²²H. C. Sanders, The Cooperative Extension Service (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1966), p. 45.

²³Gary W. King and Emory J. Brown, "Adapting to Resource Development," Journal of Cooperative Extension, Fall, 1966, pp. 175-176.

state legislatures agriculturally influenced legislators are still the key support of Extension. State administrators are sensitive to the attitudes of rural legislators. In addition, agricultural pressure groups, such as Farm Bureau and the Kansas Livestock Association, are often active at the state level. These groups normally want to retain the exclusive attention of Extension for farmers.

Extension work is based on the philosophy that research results are almost useless unless interpreted and applied. From the research done by Blalock²⁴ on the study made in North Carolina on State Legislator's Perception of the Cooperative Agricultural Extension Service, he outlines the following implications:

1. Members of the state legislature need to be much better informed about Extension's organizational structure and financing. They need to be impressed with the fact that the Extension Service is a part of and therefore, has access to the resources of the state Land-Grant College or University.
2. Legislators need a better understanding of the need for broadening the scope of Extension programs. This would include the need for better understanding of programs in such areas as public affairs, agricultural readjustment, community and resource development, and serving the business segments of agriculture.
3. Extension needs to exert positive efforts aimed at improving legislators' and general public's

²⁴T. C. Blalock, "What Legislators Think of Extension," Journal of Cooperative Extension, Summer, 1964, Vol. II, No. 2, p. 81.

understanding of its organization and programs. They need to inform legislators of Extension's past accomplishments.

4. More effective means of communicating with legislators must be found. There needs to be more personal contacts with someone representing Extension administration. Possibly supervisors could perform this service.
5. Extension needs to re-examine how personnel are being trained and how they can function most effectively in various fields of specialization and in keeping up-to-date in their fields.

There appears to be real differences between legislators and Extension personnel in regard to programs. This is undoubtedly due to incomplete or inaccurate information.

Additional support is being sought for general extension educational work at the national level. There may be good grounds for questioning the ability of agriculture to continue to command a sizeable appropriation each year in view of the changing composition of the Congress. This was brought out in an editorial appearing in the Chicago Tribune²⁵ which stated:

In the House of Representatives there are now about 300 members without a major farm-producing interest in their district. Some 30 years ago nearly 300 Representatives could be classified as representing farm or rural interest.

The state of Kansas and a number of other states are confronted by the problems associated with re-apportionment

²⁵ Editorial, "A Warning to Agriculture," Chicago Tribune, March 8, 1964.

demands.

Most authorities agree that the Cooperative Extension Service has the most effective adult education organization in the free world today. One of the real educational challenges of Extension will be in helping communities adjust to their new situation. Extension has the opportunity to use its special ability in organizing the necessary adult educational programs. If Extension can effectively join with the leadership in the community to develop the necessary educational program, citizens' awareness of the issues can be achieved.

According to Shoemaker:²⁶

Extension's function might logically be in working with community leaders on the kind of educational program needed; in lining up the necessary resource people to do the job; organize the program, and provide the medium through which these people can effectively work to achieve needed understanding of the problem by community leaders.

The point at which professionals and lay leaders must come together with need identification and appraisal is in the programming stage; needs must always be recognized and dealt with in some form and to some degree. The element of needs, therefore, becomes the central concern of the Extension educator.

²⁶Karl Shoemaker, Federal Extension Service, U. S. D. A. Farm Policy Forum, Vol. 14, No. 4, 1961, p. 8.

In his study of Extension's needs, Leagans²⁷

maintains:

Extension programs are created and maintained to influence people to make changes in their way of living and of making a living. The existence of such programs implies that the present situation is not what it should and could be, that something different should prevail, and that it is possible, through appropriate action, to attain a more desirable economic and social status . . . the question then arises; changes from what, to what, by whom, where, when, and by what methods.

Leagans also states:²⁸

In every human and physical situation there are always (1) the facts, (2) people's understanding of the facts, (3) people's attitude or value judgments about the facts, and (4) people's action related to the facts. Probably the most powerful attitudes people have are those related to what should and what should not be in their situation . . . the process of merging useful technology from physical and biological sciences with that from the behavioral sciences and applying this to the problems of planned change is, therefore, the essence of Extension and the context in which people's needs play the major role.

According to the Joint Committee Report:²⁹

The efficiency of Extension work in the future depends to a great extent upon:

1. The degree of accuracy with which the changing needs, desires, and interests of people can be recognized and anticipated.

²⁷J. Paul Leagans, "A Concept of Needs," Journal of Cooperative Extension, Vol. II, No. 2, Summer, 1964, p. 91.

²⁸Ibid., p. 96.

²⁹Joint Committee Report on Extension Programs, Policies and Goals, 1948, pp. 56-57.

2. The extent and dispatch with which the tools of Extension . . . can be regeared to meet those needs and desires. . . . Extension must constantly look to the foreseeable future if it is not to have its systems geared too closely to problems from which the emphasis has shifted.

The Joint Committee Report of Extension's Program, Policies and Goals³⁰ also states:

The people who are to benefit from extension work should participate democratically and effectively in determining program emphasis in light of what they believe will benefit them the most. The extension agents in this process should in no sense surrender their function as leaders. They are still the teachers. They can and should, if necessary, present their own analysis of the needs.

The extent to which the Extension agent is involved is outlined in an article by Utz³¹ in which he said:

Extension programming is effective in a specific geographic location (county, area, district, or state) is largely determined by the Extension worker whose job responsibilities place him in direct contact with local people. The actions taken by an Extension agent whose responsibilities are manifest at this operational level are the key to effective programs. . . . Agents actions relative to programming are a manifestation of their personal interpretations of the forces encountered from these sources and are largely influenced by their sensitivity to demands and anticipated reactions of people affected by their programming action.

Boone and Duncan,³² in saying that no organization

³⁰ Ibid., p. 37.

³¹ Alan B. Utz, Jr., "Agent Performance in Programming," Journal of Cooperative Extension, Vol. III, No. 3, 1965, pp. 149-156.

³² Edgar J. Boone and James Duncan, "Needed Research in Extension Administration Organization," Adult Education, Vol. XIII, No. 2, p. 90.

can long remain static, list the following probable changes in administrative organizational structure:

Basic objectives, in size of staff, in professional competency, in program emphasis, in the nature of institutional relationships within which organizations must operate and changes in the need of long-range as well as short-range planning of programs, personnel, and finances.

I. SUMMARY

In Kansas, the executive boards of the Cooperative Extension Council have the responsibility for program selection. A study was needed to gather data comparing selected rural and urban areas as to program emphasis which each board member sees as a need in his county. No previous studies have been made in Kansas of the executive board member's perception of needed program emphasis. This study was made to determine if there is a difference in needed program emphasis in the future programs of the Kansas Cooperative Extension Service.

The implications are that the Cooperative Extension Service of the future cannot be all things to all people but it cannot be limited to the present programs. There will need to be more emphasis on programs for urban people in social, economic and cultural sciences, as resources will permit. In Kansas, the extension program includes five broad program areas. These are: (1) Agricultural Production, Management and Natural Resource Use; (2) Marketing,

Distribution and Utilization of Agricultural Products; (3) Home Economics; (4) 4-H and Other Youth Programs, and (5) Community and Public Affairs.³³

Eventually the resources will have to be expanded through new appropriations of the legislature or other agencies will have to assume these responsibilities. The allocation of resources will need to be determined by each state and to a large degree by each county, based on the needs of each county in the state. In the past, administration has been influenced by pressures of rural legislators, but as urban areas gain more representatives, their needs will have to be considered.

³³Harold E. Jones, "What Does Extension Do?," Leaflet 216, June, 1960.

