

ABSTRACT OF THESIS

ORGANIZATION METHODS USED IN ESTABLISHING
4-H CLUB WORK IN URBAN AREAS
OF NEW YORK STATE

Submitted by

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Abstract of Thesis

ORGANIZATION METHODS USED IN ESTABLISHING 4-H CLUB WORK
IN URBAN AREAS OF NEW YORK STATE

4-H club work was officially established in 1914 through the passage of the Smith-Lever Act appropriating funds for establishing the Extension Service, of which 4-H club work is a part. With some fluctuations, the membership of the organization has shown a steady growth. At the present time (1947), there are 1,759,911 young people enrolled. The development of 4-H work is based fundamentally upon providing training in agriculture and homemaking for rural young people. The program over the years has been gradually broadened to include many projects and activities, all of which contribute to the development of both rural and urban young people through Head, Heart, Hands and Health training. This broadened development has the full, although comparatively recent, approval of the Department of Agriculture and the Association of Land Grant Colleges and Universities.

The development of urban 4-H club work on a peacetime basis is a relatively new field, although considerable wartime activity took place in urban areas in the patriotic drive to "feed a fighter." This study is concerned with the post-war urban development of 4-H club work, particularly with organization methods used by county club agents in establishing 4-H club work in urban areas. The writer has been a county club agent in New York State for the past 15 years and has selected New York State as the area to be studied. In that state, the urban 4-H problem is of prime importance, with agents reporting that over 25 per cent of the total 4-H enrollment of 46,804 are urban residents. The term "urban," as

used in this study, refers to communities having a population over 2500 and to city-marginal communities where city-employed families live and whose primary interests lie in the city.

The development of 4-H club work in urban areas presents many problems. One of these problems, "Organization Methods Used in Establishing 4-H Club Work in Urban Areas of New York State," is the subject of this study. The study covers the organization methods used from the time the urban young person first hears about 4-H club work until the member is individually enrolled or until the organized clubs are established ready to operate.

In order to answer the major question, it became necessary to answer the following questions:

1. What methods are used to inform urban young people about 4-H club work?
2. How are the original contacts made between the county 4-H club agent and urban young people?
3. What methods are used in securing enrollment from urban young people?
4. What types of enrollment are offered to urban young people?
5. In what ways are 4-H clubs related to other community organizations or groups?
6. How are local volunteer leaders secured for urban 4-H clubs?
7. What types of projects and activities are offered to urban 4-H club members?

To secure information about 4-H club work in urban areas of New

York State, the writer contacted the county club agents of New York State who have been working with urban young people. Of the 54 county club agents employed, 52 cooperated with the study and returned questionnaires sent to them. Of the 52 returned questionnaires, 50 were found usable in the study. Questionnaires from two counties, the only counties showing no urban enrollment, were not used.

The agents who answered the questionnaires proved to be experienced in the field, with an average of 11.5 years of service as club agents. They appear to be well qualified to express opinions supported by adequate experience. There are 54 club agents in the state, with 35 counties also employing one or more assistant club agents. In the study, one agent reported for a county, and the terms, "agents reporting" and "counties reporting," may be used interchangeably, since each agent reported for his own county.

The major portion of the original material was secured through the use of a questionnaire prepared by the writer with the helpful advice of Dr. David H. Morgan, Mr. Herb Heilig, Mr. Max C. Grandy, and Mr. Cecil G. Staver. The questionnaire was of the check-and-fill-in type and constructed in sections, with one section devoted to information related to each of the sub-problems listed in the problem analysis. A special section was provided for background information.

The agents for whom the questionnaire was prepared were asked to check methods used in their county from a suggested list of methods. In addition to indicating the use of the method, the agents were asked to rate the methods used on the basis of effectiveness in the agent's county. The possible ratings were excellent, very good, good, fair, and poor. These

ratings, for purposes of comparison, were evaluated numerically. The average or numerical rating for each method was arrived at by allowing a numerical score of five for each excellent rating given, four for each very good rating, three for each good rating, two for each fair rating, and one for each poor rating given. The total allowed score for a method, divided by the number of agents or counties using the method, resulted in the final average score or rating for the method. On this basis, 5.00 was the maximum average rating any method might receive.

In some instances, agents were asked to estimate numbers. This was necessary because actual figures related to urban work were not available. The writer realizes that these estimates could be in error, but believes the agents making the estimates are well acquainted with the county situation in question and are in a position to make reasonably accurate calculations, since the agents reporting have served in their present counties an average of 9.5 years.

The questionnaires were mailed to club agents, with a letter of transmittal, in air mail envelopes. A self-addressed air mail return envelope was enclosed. Of the 54 questionnaires mailed out, 52 were returned within 17 days. The time required to fill out a questionnaire was about 12 minutes.

A master sheet was prepared with provision made so that tabulation of results and analysis of the data received were possible. The major findings of the study follow.

Background information

4-H club work has been established in the 50 reporting counties

an average of 16.8 years. The 50 reporting club agents have spent an average of 11.5 years as 4-H club agents and have spent 9.5 years in their present counties.

The 50 reporting counties include a total of 243 urban communities and a total of 179 city-marginal communities. A total of 5,648 urban boys and 6,766 urban girls were enrolled in 4-H work, or a total of 12,414 boys and girls were enrolled during the 1947-48 club year. This figure constitutes over 25 per cent of the total New York State enrollment of 46,804 as listed for 1947. The urban enrollment within the reporting counties varied from 12 members, the lowest reported, to 3,172 members, the highest reported. The average urban enrollment per county was 248 members.

Post-war interest in urban development

The club agents were asked to indicate the apparent interest in their counties in the post-war development of urban club work. Twenty agents reported a definite increase in interest in urban work. Twenty-nine agents reported that interest remains about the same. One agent reported a decreasing interest.

Attitude of county club agents toward expansion of 4-H work into urban areas

When asked to express their own attitude toward the expansion of 4-H work into urban areas, 20 agents indicated that a definite effort should be made to extend the work into urban areas, while 29 agents felt that an effort should be made to take care of only direct requests for

assistance in urban areas. One agent felt that urban work should be discouraged. Although the figures are alike, there is no positive correlation between the interest in urban work in the county and the agent's attitude toward expansion. There does, however, appear to be a correlation between the years of service of the agent and his attitude toward extending the work into urban areas. After an agent has worked about 10 years, chances are seven to three against his favoring extension of the work. Many agents expressed the view that their first duty was to rural work, but that they were in favor of urban expansion if help were made available to take care of additional work.

Methods used to inform
urban young people
about 4-H club work

Agents were asked to report on the methods they used to inform urban young people about 4-H work. The average agent reported that he used 6.5 different methods in conveying information to urban young people. The top five methods, based on their average agent rating, were illustrated talks using slides or movies, school programs by organized clubs, movies on 4-H, talks by club agent (not illustrated), and publicity folders on 4-H work distributed through schools. The newspaper was the universally used medium but ranks sixth in the agents' effectiveness rating as a means of informing urban young people about 4-H work. All agents recognized the newspaper's value in informing the general public about 4-H club work. The use of 4-H news letters, the radio and circular letters did not compare in effectiveness with other methods used.

Methods used by agents in
making personal contacts
with urban young people

All agents recognized the importance of making personal contact with prospective club members in urban areas. The most popular and highest rated method was through talks at schools, the same method that topped the list as a means of informing young people about club work. Many agents used school visits of the "drop in" variety where talks were not given. Talks rated considerably higher on the rating scale than visits. In between the two school visit methods, and placing second in value to the illustrated talk method, was the community meeting method, with parents and prospective 4-H'ers present. Calls at the county club office were commonly used and were relatively effective, although limited in application. Most agents attended community meetings related to the field of agriculture or home economics, and felt that this attendance had a public relations advantage. On an average, agents used 3.6 different methods in making personal contacts with urban young people.

Methods used in securing
enrollment from urban
young people

The most effective means of securing enrollment appeared to be the use of illustrated folders on 4-H work, with enrollment cards enclosed, which were distributed through the schools. The second method in popularity and effectiveness was the relatively simple one of having present members distribute enrollment cards to prospective members. Other methods, listed in the order they appeared on the rating scale were: circular letters enclosing enrollment cards, enrollment blanks in 4-H news letters, radio

invitations to join, and newspaper publicity including an enrollment blank.

Methods used in establishing organized urban clubs

Of the 50 reporting counties, all but eight reported the presence of one or more urban organized clubs. The number of organized clubs in a county ranged from one to 59.

The method that agents selected as most effective for organizing clubs was that of having clubs start on their own, usually with parents' support, and as a result of a community meeting. Thirty counties used this method. The next most effective method, used in 35 counties, was that of having the club agent start the club on a community basis outside of school. Community organizations in 18 counties sponsored organized clubs to place this method third on the rating scale. Clubs started by one or more interested adults were reported in 35 counties and were well thought of by agents. The method of starting clubs in schools appeared to be the least desirable of all methods listed. The average county had clubs started by four different methods.

Where do urban clubs meet?

When asked where their most successful clubs meet, 32 out of 40 agents reported that homes were the ideal meeting place, although clubs met in public halls, churches and schools. The meeting place was governed by many factors, including size of the club and location of the homes of members. There is an unmistakable indication that the most successful clubs met most of the time in the homes of members.

How are volunteer leaders
secured for urban clubs?

4-H club leaders are the key to every successful 4-H club organization. Without the help of these leaders, 4-H club work as we know it would be impossible.

Agents were asked what methods were used in securing volunteer local leaders. In addition to indicating the methods used, agents were asked to rate the methods on the basis of the ones that have provided the most satisfactory leaders. The most satisfactory groups of leaders, by a wide margin, were found by club members themselves. In some instances, parents and the agents assisted with this method. The second most satisfactory group of leaders was composed of people who had volunteered to act as leaders as a service to young people. The third highest rated group of leaders was developed from older club members. The group of leaders ranking fourth on the rating scale (although the largest group in number, with 195 leaders so selected) was the group of leaders found by club agents. Three groups of leaders, ranking progressively lower on the rating scale than those mentioned above, were "from membership of service clubs," "provided through schools," and "from membership in P.T.A."

In all, 563 urban leaders were reported serving in the 42 counties having urban clubs.

Projects offered to
urban club members

There appeared to be no particular difference in the project interests between urban and rural members, with the exception of the interest in livestock projects. Livestock projects were generally impractical in

urban areas because of the lack of facilities. Agents were asked to indicate the number of urban members enrolled in the different types of projects. As might be expected, the favorite agricultural project, carried out by 6,152 members, was gardening. In homemaking, foods and clothing seemed to be equally popular, with a total enrollment of 6,375, almost equally divided between the two types. The next most popular project was a relatively new one, bicycle maintenance, offered in 28 counties and carried out by 1,128 members. The poultry project was offered in 36 counties and included an enrollment of 966 members. Handicrafts projects of various kinds accounted for an enrollment of 762 members. Home furnishings interested 606 girls. Home and grounds improvement, including flower growing, showed a total enrollment of 987. Other projects offered, each with an enrollment of less than 500, included woodworking, rabbit raising, safety, recreation, dramatics, forestry, first aid, photography, home nursing, auto mechanics, fire prevention, conservation, goats, junior leadership, and tractor maintenance. The local situation, in a large measure, appeared to influence projects offered and undertaken. The average member in urban areas carried 1.5 different projects.

Activities offered
urban club members

Agents were asked to indicate the activities offered urban members in their counties and the number of members participating in each activity. In addition, the agents were asked to rate the different activities on the basis of their value for urban members.

Based on the number of members participating, activities were placed in the following order: receiving project home visits, attending

special county-wide meetings, exhibiting at county fairs, attending 4-H camps, and taking part in special exhibits.

Selected on the basis of the number of counties offering the activity, exhibiting at county fairs headed the list, followed by attending 4-H camps, attending special meetings, taking part in demonstration contests, and taking part in judging contests.

The agents' average rating of the activities showed the following results. Attending 4-H camps was rated as the most desirable study, followed by exhibiting at county fairs, taking part in dramatic contests, demonstration contests, and county-wide meetings.

The results indicated that no special activities were offered particularly for urban members and that urban members participated in activities generally offered. The principal activities that appeared prominently in all three evaluations were exhibiting at county fairs and attending 4-H camps.

Nearly all counties offered five or more activities to urban members.

Implications and generalizations

1. The most successful urban clubs are started on a community basis, outside of school, as a result of a community meeting.
2. The most satisfactory leaders are selected by the club members themselves, with the possible assistance of parents and agents.
3. The homes of members are the most desirable meeting place for clubs.

4. Combinations of methods, in all phases of organization activity, are more effective than any single method and are generally employed.

5. The present activities and projects, as offered in rural areas, seem satisfactory for urban members, possibly with minor adjustments in requirements and content. Agents should remain alert to the possibility of new projects or projects meeting particular needs in local urban areas.

6. The best single means of securing urban enrollment is through the use of a printed illustrated folder on L-H club work distributed through the schools, and including an enrollment card. This reaches both parents and prospective members. This means should be supplemented by supplying extra enrollment cards to present to members for distribution.

7. Individual enrollment as well as organized club enrollment should be accepted. The urban situation lends itself remarkably well to enrollment through organized clubs.

8. The school is the best place for the agent to meet urban young people, and illustrated talks are the favorite means of informing them about club work. Slides are preferred over movies. Locally taken slides should be included whenever possible as an interest-creating factor.

9. The newspaper is still the most popular medium for distributing general information about club work to the public, although not as effective for reaching urban young people as more direct approaches, such as illustrated talks. Newspaper publicity does more than any other source to gain public support for club work.

10. Radio has not proven generally effective as a means to inform urban young people about club work or as a means of securing enrollment.

11. The agent should take every possible opportunity to talk to groups of young people and adults in schools and in communities about 4-H club work. The first requisite for membership and for public support is an informed public. Parents, in particular, must be familiar with 4-H work if their children are to conduct successful project work.

12. Older agents in terms of service are less enthusiastic about extending 4-H work into urban areas than are younger agents, but they would probably do the job equally as efficiently if help and money were made available to do the job. In club work there appears to be no substitute for experience. The more people the agent knows, the easier it will be for him to do his job.

13. Every agent will find it valuable to cultivate good relationships with school administrators and teachers. The school can be a powerful factor in building up a strong urban enrollment.

14. The urban 4-H membership now constitutes over 25 per cent of the total 4-H enrollment and prospects are that the future expansion of 4-H club work will depend to a considerable extent upon the addition of urban membership.

15. The New York club agents are experienced in their field. They study their job and apply a variety of methods to solve their problems. They are carrying out a well-rounded program, broad in its scope and unlimited in its educational possibilities. As a group they are interested in finding a better way of doing their job.

