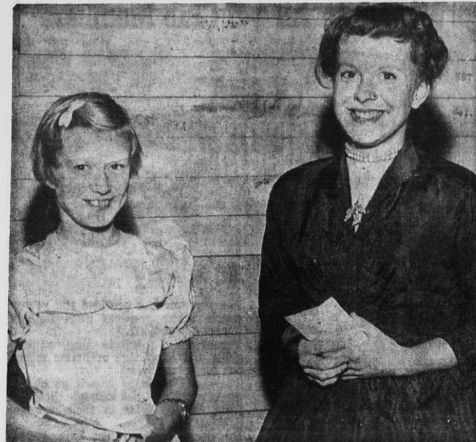


EDUCATION IS TERMED GUIDING PRINCIPAL OF 4-H CLUBS



4-H CLUB MEMBERS LEARN BY DOING AS IN MAKING DRESSES



PROGRAMS ARE BASED ON NEEDS AND INTERESTS OF YOUTH

...of the program's educational efforts.

I would rather leave this topic for discussion this afternoon under Dr. Austman's guidance. I only mention it because I feel the importance of this area for the future.

Again, I would refer to a paper presented to 4-H extension workers in the U.S.A., entitled "Facing up to Professional Responsibilities".

A look at your own personal professional responsibility.

A. You should be deciding on your goals as a profession.

1. Its unique characteristics—what you should know that's uniquely yours.

2. Decide on your areas of competency and strive to obtain and maintain that competency.

3. What should your competencies be? Ag., Home Ec., Ed. Psych., leadership, a broad liberal base? I'd suggest knowledge about the human animal, and teaching, as the primary areas of competency—the supporting area is content oriented (Agronomy, Nutrition, Music, F a r h Science, Political Science, or even Engineering).

If you really wanted to make this change, it wouldn't be hard. How many have been in Extension ten years or less, five years or less?

4. You are educators—recognize it! You're not a profession all your own, but a part of a developing profession. Your professional identity is not always clear or understood. Before such professional identity can develop, we must recognize and accept a body of knowledge that is peculiar to your segment of education. We have pieces of it, but we will not see the total field nor Extension's part of it until a group of scholars employ the discipline of science to the accumulation, application and dissemination of knowledge about Extension and its relationship to the rest of the education profession.

B. You should be deciding on your personal professional goals. Meet them by a personal commitment to continue learning—in-service, graduate study, self study.

The greatest professional responsibility which you face has just been identified. A Personal Commitment. With a commitment to continue learning, the rest can be worked into place. (I didn't say "fall into place." It isn't that easy.)

You will determine how best to handle problems.

You will give others the credit.

You will be an educator.

And you will continue to learn.

NEEDS OF YOUTH

6. Programs are based on the needs and interests of the youth to whom we have a responsibility.

Acceptance of this guideline dictates a new area of concern as far as 4-H extension workers are concerned. To my knowledge no research has been done in Canada in the area of interests and needs of our potential clientele. Probably we need first of all to determine who our clientele are. This may be dictated by you by policy, tradition, or your

own personal interpretation. In Saskatchewan, two years ago, we were in a position to determine this kind of information, found no supporting evidence to help us determine clientele. We decided to ask those presently involved in our program who we should be involving. Surprisingly enough, the rural-oriented 4-H leaders ended up with these choices:

1. Young people who plan to remain on the farm—35.8 per cent.
2. Young people who now live on the farm—30.7 per cent.
3. Young people who live in rural communities (farms and villages) 100.25 per cent.
4. Young people who live outside of cities—55.12 per cent.
5. All young people in Saskatchewan—212.48 per cent.

Of course, this is only one source of data that needs to be of young people now living in urban areas. This in itself should

men need to be involved. Extension final decisions can be reached in the final analysis, a subjective judgement has to be made considering resources and alternative opportunities for those we are not presently involving.

Secondly, we need to determine the interests and needs of our potential clientele. While 4-H extension people have a good deal done in this regard, there is a body of knowledge that it could be used. Considerable information from psychology, sociology, educational psychology give us some leads as to the psychosocial needs of the individual.

A study of population census can give us some leads in determining the needs of individuals in a changing role. Certainly, we know that an increasing number of young people now living in urban areas will eventually reside in urban areas. This in itself should

we wish to help these individuals make this adjustment.