CHAPTER III

METHODOLOGY

I. SAMPLING PROCEDURE

This study is a perception study to determine future program needs as identified by selected leadership in rural and urban areas. In determining the procedure to follow in conducting this study reference was made to Selltiz et al. who defines research as ". . . the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevances to the research purpose with economy in procedure."¹

They indicate that research design differs according to the specific research purpose. They state:

Each study, of course, has its own specific purpose, but we may think of research purposes falling into a number of broad groupings; (1) to gain familiarity with a phenomenon or to achieve new insights into it, often in order to formulate a more precise research problem or to develop hypotheses; (2) to portray accurately the characteristics of a particular individual situation, or group (with or without specific initial hypotheses about the nature of these characteristics; (3) to determine the frequency with which it is associated with something else, usually, but not always with a specific initial hypotheses) of a casual relationship between variables.²

¹Claire Selltiz, et al., Research Methods in Social Relations (New York: Henry Holt & Co., Inc., 1959), p. 50.

²Ibid., p. 50.

Selection of the Sample Respondents

The program needs of any county in Kansas is primarily the responsibility of the county Extension Executive Board. The county Extension Executive Board meets with the agents every month and the program is reviewed. Traditionally the Executive Board has final authority in program determination. Since this study includes program emphasis on all Extension programs, the executive board representatives of Agriculture, Home Economics, and 4-H Club were included. These representatives are elected according to the Kansas Extension Council Law³ which states that:

The citizens of voting age residing in each of the several townships and such incorporated cities that are not a part of a township of each county . . . shall meet and elect from among their number three members of the county agricultural extension council, one of whom shall be elected to represent agriculture, one to represent home economics and one to represent 4-H club work.

Selection of the County Sample

A random sample of eleven counties was drawn from ninety-four "rural" counties in Kansas. These rural counties were delineated from areas designated by Extension administration as relatively homogenous as to population density and number of towns with less than 1,000

³Handbook for County Agricultural Extension Councils, Kansas State University, 1967, p. 67.

population. The sample of counties was chosen because limited research prevented testing every county classified as rural. However, it was believed that the available information known about the delineated areas could be used as a base from which certain hypothesis of area difference could be made.

The entire area delineated as "urban" included eleven counties classified as Administrative District 3 according to the Extension administration.

Organization of the Research

Evidence was gathered by a pre-tested questionnaire in February of 1968. The data gathering instrument was developed by the Joint Study Committee of the Federal Extension Service and pre-tested with all state staff in the State of Kansas. Since this study involved the Kansas Cooperative Extension Service, careful coordination was maintained with its administration and district supervisors of areas to be sampled. A copy of this questionnaire is to be found in Appendix A. A letter of explanation was sent to all County Extension Directors and County Extension Agricultural agents involved from the Director of the Kansas Cooperative Extension Service soliciting their support for the project. A copy of this letter is to be found in Appendix B.

Timing the Questionnaire

In contacting the District Supervisors it was found that most county annual budget meetings involving all the counties in the sample were to be held in March and April. The questionnaire therefore was sent to the Director of the County offices prior to these budget meetings. The County agent then administered the questionnaire to executive board members. A personal telephone call was made by the researcher to each county agent or director to be represented, asking for his personal effort in distributing, collecting and returning the questionnaires. A proposed letter was also sent to each county agent position involved which could be sent to executive board members if the February meeting had been held before the questionnaires were received. This provided each respondent with an opportunity to fill out a questionnaire at his convenience and not at the budget meeting. The questionnaire and letters were sent to all Directors of the County offices on January 30, 1968 with a final return date of March 15, 1968. A copy of this letter is to be found in Appendix A.

Preparation of the Research Instrument

Young⁴ describes this instrument:

⁴Pauline Young, Scientific Social Surveys and Research (Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1956), p. 308.

The questionnaire is designed to collect data from larger, diverse and widely scattered groups of people. It is used in gathering objective, quantitative data as well as in securing the development of information of a qualitative nature. Sometimes it is the only tool utilized.

A five-point scale was developed to measure the intensity and direction of the respondent's attitude based on the people he or she represents. The respondents were asked to respond to program area emphasis as they thought people of their township or city, not a part of a township, would see the need. In giving responses, the representatives were permitted to use any of the five categories, large increase, moderate increase, same, moderate decrease and large decrease. The statements were numerically weighted. The "large increase" was given a weight of 5, "moderate increase" a weight of 4, "same" a weight of 3, "moderate decrease" a weight of 2, and "large decrease" a weight of 1.

The final questionnaire consists of eight program areas and five variables covering urban or rural, sex of respondents, major source of income, area of representation, and gross income (from all sources).

These variables were selected because the study compares selected executive board members from rural and urban counties. The variable of the sex of the respondent was selected because in extension there are programs for both men and women and both are represented on the extension executive board. The source of income variable was selected

because we were interested to learn if people whose earnings are mainly from farm production view program emphasis differently than those whose income is from other sources. The variable on area of representation which includes 4-H, Home Economics and Agriculture was selected because we need to determine if more emphasis should be placed on these program areas and, if so, to what degree. Gross income was selected to determine if there is a relationship between total income and program emphasis on various program areas.

Analysis Procedure

The data was analyzed using the following procedures: (1) mean weighted scores; (2) tests of hypotheses was determined by using chi-square.

Limitation of Study

One should remember that the answers received from the respondents were for a given situation, at a given time. These answers are from a specific group of people who have responsibility for program determination for a given year. Situational changes could alter all conclusions derived from this study. Some respondents did not have any opinion on certain areas and no part of the research instrument takes this into account. Since probability statistics were used it is assumed that the rural and urban samples accurately represent the rural and urban complexes in Kansas. It is

also assumed that the samples meet all the assumption requirements necessary to draw accurate conclusions from the chi-square test. The chi-square assumptions are (1) two nominal scales and (2) a random sample.

CHAPTER IV

PRESENTATION AND ANALYSIS OF DATA

The purpose of this study was to determine the attitudes of selected clientele leadership toward future program emphasis in the Cooperative Extension Service in Kansas.

One hundred fifty-seven questionnaires were received from executive board members in eleven urban and eleven randomly selected rural counties in Kansas. Respondents' replies were analyzed according to their urban and rural, sex, area of representation, major source of income, gross income, and residential characteristics.

Chi-square was utilized to determine statistical significance between the six classifications and other variables. Rejection of the null hypothesis was at the .05 level of probability.

The first objective was to determine the relationship between executive board members in the urban and rural district, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed on local leadership development.

Hypothesis 1. There is no significant difference between executive board members in the rural and urban district on their perception of future program emphasis on

leadership development.

Seventy-seven per cent of the urban board members and seventy per cent of the rural board members recommended a decrease in program emphasis on leadership development (See Table I). It was evident, therefore, that both groups were not in favor of increased efforts in leadership development. Twenty-six per cent of the urban board members, however, recommended a large decrease in leadership development efforts as compared to only 15 per cent of the rural board members.

Chi-square is significant at the .05 level; therefore, hypothesis is rejected.

Hypothesis 2. There is no significant difference between male and female executive board members and their perception of future program emphasis on leadership development.

Seventy-six per cent of the male board members and seventy-two per cent of the female board members recommended a decrease on program emphasis in leadership development (See Table I). Twenty-two per cent of the male board members and 27 per cent of the female board members, however, recommended emphasis be the same.

Chi-square is significant at the .05 level, therefore hypothesis is rejected.