16. Club work can be and is being done effectively in urban areas. Expansion of the program into urban areas will depend to a considerable extent upon the availability of additional finances and personnel.

Suggestions for
further study

Out of this investigation several ideas have developed which the writer feels are worthy of further study, the solution of which should contribute to the limited information available on urban 4-H work. They are:

1. A study of the most effective types of information or publicity folders on 4-H work for use with urban young people.
2. A study of the correlation existing between methods used to publicize 4-H work and enrollment in the 4-H organization.
3. A study of urban project effectiveness.
4. A study to determine training requirements for agents planning to work in urban areas.
5. A study to determine a suggested program of cooperation between city schools and the Extension Service.
6. A study to determine a course of training that would be helpful to local volunteer leaders in urban areas and that could be given by extension agents.
7. A study to determine the financial requirements for the development of urban 4-H work in given areas.
8. A study to determine desirable qualifications for volunteer urban leaders.

9. A study of the place of special activities in urban 4-H
work.
10. A study of special exhibits and their place in urban 4-H
work.
11. A study of sponsorships and their relationship to 4-H club
work.

T H E S I S

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Submitted by
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In partial fulfillment of the requirements
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I HEREBY RECOMMEND THAT THE THESIS PREPARED UNDER MY
SUPERVISION BY JOHN L. STOOKEY
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Permission to publish this thesis or any part of it
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Chapter I
INTRODUCTION

Over three decades have passed since the approval of the Smith-Lever Act and related federal and state measures appropriating funds for the promotion of extension work in agriculture and home economics by the various land grant institutions of the country. During that time, project work in agriculture and home economics for boys and girls between the ages of ten and twenty years, known as 4-H club work, has become an important part of the national system of Extension Education promoted cooperatively by the U. S. Department of Agriculture, the State Colleges of Agriculture, and county governmental or local organizations.

The 4-H club organization now includes a membership of 1,759,911 young people (1947), the result of a steady growth in membership, marked by some fluctuations since its origin in 1914. These young people are served by 6,866 county extension agents, 558 of whom are known as county 4-H club agents, and an additional 177,690 adult 4-H leaders.

There are about 10,500,000 rural youth between ten and 21 years of age in the United States, and perhaps

an additional 10,000,000 urban youth could benefit by the work. These figures bring us to realize that the job of the 4-H club organization in the field of education can still be expanded tremendously if it is to reach a fair share of those whom it is set up to serve.

The development of the 4-H club program was based fundamentally upon providing educational training in agriculture and homemaking for rural young people. As the membership grew, and as the interests of the young people and their club leaders developed, the specific training offered was broadened to include training in the wider phases of citizenship, service, leadership, and personal development of young people--to more nearly embrace training in the 4-H's, Head, Heart, Hands and Health, which the club emblem symbolizes.

Early club work was generally built around a single project. For example, the earliest recorded agricultural clubs started out as corn clubs, and the earliest girls' groups as sewing clubs. Today, project work embraces not one project, but several dozen, and is limited only by the desires and ambitions of the enrolled members. Today such projects as conservation, safety, health, home grounds improvement, woodworking, and others add interest to the agricultural program. For girls, home nursing, wise buying, wardrobe planning, home management and many

others add variety to the list of possibilities. A host of new activities have been added as the program developed until today music, dramatics, camping and participation in a long list of trips, tours, exhibits and meetings are accepted as a normal part of the things a club member can do.

Naturally, as the program became more popular, an interest in membership developed on the part of urban young people, many of whom are interested in agricultural and homemaking activities. Not only young people themselves, but urban families and urban educators, business men and leaders became interested in the possibilities the 4-H program holds for young people of urban sections. This interest expanded sharply during the war years, under the stimulus of the need for food production and the patriotic urge to "feed a fighter." At the close of the war, although the patriotically inspired gardeners, poultry raisers and war workers in general were quick to drop their agricultural pursuits, a healthy interest remained scattered throughout the urban areas, particularly in the industrial, densely populated sections of the country.

This situation, then, exists at the present time. There is a call for service, and a real need to be met on the part of young people and adults, some residing in cities, some in areas surrounding cities, and some in larger villages. In general, these are people who own a

little land--who do not profess to be farmers, who generally are city employed, but who enjoy agriculture and homemaking as an activity, a happy and sometimes remunerative diversion, and a desirable addition to their way of life.

In the state of New York, where the author has spent fifteen years as a county 4-H club agent, the problem of expansion of 4-H club work into urban areas is one of the first magnitude. New York State, with a land area of 47,929 square miles, has a population, in its sixty-two counties, of 11,165,893 urban dwellers and 2,313,249 rural people--a total population of 13,479,142, averaging 281.2 persons per square mile. The problem of the development of urban 4-H club work is considerably more pressing in industrial, heavily populated areas such as New York, than it is in the states less densely populated. Colorado, for comparison, has a land area over twice that of New York, but has a total population of 1,123,296, or an average of 10.8 persons per square mile.

In the experience of the author, the development of urban 4-H club work was a more or less natural outgrowth of the situation in the county where he is stationed. There are three cities in the county, and an additional 10 incorporated villages are within the 20 by 24 mile Niagara County borders. The entire county is

becoming urbanized with more and more of its residents living in the country, by choice, and working in one of the three cities of the county, or in nearby Buffalo, for their livelihood.

When the opportunity for advanced study presented itself, it seemed logical to select a problem which is facing many club agents, including the author, and to select one phase of the problem of developing urban 4-H club work--a problem growing more important every day.

The problem

What methods of organization are recommended for use by 4-H club agents in establishing 4-H club work in urban areas of New York State?

Problem analysis.--In order to answer the major question, it is necessary to answer the following:

1. What methods are used to inform urban young people about 4-H club work?
2. How are the original contacts made between the county 4-H club agent and urban young people?
3. What methods are used in securing enrollment from urban young people?
4. What types of enrollment are offered to urban young people?
5. In what ways are 4-H clubs related to other

community organizations and groups?

6. How are local volunteer leaders secured for urban 4-H clubs?

7. What types of projects and activities are offered to urban club members?

Delimitations.--This investigation is limited to urban 4-H club work in the state of New York as carried out under the general supervision of the state 4-H club office and the county 4-H club offices. The problem deals with the 4-H club organization methods from the time the urban young person is first informed about 4-H club work until the club member is individually enrolled or until the organized clubs are established ready to operate. Urban areas here referred to are communities with a population of 2500 or more citizens. This study also treats, as urban, areas immediately surrounding cities where city employed families reside and where their primary interests lie in the cities. This study is limited to post-war organization activity.

Definition of terms.--4-H club agents are employees of the United States Department of Agriculture Extension Service working in individual counties of the state of New York on a cooperative appointment with the United States Department of Agriculture, the state of New York, and the county in which they work.

Chapter II

REVIEW OF LITERATURE

The Extension Service is fast coming to realize that urban and non-farm dwellers are coming to look to the Service for more and more help in solving problems related to home economics and agriculture and in the broad phases of activity having a bearing on agriculture and home economics. The 4-H club organization, as a part of the Extension Service, is facing the responsibility of working with these urban young people who have evidenced an interest in agriculture and home economics, and in participating in the activities conducted by the organization for the benefit of young people.

There seems to be a need to determine effective methods of establishing 4-H club work in urban areas; so the purpose of this study is to find out what methods are being used by agents in the field in setting up and organizing 4-H club work in urban areas. No one study could possibly cover the entire field of urban 4-H work. The author's problem is concerned with a study of the methods used by the 4-H club agents in the state of New York, covering the period from the time the urban

youngster first hears about 4-H club work through the period when the member is enrolled individually or the club is organized and ready to operate.

The writer has attempted, through a study of the literature in the extension field, to find material which might have a bearing on this problem.

Before examining the specific phases of the problem, it seems desirable to review some literature which deals with the interest in and attitude toward the expansion of 4-H club work into urban areas.

Interest in and attitude toward urban extension work

To bring out the change in thinking which has occurred on the part of those responsible for the administration of extension work, reference is made to an address delivered by John R. Hutchison (11), Director of Extension in Virginia, who, on November 11, 1941, said in an address on "The Present Day Job of the Extension Service," "It is to give farm people, in a form which they can use, information which will help them help themselves to become better citizens in a democracy." (11:189)

Director L. R. Simons (22) of the New York State Extension Service, in reporting to the Association of Land Grant Colleges and Universities in 1946, just five years later, shows the first definite trend in

assuming responsibility for urban work. Reporting on the development of urban home demonstration work, he said:

It is evident that the Extension Service is best equipped to conduct organized urban educational activities in horticulture and homemaking, particularly with adults. Plans should be made now for Federal legislation to provide funds toward the expansion of urban extension programs. Not only consumers, but also farm men and women would back such a movement. Experience has shown that both producer and consumer are benefitted. This expansion is in the public interest and for the public good.

As I stated previously, extension work has not been confined strictly to rural areas in New York. Not only is our home demonstration staff performing various services for urban people, but also in counties with large suburban and urban populations, county agricultural agents answer thousands of calls each year from home gardeners and city owners of farms. Thousands of 4-H club members reside in villages and small cities. (22:140)

The first actual report of urban 4-H club work that the author could find was included in the annual 4-H club report for Colorado in 1945 by C. G. Staver (1), State Club Leader for Colorado. Figures were presented for the city of Denver and Denver County, where the country's first city 4-H club agent was employed on a peacetime basis. He showed that 854 club members were enrolled in 82 organized clubs in the city of Denver.

Schlup (20), in a report on the Information Program of the Federal Extension Service (1947), pointed out that the Extension Service was serving four and three-quarter million farm families and an estimated two and

one-half million suburban and urban families. The present form of the reports used by extension agents since the close of the war does not make provision for a reporting of the number of suburban and urban families; so at best this number is an estimate.

Hochbaum (10), in an address in 1947, pointed out that the basic Smith-Lever Act defined the Extension Service as:

Cooperative agriculture extension work shall consist of the giving of instruction and practical demonstrations in agriculture and home economics to persons not attending or resident in said colleges in the several communities, and importing to such persons information on said subjects through field demonstrations, publications, and otherwise; and this work shall be carried on in such manner as may be mutually agreed upon by the Secretary of Agriculture and the State Agricultural College or Colleges receiving the benefits of the Act. (10:1)

He further adds, "The basic definition still holds, but in this day and age, we have to go beyond the letter and yet stick to the spirit of this definition." (10:2)

A group of extension agents, representing five midwestern states, met with representatives of the United States Department of Agriculture at Purdue University in 1947 and drew up a set of suggestions for urban and suburban 4-H club work. In their report (29), under the scope of urban and suburban extension work, the following statement appears:

Basically, our responsibility to urban people is to offer useful and practical information in subjects relating to agriculture and home economics to both adult and youth and to encourage the application of the same among all people interested in these subjects. (29:7)

Under final recommendations of the committee appears the following:

Definite plans should be made to obtain additional finances to support urban and suburban work, to relieve the present burden placed upon the extension staff, and to further expand the work in city and suburban areas. (29:10)

The National Advisory Group on 4-H Post-War Programs (21), composed of a group of state 4-H club leaders, in introducing the 10 guideposts set up to govern the development of 4-H programs in the years ahead, include a statement in the preamble of their report which indicates the trend in thinking when they say:

The 4-H club program proudly takes its place in helping to carry out the responsibility that education must assume. To serve rural America particularly--but looking to all youth eventually--is the double responsibility of 4-H club work. (21:1)

A Joint Committee on Extension Programs, Policies and Goals (13), set up by the Department of Agriculture and the Association of Land Grant Colleges and Universities meeting in 1948, reported as follows:

Although the major part of extension programs has been directed toward rural people, the benefits have also extended to residents of urban areas. It is important to recognize

that the application of scientific developments and the adoption of more efficient production methods and practices have always contributed to the general welfare. (13:1)

The Committee, in summarizing its report on objectives and scope, brings the following statement to bear:

Extension's early emphasis was on immediate problems of the farm and the home. Improved practices which can be measured, which immediately bring better incomes or better living, are gratifying to people served and to extension workers. However, there is a danger that the broader function--helping people learn to help others and themselves, learning how to solve their own problems--may be overlooked. The latter objective should always be recognized as basic in extension work. In addition, extension has a growing obligation. The Smith-Lever Act clearly states that extension's field of educational responsibility extends to all the people of the United States. Hence, growing demands on extension from non-farm rural residents and urban residents should be met as far as resources will permit.

Outstanding among the group to which more thorough and well planned extension assistance should be rightfully directed are: (1) part-time farmers and non-commercial farmers; (2) urban workers maintaining homes in rural areas; (3) industrial groups living and working in rural areas; and (4) residents of small towns and villages. The importance of rendering service to these latter groups is emphasized by the fact that in 1940 there were 24 out of the 48 states in which rural non-farm population exceeded the farm population, as in 1947 it did as a whole. There is every reason to believe that the proportion of rural residents who are non-farmers is increasing and will continue to increase. (13:Ch. 11, p. 6)

The foregoing Committee report, which seems to be the most important statement ever made concerning the policy of urban development of extension work, is further

supplemented by Deyoe (7) in his book entitled Living On A Little Land. He points out that the 1940 census shows 500,000 farms under 10 acres in size, with a large number of families on places too small to qualify as farms, the total reaching more than a million small country places, in the main owned by city employed people.

All this, then, would seem to add up to the importance of the job faced by extension in working with this large group of urban and rural non-farm residents.

Methods that have been used by one group of extension workers, the 54 county 4-H club agents of New York State, in establishing 4-H club work among urban young people of the 54 agricultural counties in that state is the problem being studied. To simplify the problem and make the review of literature easier to read, the author has tried to report on each of the phases of the problem as presented in the problem analysis.

Methods used to inform urban young people about 4-H club work

In the published literature, the first reference found of informing urban people about any phase of extension work was a study on radio listening made by Hansen (9) at Minnesota University in 1946. He found that 94 per cent of the town people in the county studied had

radios in working order. About half the town men had heard of the county agent, 79 per cent of the homemakers had heard of the home demonstration agent, and some member of 45 per cent of the families had heard of the club agent. Eleven per cent of the men and 24 per cent of the women listened regularly.

Crile, Sundquist and Meloche (5), in 1947, made a study of the effectiveness of extension methods in Wisconsin and found that the radio was an effective means of informing people about subject matter and of reaching people who have never been reached in any other way by the Extension Service. Their study covered three counties, with 293 interviews with homemakers.

The United States Extension Service (26), in a study on parents and 4-H work made in Massachusetts, Maine, New Hampshire, and Ohio in 1947, found there were certain activities the county agent could carry out to inform parents about 4-H work and get their support. These included having meetings at homes, having special social events, holding public and community events to which parents were invited, both leaders and members inviting parents to meetings, appealing directly to parents for help, giving recognition and appreciation to parents, and others. The study graphically pointed out that informed parents, when asked to help, would give their cooperation.