To add further to our responsibilities, we need to interpret this information not in terms of today, but in terms of the future—when these young people will be taking a responsible position in our society.

FREE EXCHANGE

7. Sound programming is based upon a free exchange of information from the local club levels to the policy level.

Elaboration of this statement is not needed since it is an accepted principle of good program planning. You will note that I have not said that the program should be determined entirely at the local level. I am one of those who believe that we should be sufficiently professionally competent to interpret facts and make some decisions ourselves.

(Continued on page 10-A)

CONTROVERSY

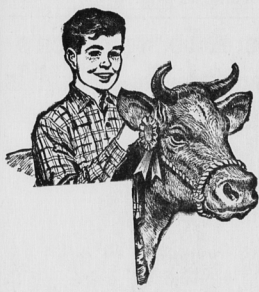
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examination of these boys and girls who have found dissatisfaction or lack of satisfaction with their experiences in our program? It is quite possible that the answers we receive from them might give us valuable direction for future programming.

5. Extension people directing 4-H programs are sufficiently professional and qualified to di-

1913-1963-50th Anniversary of 4-H Clubs in Canada

4-H CLUBS



Working together For Better Understanding in the World!

4-H CLUB PLEDGE

- MY HEAD ... to clearer thinking
- MY HEART ... to greater loyalty
- MY HANDS ... to larger service
- MY HEALTH ... to better living

Youth Plus Initiative The Bulwark of our Nation!

Membership in 4-H Clubs pays dividends in good citizenship, knowledge and experience. To all members in this province and to their instructors and teachers, we extend our sincere congratulations and best wishes for future achievement.

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We have seen the results of 4-H Club work . . . and we are glad to give our unqualified endorsement of these results. We honestly believe that the boys and girls who engage in these activities make better citizens, wield more influence in their communities and live more fruitful lives because of the training and influence received in 4-H Club work.

- P.E.I. Federation of Agriculture
- P.E.I. Dairymen's Association
- P.E.I. Fluid Milk Association

4-H CLUBS

THE YOUTH OF TODAY THE LEADERS OF TOMORROW!

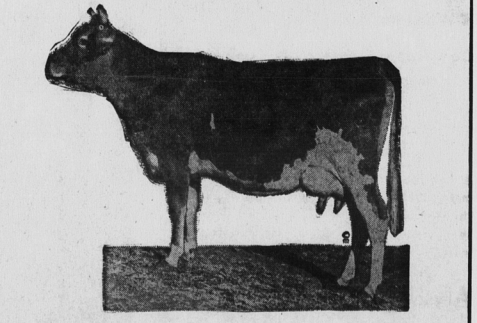


On the occasion of the 50th anniversary of 4-H Clubs in Canada . . . 1913 to 1963 — the staff and management of your Co-Op store is pleased to extend their sincere best wishes and congratulations.

The many clubs and leaders in Prince Edward Island have contributed much to our Island way of life . . . we wish them all the best with the further hope for even greater accomplishments and achievements in the future.

We support 4-H Club work—and this is why:

- the fine training provided boys and girls prepares them for all phases of life
- they acquire skills and knowledge for better living.
- through their efforts they develop pride in accomplishment
- through working together they learn the spirit of co-operation and team work
- 4-H Clubs point the way to better citizenship and a happier way of life



GUERNSEY BREEDERS ASSOCIATION

4-H is a pledge of Head, Heart, Hands and Health to a worthwhile life. 72,000 young people across Canada are engaged in this pursuit. They bring to farming great scientific and practical knowledge, and to our communities their pledge of "clearer thinking, greater loyalty, larger service, and better living".

GUERNSEY BREEDERS ASS'N

"50 years of 4-H Clubs in Canada 1913 - 1963"

Thousands of 4-H Members Pledge:

- HEAD** TO CLEARER THINKING
- HEART** TO GREATER LOYALTY
- HANDS** TO LARGER SERVICE
- HEALTH** TO BETTER LIVING

As the wider horizons of effort and usefulness open up to this coming generation and the rush of modern life crowds in on them, time must be taken for reflection as to what we owe to friends and neighbors, the community and the nation. The gap that too often exists between one calling and another must be bridged, whether it be between rural and urban fold, the laboring man and the business men. Wherever it be it presents a challenge to 4-H and 4-H thinking to set about to draw these interests closer together.

Congratulations To 4-H Clubs On The Occasion Of The 50th Anniversary Of 4-H Clubs In Canada!

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