TABLE I

RESPONDENTS' ATTITUDE TOWARD FUTURE PROGRAM EMPHASIS
ON LOCAL LEADERSHIP DEVELOPMENT

Respondents	Degree of Emphasis Expressed in Number and Per cent of Respondents						N	Chi- Square
	Large Increase	Moderate Increase	Same	Moderate Decrease	Large Decrease			
Urban	0	1	17	40	21	79		
RP	0	1.3	21.5	50.6	26.6			
Rural	0	2	21	43	12	78		
RP	0	2.6	26.9	55.1	15.4		2.1*	
Male	0	2	20	50	18	80		
RP	0	2.2	22.2	55.6	20.0			
Female	0	1	18	33	15	77		
RP	0	1.5	26.9	49.3	22.4		.44	
Agriculture	0	2	17	36	13	68		
RP	0	2.9	25.0	53.0	19.1			
Home Economics	0	0	15	23	8	46		
RP	0	0	32.6	50.0	17.4			
4-H	0	1	6	24	12	43		
RP	0	2.3	14.0	55.8	27.9		3.7*	
Income Sources								
Farm	0	2	33	61	22	118		
RP	0	1.7	28.0	51.7	18.6			
Other	0	1	5	22	11	39		
RP	0	2.6	12.8	56.4	28.2		3.2*	
Gross Income								
Less than 5,000	0	0	3	5	1	9		
RP	0	0	33.3	55.6	11.1			
5,000-15,000	0	0	13	31	12	56		
RP	0	0	23.2	55.4	21.4			
15,000-30,000	0	1	12	27	7	47		
RP	0	2.1	25.5	57.4	14.9			
30,000-45,000	0	2	6	9	7	24		
RP	0	8.3	25.0	37.5	29.2			
45,000 and up	0	0	4	11	6	21		
RP	0	0	19.0	52.4	28.6		5.9	

*Significant at the .05 level.

Hypothesis 3. There is no significant difference among executive board member's area of representation and their perception toward future program emphasis in leadership development.

Seventy-two per cent of the agriculture representatives, 67 per cent of the home economics representatives, and 93 per cent of the 4-H representatives recommended a decrease in program emphasis on local leadership development (See Table I). It is evident therefore that all three groups were not in favor of increased effort in leadership development. Twenty-eight per cent of the 4-H representatives however recommended a large decrease compared to 17 and 19 per cent of home economics and agricultural representatives respectively.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 4. There is no significant difference among executive board member's source of income and their perception of future program emphasis in leadership development.

Seventy per cent of the board members receiving their major source of income from the farm and 85 per cent of the board members whose major source of income was not from the farm recommended a decrease in program emphasis in local leadership development (See Table I). It was evident

therefore that both of these groups were not in favor of increased efforts in leadership development. Twenty-eight per cent of the board members receiving their major source of income from off-farm however, recommended a large decrease compared to 19 per cent for those receiving their major source of income from the farm.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 5. There is no significant difference among executive board member's level of income and their perception of future program emphasis in leadership development.

Only three respondents out of the one hundred and fifty-seven indicated a needed increase in program emphasis in leadership development. One hundred and sixteen suggested that a decrease of effort was needed in program emphasis on leadership. There was a general agreement among all income levels that a decrease in emphasis was needed in leadership development.

The chi-square value was 5.9, which was non-significant; therefore, hypothesis was accepted.

The second objective was to determine the relationship between executive board members in the urban and rural district, sex, area of representation, major source of income, gross income and their perceived degree of emphasis

that should be placed on community resource development.

Hypothesis 6. There is no significant difference between executive board members in rural and urban districts and their perception of future program emphasis on community resource development.

Sixty-nine per cent of the urban board members and 78 per cent of the rural board members recommended a decrease in program emphasis in community resource development (See Table II). It was evident, therefore, that both groups were not in favor of increased effort in community resource development. Twenty-eight per cent of the urban board members, however, recommended a large decrease in community resource development as compared to only 21 per cent of the rural board members.

Chi-square is significant at the .05 level; therefore the hypothesis is rejected.

Hypothesis 7. There is no significant difference between male and female executive board members and their perception of future program emphasis on community resource development.

Seventy-two per cent of the male executive board members and 76 per cent of the female board members recommended a decrease in program emphasis on community resource development (See Table II). It was evident therefore, that both

TABLE II

RESPONDENTS' ATTITUDE TOWARD FUTURE PROGRAM EMPHASIS IN
COMMUNITY IMPROVEMENT AND RESOURCE DEVELOPMENT

Respondents	Degree of Emphasis Expressed in Number and Per cent of Respondents					N	Chi- Square
	Large Increase	Moderate Increase	Same	Moderate Decrease	Large Decrease		
Urban	0	4	20	33	22	79	
RP	0	5.1	25.3	41.8	27.8		
Rural	1	1	15	45	16	78	
RP	1.3	1.3	19.2	57.7	20.5		3.4*
Male	0	3	22	47	18	90	
RP	0	3.3	24.4	52.2	20.0		
Female	1	2	13	31	20	67	
RP	1.5	3.0	19.4	46.3	29.9		1.6*
Agriculture	0	2	20	36	10	68	
RP	0	2.9	29.4	52.9	14.7		
Home Economics	0	1	9	19	17	46	
RP	0	2.2	19.6	41.3	37.0		
4-H	1	2	6	23	11	43	
RP	2.3	4.7	14.0	53.5	25.6		8.0*
Income Sources							
Farm	1	1	29	62	25	118	
RP	.8	.8	24.6	52.5	21.2		
Other	0	4	6	16	13	39	
RP	0	10.3	15.4	41.0	33.3		8.4*
Gross Income							
Less than 5,000	0	1	2	6	0	9	
RP	0	11.1	22.2	66.7	0		
5,000-15,000	0	2	9	27	18	56	
RP	0	3.6	16.1	48.2	32.1		
15,000-30,000	1	1	11	27	7	47	
RP	2.1	2.1	23.4	57.4	14.9		
30,000-45,000	0	1	6	10	7	24	
RP	0	4.2	25.0	41.7	29.2		
45,000 and up	0	0	7	8	6	21	
RP	0	0	33.3	38.1	28.6		12.3*

*Significant at the .05 level.

groups were not in favor of increased efforts in community resource development.

Twenty-nine per cent of the female board members, however, recommended a large decrease in community resource development as compared to 20 per cent of the male board members.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 8. There is no significant difference among executive board member's area of representation and their perception toward future program emphasis on community resource development.

Sixty-eight per cent of the agricultural representatives, 78 per cent of the home economics representatives and 79 per cent of the 4-H representatives recommended a decrease in program emphasis on community resource development (See Table II). It is evident, therefore, that all three groups were not in favor of increased efforts in community resource development.

Thirty-seven per cent of the home economics board members recommended a large decrease compared to 26 per cent of 4-H and 15 per cent of agricultural representatives.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 9. There is no significant difference among executive board member's source of income and their perception of future program emphasis on community resource development.

Seventy-four per cent of board members receiving major source of income from the farm and 74 per cent of those with income off-farm recommended a decrease in program emphasis on community resource development (See Table II). It is evident that both groups did not favor an increased effort in community resource development. However, 33 per cent of those receiving their major source of income from other than farm recommended a large decrease compared to 21 per cent for those receiving the major source of income from the farm.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 10. There is no significant difference among executive board member's level of income and their perception of future program emphasis on community resource development.

Only sixteen respondents out of one hundred fifty-seven indicated a needed increase in program emphasis on community resource development. One hundred sixteen suggested a decrease of effort was needed. There was a general agreement among all income levels that a decrease in emphasis

was needed in community resource development.

The chi-square value was 12.3, which was significant, therefore hypothesis was rejected.

The third objective was to determine the relationship between executive board members in the urban and rural district, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed on youth and family life development.

Hypothesis 11. There is no significant difference between executive board members in the rural and urban district and their perception of future program emphasis in youth and family life development.