The United States Extension Service (27), in another publication on parent cooperation in 4-H, published in 1948, gave further suggestions for agents in increasing parents' interest, including the use of news stories, parent folders, 4-H information on radio broadcasts, providing for a parent cooperation item on the honor club score card, preparation of written materials for leaders on how to get parent cooperation, and the provision of a place for parents as instructors at 4-H meetings.

The Denver County Extension Service (6), in October, 1948, issued a general folder on extension work pointing out the services it offers to the people of the city and county of Denver. The publication stressed the importance of agriculture to Denver and gave a general introduction to the Extension Service to the people of the city. An important part of the folder was a summary of what the Extension Service could do for business, commercial and industrial groups, owners of agricultural land, home owners, homemakers, and boys and girls.

Merton (16), in a study on 4-H club work made in Florida in 1947, pointed out in his summary of findings that something must be done to interest and educate the parents in 4-H club work, for, without this interest, club work cannot thrive.

Several individual counties have issued 4-H club information folders, which have served to inform the general public about 4-H club work, for use within their own counties. Folders from Nassau, Dutchess, and Niagara Counties in New York have been reviewed by the author and would seem to have a definite informative value.

How is original contact made between the club agent and urban young persons?

A search of the literature in an attempt to find studies dealing with the problem of the extension agent contacting prospective urban club members has failed to result in any findings which seem to have a bearing on this phase of the problem. Accordingly, this study shall attempt to find out how fellow New York club agents handle this important problem.

How is enrollment secured and what types of enrollment are offered?

Although no studies have been found which have a direct bearing on the answer to these two problems, Crile (4), in 1935, in a study on the relationship of age and other factors to enrollment and continuation in 4-H club work, found that club members who were enrolled at an early age (shortly after 10 years) remained in the work longer than did those who enrolled at the later ages. The

term of membership for both boys and girls declined as the entrance age increased. She found that the average club member remained a member 2.3 years and that at that time the average club member age was between 13 and 14 years.

The War Food Administration (29), in a study on the problems and opportunities in relation to the 4-H organization (1944), pointed out that the 4-H organization membership has shown a steady growth since 1920, and that 43 per cent of the enrollment remains one year only, which makes the problem of securing new enrollment a current one for 4-H agents. The study further showed that at present the organization is reaching 21 per cent of those theoretically available at 10 years of age and 19.7 per cent at 11 years of age, with the percentage gradually falling off until only 0.8 are reached at 20 years of age. Only 34.24 per cent re-enroll three years or longer. 4-H club work in 1944 was reaching 574,286 youth over 14 years of age.

Sabrosky (19), in 1947, published a study of 4-H club membership showing that the average 4-H club age had continued to drop off so that in 1944 the average age of club members was 12.7 years, with more than half (53 per cent) of the total membership between 10 and 12 years of age.

Although not related to methods of securing enrollment, the foregoing references should provide an

indication of the age level for which enrollment-securing methods should be prepared.

In a conference with Colorado State Club Leader, C. G. Staver, the method used in the Denver city situation, conducted basically through the school system, was discussed and will be reported in the discussion chapter.

How are urban clubs established?

No studies were found in the literature directly related to methods used in establishing urban 4-H clubs. However, Wilson, Warren and Farley (30), in a study conducted in Middlesex County, Massachusetts, in 1925, found that 45.9 per cent of all club members were influenced to become interested in 4-H membership through the schools. An additional 17.2 per cent were influenced to take up the work as a result of direct contact with extension agents. Others (11.6 per cent) were influenced by club members. Parents influenced only 1.6 per cent to become members.

Itschner (12), in a study of 4-H club sponsorship related to re-enrollment in Missouri, published the following results in 1938.

| <u>Sponsored by:</u> | <u>Number of members</u> | <u>Per cent re-enrolled</u> |
|-------------------------|--------------------------|-----------------------------|
| Local business groups | 3 | 33 |
| Home Economics clubs | 286 | 57 |
| Community organizations | 52 | 63 |
| Farm Bureau | 24 | 83 |

| <u>Sponsored by:</u> | <u>Number of members</u> | <u>Per cent re-enrolled</u> |
|-----------------------|--------------------------|-----------------------------|
| Schools | 70 | 39 |
| Extension agent only | 58 | 45 |
| No sponsor | 19 | 21 |
| Type 2 and 3 combined | 338 | 58 |
| Others | 174 | 45 (12:34) |

The above would indicate that, in the areas covered in Missouri, there is a relationship between sponsoring groups and club re-enrollment.

Martin (15), in a study made in Missouri in 1947 on the local 4-H club organization, concluded that:

The preferred procedure in organizing clubs is to bring the local people together, who know each other, in a public meeting and in a familiar environment, in getting widespread support. Previous home visits may be necessary to clear away difficulties before calling a public meeting. (15:27)

How are leaders secured for urban clubs?

Pflughoeft (17), in 1940, in a study of junior leadership, pointed out that:

4-H club work is carried on most effectively where the enthusiasm and vigor of the junior leaders are combined with the experience, stability, and vision of the adults. Enrollments, completion, and re-enrollments were higher as the number of junior leaders was increased. A combination that was quite effective as measured by these factors was two adult leaders with the assistance of two or three juniors. (17:15)

Itschner (12), in 1938, in his study on factors affecting the length of club membership, in discussing leadership, brought out that clubs with school teachers as leaders showed a re-enrollment of 40.6 per cent as compared to 62.1 per cent in the case of other clubs. He also made a study of

the manner in which leaders were selected and found that in clubs where leaders were selected by members, 50.7 per cent re-enrolled; in clubs where leaders were selected by the community, 57 per cent re-enrolled; teachers as leaders had 38.6 per cent re-enrollment; while leaders selected by club agents (usually in cooperation with members) resulted in a re-enrollment of 66.7 per cent.

Projects and activities
offered urban members

Duthie (8), in a study on 4-H club work in the life of rural youth made in 1933, covering areas in Wisconsin, Minnesota and Iowa, concluded that both the project and the social activities of 4-H work were important, as evidenced by this summary statement:

In spite of the primary position of the project in the program of 4-H, the social activities of the club may be extremely important in their ultimate effect upon the life of the member in his social relationship. (8:99)

The principal values pointed out in the study, as selected by members, were:

1. Making new friends.
2. Learning to work with others.
3. Agricultural and home economics information.

Sabrosky (19), in 1946, while assembling data on the 4-H club projects carried out by the membership on a national basis, found the percentages of membership

carrying different projects, as follows:

| <u>Project</u> | <u>Percentage</u> |
|-----------------------------------|-------------------|
| 1. Clothing | 31 |
| 2. Home gardening | 24 |
| 3. Food selection and preparation | 23 |
| 4. Food preservation | 17 |
| 5. Poultry | 14 |
| 6. Health | 13 |
| 7. Swine | 11 |
| 8. Home furnishings | 10 |
| 9. Corn | 7 |
| 10. Dairy | 6 |
| 11. Home grounds improvement | 6 |
| 12. Beef | 6 |
| 13. Home industries | 5 |
| 14. Home management | 4 |

Merton (16), in 1947, in his study on 4-H work in Florida, found that the projects taken, in most cases, are the ones that conform with the facilities and finances that the parents can or do provide. Clubs would take others if given a chance. Activities, he further found, for the most part, center around the project and its related activities. Trips, tours, and other similar activities were important to a few in the group, but, to his surprise, not the all important ones.

Jones (14), in a study in Massachusetts made in 1947 on 4-H work and high school youth, concluded that clubs that hold members as they enter high school offer more than one project, participate in several activities during the year, and devote 50 per cent of meeting time to project instruction, among other things. He further

brought out that members remaining in club work took an active part in the program the first year, and participated in judging, demonstrations, camps, and community activities.

The Denver County Extension Service (6), in a publication of that title (1948), outlines and illustrates the different types of projects which urban young people might take.

Implications

1. No study has been made to date on the organization methods used in the establishment of 4-H club work in urban areas in the post-war period.
2. Those responsible for the administration of 4-H club work on a National and State level realize the job of serving urban and suburban people is coming to be an important part of the job of the Extension Service.
3. Extension agents are starting to realize that extension work must be reorganized so as to take care of the demands for service coming from urban and suburban dwellers.
4. 4-H club work, through its projects and activities, can make a definite contribution to the education of urban young people.
5. The 4-H club organization and those respon-

sible for its administration must be thinking, studying, and planning to determine the types of projects, activities and programs that will best serve urban and suburban young people.

Chapter III
METHODS AND MATERIALS

In this study on methods used in establishing 4-H club work in urban areas, it became necessary to secure answers to the following questions as shown in the problem analysis:

1. What methods are used to inform urban young people about 4-H club work?
2. How are the original contacts made between the county 4-H club agent and urban young people?
3. What methods are used in securing enrollment from urban young people?
4. What types of enrollment are offered to urban young people?
5. In what ways are 4-H clubs related to other community organizations or groups?
6. How are local volunteer leaders secured for urban 4-H clubs?
7. What types of projects and activities are offered to urban 4-H club members?

The review of literature failed to answer directly any of the phases of the problem as shown in the

above analysis, although several studies and publications referred to in Chapter II did have some bearing on the study. The problem of securing answers to the questions listed above still remained.

It seemed reasonable that the best place to go for answers to problems on methods employed by club agents in establishing urban 4-H club work was to the club agents themselves, the representatives of the Extension Service who were in the field, and who were dealing with the urban 4-H club problem. This problem of working with urban and suburban young people seemed logically to be most apparent in industrialized, heavily populated areas. The author's personal experience in the state of New York, with over 13,000,000 residents and with 70 cities with a population of 10,000 or more, its population averaging 281 to the square mile, led him to believe this was the ideal place to go in search of answers to the problem. Another factor leading to the selection of New York State as the study area was that each of the 54 agricultural counties of the state now has at least one full-time county 4-H club agent, with 35 of the counties employing more than one agent. The author's personal acquaintance with most of the club agents of the state assured reasonable cooperation in the returning of questionnaires used in gathering data. Justification of the selection of the area covered

by the study seemed to be borne out by 52 returned questionnaires showing that 50 of the 52 counties had an urban membership of 12 or more members and that 46 of the 52 reporting counties had one or more urban 4-H clubs in operation.

The device used in the gathering of answers and opinions was a check-and-fill-in type questionnaire, first prepared in rough form while the author was a student in a course on Basic Evaluation conducted at Colorado A & M College in the summer of 1948. The course was conducted under the direction of Miss Mary Collings of the Division of Field Studies and Training, United States Department of Agriculture. The questionnaire was prepared in its final form with the assistance of Mr. Herb Heilig, Director of Vocational Education, Mr. Max C. Grandy, Extension Program Analyst, and Dr. David H. Morgan, Dean of the Graduate School, all of Colorado A & M College. Mr. Cecil G. Staver, Colorado State 4-H Club Leader, gave valuable suggestions on the use of the questionnaire.

A copy of the questionnaire used is attached to the Appendix of this report. Some peculiarities of the questionnaire, which contributed to its value, are as follows:

1. The questionnaire was set up by sections, with a section providing for answers to each of the

problems of the problem analysis.

2. In addition to these seven sections covered by the problem analysis, sections were added to secure:

(a) general information about the club agents, the counties and the communities within the counties; (b) an opinion as to the interest apparent in the development of urban work; and (c) an expression of the agent's attitude toward expansion of the work into urban areas.

3. In each of the divisions related to the problem analysis questions, the agents were asked to indicate the methods used, from a suggested list, then to give their opinion of the method used from their own experience in their own country. The rating method used gave the opportunity for the agent to rate the method as excellent (E), down through very good (VG), good (G), fair (F), and poor (P). Allowance was made in every case for the agent to list other systems or methods used which may not have been shown on the suggested list. The method used in evaluating answers will be described in more detail in Chapter IV.

Following this procedure an analysis of the data was made possible, which not only showed the popularity of individual methods used, but which gave each of the methods an effectiveness rating based on the experience of agents.

4. The questionnaires were mailed to the county club agents with a letter of transmittal, a copy of which is included in the Appendix of this report. The questionnaires were mailed in air mail envelopes, and a self-addressed air mail envelope was enclosed for the return of the questionnaire. Fifty-four questionnaires were mailed out, and 52 agents returned the completed questionnaires within 17 days. Fifty of the questionnaires were found to be usable in the analysis.

As the questionnaires were returned, answers indicated were listed on a master sheet by counties, so that it became a relatively simple matter to summarize replies and opinions expressed by adding indicated answers in columns provided. The master sheet followed the same order and pattern as the questionnaire in the statement of methods and answers, so that answers could be transferred to the master sheet in a minimum of time.

One problem faced was that of securing data on the number of urban young people enrolled in counties reporting. Agents were asked to report numbers in three sections of the report. The standard report forms on membership and participation kept by club agents in New York State do not separate urban, suburban and rural young people. With no exact figures available, agents were asked to give their estimates of the number involved in

each case. The author believes that the estimates received were reasonably accurate and fairly representative of the participation in question. It is felt that the club agent was probably better able to estimate these figures with reasonable accuracy than any other person.

The writer was concerned about the time involved on the part of the agents in filling out the questionnaire. First copies tried out on various individuals took as long as 25 minutes to complete. By rearranging answers and methods of indicating opinions, the time necessary to complete the final questionnaire was cut to about 12 minutes.

In summary, to secure information the author went to a group of men working in the field--4-H club agents working with young people and in contact with the urban 4-H problem every day. They were asked to tell about their methods and to give their opinions of these methods.- From these agents has come the data which will be summarized in the next chapter.

Chapter IV
ANALYSIS OF DATA

The purpose of this study is to determine methods used by county club agents in establishing 4-H club work in urban areas. The study is based on an analysis of methods used by county club agents in 50 counties in the state of New York. Data were secured through a questionnaire submitted to the 54 county club agents of New York State. Fifty-two of the questionnaires were returned and 50 questionnaires were found to be usable in this study.

The data will be presented under the following headings:

Background information.

The urban situation.

Post-war interest in the development of urban 4-H work.

Club agents' attitudes toward expansion of 4-H work into urban areas.

Methods used to inform urban young people about 4-H work.

Methods used by agents in making personal contacts with urban young people.

Types of enrollments accepted from urban young people.

Methods used in establishing organized urban clubs.

Where urban clubs meet.

How volunteer leaders are secured for urban clubs.

Projects offered to urban club members.

Activities offered to urban club members.

Method of determining
average agents' rating
of methods used

The questionnaires mailed to the county club agents cooperating with this study were set up to provide a means for the agents to indicate what methods, of a suggested group listed, they used in carrying out different activities related to establishing urban 4-H clubs. Space was also allowed in each section of the form so the agents could include other methods not listed on the prepared form.

