

## Milestones That Mark Our 50th Year

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The following is the fourth of five installments of the history as compiled by Cleo Bryan. This mimeographed booklet was distributed to members attending the 50th Anniversary Annual Meeting in New York City September 8-13, 1984.

### ADDING DEPTH TO PROGRAMS

Courses and work began on guides for future programs such as "Scope" in 1959. Greater dimension to the educational effort has been given by the cooperation of other agencies, organizations, institutions and exhibitors who have encouraged us in planning, organization, and subject matter information. Volunteers have always been the great strength and backbone of the Extension Service. We see a future trend where volunteers may be replaced by paid volunteers. Job market and employment may cause the decrease of non-paid volunteers.

The Home Demonstrator's role as a teacher and leader trainer changed in the 60's and to an organizer and our title changed to "Extension Home Economist." We saw the home agents attitude change from skills and individual attention by home visits to more efficient, broad spectrum programs – to mass media – first, newspaper; then radio' and then television. These years saw the demonstration of homemaking skills gradually change to the new concepts, leadership development in low-income areas, (Expanded Food and Nutrition Education Program); housing; and the need to keep up with an ever changing program. Our Association has always offered programs of a professional nature.

In 1864, the National Home Demonstration Agents' Association Fellowship began. The first J.C. Penney Scholarship was given in 1965. State Presidents' workshops began in 1967, and in 1969, the first Association representative participated in the ECOP subcommittee on agents' organization. In 1963, an Association representative was on the Extension Journal board. Also in 1965, the three agent associations' presidents met with the ECOP advisor to discuss problems. Agents were winning the respect and admiration of the various publics.

### SHIFTING PROGRAM EMPHASIS

Program emphasis shifted in 1966 to include professional improvement and to supplement information that seemed lacking. Communication workshops were implemented into annual programs. A period of great concern was stimulated by "Focus Committee Reports" about improving the image of home economics. Awards programs were added to give agents opportunities to continue studies and for professional opportunities.

Annual meeting themes have reflected the time from the mid 60's where the concern was our image—*Performing Professionally: Launching Our Potential for Tomorrow's World; Focus on Today with Pride; Enthusiasm and Confidence* to the early 70's where the concern was social change and its impact on Extension Home Economics—*Environment for Living; Environment for Decisions* in the 70's; and *Our Role as Educational Facilitators*.

Participation in National Meetings takes agents from the provincial, hooded view of county and state programs to the broad spectrum of national issues and concerns. It is an opportunity to gain insight into changing needs to make us aware, and to inspire us to set our goal toward building a better dimension of living for all people. Microcomputer software as a teaching and evaluation tool in Extension programming and new resources are being made available day by day.

Fifty years is a pinpoint on the horizon of time and yet the Extension Service to which we are bound by duty and high purpose to aid families and America, may rightfully assert that in a half a century, it has accomplished far more for the public welfare than was ever dreamed by its sponsors when it began in 1914.