Eighty-one per cent of the urban board members and 77 per cent of the rural board members recommended a decrease in program emphasis on youth and family life development (See Table III). It is evident both of these groups did not favor increased effort in youth and family life development.

Thirty-eight per cent of the urban board members, however, recommended a large decrease in youth and family life development compared to 19 per cent of the rural board members.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 12. There is no significant difference

TABLE III

RESPONDENTS' ATTITUDE TOWARD FUTURE PROGRAM EMPHASIS IN
FAMILY LIVING AND YOUTH WORK

Respondents	Degree of Emphasis Expressed in Number and Per cent of Respondents					N	Chi- Square
	Large Increase	Moderate Increase	Same	Moderate Decrease	Large Decrease		
Urban	0	1	14	34	30	79	
RP	0	1.3	17.7	43.0	38.0		
Rural	1	1	16	45	15	78	
RP	1.3	1.3	20.5	57.7	19.2		6.1*
Male	0	1	17	50	22	90	
RP	0	1.1	18.9	55.6	24.4		
Female	1	1	13	29	23	67	
RP	1.5	1.5	19.4	43.3	34.3		2.1*
Agriculture	0	0	16	38	14	68	
RP	0	0	23.5	55.9	20.6		
Home Economics	0	0	9	22	15	46	
RP	0	0	19.6	47.8	32.6		
4-H	1	2	5	19	16	43	
RP	2.3	4.7	11.6	44.2	37.2		6.3*
Income Sources							
Farm	1	1	25	61	30	118	
RP	.8	.8	21.2	51.7	25.4		
Other	0	1	5	18	15	39	
RP	0	2.6	12.8	46.2	38.5		2.4*
Gross Income							
Less than 5,000	0	0	2	5	2	9	
RP	0	0	22.2	55.6	22.2		
5,000-15,000	0	1	9	24	22	56	
RP	0	1.8	16.1	42.9	39.3		
15,000-30,000	1	1	11	28	6	47	
RP	2.1	2.1	23.4	59.6	12.8		
30,000-45,000	0	0	4	11	9	24	
RP	0	0	16.7	45.8	37.5		
45,000 and up	0	0	4	11	6	21	
RP	0	0	19.0	52.4	28.6		14.5*

*Significant at the .05 level.

between male and female executive board members and their perception of future program emphasis on youth and family life development.

Eighty per cent of the male board members and 78 per cent of the female board members recommended a decrease in emphasis on youth and family life development (See Table III). It is evident therefore, that both groups did not favor increased effort in youth and family life development.

Fifty-six per cent of the male board members and 43 per cent of the female board members, however, recommended a moderate decrease while 34 per cent of the female board members and 24 per cent of the male board members recommended a large decrease in youth and family life development.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 13. There is no significant difference among executive board member's area of representation and their perception toward future program emphasis on youth and family life development.

Eighty-one per cent of the 4-H representatives, 80 per cent of the home economics representatives and 77 per cent of the agricultural board members recommended a decrease in program emphasis on youth and family life development (See Table III). It is evident therefore, that all the groups did not favor increased emphasis on youth and family

life development.

Thirty-seven per cent of 4-H board members, 33 per cent of home economics board members and 21 per cent of the agricultural board members, however, recommended a large decrease in youth and family life development.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 14. There is no significant difference among executive board member's source of income and their perception of future program emphasis on youth and family life development.

Seventy-seven per cent of the board members whose major income is from the farm and 85 per cent of board members whose major source of income is from other-than-farm recommended a decrease in program emphasis on youth and family life development (See Table III). It is evident that both groups were not in favor of increased emphasis on youth and family life development.

However, 39 per cent of those board members receiving their income from non-farm sources recommended a large decrease in emphasis compared to 25 per cent for board members receiving the major source of income from the farm.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 15. There is no significant difference between executive board member's level of income and their perception of future program emphasis on youth and family life development.

Only three respondents out of one hundred fifty-seven indicated a needed increase in program emphasis in youth and family life development. One hundred twenty-four suggested a decrease of effort was needed. There was a general agreement among all income levels that a decrease in emphasis was needed in youth and family life development. Thirty-nine per cent of respondents in the \$5,000-15,000 income level, however, recommended a large decrease compared to 13 per cent of those in the \$15,000-30,000 level.

The chi-square value was 14.5, which was significant, therefore hypothesis was rejected.

The fourth objective of this study was to determine the relationship between executive board members in the urban and rural district, sex, area of representation, major source of income, gross income, and their perceived degree of program emphasis that should be placed on farm and home management.

Hypothesis 16. There is no significant difference between executive board members in the rural and urban districts and their perception of future program emphasis on farm and home management.

Eighty-one per cent of the rural and 77 per cent of the urban board members recommended a decrease in program emphasis on farm and home management (See Table IV). It was evident therefore, that both groups were not in favor of increased effort in farm and home management. Thirty-seven per cent of the urban board members however, recommended a large decrease in farm and home management effort as compared to only 18 per cent of the rural board members.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 17. There is no significant difference between male and female executive board members and their perception of future program emphasis on farm and home management.

Eighty-one per cent of the male board members and 76 per cent of the female executive board members recommended a decrease in program emphasis on farm and home management (See Table IV). However, 34 per cent of the male board members compared to 18 per cent of the female board members recommended a large decrease in program emphasis.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 18. There is no significant difference among executive board members' area of representation and

TABLE IV

RESPONDENTS' ATTITUDE TOWARD FUTURE PROGRAM EMPHASIS IN
MANAGEMENT OF FARM AND HOME

Respondents	Degree of Emphasis Expressed in Number and Per cent of Respondents						N	Chi- Square
	Large Increase	Moderate Increase	Same	Moderate Decrease	Large Decrease			
Urban	0	0	18	32	29	79		
RP	0	0	22.8	40.5	36.7			
Rural	0	1	14	49	14	78		
RP	0	1.3	17.9	62.8	17.9		7.9*	
Male	0	1	16	42	31	90		
RP	0	1.1	17.8	46.7	34.4			
Female	0	0	16	39	12	67		
RP	0	0	23.9	58.2	17.9		4.4*	
Agriculture	0	0	12	33	23	68		
RP	0	0	17.6	48.5	33.8			
Home Economics	0	0	12	25	9	46		
RP	0	0	26.1	54.3	19.6			
4-H	0	1	8	23	11	43		
RP	0	2.3	18.6	53.5	25.6		2.6	
Income Sources								
Farm	0	1	26	57	34	118		
RP	0	.8	22.0	48.4	28.8			
Other	0	0	6	24	9	39		
RP	0	0	15.4	61.5	23.1		1.6*	
Gross Income								
Less than 5,000	0	0	3	6	0	9		
RP	0	0	33.3	66.7	0			
5,000-15,000	0	1	10	29	16	56		
RP	0	1.8	17.9	51.8	28.6			
15,000-30,000	0	0	12	23	12	47		
RP	0	0	25.5	48.9	25.5			
30,000-45,000	0	0	5	11	8	24		
RP	0	0	20.8	45.8	33.3			
45,000 and up	0	0	2	12	7	21		
RP	0	0	9.5	57.1	33.3		8.9*	

*Significant at the .05 level.

their perception toward future program emphasis on farm and home management.

Only one respondent out of one hundred and fifty-seven indicated a needed increase in program emphasis on farm and home management. One hundred twenty-four suggested that a decrease of effort was needed in program emphasis on farm and home management. There was a general agreement among all areas of representation that a decrease in future emphasis in farm and home management was needed.

Chi-square value was 2.6, which was non-significant, therefore hypothesis is accepted.