Agents were asked to check the methods used in their counties, as suggested in each section of the questionnaire. After checking to show that the system or method is used, the agent was asked to rate the method, indicating whether he thought it is excellent, very good,

good, fair, or poor. This rating was shown by the insertion of a check mark in the columnar scoring space provided. The agents were asked to rate the methods they used, based upon the effectiveness of the particular methods used in the agent's county.

To arrive at a fair relative numerical comparison of the methods checked and rated by agents, the following system is used. For each excellent rating, five points are added to the total score for that method. For each very good rating, four points are allowed. For each good rating given, three points are allowed. Each fair rating carries a value of two points. Each poor rating carries a value of one point. The total score allowed for a method, based upon the value of the number of ratings it receives, is divided by the total number of ratings allowed (this would be the number of agents who use the method in their counties) to arrive at an average agent rating for each method.

The following is given as an example of how this method of establishing an agent's rating works.

Under methods used to inform urban young people about 4-H club work, one method listed was the use of the radio.

| <u>Method</u> | <u>Number of counties using method</u> | <u>Agent's rating</u> | | | | |
|---------------|--|-----------------------|------------------|-------------|-------------|-------------|
| | | <u>Excellent</u> | <u>Very good</u> | <u>Good</u> | <u>Fair</u> | <u>Poor</u> |
| Radio | 37 | 5 | 6 | 13 | 13 | 0 |

Scores allowed:

| | |
|---------------------------------|-------------|
| Each excellent rating, 5 points | 5 x 5 = 25 |
| Each very good rating, 4 points | 6 x 4 = 24 |
| Each good rating, 3 points | 13 x 3 = 39 |
| Each fair rating, 2 points | 13 x 2 = 26 |
| Each poor rating, 1 point | 0 x 1 = 0 |

Total score 114 points

Total score, 114, divided by total number of ratings given, 37, equals 3.08, the average agent rating out of a possible perfect score (all excellent ratings) of 5.00.

Throughout the study, one agent is reporting for each county and the terms, "counties reporting" and "agents reporting," may be used interchangeably, as an agent is considered as reporting for his own county in every case.

Background information

As shown in Table 1, 50 of the 52 questionnaires returned are usable in this study, in that all of the 50 reports show an urban enrollment in 4-H club work. The two reports showing no urban enrollment were discarded.

The average number of years of 4-H club work established in the 50 reporting counties is 16.8 years. The distribution of this average shows that 4-H work in three counties has been established one to five years; in eight counties, six to ten years; in nine counties, 11-15 years; in 12 counties, 16-20 years; and in 18 counties 4-H work

has been established over 20 years.

The 50 agents reporting have been county club agents for an average of 11.5 years, and have been in their present counties an average of 9.5 years.

4-H club work appears to be a well established organization in reporting counties. The agents reporting, with an average of 9.5 years of service in the counties for which they are reporting, show themselves to be experienced in their profession and particularly well qualified to express opinions on methods used within their own counties. The information gathered from this group can be accepted with confidence that it is supported by adequate field experience. Even though estimates and opinions must be dealt with, these estimates and opinions come from experts in the field.

Table 1.--TERMS OF SERVICE OF 50 REPORTING CLUB AGENTS OF NEW YORK STATE

| Number of agents reporting | Average number years club work established in counties reporting | Average number years of service as club agent of reporting agents | Average number years of service of reporting agents in present county |
|----------------------------|--|---|---|
| 50 | 16.8 | 11.5 | 9.5 |

The urban situation

In Table 2, a summary is made of the character of the 50 reporting counties in terms of the number of urban communities with a population over 2500 within the county. Also included in the table is a report of the number of city-marginal communities.

The 50 reporting counties show a total of 243 urban communities and a total of 179 city-marginal communities. In this study on urban 4-H club work, the author has considered as urban all those residing in communities with a population of 2500 or more or those living adjacent to cities, with city-employed parents and with the family's primary interests in the city. This latter group has been generally classed as "city marginal" in nature.

Important in this study and to the 4-H club organization as a whole are the figures presented in Table 2 on urban enrollment. The club agents report a total of 5,648 boys and 6,766 girls enrolled, or a total urban membership of 12,414 for the 1947-48 club year. This figure is surprising in that it reveals that over 25 per cent of the total New York State enrollment of 46,804 (1947) is classed as urban by the club agents of the 50 reporting counties.

Actual urban enrollments by counties vary widely, as might be expected. The lowest urban enrollment

Table 2.--NUMBER OF URBAN¹ COMMUNITIES AND CITY-MARGINAL COMMUNITIES REPORTED IN 50 COUNTIES OF NEW YORK STATE WITH URBAN 4-H CLUB ENROLLMENT.

| Number of counties reporting | Total number of communities reported with population over 2500 | Total number of city-marginal communities reported | Number of urban boys enrolled | Number of urban girls enrolled | Total urban enrollment reported |
|------------------------------|--|--|-------------------------------|--------------------------------|---------------------------------|
| 50 | 243 | 179 | 5648 | 6766 | 12,414 |

¹Definition of urban for this study: Living in places with a population of 2500 or over or living adjacent to cities, with city employed parent or parents and with primary interests in the city.

reported is 12 members; the highest urban enrollment is 3,172 members. The average urban enrollment per county is 248 members.

These figures point out the importance of the urban 4-H problem in New York and justify considerable attention being given to the study of urban 4-H enrollment.

Post-war interest in
urban 4-H development

Table 3 summarizes the findings in regard to the interest in the development of urban 4-H club work as expressed by the 50 reporting club agents. Agents were asked whether interest appeared to be increasing, decreasing, or remaining the same in the development of urban work in their counties. Twenty agents, or 40 per cent of the reporting agents, report that interest appears to be increasing in their counties. Another 29 agents, or 58 per cent, report that interest appears to remain about the same as it has been in past years in their counties. One agent reports that interest in urban development of club work seems to be decreasing. The general trend, as indicated by the table, shows that in four out of every 10 counties, interest is definitely on the up-swing while in the remaining counties, interest remains about the same with enrollment figures showing a healthy interest at present.

Table 3.--POST-WAR INTEREST IN THE DEVELOPMENT OF URBAN 4-H CLUB WORK.

| Number of counties reporting | Number of counties reporting increasing interest | Per cent of counties reporting | Number of counties reporting interest remaining same | Per cent of counties reporting | Number of counties reporting decreasing interest | Per cent of counties reporting |
|------------------------------|--|--------------------------------|--|--------------------------------|--|--------------------------------|
| 50 | 20 | 40 | 29 | 58 | 1 | 2.0 |

Attitude of county
club agents toward
expansion of 4-H
work into urban areas

Significant information in relation to the expansion of 4-H work into urban areas is given in Table 4. In this table, the attitude of club agents is expressed in terms of whether they think the 4-H club organization should make a definite effort to extend its program into urban areas, whether they think agents should try to take care of direct requests for assistance only, or whether urban work should be discouraged.

The agents' attitudes toward expansion of the work should bear a definite relationship to the actual program which will be carried out in the county. Although the agent does not make the county policy, as administrator of the program, his attitude generally reflects the feeling of those responsible for the program.

Twenty agents, or 40 per cent of the reporting agents, indicate that a definite effort should be made to extend the work in urban areas. In the opinion of 29 agents, or 58 per cent, an effort should be made to take care of direct requests for assistance coming from urban areas, but no effort should be made to expand the urban program. One agent reports that urban work should be discouraged.

Table 4.--ATTITUDE OF COUNTY CLUB AGENTS TOWARD EXPANSION OF 4-H WORK INTO URBAN AREAS.

| Number of agents re- porting by years of service | | Should defi- nitely make an effort to extend into urban areas | Per cent | Should try only to take care of direct requests for assistance in urban areas | Per cent | Should dis- courage de- velopment in urban areas | Per cent |
|--|------------------|---|-------------|---|-------------|--|-------------|
| Years service | Number agents | | | | | | |
| 1- 6 years | 16 | 10 | 62.5 | 6 | 37.5 | | |
| 6-10 years | 6 | 3 | 50.0 | 3 | 50.0 | | |
| 11-15 years | 15 | 5 | 33.3 | 10 | 66.6 | | |
| 16-20 years | 8 | 1 | 12.5 | 7 | 87.5 | | |
| Over 20 years | 5 | 1 | 20.0 | 3 | 60.0 | 1 | 2.0 |
| TOTALS | 50 | 20 | 40.0 | 29 | 58.0 | 1 | 2.0 |

The same number of agents reported in this table as in Table 3, where the interest in the development of urban work was examined. Twenty counties in Table 3 had reported increasing interest and 29 counties had reported interest remaining the same. Possible correlation between the two sets of answers is indicated. Examination of the reported answers by counties, however, shows no significant correlation in answers. In only 12 cases did the same agent report increasing interest (Table 3) and express an opinion (Table 4) that the work should definitely be expanded. In 17 cases agents report interest remaining the same, and express an opinion that direct requests only should be handled. Again, no significant correlation seems apparent.

Table 4 shows correlation between the years the agent has spent in the Extension Service and his attitude toward expansion of the program into urban areas. The correlation appears significant.

Of the 16 younger agents, in terms of service, 10 agents indicate the work should definitely be extended, while six agents hold to the idea of caring for direct requests only. As the years of service increase, the desire to extend the organization appears less frequently in opinions given. In the group of agents with 11 to 15 years of service, only five indicate that the work should be

expanded, while 10 agents agree on taking care of direct requests. Of the five agents with over 20 years of service, only one indicates an opinion in favor of extending the program, while three agree to care for direct requests and one discourages urban work. The results of the study indicate that younger agents are more frequently in favor of extension of the program than are older agents.

Many agents, in making comments on returned questionnaires, point out that they feel their first duty is to rural young people. Other agents feel that urban work is desirable, but that, in order to do it effectively, more assistance must be provided the already over-worked 4-H club staff. Several agents comment that, if more urban work is to be done, the 4-H program must be revised considerably.

Methods used to inform urban young people about 4-H club work

Methods used by club agents to inform urban young people about 4-H club work are revealed in Table 5.

The one method used universally by all reporting agents is publicity in the newspapers. This method, although used by all agents in reporting counties, does not receive the highest average rating for effectiveness in informing urban young people about 4-H, but rather, with

Table 5.--METHODS USED TO INFORM URBAN YOUNG PEOPLE ABOUT 4-H CLUB WORK.

| METHOD USED | Number of counties using method | Per cent of reporting counties using method | Rating given method by agents based on effectiveness in county | | | | | Average rating ¹ |
|---|---------------------------------|---|--|--------------|------|------|------|-----------------------------|
| | | | Excel- lent | Very good | Good | Fair | Poor | |
| Illustrated talks using slides and movies | 40 | 80 | 13 | 18 | 7 | 1 | 1 | 4.00 |
| School programs by clubs | 23 | 46 | 7 | 9 | 6 | 1 | | 3.96 |
| Movies on 4-H | 17 | 34 | 6 | 4 | 6 | 1 | | 3.88 |
| Talks at public places | 37 | 74 | 9 | 8 | 14 | 5 | 1 | 3.51 |
| Special folder through schools | 27 | 54 | 5 | 6 | 11 | 5 | | 3.40 |
| Newspaper | 50 | 100 | 14 | 8 | 14 | 12 | 2 | 3.40 |
| 4-H news letter | 33 | 66 | 3 | 5 | 17 | 8 | | 3.09 |
| Radio | 37 | 74 | 5 | 6 | 13 | 13 | | 3.08 |
| Circular letters | 29 | 58 | 1 | 7 | 9 | 10 | 2 | 2.83 |
| Other methods | 14 | 28 | 8 | 2 | 2 | 2 | | 4.13 |

¹A total score for each method is calculated by allowing 5 points for each excellent rating given the method by agents, 4 points for each very good rating, 3 points for each good rating, 2 points for each fair rating, and 1 point for each poor rating. Average rating is determined by dividing total score by number of ratings given. Maximum possible score is 5.00. This method of determining average ratings is used throughout all tables where average ratings are indicated.

a rating of 3.37 out of a possible 5.00, is placed sixth in order. The top five methods, according to the effectiveness ratings given by the agents, show illustrated talks using slides or movies to be at the top of the list, followed by school programs put on by organized clubs in second place, movies on 4-H in third place, talks by the club agent at public places in fourth place, and specially prepared publicity folders on 4-H work in fifth place.

Strangely enough, the use of the 4-H news letters, the radio, and circular letters, although each is used generally by over 60 per cent of the counties reporting, is not rated as effective as the other methods previously mentioned.

The 40 agents reporting the use of illustrated talks indicate that 33 use slides and seven use movies, although the seven agents using movies also use slides. The slides referred to are generally two by two inch slides of the Kodachrome type and are used in portable projectors. Most agents now take some pictures and make up slides of their own which serve to add local interest to sets of slides prepared on a statewide basis when shown with them. 4-H movies are usually limited in variety and availability and all agents do not have projecting equipment available; so movies are not generally used. The 17 counties reporting the use of 4-H movies, in

general, rate their effectiveness relatively high (in third place for all methods reported on).

A group of 14 agents report a variety of other methods in use for informing urban young people about 4-H club work. For the most part, other methods mentioned have some relationship to the methods listed on the questionnaire and generally reported by other agents under the listed headings. Among special methods mentioned by one or more agents are talks to Home Bureau units, service clubs, talks with demonstrations by club members, window displays, special 4-H exhibits, and the use of school census lists. Although other methods as listed have a general higher rating, no one of them is used enough to merit being placed high on the list of methods used. Most of them, too, represent the pet method employed by a single agent.

It appears significant that the highest rated methods indicated make it imperative that the club agent be a capable public speaker, able to use illustrative material to advantage; that he be able to prepare written publicity material in the form of folders, newspaper articles and circular letters.

Practically every agent reported using a combination of methods as pointed out in Table 5. Agents reporting use an average of 6.5 different methods to inform

urban young people about 4-H work, with the scale showing from three to 10 methods used.

Methods used by
agents in making
personal contacts with
urban young people

The methods used by club agents in making personal contacts with urban young people are pointed out in Table 6. Personal contact of the agent with the youngster when the prospective club member comes to know the club agent seems extremely important. The club agent, knowingly or otherwise, represents 4-H club work to young people. He is the person who knows all about club work and who can answer the inquiries about club work so far as the prospective member is concerned. He is the public relations man for 4-H club work and the impression he makes on young people may determine whether or not they have any desire to become club members.

As might be expected, the most popular and the highest rated method of contact is through talks at schools given by club agents. Thirty-eight of the 50 reporting agents, or 76 per cent, use this method of contacting prospective urban members. These talks may be illustrated, as indicated in Table 5, or they may be given without benefit of slides and movies. Another type of school visit, wherein the club agent stops in at the school to

Table 6.--METHODS USED BY AGENTS IN MAKING PERSONAL CONTACTS WITH URBAN YOUNG PEOPLE.

| METHOD USED | Number of counties using method | Per cent of re- porting counties using method | Rating given method by agents based on effectiveness in county | | | | | Average rating ¹ |
|---|---------------------------------|--|--|--------------|------|------|------|-----------------------------|
| | | | Excel- lent | Very good | Good | Fair | Poor | |
| Talks at schools | 38 | 76 | 11 | 17 | 8 | 2 | | 3.97 |
| Community meetings for people interested in 4-H | 30 | 60 | 9 | 9 | 9 | 3 | | 3.80 |
| Calls at office | 36 | 72 | 11 | 8 | 8 | 8 | 1 | 3.55 |
| At general community meetings | 36 | 72 | 5 | 7 | 12 | 12 | | 3.14 |
| School visits (talks not necessarily given) | 30 | 60 | 1 | 11 | 10 | 6 | 2 | 3.10 |

¹See footnote underneath Table 5.

say "hello," possibly leaving material or answering questions, is employed by 30 reporting agents. A combination of the two systems is used by 27 agents. Where talks are given, an invitation to come to the school is a prior requirement. The agent in most counties is free to stop in at any school for a minute or a few minutes without previous scheduling. For this reason alone many agents use this means of getting acquainted. The school talk method is given an effectiveness rating of 3.97 and ranks first of all methods used. The school visit rates an average score of 3.10.

In between the school contact methods fall three commonly used methods. One of these, rating a score of 3.80 to place second in effectiveness, is the community meeting method. In this method, community meetings of parents and prospective club members are held with the agent attending. These meetings may be arranged by the agent, by parents, by the school, or by other interested persons. Thirty counties use this method. In the community meeting, the club agent normally gives a talk on 4-H work.

Calls at the county 4-H office by interested prospective members, parents and leaders are a commonly used method, with 36 counties, or 72 per cent, reporting

the use of this system. Every county organization maintains a county office, but the availability of these offices varies greatly. The relative effectiveness of these calls should be high because only people with considerable interest would attempt to contact the agent in his office. That probably accounts for the relatively high rating given the method by agents. At the best, the office call system is limited in its application.

Another system reported, that of attending general community meetings, where the agent is introduced, is reported in use by 36 agents, or 72 per cent, of the reporting agents. Through this method, undoubtedly, a good many young people get to know who the county club agent is, but the club agent gets to know relatively few young people in this manner. However, the method does have the advantage, as expressed by the agents, of having the 4-H club organization represented where a large number of people are present. From an advertising standpoint, this has proven to be desirable.

On an average, agents used 3.6 different methods in making contacts with urban young people.

Methods used by agents
in securing enrollment
from urban young people

Table 7 summarizes the various methods used by club agents in securing enrollment from urban club members.

Table 7.--METHODS USED BY AGENTS IN SECURING ENROLLMENT FROM URBAN YOUNG PEOPLE.

| METHOD USED | Number of counties using method | Per cent of re- porting counties using method | Rating given method by agents based on effectiveness in county | | | | | Average rating ¹ |
|---|---------------------------------|---|---|--------------|------|------|------|--------------------------------|
| | | | Excel- lent | Very good | Good | Fair | Poor | |
| Distribute 4-H circular enclosing card | 29 | 58 | 7 | 11 | 6 | 5 | | 3.70 |
| Present members give cards | 35 | 70 | 8 | 12 | 9 | 6 | | 3.63 |
| Circular letter enclosing card | 16 | 32 | 1 | 5 | 5 | 4 | 1 | 3.06 |
| Enrollment blank in 4-H news | 9 | 18 | | 3 | 3 | 2 | 1 | 2.88 |
| Radio invitation to join | 20 | 40 | | 4 | 4 | 7 | 5 | 2.35 |
| Newspaper enrollment blank | 3 | 6 | | | 1 | 1 | 1 | 2.00 |
| Other methods | 16 | 32 | 8 | 4 | 3 | 1 | | 4.19 |

¹See footnote underneath Table 5.

Two methods seem to be the most popular, in terms of counties using them, and rate higher in terms of effectiveness than any others. The highest average rating is given to the method of distributing 4-H circulars enclosing an enrollment card. In most instances the circulars tell the story of 4-H club work, and are generally illustrated with pictures. They are distributed through the schools. This method, used by 29 of the 50 reporting agents, rates an average of 3.70 with 17 agents rating it very good or excellent. The second most popular and effective method, used by 35, or 70 per cent, of the agents, is the relatively simple one of having present members give prospective new members enrollment cards. This method rates an average score of 3.63. Other methods, listed in the order of their relative effectiveness, include: circular letters enclosing enrollment cards, enrollment blanks in 4-H news letters, radio invitations to join, and newspaper publicity including an enrollment blank.

Several unlisted methods were indicated as in use by one or more agents. Among these appear: distribution of cards at the time of school talks or visits; distribution at community meetings; leaders give out cards; civic groups give out cards. Of these, distribution at school talks or visits is the most popular, being reported by 10 counties, to place this method among the most

effective ones listed. The average rating of the method of giving out cards at school visits is the highest of any given, being 4.19. This method is directly related to the most popular method agents have of making their original contacts with urban young people, as described in Table 6. It seems reasonable to conclude that the most effective time to give out enrollment cards is immediately after talking with young people about 4-H work, generally at the schools.

Most agents use more than one method of securing enrollment. In 18 counties, three or more methods are reported in use, while in four counties, five or more methods are in use. There appears to be no correlation between the number of methods used in a county and the total urban enrollment reported in that county. Methods used would be only one of many factors influencing urban enrollment in a county.

Types of enrollments
accepted from urban
young people

Two general types of enrollments are commonly used by club agents. The most common method is that of accepting individual enrollments directly from young people wishing to become members. The second type is the organized community club type, which grants membership only to young people who are affiliated with an organized club.

Table 8.--TYPES OF ENROLLMENTS ACCEPTED FROM URBAN YOUNG PEOPLE.

| METHOD USED | Number of counties using method | Per cent of re- porting counties using method | Rating given method by agents based on effectiveness in county | | | | | Average rating ¹ |
|---|---|--|---|--------------|------|------|------|--------------------------------|
| | | | Excel- lent | Very good | Good | Fair | Poor | |
| Will accept individual enrollment | 43 | 86 | 6 | 4 | 18 | 13 | 2 | 2.97 |
| Will accept enrollments only if member of organized club | 6 | 12 | 3 | 2 | | | 1 | 4.00 |
| Use combination of both types | 42 | 84 | 11 | 21 | 8 | 2 | | 4.00 |

¹See footnote underneath Table 5.

In practice, most counties use a combination of both types, accepting membership from individuals and from organized groups. As summarized in Table 8, 43 counties, or 86 per cent of the reporting counties, accept individual enrollments; only six counties, or 12 per cent, will accept only organized club enrollments; and 42 counties use a combination of the two methods. In the opinion of the agents, the combination type of accepting enrollments deserves a rating comparable to that of accepting enrollments only through organized clubs. The individual enrollments, although less effective than the other types, seem to be a necessary type to offer because of the large number of young people who cannot, for many reasons, join organized clubs.

Methods used in
establishing or-
ganized urban clubs

The different methods by which 4-H clubs are established in urban areas are summarized in Table 9. Of the 50 reporting counties, all but eight report the presence of one or more urban clubs. The range in club numbers varies from one to 59. The method that agents select as most effective is that of having clubs start on their own, usually with parents' support, and as a result of a community meeting. Thirty counties report using this method, which agents give an average rating of 4.23.

Table 9.--METHODS USED IN ESTABLISHING ORGANIZED URBAN CLUBS.

| METHOD USED | Number of coun- ties using method | Per cent of re- porting counties using method | Rating given method by agents based on effectiveness in county | | | | | Average rating ¹ |
|--|--|--|---|--------------|------|------|------|--------------------------------|
| | | | Excel- lent | Very good | Good | Fair | Poor | |
| Clubs started on own, usually with parents' support and as a result of community meeting | 30 | 60 | 17 | 6 | 5 | 1 | 1 | 4.23 |
| Clubs started on community basis outside of school by club agent | 35 | 70 | 12 | 15 | 7 | 1 | | 4.08 |
| Clubs sponsored by organization in community | 18 | 36 | 8 | 5 | 4 | | 1 | 4.05 |
| Clubs started by one or more interested adults | 35 | 70 | 12 | 11 | 6 | 2 | 4 | 3.71 |
| Clubs started in schools | 30 | 60 | 3 | 8 | 9 | 9 | 1 | 3.10 |
| Counties reporting no organized urban clubs | 8 | 16 | | | | | | |

¹See footnote underneath Table 5.

The second method on the effectiveness rating scale, and the method employed by 35 counties, is that of having the club agent start the clubs, on a community basis, outside of school. This method scored 4.08. Eighteen counties have urban clubs start as the result of being directly sponsored by some community organization. A popular method, although rating fourth on the rating scale, is that of having clubs started by one or more interested adults. This method is in use by 35 of the 42 counties reporting as having clubs. Clubs were started in schools in 30 counties, generally with a teacher as leader, and meeting during school hours. This method appears to be the least desirable among those in common use, and received an average rating of 3.10, the lowest given to any method.

In general, combinations of different methods are in use, depending upon the local situation. Seven counties reported using five different methods; 12 counties reported using four different methods; and seven counties reported using three different methods.

Where do urban
clubs meet?

The figures given in Table 10 show where urban clubs customarily meet. Four common meeting places are listed and the agents having organized urban clubs in their counties were asked to report on where urban clubs

meet and to indicate which of the types of meeting places are used by their most successful clubs. The four selections named are homes, churches, schools and public halls. Homes prove to be the most common meeting place, with 40 agents reporting that clubs meet in homes. Thirty-two of the 40 agents name homes as the place where the most successful clubs meet. Schools are the meeting place indicated by 32 agents, but only five agents feel that schools are the place where the most successful clubs meet. Public halls, with 23 counties reporting, and churches, with 13 counties, follow in order but are not considered as ideal meeting places by most agents. In general, then, homes are the most popular meeting place, and the place where the most successful clubs meet.

Table 10.--WHERE DO URBAN CLUBS MEET?

| Place | Number of counties reporting | Number of agents selecting as place most successful clubs meet ¹ |
|--------------|------------------------------|---|
| Homes | 40 | 32 |
| Schools | 32 | 5 |
| Public halls | 23 | 2 |
| Churches | 13 | 1 |

¹Agents were asked to indicate, from among all places where urban clubs meet and from their experience, the place where the most successful urban clubs meet.

Only 40 of the 50 reporting agents indicated where clubs meets.

How are volunteer
leaders secured
for urban clubs?

The club leader in 4-H club work is the keystone in any successful organization. To determine how these leaders are secured is one of the fundamental purposes of this study. Table 11 summarizes the methods used to secure volunteer leaders, and brings out the effectiveness of the methods in terms of the number of leaders secured and the opinions of agents on the satisfaction of leaders so secured.

To arrive at an average rating for leaders and a method for securing them, agents were asked to rate the methods used on a first, second, and third choice basis, depending upon which methods have resulted in securing the most satisfactory leaders. In all, 563 urban leaders were reported serving in the 42 counties having urban clubs.

At the top of the list of methods is "found by club members." Thirty-one counties use this method and 88 leaders have been secured by club members themselves. From the agent's standpoint, this method proves by far to have the highest rating, with a score of 4.16 out of a possible 5.00. The second most satisfactory groups of leaders come from those who have volunteered their services to help the young people. Most of these people feel the need for club work in their communities and offer to

Table 11.--HOW VOLUNTEER LEADERS ARE SECURED FOR URBAN CLUBS:

| HOW SECURED | Number of counties using method | Per cent of re- porting counties using method | Number of leaders secured using method 1947-48 club year | Per cent and total leaders secured using method | Agents' rating of the effectiveness of the system in securing satisfactory leaders | | | |
|----------------------------------|---------------------------------|---|--|---|--|---------------|--------------|-----------------------------|
| | | | | | First choice | Second choice | Third choice | Average rating ¹ |
| Found by club members | 31 | 62 | 85 | 15 | 22 | 5 | 4 | 4.16 |
| Volunteers who offer services | 22 | 44 | 93 | 16 | 9 | 4 | 2 | 2.68 |
| Developed from older members | 18 | 36 | 53 | 9 | 2 | 9 | 7 | 2.44 |
| Found by club agent | 34 | 68 | 195 | 35 | 6 | 11 | 10 | 2.14 |
| From membership of service clubs | 5 | 10 | 9 | 2 | 1 | 1 | 2 | 2.00 |
| Provided through schools | 17 | 34 | 53 | 9 | 2 | 5 | 3 | 1.64 |
| From membership of P.T.A. | 13 | 26 | 32 | 6 | 1 | 4 | 1 | 1.38 |
| Other methods | 4 | 8 | 43 | 8 | 2 | 1 | | 3.25 |
| TOTALS | | | 563 | 100 | | | | |

¹Average rating is calculated by allowing 5 points for each first choice, 3 points for each second choice, 1 point for each third choice as indicated by agents. Total points are divided by the number of counties using the method. Maximum score possible is 5.00.

start clubs. The third highest rating for a group of leaders, a rating of 2.44, is given to the 53 leaders (reported in 18 counties) that have been developed from older club members. It seems surprising that this method produces such a relatively small group of leaders when it is considered that club work has been established on an average of 16.8 years in the 50 reporting counties. The group of 195 leaders "found by club agent" in 34 counties is the largest single group found by any method. The average rating of this group of leaders by agents places it fourth on the rating scale and a full two points or nearly 40 per cent below leaders found by club members. This brings up a whole series of questions that could possibly be answered in another study. Three other methods studied cover "from membership of service clubs," "provided through schools," and "from membership of P.T.A." These methods are used by fewer counties than the four most popular methods, and result in lower agent ratings than the methods described above. Apparently, the lowest rated method in the opinion of the agents, although used in 13 counties to secure 32 leaders, is "from membership of P.T.A." with a rating of 1.38.

Four counties reported the use of methods not listed, including: found by parents and found by other leaders. The relative rating of this group of 43 leaders

found by these two methods is 3.25, although the methods are used in only four counties.

Projects offered to
urban club members

The projects offered to urban club members and their participation in the projects is revealed in Table 12.