Hypothesis 19. There is no significant difference among executive board member's source of income and their perception of future program emphasis on farm and home management.

Eighty-five per cent of board members receiving their major source of income from other-than-farm and 77 per cent of board members whose major source of income was from the farm recommended a decrease in program emphasis on farm and home management (See Table IV). It was evident therefore that both of these groups were not in favor of increased efforts in farm and home management. Sixty-two per cent of board members whose major source of income was other-than-farm, however, recommended a moderate decrease in program emphasis compared to 48 per cent of those receiving the

major source of income from the farm.

Chi-square is significant at the .05 level, therefore hypothesis is rejected.

Hypothesis 20. There is no significant difference among executive board member's level of income and their perception of future program emphasis on farm and home management.

Only one respondent out of one hundred fifty-seven indicated a needed increase in program emphasis on farm and home management. One hundred twenty-four recommended a decrease of effort on farm and home management. There was a general agreement among all levels of income that a decrease in program emphasis on farm and home management was needed.

Ninety per cent of the respondents in \$45,000 and up level of income recommended a moderate to large decrease in program emphasis compared to 67 per cent of respondents in up to \$5,000 income.

The chi-square value was 8.9 which is significant; therefore hypothesis was rejected.

The fifth objective of this study was to determine the relationship between executive board members in the urban and rural district, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed on use and

conservation of natural resources.

Hypothesis 21. There is no significant difference among executive board members in the rural and urban district and their perception of future program emphasis on use and conservation of natural resources.

Eighty-two per cent of the rural board members and 58 per cent of the urban board members recommended a decrease in program emphasis on use and conservation of natural resources (See Table V). It was evident therefore, that both groups were not in favor of increased efforts in use and conservation of natural resources.

Forty per cent of the rural board members, however, recommended a large decrease in use and conservation of natural resources effort as compared to only 20 per cent of the urban board members.

Chi-square is significant at the .05 level, therefore hypothesis is rejected.

Hypothesis 22. There is no significant difference between male and female executive board members and their perception of future program emphasis on use and conservation of natural resources.

Only three respondents out of one hundred and fifty-seven indicated a needed increase in program emphasis on use and conservation of natural resources. One hundred and

TABLE V

RESPONDENTS' ATTITUDE TOWARD FUTURE PROGRAM EMPHASIS ON
CONSERVATION AND DEVELOPMENT OF RESOURCES

Respondents	Degree of Emphasis Expressed in Number and Per cent of Respondents					N	Chi- Square
	Large Increase	Moderate Increase	Same	Moderate Decrease	Large Decrease		
Urban	0	2	31	30	16	79	
RP	0	2.5	39.2	38.0	20.3		
Rural	0	1	13	33	31	78	
RP	0	1.3	16.7	42.3	39.7		10.7*
Male	0	2	25	34	29	90	
RP	0	2.2	27.8	37.8	32.2		
Female	0	1	19	29	18	67	
RP	0	1.5	28.4	43.3	26.9		.4
Agriculture	0	2	17	28	21	68	
RP	0	2.9	25.0	41.2	30.9		
Home Economics	0	1	14	19	12	46	
RP	0	2.2	30.4	41.3	26.1		
4-H	0	0	13	16	14	43	
RP	0	0	30.2	37.2	32.6		.6
Income Sources							
Farm	0	2	30	50	36	118	
RP	0	1.7	25.4	42.4	30.5		
Other	0	1	14	13	11	39	
RP	0	2.6	35.9	33.3	28.2		1.3*
Gross Income							
Less than 5,000	0	0	3	3	3	9	
RP	0	0	33.3	33.3	33.3		
5,000-15,000	0	2	14	23	17	56	
RP	0	3.6	25.0	41.1	30.4		
15,000-30,000	0	0	14	20	13	47	
RP	0	0	29.8	42.6	27.7		
30,000-45,000	0	0	6	9	9	24	
RP	0	0	25.0	37.5	37.5		
45,000 and up	0	1	7	8	5	21	
RP	0	4.8	33.3	38.1	23.8		1.5

*Significant at the .05 level.

twenty suggested that a decrease of effort was needed in program emphasis.

Chi-square value was .4 which was non-significant, therefore hypothesis is accepted.

Hypothesis 23. There is no significant difference among executive board member's area of representation and their perception of future program emphasis on use and conservation of natural resources.

Only three respondents out of one hundred fifty-seven indicated a needed increase in program emphasis on use and conservation of natural resources. One hundred ten suggested a decrease in program emphasis. There was a general agreement among all areas of representation that a decrease in program emphasis in this area was needed.

Chi-square value was .6, which was non-significant, therefore hypothesis is accepted.

Hypothesis 24. There is no significant difference among executive board member's source of income and their perception of future program emphasis on use and conservation of natural resources.

Seventy-three per cent of the board members receiving the major source of income from the farm and 62 per cent of board members whose major source of income was other-than-farm recommended a decrease in program emphasis in use and

conservation of natural resources (See Table V). It was evident therefore, that both of these groups were not in favor of increased efforts in use and conservation of natural resources.

Forty-two per cent of the respondents whose major source of income was from the farm, however, recommended a moderate decrease compared to 33 per cent of the respondents whose major source of income was non-farm.

Chi-square value of 1.3 was significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 25. There is no significant difference among executive board member's level of income and their perception of future program emphasis in use and conservation of natural resources.

Three respondents out of one hundred and fifty-seven indicated a needed increase in program emphasis in use and conservation of natural resources. One hundred and ten suggested a decrease of effort was needed. There was a general agreement among all income levels that a decrease in emphasis was needed.

The chi-square value was 1.5, which was non-significant; therefore hypothesis is accepted.

The sixth objective of this study was to determine the relationship between executive board members in the urban and rural district, sex, area of representation, major

source of income, gross income and their perceived degree of program emphasis that should be placed in the future on agricultural production.

Hypothesis 26. There is no significant difference between executive board members in the rural and urban district and their perception of future program emphasis in agricultural production.

Only seven respondents out of one hundred and fifty-seven indicated a needed increase in agricultural production. One hundred and twelve suggested a decrease of effort was needed. There was a general agreement among both groups that a decrease in emphasis was needed in future program emphasis in agricultural production (See Table VI).

The chi-square value was .01, which was non-significant; therefore hypothesis is accepted.

Hypothesis 27. There is no significant difference between male and female executive board members and their perception of future program emphasis on agricultural production.

Seventy-four per cent of the male board members and 67 per cent of the female board members recommended a decrease in program emphasis on agricultural production (See Table VI). Fifty-four per cent of the male board members, however, recommended a moderate decrease as compared

TABLE VI

RESPONDENTS' ATTITUDE TOWARD FUTURE PROGRAM EMPHASIS ON
AGRICULTURAL PRODUCTION

Respondents	Degree of Emphasis Expressed in Number and Per cent of Respondents					N	Chi- Square
	Large Increase	Moderate Increase	Same	Moderate Decrease	Large Decrease		
Urban	0	3	20	38	18	79	
RP	0	3.8	25.3	48.1	22.8		
Rural	0	4	18	37	19	78	
RP	0	5.1	23.1	47.4	24.4		.01
Male	0	5	18	49	18	90	
RP	0	5.6	20.0	54.4	20.0		
Female	0	2	20	26	19	67	
RP	0	3.0	29.8	38.8	28.4		3.7*
Agriculture	0	3	14	37	14	68	
RP	0	4.4	20.6	54.4	20.6		
Home Economics	0	1	14	16	15	46	
RP	0	2.2	30.4	34.8	32.6		
4-H	0	3	10	22	8	43	
RP	0	7.0	23.2	51.2	18.6		4.6*
Income Sources							
Farm	0	4	25	58	31	118	
RP	0	3.4	21.2	49.2	26.2		
Other	0	3	13	17	6	39	
RP	0	7.7	33.3	43.6	15.4		2.9*
Gross Income							
Less than 5,000	0	1	3	4	1	9	
RP	0	11.1	33.3	44.4	11.1		
5,000-15,000	0	2	13	26	15	56	
RP	0	3.6	23.2	46.4	26.8		
15,000-30,000	0	1	11	28	7	47	
RP	0	2.1	23.4	59.6	14.9		
30,000-45,000	0	2	6	9	7	24	
RP	0	8.3	25.0	37.5	29.2		
45,000 and up	0	1	5	8	7	21	
RP	0	4.8	23.8	38.1	33.3		4.4

*Significant at the .05 level.

to 39 per cent of the female board members.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 28. There is no significant difference among executive board member's area of representation and their perception toward future program emphasis on agricultural production.