As might be expected, the favorite agricultural project offered in 46 counties and carried out by 6,152 members, or about half the total enrolled urban membership, is gardening. In homemaking, foods and clothing seem to be equally popular, and are offered in 46 and 45 counties, respectively. These two homemaking projects have a total enrollment of 6,375 members. Strangely enough, a relatively new project, bicycle maintenance, offered only for the past two years, accounts for the next highest enrollment, with 28 counties showing a project enrollment of 1,128 members. The poultry project is offered in 36 counties and includes an enrollment of 966 members. Handicrafts, including a group of widely varying projects such as plaster of paris molding, plastics, felt craft, and so on, is offered in 36 counties and accounts for an enrollment of 762 members. Home furnishings for girls is offered in 24 counties and interests 606 girls. Two similar projects, home and grounds improvement and flower gardening, which are offered separately but in many cases

Table 12.--PROJECTS OFFERED TO URBAN CLUB MEMBERS.

| PROJECTS OFFERED | Number of counties reporting enrollment in project | Per cent of counties reporting that have enrollment in project | Number of members enrolled in project | Per cent of total ¹ urban enrollment in project |
|------------------------------|--|--|---------------------------------------|--|
| Gardening | 46 | 92 | 6152 | 49.5 |
| Clothing | 46 | 92 | 3221 | 25.9 |
| Foods | 45 | 90 | 3154 | 25.4 |
| Bicycle Maintenance | 28 | 56 | 1128 | 9.1 |
| Poultry | 36 | 72 | 966 | 7.8 |
| Handicrafts | 36 | 72 | 762 | 6.1 |
| Home furnishings | 24 | 48 | 606 | 4.9 |
| Home and grounds improvement | 30 | 60 | 501 | 4.0 |
| Flower growing | 19 | 38 | 486 | 3.9 |
| Woodworking | 15 | 30 | 436 | 3.5 |
| Rabbit raising | 27 | 54 | 242 | 1.9 |
| Others | 13 | 26 | 713 | 5.7 |

¹Total per cent will be over 100 because of duplication of projects.

overlapping, show a total enrollment of 987 young people. Home and grounds improvement is offered in 30 counties. In these counties the home and grounds improvement project usually includes flower growing as a subdivision. Fifteen counties offer flower growing separately. Woodworking, as a project, is carried out by 436 members. Rabbit raising is a project carried out by 242 members.

A group of other projects, including safety, recreation, dramatics, forestry, photography, first aid, home nursing, auto mechanics, fire prevention, conservation, goats, junior leadership, and tractor maintenance account for an enrollment of 713.

Figures presented reveal that the average club member in urban areas, like the average member in rural areas, prefers to carry more than one project, averaging 1.5 projects per member.

These figures show that the old standby projects, gardening, clothing and foods, are still the mainstay of the 4-H enrollment, but that the entire field of 4-H projects, other than livestock production, has the same relative appeal in urban as in rural areas.

The projects which agents were asked to suggest as desirable additions for urban club work include the same projects as listed in the miscellaneous group by the 13 agents now using them. In other words, the projects

which several agents suggest should be added are already in use by other agents.

Activities offered
urban club members

Some interesting facts are revealed in Table 13, summarizing the reports on activities offered in the counties. The 50 reporting agents were asked to indicate the activities they offer and to summarize the figures on the number of urban members taking part in each activity. The agents also rated the activities offered in terms of desirability as an urban 4-H activity. Actually, then, three comparisons are made for each activity offered. They are: (1) number of members participating; (2) number of counties offering activity (popularity); and (3) agents rating of the value of the activity for urban membership. A separate examination of these comparisons gives the following results, listing the top five only in each case:

A. Based on number of members participating:

| | |
|---|------|
| 1. Receiving project home visits | 3693 |
| 2. Attending county-wide special meetings | 3183 |
| 3. Exhibiting at county fairs | 1741 |
| 4. Attending 4-H camps | 1004 |
| 5. Taking part in other exhibits | 587 |

B. Based on number of counties offering activity:

| | |
|---|----|
| 1. Exhibiting at county fairs | 42 |
| 2. Attending 4-H camps | 33 |
| 3. Attending county-wide special meetings | 30 |
| 4. Taking part in demonstrations | 30 |
| 5. Taking part in judging contests .. | 22 |

Table 13.--ACTIVITIES OFFERED TO URBAN CLUB MEMBERS.

| ACTIVITY OFFERED | Number counties report- ing par- ticipa- tion in activity | Per cent of coun- ties re- porting partici- pation | Total number of members partici- pating | Per cent of total urban member- ship partici- pating | Agents' rating of activity based on value for urban membership | | | | | Average rating ¹ |
|----------------------------------|---|---|--|--|--|--------------|------|------|------|--------------------------------|
| | | | | | Excel- lent | Very good | Good | Fair | Poor | |
| Camp | 33 | 66 | 1004 | 8 | 20 | 8 | 2 | 3 | | 4.36 |
| County fair exhibiting | 42 | 84 | 1741 | 14 | 20 | 15 | 6 | 1 | | 4.28 |
| Dramatics | 9 | 18 | 112 | 1 | 5 | 3 | | | 1 | 4.22 |
| Demonstration contests | 30 | 60 | 574 | 5 | 12 | 12 | 4 | 1 | 1 | 4.10 |
| County-wide special meetings | 30 | 60 | 3183 | 25 | 11 | 10 | 5 | 4 | | 4.06 |
| Special trips for girls | 17 | 34 | 174 | 1 | 7 | 6 | 1 | 2 | 1 | 3.94 |
| Special trips for boys | 16 | 32 | 223 | 2 | 7 | 5 | 1 | 2 | 1 | 3.94 |
| Music | 6 | 12 | 35 | 1 | 3 | 1 | 1 | | 1 | 3.83 |
| Special project spon- sorship | 21 | 42 | 562 | 4 | 3 | 12 | 5 | 1 | | 3.81 |
| Project home visits | 19 | 38 | 3693 | 30 | 6 | 7 | 3 | 2 | 1 | 3.79 |
| Square dance contests | 15 | 30 | 215 | 1 | 5 | 3 | 5 | 1 | 1 | 3.66 |
| Other exhibits | 17 | 34 | 587 | 5 | 5 | 3 | 7 | 2 | | 3.64 |
| Judging contests | 22 | 44 | 410 | 3 | 5 | 6 | 7 | 2 | 2 | 3.45 |

¹See footnote underneath Table 5.

C. Agents' average rating of the activities:

- | | |
|---|------|
| 1. Attending 4-H camps | 4.36 |
| 2. Exhibiting at county fairs | 4.28 |
| 3. Taking part in dramatic contests . | 4.22 |
| 4. Taking part in demonstration contests | 4.10 |
| 5. Taking part in county-wide meetings | 4.06 |

To extend the average rating given by the agents to other activities through the activities shown, the following results appear:

- | | |
|---|------|
| 6. Special trips for girls and boys . | 3.94 |
| 7. Taking part in musical contests .. | 3.83 |
| 8. Taking part in special project sponsorships | 3.81 |
| 9. Receiving project home visits..... | 3.79 |
| 10. Taking part in square dancing contests | 3.66 |
| 11. Taking part in other exhibits | 3.64 |
| 12. Taking part in judging contests .. | 3.45 |

From the above data, it appears that the 4-H camp and the county fair 4-H exhibit are the two outstanding affairs on the 4-H calendar that have a wide appeal and that are well thought of by agents using them.

Practically all counties offer five or more activities with some counties offering as many as 10. There appears to be no correlation between the number of activities offered and the number of urban young people enrolled.

Chapter V
DISCUSSION

This study was undertaken to determine what methods are used by county 4-H club agents in establishing 4-H club work in urban areas. The major question resolved itself into a number of minor questions, which are answered by data collected through the study.

The device used in the collection of data was a questionnaire, which was mailed to the 54 county club agents of New York State. Fifty-two questionnaires were returned, 50 of which were usable for purposes of the study. Agents were asked to indicate suggested methods used, and to rate these methods on the basis of their effectiveness in the agent's county. The ratings given were opinions of the agents. In some instances, agents were asked to estimate numbers. This was necessary because actual figures related to urban work are not available. The writer appreciates the fact that these could be wrong, but the estimates were made by a group of 50 especially well qualified persons in the field, who have served an average of 11.5 years as club agents. It has been a commonly accepted practice to accept the opinions

and estimates of men in the field as a basis for factual reports, particularly in the Department of Agriculture.

Background for
the study

New York State is the country's most populous state with a total population of over 13,000,000 and with 70 cities of over 10,000 residents. The county club agents report that there are 243 communities in the 50 counties studied with a population over 2500, and an additional 179 city-marginal communities in the same area.

There were 46,804 boys and girls enrolled in 4-H club work in New York State in 1947. The writer was surprised to find that the club agents reported a total urban enrollment in 1947 of 5,648 boys and 6,766 girls, or a total urban enrollment of 12,414. This enrollment represents over 25 per cent of the total enrollment of the state, in what has always been considered a rural organization.

4-H club work in New York State, then, is serving both rural and urban young people. Rural service has been an accepted principle since the organization was started over 30 years ago. Service to urban young people is actually an outgrowth of work done with urban dwellers during World War II. Those who determine the policy of

the Extension Service have recognized the urban responsibility of 4-H club work. This policy is clearly set forth by the National Advisory Group on 4-H Post-War Programs (21) in the 10 guideposts for 4-H club work. The policy is further emphasized by the Joint Committee on Extension Programs, Policies and Goals (13) set up in 1948 by the Department of Agriculture and the Association of Land Grant Colleges and Universities. Their report clearly states that the Extension Service should assist part-time farmers, urban workers maintaining homes in rural areas, rural industrial groups, and residents of towns and villages. Deyoe (7) further stresses the importance of this type of work when he points out that there are over a million farms under 10 acres in area, in the main owned by city employed people, all of whom have an interest in agriculture and home economics.

To determine the apparent interest in urban 4-H development in New York State, the opinions of 50 club agents were analyzed. Twenty of the agents feel that interest in urban 4-H work is definitely increasing. A larger group of agents, 29 in all, feel that interest in the work is remaining the same. Only one agent feels that the interest is decreasing. These figures represent a healthy interest in urban 4-H work. Strangely enough, agents indicating a high rate of interest are not

necessarily located in counties with large cities, nor are they located in any one area of the state. All types of counties, from the most urban to the most rural, are included in the "increasing interest" group.

The agents' attitudes toward the expansion of 4-H club work into urban areas were analyzed from opinions given on the questionnaire. Twenty agents feel that a definite effort should be made to extend the work into urban areas, while 29 agents indicate an effort should be made to take care of direct requests only. There appears to be no noticeable correlation between the group of agents who report increasing interest in their counties in urban work and those who feel that a definite effort should be made to extend the work into urban areas. Out of the 20 agents reporting increasing interest, only 12 feel that the work should be extended into urban areas. Of the 29 agents reporting interest remaining the same, 17 would take care of direct requests for assistance only; the others are in favor of extending the work. The reasons behind the answer could depend upon the amount of work the agent has to do at present, and the amount of help he has, both on a permanent and part-time basis. An agent already overburdened with responsibility could scarcely be expected to favor the extension of the program into urban areas, unless more help could be made available.

There appears to be a definite correlation between the years of service an agent has had and his attitude toward expansion of the work. Younger agents, in terms of service, are more inclined to favor extension of the work than the older agents. After an agent has served 10 years, chances are seven to three against his favoring extension of the work. This may indicate that an agent at about the 10-year service level has literally "leveled off," has his schedule as full of activities as he can get it and realizes he is carrying as heavy a load as he can manage. The younger agents, full of fire and enthusiasm, favor pushing back the frontiers.

4-H club work has a tremendous job set up for it in extending its work into urban areas--a job that has just been started. And now to look at the findings on methods used in establishing club work.

Methods used to
inform urban young
people about 4-H
club work

The daily newspaper, as might be expected, is the universally used medium for carrying information about 4-H club work to urban young people (and adults). Although its effectiveness rating falls far below that of more direct methods of informing young people, the family paper still stands up well in the judgment of agents,

who realize the potential value of public support for 4-H club work. A relatively new method of telling the story of 4-H club work stands out above all others on the rating scale. That is the use of movies or slides (generally of the Kodachrome type) in an illustrated lecture. These lectures or talks, in general, are given in schools. Most agents who use slides supplement those provided by the state 4-H office with slides taken locally to add interest to their talks. Slides are particularly effective for use in illustrated lectures, since they are so easily kept up to date, can be changed for different audiences and can be secured at reasonable cost. Movies are limited in supply, high in cost, and require the use of expensive projecting equipment.

Programs put on by organized clubs at school assemblies are reported in second place as a means of informing urban young people about club work. Care must be exercised in the preparation of these programs if they are to inform without prejudice. Talks (without illustrations) are reasonably effective and rank fourth in the agents' rating. The effectiveness of a talk, of course, will depend upon how good a job the agent can do as a public speaker. Practically every agent reports doing considerable public speaking, either illustrated or without illustration, as a means of informing urban young people and

others about 4-H club work.

The special illustrated folder, distributed through the schools, is used in 27 counties and rates fifth in effectiveness. As a direct means of contacting prospective members, and giving them something they can take home to show their parents, the method has extremely useful possibilities, but apparently does not rank with the five methods placed above it in the opinion of the agents reporting. One limitation on the folder is the cost and trouble involved in its preparation. A desirable feature of the printed folder is that it provides a means of getting information about 4-H work to young people in schools which would not make provisions for an assembly program on 4-H because of lack of time or interest on the part of the school officials.

The radio, 4-H news letters and circular letters all rate below the newspaper in effectiveness, with the radio falling far down on the agents' effectiveness scale. This may be due to the relatively poor following which non-professional programs have in urban areas.

As proof that the agents are generally good publicity agents, analysis of the reports show that the average agent uses 6.5 different methods to inform urban young people about 4-H club work.

From the foregoing discussion, it is concluded that agents, in general, need effective training in public speaking and publicity in all its aspects.

Crile, Sundquist and Meloche (5), in their radio teaching study, found that the radio is an effective means of teaching subject matter to people who have never been reached before, but they made no comparison between radio and other means of informing people about any subject. That might prove to be an interesting study. In the opinion of the agents, the radio is not one of the best reported means of informing urban young people about 4-H work.

The United States Extension Service (26,27), in two studies on parent cooperation, stressed the importance of informing parents about 4-H work. When we consider informing parents about 4-H, of the methods analyzed above, publicity in the newspaper and the printed folder, which the youngster can take home, seem to be the methods that reach the parents best. Talks given at public places where parents are present are effective.

Methods used by agents
in making personal contacts
with urban young people

The county club agent, within his county, is the official representative of the Extension Service, and to prospective members, he represents 4-H work. To have young

people become acquainted, with him and through him, with 4-H work is highly desirable, when we consider that 4-H work is a highly personalized activity. The average club agent, in the experience of the writer, will get to know fully half his members by their first names after he has been in a county a few years. The personal touch is important.

The logical place to meet large groups of club members is in the schools. As might be expected, talks at schools, generally illustrated, are the most popular method of meeting prospective members. Thirty-eight agents report using school talks, while some agents make a practice of dropping in on schools to say "hello." A highly effective method employed is attendance at community meetings when parents, prospective club members and the agent attend. At these meeting the agent talks about club work. Although this method is limited in its scope because of the physical limitations on the agent's time, the method results in young people and their parents getting to know the agent and club work.

Some contacts are made at county 4-H offices, where interested people come for information. This method, used in 30 counties, is a desirable contact, but because the agent is out of the office such a large proportion of the time it is extremely limited in scope.

Another method of contact is provided by the agent attending all types of related public meetings where he is introduced. This method is rated below other methods in effectiveness. It is used partly as a means of maintaining good public relations with other organizations, and partly to get to know prospective members. The average agent in the study uses 3.5 different methods in making contacts with urban young people.

The above information is further substantiated in a study made by Wilson, Warren and Farley (30) in 1925 on the factors which influence young people to become 4-H members. They found that 45.9 per cent of all club members in Middlesex County, Massachusetts, were influenced to become 4-H members through the schools. An additional 17 per cent were influenced to take up the work as a result of direct contact with extension agents. In that study, parents influenced only 1.6 per cent to become members.

Methods used by agents
in securing enrollment
from urban young people

After a prospective 4-H member has been informed about 4-H work and decides to become a member, means must be made available for him to become enrolled with the organization.

The method agents have selected as the most effective in securing enrollment is that of distributing a circular about 4-H work, and enclosing an enrollment card with the circular. This system accomplishes two jobs at once. It informs the prospective club member and his parents about the organization and at the same time offers a most effective means of enrollment. The circular in most cases is distributed through the schools. Basing an opinion on a study made by Crile (4) in 1935, which shows that club members who come in as soon as possible after reaching 10 years of age remain in club work the longest, and on the writer's own experience, the folder distributed in the schools should be used particularly in grades covering the 10, 11 and 12 year group. In no case should this deny membership to older members, but should place emphasis on securing enrollees who will remain members as long as possible. Sabrosky (19) also emphasized this fact in a 1946 study which shows that 53 per cent of the total 4-H enrollment is in the 10 to 12 year age group. Merton (16), in his Florida study made in 1947, emphasized the importance of parents being familiar with 4-H work.

Another important enrollment-securing process is the relatively simple one of having present members give prospective new members enrollment cards. Thirty-five of the 50 agents reporting use this method. The merits of

the method are that it is relatively inexpensive, and that the method uses present members as salesmen for 4-H club work. Effectiveness of the method might be influenced by the relative number of present members in an urban school. A school with a large number of present members would be covered with "salesmen" but in areas with very few enrolled, the selling job would be limited. In this situation, an enthusiastic club member can well be 4-H club's best advertisement.

The use of circular letters enclosing enrollment cards is reported by 16 agents. This method is reported as very effective by some agents who use the school census as a means of securing names and addresses of prospective members. Results of the method would depend to a considerable extent upon the quality of the circular letter used. The average rating of the method places it third on the list of possibilities.

Enrollment blanks in newspapers and 4-H news letters are used by a few agents, but in general are found to be relatively ineffective. The radio invitation to join is used by 20 counties, but is not considered a particularly effective method of securing enrollment.

One of the unlisted methods reported by several agents is the distribution of enrollment cards by the agent at school talks and visits. This system combines

securing enrollment with the most popular method of informing young people about 4-H work. This combination is reported to be effective by 10 counties, with the highest average rating given any method. It has the advantage of informing young people, but used alone it neglects to inform parents about the program.

As might be expected, the average county uses three methods of securing enrollment. This represents a considerable publicity job for the extension agents. No correlation appears between the number of methods used and the total enrollment. This is to be expected since situations within the counties vary so widely, and the ease with which enrollment may be secured depends upon many factors.

Practically all counties accept individual enrollments, or will accept enrollments on a club basis. Six counties will accept enrollment only from members of organized clubs. The ideal situation is that of having all members in organized clubs, but this is rarely attainable, since there nearly always are members living a considerable distance from others so as to make membership in an organized club difficult.

In an interview with C. G. Staver, State Club Leader for Colorado, about the Denver City 4-H club organization, Mr. Staver pointed out that all members in the city

belong to organized clubs. This system has been in operation in Denver for the past four years, and an organization of 100 clubs has been developed, with a membership of over 1000. One New York State county reports that 59 organized clubs are in operation in urban areas. This proves that the job can be done when effective methods are used, favorable relationships are established, and help is available to do the necessary organization work.

Methods used in
establishing or-
ganized urban clubs

In the 50 New York counties reporting, 42 agents report having one or more urban clubs in operation. Wide variation in the number of clubs in a county exists, as might be expected, due to the wide variation in local situations, with counties having from one to 59 organized clubs.

From the agents' standpoint, the ideal method for an urban club to start is "on its own," usually with the support of parents and as the result of a community meeting. Of all ratings given in the questionnaire, this received the highest. Clubs started by the agent, on a community basis, rank next in order, and this is the method commonly employed where the agent has to go out and lay the ground work for a club. Both of the most popular methods, used by over 60 per cent of all counties, infer

that the club is started on a community basis. Another method is having clubs sponsored by community organizations such as service clubs, Home Bureau units and other community groups. The fourth method reported is that of clubs started by one or more interested adults. In general, this method is the result of some adult in the community hearing about 4-H work and deciding to start a club for the benefit of certain young people. In many cases a parent will do this, and include in the club his or her children's friends. The final pattern is clubs started in schools. Thirty counties report clubs started in schools, generally with a teacher as the leader. Of the methods reported, the school club received the lowest agent rating in terms of effectiveness. A study made by Itschner (12) on factors affecting the length of membership arrived at a similar conclusion. He pointed out that where leaders are teachers, the re-enrollment rate is considerably lower than in all other types of clubs.

As an example of how an urban organization operates, Colorado State Club Leader, C. G. Staver, in an interview with the author on November 4, 1948, outlined the organization procedure used in the city of Denver as follows:

1. Arrangement is made with school principals for the club agents visits.

2. The agent goes to the school and talks to grades four, five and six about 10 minutes, each on 4-H work. He arranges for a meeting of those interested immediately following school.

3. At the after-school meeting:

a. Club work, including membership, projects, leadership, community clubs, etc., are discussed.

b. A sheet is sent home to parents telling them about 4-H club work, the need for leaders, etc., and asking them directly if they would be a leader.

c. Arrangements are made for a follow-up meeting for those who really want to join (who have leaders ready to serve and who are ready to start clubs). A special enrollment card is used for city members. Individual enrollments are accepted, but, in general, the drive is for organized groups.

Clubs operating on a community basis, whichever way they may be started, appear to be the overwhelming choice of agents. Preferably, the clubs should start on their own, with necessary help from the agents, and with parent and community support. Martin (15), in a study made in 1947 in Missouri, reporting on rural clubs, also concluded that the ideal situation for starting a club is

to bring interested people of the community together in a public meeting and get their widespread support.

The almost universal choice of a desirable meeting place is the homes of members, even though clubs are reported to be meeting in schools, churches, public halls and other places. The most successful clubs, by a wide margin of choice, meet in homes. This conclusion means more than the simple matter of where to meet; it infers parental interest and parental support for 4-H club work in its entirety.

How are volunteer
leaders secured for
urban clubs?

Leaders are the keystone around which 4-H clubs are built. Success and failure of 4-H clubs the country over rest in the hands of these people who give so freely of their time and effort so one and three-quarter million young people can be 4-H members.

Securing 4-H leaders is the prime job of every club agent, and finding out how they are secured and how good they are is an important phase of this study.

On the basis of how they are secured, the numerically number one method is "found by club agent." Of New York's 563 urban leaders, 195 were found by club agents. The next most numerous group, 93 in all, were volunteers who offered to help start a club. The next

largest size group of 88 leaders was found by club members. The schools provided 53 and 53 others were developed from older club members. The group developed from older club members seems surprisingly small when "training for leadership in their community" has always been one of the objectives of 4-H work. Part of the explanation for this may be due to the relatively short time that urban 4-H work has been in operation, even though club work in rural areas has been operating since 1920. It takes a long time, in theory, to develop a leader. In practice, hundreds of people every year start out with a minimum amount of formal preparation in leadership, and become successful leaders.

The agents' rating of the leaders provided by different methods does not agree particularly with the numerical rating. From the standpoint of satisfactory leaders provided, "found by club members" still tops the list, with a tremendous lead over the next group--the volunteers. Third rating goes to the group developed from older members, with leaders found by club agents placing fourth.

The most important method in use, and the most satisfactory leaders provided, are selected by the club members themselves. In most cases, as many agents suggested, the parents and the agent work with the club

members in an advisory or active capacity in helping secure these leaders, but fundamentally the young people find them.

The help of club members who are junior leaders, who may possibly never become full fledged leaders themselves, is to be considered. The junior leaders can assist adult leaders and at the same time receive valuable experience themselves. Pflughoeft (17), in 1940, in studying junior leadership, concluded that the ideal club leadership group consists of two adults assisted by two or more junior leaders.

Itschner (12) agreed with the New York club agents in his leadership study, wherein he reported that the most successful clubs in terms of retained membership have leaders selected by the members, or by the members assisted by the club agents.

Four agents reported using two methods which would merit attention, and through which they secured 43 leaders. These methods are "secured by other leaders" and "found by parents." The writer feels that these leader types may have been reported by other agents under volunteers or as found by members.

Projects offered
to urban members

No particular peculiarities were discovered in

regard to projects offered to urban 4-H members. The relationship of enrollment to projects is somewhat above normal for the three old-time projects, gardening, foods and clothing. Gardening accounts for over 6000 of the projects undertaken, or 49.5 per cent of all enrolled members carry garden projects. Foods and clothing together are carried by 50 per cent of the total enrollment. Bicycle maintenance, a recently developed project, poultry handicrafts, home furnishing and home and grounds improvement each involve more than 500 members. Flower growing, as separate from home and grounds improvement (where the projects are offered separately), appeals to an additional 486 members. Woodworking and rabbit raising and "all others" account for the remaining projects. The "all others" list includes such projects as safety, home nursing, conservation, first aid, forestry, recreation, and junior leadership. Livestock projects are not generally carried by urban members because of the lack of facilities.

The general project enrollment percentages as reported for urban members follow closely the pattern reported by Sabrosky (19) in a summary of 4-H projects carried out on the national level by the entire enrollment. Except for gardening, in which urban areas exceed the national average, the other project percentages closely approximate national figures. It would probably

not be desirable or necessary to make any material changes in types of projects offered urban members, although some changes in subject matter content and project requirements are indicated to satisfy differences in local situations.

Urban members, on an average, carry out 1.6 projects. A parallel conclusion was reached by Jones (14) in his 1947 study on 4-H and high school youth. He found that clubs that hold members of high school age offer more than one project, and devote 50 per cent of the meeting time to project instruction.

Activities offered to
urban club members

Urban members have an opportunity to participate in all the activities that are regularly offered for rural members in all counties reporting, and no distinction is apparently made between the two groups.

Duthie (8) pointed out in 1936 that both the project and activity are important, and that social activities of the club may be extremely important in their ultimate effect upon the life of the member in his social relationship, and that making new friends, learning to work with others, and agriculture and home economics information are the three principal values of 4-H work as selected by club members.

Based on the number of members participating in activities, home visits, attending county-wide meetings, exhibiting at county fairs, and attending 4-H camps appear in that order.

In the opinion of agents, and in the number of counties reporting, attending 4-H camps and exhibiting at county fairs are the two prime activities. Agents think participation in dramatics, contests, demonstration contests, and county-wide meetings are desirable activities, and follow these five activities with a list including trips, musical contests, square dancing, special exhibits, and judging contests. A county program that includes camp and county fair, rounded out by the addition of suitable other activities growing out of county needs, apparently, would meet the needs of both urban and rural members. Urban members are not much different in their activity interests, than rural members, and a general program of projects and activities that will fit the one will generally satisfy the needs of the other.

Most counties are offering a combination of five or more activities, and evidence indicates that the present activity program is satisfactory.

Suggestions for
further study

Out of this investigation several ideas have

developed which the author feels are worthy of further study, the solution of which should contribute to the limited information available on urban 4-H work. They are:

1. A study of the most effective types of information or publicity folders on 4-H work for use with urban young people.

2. A study of the correlation existing between methods used to publicize 4-H work and enrollment in the 4-H organization.

3. A study of urban project effectiveness.

4. A study to determine training requirements for agents planning to work in urban areas.

5. A study to determine a suggested program of cooperation between city schools and the Extension Service.

6. A study to determine a course of training that would be helpful to local volunteer leaders in urban areas and that could be given by extension agents.

7. A study to determine desirable qualifications for volunteer urban leaders.

8. A study to determine the financial requirements for the development of urban 4-H work in given areas.

9. A study of the place of special activities in urban 4-H work.

10. A study of special exhibits and their place in urban 4-H work.

11. A study of sponsorships and their relationship to 4-H work.

Chapter VI

SUMMARY

4-H club work was officially established in 1914 through the passage of the Smith-Lever Act appropriating funds for establishing the Extension Service, of which 4-H club work is a part. The membership of the organization has grown steadily since that time. The membership (1947) now includes 1,759,911 young people. The development of 4-H work was based fundamentally upon providing training in agriculture and homemaking for rural young people. The program has gradually been broadened to include many projects and activities, and to serve both rural and urban young people. This broadened development has the full approval of the Department of Agriculture and the Association of Land Grant Colleges and Universities. This study is made in New York State where the author has been a county 4-H club agent for the past 15 years. Fifty county club agents of New York State cooperated with the study and assisted in the preparation of data for the study by returning prepared questionnaires. Urban club work, for purposes of this study, refers to 4-H club work in communities having a population over 2500 and areas immediately surrounding cities where city employed families reside and

where their primary interests lie in the city. The study is limited to post-war organization activity.

The main purpose of this study is to determine what organization methods are used by 4-H club agents in New York State, covering the period from the time the urban youngster first hears about 4-H work through the period when the member is enrolled individually or the club is organized and ready to operate. The first post-war officially recognized urban 4-H club work was started in the city and county of Denver, Colorado, in 1945 when their first city 4-H club agent was employed. Urban 4-H work was given official and authoritative sanction in 1948 when the Joint Committee on Extension Programs, Policies and Goals, set up by the Department of Agriculture and the Association of Land Grant Colleges and Universities, recommended that the Extension Service should definitely plan to serve part-time farmers and non-commercial farmers, urban workers living in rural homes, industrial groups in rural areas and residents of towns and villages. In 24 of the 48 states the rural non-farm population exceeds the farm population, with the trend toward urban non-farm population on the increase. The problem of the development of urban 4-H work is relatively new, and few studies have been made concerning urban expansion. The problem is now officially recognized, and the tremendous job of

extending the opportunity of 4-H club membership to another 10,000,000 urban young people faces the organization. This will call for expansion in finances, personnel and plans.