Seventy-five per cent of the agriculture representatives, 70 per cent of the 4-H representatives and 67 per cent of the home economics representatives recommended a decrease in program emphasis in agricultural production (See Table VI). It is evident therefore, that all these groups were not in favor of increased effort in agricultural production. Thirty-five per cent of the home economics representatives, however, recommended a moderate decrease in program emphasis as compared to 54 per cent and 51 per cent of agriculture and 4-H representatives respectively.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 29. There is no significant difference among executive board member's source of income and their perception of future program emphasis on agricultural production.

Seventy-six per cent of the board members receiving

their major source of income from the farm and 59 per cent of the board members whose major source of income is not from the farm recommended a decrease in program emphasis in agricultural production (See Table VI). It is evident therefore, that both of these groups were not in favor of increased efforts in agricultural production. Twenty-six per cent of the board members receiving their major source of income from the farm, however, recommended a large decrease in program emphasis as compared to 15 per cent of those whose major source of income was non-farm.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 30. There is no significant difference among executive board member's level of income and their perception of future program emphasis on agricultural production.

Only seven respondents out of one hundred and fifty-seven indicated a needed increase in program emphasis in agricultural production. One hundred and twelve suggested that a decrease in program emphasis on agricultural production was needed. There was a general agreement among all income levels that a decrease in emphasis was needed.

Chi-square value was 4.4, which was non-significant, therefore hypothesis is accepted.

The seventh objective of this study was to determine

the relationship between executive board members in the urban and rural district, sex, area of representation, major source of income, gross income and their perceived degree of program emphasis that should be placed on marketing and distribution.

Hypothesis 31. There is no significant difference between executive board members in the rural and urban district and their perception of future program emphasis in marketing and distribution.

Eighty-three per cent of the rural board members and 80 per cent of the urban board members recommended a decrease in program emphasis on marketing and distribution (See Table VII). It was evident therefore, that both groups were not in favor of increased effort in marketing and distribution. Fifty-three per cent of the rural board members, however, recommended a large decrease in marketing and distribution as compared to 48 per cent of the urban board members.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 32. There is no significant difference between male and female executive board members and their perception of future program emphasis on marketing and distribution.

TABLE VII

RESPONDENTS' ATTITUDE TOWARD FUTURE PROGRAM EMPHASIS ON
MARKETING AND DISTRIBUTION

Respondents	Degree of Emphasis Expressed in Number and Per cent of Respondents					N	Chi- Square
	Large Increase	Moderate Increase	Same	Moderate Decrease	Large Decrease		
Urban	0	1	15	25	38	79	
RP	0	1.3	19.0	31.6	48.1		
Rural	1	1	11	24	41	78	
RP	1.3	1.3	14.1	30.8	52.6		.8*
Male	1	2	15	25	47	90	
RP	1.1	2.2	16.7	27.8	52.2		
Female	0	0	11	24	32	67	
RP	0	0	16.4	35.8	47.8		.9*
Agriculture	0	1	12	21	34	68	
RP	0	1.5	17.6	30.9	50.0		
Home Economics	0	0	5	17	24	46	
RP	0	0	10.8	37.0	52.2		
4-H	1	1	9	11	21	43	
RP	2.3	2.3	21	25.6	48.8		1.9
Income Sources							
Farm	1	2	21	36	58	118	
RP	.8	1.7	17.8	30.5	49.2		
Other	0	0	5	13	21	39	
RP	0	0	12.8	33.4	53.8		.5
Gross Income							
Less than 5,000	0	0	3	0	6	9	
RP	0	0	33.3	0	66.7		
5,000-15,000	1	2	5	18	30	56	
RP	1.8	3.6	8.9	32.1	53.6		
15,000-30,000	0	0	10	20	17	47	
RP	0	0	21.3	42.6	36.2		
30,000-45,000	0	0	3	6	15	24	
RP	0	0	12.5	25.0	62.5		
45,000 and up	0	0	5	5	11	21	
RP	0	0	23.8	23.8	52.4		17.0*

*Significant at the .05 level.

Eighty-four per cent of the female executive board members and 80 per cent of the male board members recommended a decrease in program emphasis on marketing and distribution (See Table VII). It was evident therefore that both groups were not in favor of increased efforts in marketing and distribution.

Thirty-six per cent of the female board members however, recommended a moderate decrease as compared to 28 per cent of the male board members.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 33. There is no significant difference among executive board member's area of representation and their perception of future program emphasis on marketing and distribution.

Only three respondents out of one hundred and fifty-seven indicated a needed increase in program emphasis in marketing and distribution. One hundred twenty-eight suggested that a decrease of effort was needed in program emphasis on marketing and distribution. There was general agreement among all representatives that a decrease in emphasis was needed.

Chi-square value was 1.9, which was non-significant; therefore hypothesis is accepted.

Hypothesis 34. There is no significant difference among executive board member's source of income and their perception of future program emphasis in marketing and distribution.

Only three respondents out of one hundred and fifty-seven indicated a needed increase in program emphasis in marketing and distribution. One hundred twenty-eight suggested that a decrease of effort was needed in program emphasis in marketing and distribution. There was general agreement among both groups that a decrease in emphasis was needed.

Chi-square value was .5 which was non-significant; therefore hypothesis is accepted.

Hypothesis 35. There is no significant difference among executive board member's level of income and their perception of future program emphasis on marketing and distribution.

Only three respondents out of one hundred fifty-seven indicated a needed increase in program emphasis in marketing and distribution. One hundred and twenty-eight suggested a decrease of effort was needed. There was a general agreement among all income levels that a decrease in emphasis was needed in marketing and distribution. Thirty-six per cent of respondents in the \$15,000-30,000 income level, however, recommended a large decrease compared

to 67 per cent of those in the less than \$5,000 income level.

The chi-square value was 17.0, which was significant; therefore hypothesis is rejected.

The eighth objective of this study was to determine the relationship between executive board members in the urban and rural districts, sex, area of representations, major source of income, gross income and their perceived degree of program emphasis that should be placed on international development.

Hypothesis 36. There is no significant difference between executive board members in the rural and urban district and their perception of future emphasis in international development.

Fifty-eight per cent of the rural board members and 48 per cent of the urban board members recommended a decrease in program emphasis in international development (See Table VIII). Forty-three per cent of the urban board members and only 32 per cent of the rural board members however, recommended the same emphasis in the future.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 37. There is no significant difference between male and female executive board members and their perception of future program emphasis on international

TABLE VIII

RESPONDENTS' ATTITUDE TOWARD FUTURE PROGRAM EMPHASIS ON
INTERNATIONAL PROGRAMS

Respondents	Degree of Emphasis Expressed in Number and Per cent of Respondents					N	Chi- Square
	Large Increase	Moderate Increase	Same	Moderate Decrease	Large Decrease		
Urban	2	5	34	26	12	79	
RP	2.5	6.3	43.1	32.9	15.2		
Rural	2	6	25	31	14	78	
RP	2.6	7.7	32.1	39.7	17.9		1.6*
Male	2	8	34	27	19	90	
RP	2.2	8.9	37.8	30.0	21.1		
Female	2	3	25	30	7	67	
RP	3.0	4.5	37.3	44.8	10.4		4.5*
Agriculture	1	5	29	19	14	68	
RP	1.5	7.4	42.6	27.9	20.6		
Home Economics	1	2	15	23	5	46	
RP	2.2	4.3	32.6	50.0	10.9		
4-H	2	4	15	15	7	43	
RP	4.7	9.2	34.9	34.9	16.3		5.2*
Income Sources							
Farm	2	10	42	46	18	118	
RP	1.7	8.4	35.6	39.0	15.3		
Other	2	1	17	11	8	39	
RP	5.1	2.6	43.6	28.2	20.5		2.2*
Gross Income							
Less than 5,000	0	1	4	3	1	9	
RP	0	11.1	44.5	33.3	11.1		
5,000-15,000	2	3	19	24	8	56	
RP	3.6	5.4	33.9	42.9	14.2		
15,000-30,000	2	3	18	16	8	47	
RP	4.3	6.4	38.3	34.0	17.0		
30,000-45,000	0	3	8	7	6	24	
RP	0	12.5	33.3	29.2	25.0		
45,000 and up	0	1	10	7	3	21	
RP	0	4.8	47.6	33.3	14.3		2.7

*Significant at the .05 level.

development.

Fifty-five per cent of the female executive board members and 51 per cent of the male executive board members recommended a decrease in program emphasis in international development (See Table VIII). However, 45 per cent of the female board members compared to 30 per cent of the male board members recommended a moderate decrease in program emphasis.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 38. There is no significant difference among executive board member's area of representation and their perception of future program emphasis on international development.

Sixty-one per cent of the home economics representatives, 51 per cent of the 4-H representatives, and 49 per cent of the agricultural representatives recommended a decrease in program emphasis in international development. Fifty per cent of the home economics representatives, however, recommended a moderate decrease compared to 35 per cent and 28 per cent of 4-H and agricultural representatives respectively. All groups generally were not in favor of increased effort in international development.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 39. There is no significant difference among executive board member's source of income and their perception of future program emphasis on international development.

Fifty-four per cent of the board members receiving their major source of income from the farm and 49 per cent of the board members whose major source of income is non-farm recommended a decrease in program emphasis on international development (See Table VIII). Thirty-nine per cent of board members whose major source of income was from the farm compared to 28 per cent of those whose major income was non-farm recommended a moderate decrease. Indications from respondents were not for increased effort in program emphasis on international development.

Chi-square is significant at the .05 level; therefore hypothesis is rejected.

Hypothesis 40. There is no significant difference among executive board member's level of income and their perception of future program emphasis on international development.

Only fifteen respondents out of the one hundred and fifty-seven indicated a needed increase in program emphasis in international development. Eighty-three suggested a decrease of effort was needed in program emphasis in international development. There was a general agreement from

respondents among all income levels that the same emphasis or a decrease in emphasis was needed.

Chi-square value was 2.7, which was non-significant; therefore hypothesis is accepted.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

The Extension Service has the responsibility to provide information to all Kansas residents by organizing educational programs pertaining to agriculture, home economics and 4-H club work. The programs are no longer limited to farm or rural clientele, but include urban and rural non-farm people.

The objective of the Extension service is to provide factual information and guidelines which will enable people to make wiser decisions to attain a higher standard of living. The Extension Service does not make decisions for people, but should provide facts and alternatives for their consideration.

The opportunity for future Extension programs is unlimited, but the resources are limited. These resources are finances, time and personnel. It is urgent that the Extension Service determine priorities in planning future programs.

This study was designed to determine the emphasis that should be placed on its programs in the future as perceived by selected executive board members.

I. DESIGN OF THE STUDY

The respondents in this study were executive board members from eleven rural counties selected by using a table of random numbers, and eleven urban counties as designated by Extension Administration.

Questionnaires were sent to one hundred and ninety-eight executive board members from urban and selected rural counties. The executive board members were selected because this group has the final responsibility in program determination for their respective counties.

The evidence was gathered by a questionnaire which was pre-tested by all state staff members in February, 1968. The questionnaire was developed by a Joint Study Committee of the Federal Extension Service.

Data were precoded and punched on IBM cards to facilitate analysis. The statistical analysis includes the number of respondents and row percentages of each variable. A five-point attitude scale was developed to measure the intensity and direction of the respondents' attitude based on the people he or she represents. The variables included urban and rural, sex, area of representation, income source and gross income. The data were presented in the form of tables and were analyzed by mean weighted scores and chi-square in order to accept or reject null hypothesis.

The purpose of this study was to determine the attitude of selected clientele leadership toward future program emphasis of the Cooperative Extension Service in Kansas.

II. CONCLUSIONS

The conclusions presented are based on the findings of the study. One could only conclude from this study that:

1. Generally, all the respondents have the opinion that Extension should provide the same amount of effort or decrease its efforts in leadership, community resource development, youth and family life development, farm and home management, use and conservation of natural resources, agricultural production, marketing and distribution and international development.

2. A further conclusion is that a recommendation to decrease efforts in these areas was general and not tied to any specific variable tested, that is, the recommendation to decrease efforts was made regardless of the respondent's rural or urban designation, sex, area of representation, income source or income level.

3. Although there were some significant differences at the .05 level, the large differences, causing this significance occurred in those areas recommending "same" or "decrease" in future program emphasis. There was no large

differences between large increase and moderate increase in any of the areas tested, nor did large differences occur between the "increase" or "decrease" areas on the scale.

III. RECOMMENDATIONS

This study was designed to determine the emphasis that should be placed on the Cooperative Extension program in the future relative to urban areas as compared to rural areas. If the administration of the Kansas Cooperative Extension Service is to make effective decision in the future, he needs to know the attitude of his leadership and have their support. The results of this study implies that this body of leadership feels that no increased efforts are needed and no new directions, in the areas studied, need to be explored.

The results of this study are extremely relevant to administration, policy, programming, and personnel in the Kansas Cooperative Extension Service. With this in mind, the author definitely recommends that further studies need to be made to determine "why" the people feel that a decrease in effort needs to be made. Do they feel, for example, that Extension is no longer needed and should be dissolved? Or, do they feel that we should devote our efforts in other areas in addition to the ones tested in this study? Or, that we are working too hard in these areas and should

simply slow down? Finding answers to these questions should greatly enhance administrative decisions.

BIBLIOGRAPHY

BIBLIOGRAPHY

A. BOOKS

- Rovetch, Warren. University Adult Education. New York: Harper & Brothers, 1960.
- Sanders, H. C. The Cooperative Extension Service. Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1966.
- Selltiz, Claire, et al. Research Methods In Social Relations. New York: Henry Holt and Co., Inc., 1959.
- Young, Pauline. Scientific Social Surveys and Research. Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1956.

B. OTHERS

- A Statement of Scope and Responsibility. The Cooperative Extension Today. U. S. Department of Agriculture, April, 1958.
- Beck, Glenn H. Speech presented at Cooperative Extension Service Conference, Kansas State University, November, 1967.
- _____. "Opportunities and Challenges in the Years Ahead, the Century Ahead," Seminar on Agricultural Administration in the Land-Grant System, June 1-6, 1963, Fort Collins, Colorado.
- Blalock, T. C., Mary Nell Greenwood, Roland H. Abraham. "What the Public Thinks of Extension," Journal of Cooperative Extension, Vol. I, Number 1, Spring, 1963.
- _____. "What Legislators Think of Extension", Journal of Cooperative Extension, Vol. II, Number 2, Summer, 1964.
- Boone, Edgar J. and James Duncan. "Needed Research in Extension Administration Organization," Adult Education, Vol. XII, Number 2.
- Brown, Emory J. "Extension and the Urban Environment," Journal of Cooperative Extension, Summer, 1965.