To secure data on methods from the club agents of New York State, a questionnaire of the selection and fill-in type was used. In addition to indicating suggested methods used, the agents were asked to rate the methods used, based upon their effectiveness within the county. The 50 agents who answered the questionnaire have been club agents on an average of 11.5 years and have served in their present counties 9.5 years, so their opinions and estimates were treated with the assurance that they were reasonably correct and based upon long experience in the field. Ratings given to the methods employed by the agents were divided into excellent, very good, good, fair and poor. For purposes of comparison, average ratings were given each method employed based on a numerical score, so the average opinion of all agents using a method could be shown. The questionnaire was set up so methods used in informing young people about 4-H work, in making contacts, in establishing clubs, in securing enrollment, in securing leaders and projects and activities were shown.

The study reveals that New York club agents are

already doing a considerable job with urban young people. Of the total state 4-H club enrollment of 46,804 (1947), the 50 agents report that 12,414 are urban members, as over 25 per cent of the total enrollment are urban young people. Apparent interest in the development of urban 4-H work is on the upswing in 40 per cent of the reporting counties, and remaining the same in the other counties--a definitely healthy situation. The agents themselves are divided in their opinion as to whether club work should be extended into urban areas or whether the club agent's job is primarily to serve rural young people. Forty per cent of the agents are in favor of the extension into urban areas, with the younger agents generally more in favor of the expansion into urban areas than the older agents. Publicity in the newspaper is the universally used medium for informing prospective urban members about 4-H work, but illustrated talks given in schools rated as being more effective in the agents' opinion. The school proved to be the best place for the agent to meet groups of young people, but agents feel strongly that the best clubs are formed on a community basis.

The most successful clubs appear to operate on a community basis outside of school, with leaders the young people select themselves, possibly assisted by parents and agents in their selection. Most of these clubs

are formed as the result of a community meeting. The most successful clubs meet in homes of the members. The ideal way to secure enrollment is to distribute illustrated circulars about 4-H work, enclosing enrollment cards. Present club members should also be supplied with cards to give their acquaintances. The projects offered to urban young people are the same general projects offered to rural members and appear to have the same relative appeal. Gardening is high choice in agriculture, and clothing and foods share popularity among the girls. Practically all other projects are represented, and bicycle maintenance, poultry, handicrafts, home furnishings, and home and grounds improvement, including flower growing, are all popular.

The two time-honored activities with the greatest appeal to urban members are attending 4-H camps and exhibiting at county fairs, although dramatics, demonstration contests and county-wide special meetings are all well thought of by agents. Practically every agent reporting uses a combination of methods to get results in every phase of organization activity studied, the combination depending upon the local experience and situation. The agents showed themselves to be a remarkably keen, progressive group who study their jobs, apply many methods to get desired results, who follow no set pattern

except within broad general limits, but who need more help if they are to accept with enthusiasm the new job of extending 4-H work into urban areas.

From the study, certain principles and ideas appear which seem worthy of consideration. They are:

1. The most successful urban clubs are started on a community basis, outside of school, as a result of a community meeting.

2. The most satisfactory leaders are selected by the club members themselves, with the possible assistance of parents and the agents.

3. The homes of members are the ideal meeting place for clubs.

4. Combinations of methods, in all phases of organization activity, are more effective than any single method, and are generally employed.

5. The present activities and projects, as offered in rural areas, seem satisfactory for urban members, possibly with minor adjustments in requirements and content. Agents should remain alert to the possibility of new projects or projects meeting particular needs in local urban areas.

6. The best single means of securing urban enrollment is through the use of a printed, illustrated folder on 4-H club work distributed through the schools, and including an enrollment card. This gets to parents

and prospective members. This means should be supplemented by supplying extra enrollment cards to present members for distribution.

7. Individual enrollment as well as organized club enrollment should be accepted. The urban situation lends itself remarkably well to enrollment through organized clubs.

8. The school is the best place for the agent to meet urban young people, and illustrated talks are the favorite means of informing them about club work. Slides are preferred over movies. Slides taken locally should be included whenever possible as an interest-creating factor.

9. The newspaper is still the most popular medium for distributing general information about club work to the public, although not as effective for reaching urban young people as more direct approaches such as illustrated talks. Newspaper publicity does more than any other source to gain public support for club work. An informed public is a friendly public.

10. Radio has not proven generally effective as a means to inform urban young people about club work or as a means of securing enrollment.

11. The agent should take every possible opportunity to talk to groups of young people and adults in schools and in communities about 4-H club work. The first

requisite for membership and for public support is an informed public. Parents, in particular, must be familiar with 4-H work if their children are to conduct successful project work.

12. Older agents in terms of service are less enthusiastic about extending 4-H work into urban areas than are younger agents, but they would probably do the job equally as efficient if help and money were made available to do the job. In club work there appears to be no substitute for experience. The more people the agent knows, the easier it will be for him to do his job.

13. Every agent will find it valuable to cultivate good relationships with school administrators and teachers. The school can be a powerful factor in building up a strong urban enrollment.

14. The urban 4-H membership now constitutes over 25 per cent of the total 4-H enrollment, and prospects are that the future expansion of 4-H club work will depend to a considerable extent upon the addition of urban membership.

15. The New York club agents are experienced in their field. They study their job and apply a variety of methods to solve their problems. They are carrying out a well rounded program, broad in its scope and unlimited in its educational possibilities.

16. Club work can be and is being done in urban areas. Expansion of the program in urban areas will depend to a considerable extent upon the availability of additional finances and personnel.

A P P E N D I X

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*Niagara County Extension Service***4-H CLUB OFFICE**

Federal Building

LOCKPORT, NEW YORK

Telephone 3367

JOHN L. STOOKEY
County 4-H Club Agent601 So. Sherwood
Fort Collins, Colorado

Dear

Just about every club agent in the country, as far as I can tell, has to deal sooner or later with the problem of 4-H work in urban areas - even in our most rural counties. So far as I've been able to discover, no one to date has tried to pull together all the ideas, plans, schemes, methods, etc., used by agents in establishing Club work in these so-called 'urban' places. So - I've stuck my neck out, all the way, and with you boys as my "corp of experts" will attempt to assemble, for all of us, the methods you've found most useful and effective in establishing club work in urban areas.

For my purposes in this detail - "Urban areas" refer to places with a population of 2500 or more, or areas adjacent to cities (possibly without a specific identity) where families are largely city employed, and where their interests are primarily in the city.

Specifically, we're trying to assemble information on what organization methods you follow from the time you first inform young people about 4-H club work, thru the period when club members are enrolled individually, or in organized community clubs, ready to begin their 4-H work. We're interested in the post war period, and where it has been necessary to refer to a given year, we've asked for information on the 1947-48 club year.

Don't shy away from this because you figure you've only a few urban members. The number of urban young people you work with is not the criteria we are looking for. Methods may be equally valuable and useful whether they are applied to a dozen or a hundred young people. We want all your opinions.

When we get our information assembled and summarized, each of you will receive a copy of the summary for your information. Who knows - it might even be useful to you!

The old man with the scythe is all het up, and allows for no dilly dallying - so - will you take 12 minutes (yep - that's the official 'dry run' estimate) of your coffee and sinkers time and get this off your desk back into its Air Mail envelope and on its way West?

Many thanks for your help.

Sincerely,

Stookey

METHODS OF ESTABLISHING 4-H CLUB WORK IN URBAN AREAS

Prepared for County Club Agents of New York State

I. How many years have you been a County Club Agent? _____ How many years in your present county? _____ How long has 4-H work been established in your county? _____ How many communities in your county have a population of 2500 or more? _____ or that would be classed as 'city marginal' communities? _____.

II. Is post-war interest in the development of urban 4-H work in your county increasing () decreasing () or remaining about the same (). Please check one.

III. What do you think should be the attitude of the 4-H club organization toward extension of the work into urban areas? (Please check the answer that comes closest to what you think)

- a. Should definitely make an effort to extend work into urban areas ()
- b. Should try to take care of direct request for assistance in establishing 4-H work in urban areas ()
- c. Should discourage the development of 4-H work in urban areas ()
- d. Other opinion _____

IV. What methods do you use in your county to inform urban young people about 4-H club work?

| METHODS | In this column check the ones you use | Your rating of the methods *(see footnote) Encircle proper one |
|---|---------------------------------------|--|
| a. Newspaper | () | E VG G F P |
| b. 4-H News letter | () | E VG G F P |
| c. Radio | () | E VG G F P |
| d. Circular letters | () | E VG G F P |
| e. Special printed or mimeographed folder distributed thru schools | () | E VG G F P |
| f. Talks at public places (not illustrated) (Schools, churches, etc.) | () | E VG G F P |
| g. Illustrated talks using slides or movies (indicate which) | () | E VG G F P |
| h. School assembly programs put on by local clubs | () | E VG G F P |
| i. Movies on 4-H | () | E VG G F P |
| j. Other methods specify | () | E VG G F P |

* In your opinion, please rate the methods you use as Excellent (E) down thru Very Good (VG) Good (G) Fair (F) or Poor (P) depending upon how effective you have found them to be in your own experience. This same plan of rating methods will be followed thruout the questionnaire.

V. How do you make your original contact with urban young people, when you see them personally, as club agent, or in other ways personally contact them?

| METHOD | Check methods you use | Your rating of the methods Encircle proper one |
|---|-----------------------|---|
| a. Talks at schools before clubs are started | () | E VG G F P |
| b. School visits (talks not necessarily given) | () | E VG G F P |
| c. Attending community meetings conducted by other organizations, where you are introduced. | () | E VG G F P |
| d. By attending community meetings of young people and others interested in 4-H work. | () | E VG G F P |
| e. Calls at 4-H office by young people. | () | E VG G F P |
| f. Others specify _____ | () | E VG G F P |

VI. How do you secure enrollment from urban young people?

| METHODS | Check Methods you use | Your rating of the methods Encircle proper one |
|---|-----------------------|---|
| a. Present members give them cards. | () | E VG G F P |
| b. Distribute information circular, enclosing enrollment card | () | E VG G F P |
| c. Circular letter enclosing enrollment card | () | E VG G F P |
| d. Newspaper story containing enrollment blanks | () | E VG G F P |
| e. 4-H news containing enrollment blank | () | E VG G F P |
| f. Invitation to enroll issued thru radio program | () | E VG G F P |
| g. Other methods (specify) _____ | () | E VG G F P |
| _____ | () | E VG G F P |

VII. What types of enrollments do you accept?

| METHODS | Check methods you use | Your rating of the methods Encircle proper one |
|---|-----------------------|---|
| a. Will accept individual enrollments | () | E VG G F P |
| b. Will accept enrollments only if member of organized club | () | E VG G F P |
| c. Use combination of both types | () | E VG G F P |
| d. Other - specify _____ | () | E VG G F P |
| _____ | () | E VG G F P |

VIII. Part I.

How are urban organized clubs established in your county.

| METHODS | Check methods you use | Your rating of the methods Encircle proper one |
|---|-----------------------|--|
| a. Clubs are started in schools | () | E VG G F P |
| b. Clubs are started on community basis outside of schools by club agent | () | E VG G F P |
| c. Clubs are sponsored and started by definite organizations in community (service clubs, churches, etc.) | () | E VG G F P |
| d. Clubs start on their own, usually with some parents active support, and as result of community meeting | () | E VG G F P |
| e. Clubs are started by one or more interested adult individuals | () | E VG G F P |
| f. Other systems (specify) _____ | () | E VG G F P |
| g. If you have no urban organized clubs, check here | () | |

Part II.

Where do urban clubs meet?

- a. In schools ()
- b. In churches ()
- c. In public halls ()
- d. In homes ()
- f. Other places ()

In your experience, where do the most successful urban clubs meet? _____

IX. How are local volunteer leaders secured for urban clubs?

| How Secured | Approximate Number of urban leaders you have (1947-48) in each category club year |
|---|---|
| () a. Provided thru the schools | _____ |
| () b. Found by club agent | _____ |
| () c. Found by club members | _____ |
| () d. From membership of P.T.A. | _____ |
| () e. From membership of service clubs | _____ |
| () f. From volunteers who offer services to groups of young people | _____ |
| () g. Developed from older club members | _____ |
| () h. Other ways (specify) | _____ |
| () _____ | _____ |
| () _____ | _____ |

From your experience, which system or systems indicated above have provided most satisfactory leaders?

Indicate your preferences by writing # 1 (first choice) #2 (second choice) #3 (third choice) in parenthesis at left of systems you think most satisfactory.

X. What projects and activities do you offer urban young people?

Part I. Projects

Projects Offered

Approximate Number of your urban enrollment is in this type of project in 1947-48 club year, inc. both boys and girls

- a. Home gardening _____
- b. Home and grounds improvement _____
- c. Flower growing (if separate from H & G I) _____
- d. Clothing _____
- e. Foods _____
- f. Homefurnishings _____
- g. Rabbit raising _____
- h. Poultry raising _____
- i. Handicrafts _____
- j. Woodworking _____
- k. Bicycle maintenance _____
- l. Others _____
- m. _____

What new types of projects do you think might well be added for urban group _____

Your estimate of the number of boys () and girls () in what you might consider as urban enrollment in your county in the 1947-48 club year. (Definition of urban - for this study: Living in places with a population of 2500 or over or living adjacent to cities; with city employed parent or parents and with primary interests in city.)

Part II. Activities

Approximate # urban club members who participated in 47-48 from your county

Your rating of value of activity for urban membership. Encircle proper one.

Activities Offered

- | | | | | | | |
|--------------------------------|-------|---|----|---|---|---|
| a. Camp | _____ | E | VG | G | F | P |
| b. Co. Fair exhibiting | _____ | E | VG | G | F | P |
| c. Other exhibits | _____ | E | VG | G | F | P |
| d. Special trips for girls | _____ | E | VG | G | F | P |
| e. Special trips for boys | _____ | E | VG | G | F | P |
| f. Special project sponsorship | _____ | E | VG | G | F | P |
| g. Co-wide special meetings | _____ | E | VG | G | F | P |
| h. Judging contests | _____ | E | VG | G | F | P |
| i. Demonstration contests | _____ | E | VG | G | F | P |
| j. Dramatics contests | _____ | E | VG | G | F | P |
| k. Square dancing contests | _____ | E | VG | G | F | P |
| l. Musical contests | _____ | E | VG | G | F | P |
| m. Project home visits | _____ | E | VG | G | F | P |
| n. Other | _____ | E | VG | G | F | P |

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