Editorial, "A Warning to Agriculture," Chicago Tribune,
March 8, 1964.

Griffith, Paul H. "Formula Feed Operators' Perception of
the Kansas Agricultural Extension Service." Unpublished
Ph. D. dissertation, University of Wisconsin, Madison,
1961.

Joint Committee Report on Extension's Programs, Policies,
and Goals, Washington, D. C., August, 1948.

King, Gary W., and Emory J. Brown. "Adapting to Resource
Development," Journal of Cooperative Extension, Fall,
1966.

Leagans, Paul J. "A Concept of Needs," Journal of Coopera-
tive Extension, Summer, 1964.

McKain, Walter C., Jr. "Rural Suburbs and Their People,"
Journal of Cooperative Extension, Summer, 1963.

Shoemaker, Karl. Federal Extension Service, USDA Farm
Policy Forum, Vol. XIV, Number 4, 1961.

Utz, Alan B. "Agent Performance in Programming," Journal
of Cooperative Extension, Fall, 1965.

Van Hise, Charles R. The University Extension Function in
the Modern University. Proceedings of the First National
University Extension Conference, Madison, Wisconsin,
March 10-12, 1915, Madison University Extension Division,
the University of Wisconsin, 1915.

Watts, Lowell W. "The Future Role of Cooperative Extension
in the Land-Grant System." Seminar on Agricultural
Administration in the Land-Grant System, June 1-6, 1963,
Fort Collins, Colorado.

APPENDIX A

Kansas State University

Manhattan, Kansas 66504

78

Division of Extension
Department of County Extension Operations
Umberger Hall

January 31, 1968

I am enclosing a sample of a letter that you may want to use if you decide or find it necessary to send out the questionnaire to your Executive Board members. I am sorry not to give you more time, but my plans for my thesis plans were not finalized until this week.

I hope the questionnaire reaches you before the regular board meeting, but I know some of you will already have held your February meeting. If so, I would appreciate your getting the questionnaires to your board members. Your cooperation will be most vital in this study.

Sincerely,

Mr. Jack H. Wilson
Apt. M-3, Jardine Terrace
Manhattan, Kansas 66502

JHW/jjs

(SUGGESTED LETTER TO BE SENT OUT TO BOARD MEMBERS, IF DESIRED.)

Dear Extension Executive Board Member:

Will you please take a few minutes to respond to the enclosed questionnaire?

This study is being made because it is highly probable that future Extension appropriations and programs will be based on information from this study and previous studies. It is also to determine the emphasis that should be placed on programs in the future, relative to urban as compared to rural areas. We feel your part in program emphasis is very important.

I would appreciate your cooperation in answering this questionnaire. Please answer questions on the second page as a representative of the people of your township or city, not as an individual.

Please return questionnaire to your County Extension Director or County Agricultural Agent by February 15.

Sincerely yours,

QUESTIONNAIRE

County _____

Sex

Male _____

Female _____

Area Representation:

Agriculture _____

Home Economics _____

4-H _____

Major Source of Income:

Farm _____

Other (Specify) _____

Gross Income (include all source of income):

Under 4,999 _____

\$ 5,000 - 14,999 _____

\$15,000 - 29,999 _____

\$30,000 - 44,999 _____

\$45,000 and over _____

Occupation _____

FUTURE PROGRAM EMPHASIS FOR COOPERATIVE EXTENSION

Program Objectives (Check one for each of eight objectives)	Large Increase	Moderate Increase	Same	Moderate Decrease	Large Decrease
<u>Leadership Development</u>					
<u>Community Improvement & Resource Development</u>					
<u>Family Living and Youth Work</u>					
<u>Management on the Farm and in the Home</u>					
<u>Conservation, Development and use of Natural Re- sources</u>					
<u>Agricultural Pro- duction</u>					
<u>Marketing, Distribution and Utilization</u>					
<u>International Programs and Development</u>					

APPENDIX B



UNIVERSITY OF CALIFORNIA
LIBRARY

Division of Extension
County Extension Operations
Umberger Hall
MANHATTAN, KANSAS 66502
Phone: 913 532-6881

"Taking the UNIVERSITY to the PEOPLE"



83

January 30, 1968

As part of his graduate work in Extension Education, Jack H. Wilson is studying the relationship of program emphasis as to urban and rural districts. Your county is one of those selected to be included in the study.

The study includes your present County Extension Council Executive Board. The questionnaire will require about 10 or 15 minutes to complete. Because of the limited time schedule, would you please have your board members complete and return the questionnaire to you not later than February 15?

It is our intention that members will answer the questionnaire as representatives of the people in their township or city and not as individuals.

Sincerely yours,

Harold E. Jones
Director of Extension

HEJ/jjs

Enclosures

FUTURE EXTENSION PROGRAM EMPHASIS AS PERCEIVED BY
RURAL AND URBAN EXECUTIVE BOARD MEMBERS

by

JACK H. WILSON

B. S., Kansas State University, 1943

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF SCIENCE

College of Education

KANSAS STATE UNIVERSITY
Manhattan, Kansas

1969

The purpose of this study was to determine the emphasis that should be placed on the Cooperative Extension programs in the future relative to urban areas as compared to rural areas.

The participants were representative of the Extension Executive Boards in the area delineated as urban and selected rural counties of Kansas. Questionnaires designed to measure attitude were filled out by executive board members. The questionnaire consisted of a face data sheet designed to secure information about participants including rural or urban, sex, area of representation, source of income and gross income. The second sheet included program areas with the degree of emphasis, large increase, moderate increase, same, moderate decrease, and large decrease.

The data were presented in the form of tables and were analyzed by mean weighted scores and testing null hypothesis by using chi-square.

In general all the respondents indicated that Extension should provide the same amount of effort or decrease its efforts in leadership development, community resource development, youth and family life development, farm and home management, use and conservation of natural resources, agricultural production, marketing and distribution and international development. There were some who recommended a large increase in community resource development,

youth and family life development, marketing and distribution and international programs, but those respondents represented a small number of the people tested.

The recommendation to decrease efforts in all program areas was general and was not tied to any specific variable tested. Significant differences were found in some areas recommending "same" or "decrease" in program emphasis.

Although there were some significant differences at the .05 level in leadership development between urban and rural, area of representation, and source of income, the large differences occurred in those areas recommending "same" or "decrease" in future program emphasis. There was no large differences between large increase and moderate increase in any of the areas tested.

There was significant difference at the .05 level in community resource development between urban and rural, sex, area of representation, source of income and gross income.

In family living and youth work significant differences at the .05 level was found between rural and urban, sex, area of representation, source of income and gross income.

Significant difference at the .05 level was found in management of farm and home between rural and urban, sex, source of income and gross income.

Significant difference at the .05 level on conservation

and development of resources was evident between urban and rural, and source of income.

In agricultural production significant difference was found between sex, area of representation, and source of income.

Significant difference in marketing and distribution was evident at the .05 level between urban and rural, sex, and level of income.

Significant difference on international programs was found between urban and rural, sex, area of representation, and source of income.

Further studies are needed to find out why people who have program determination in a county feel that a decrease in effort is needed in all program areas.

The implication from this study demands that administration attempt to uncover reasons for these recommendations made by those people responsible for final program determination.