Extension... An Educational Opportunity for Every South Dakotan (1965 Annual Report)

Cooperative Extension Service
South Dakota State University

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EXTENSION ... An Educational Opportunity for Every South Dakotan
This is the 52nd consecutive year during which the Cooperative Extension Service of South Dakota State University has served all the people of South Dakota through dissemination of useful and practical information in the broad fields of agriculture and home economics.

Extension, through its educational programs, has stressed how to apply this knowledge for a better life in which virtually all people of the state have shared.

The faculty of South Dakota State for many years has accepted and met the traditional land-grant university's responsibility of providing information and knowledge to thousands of persons not formally enrolled in the institution. This has been accomplished through short courses, workshops, conferences, publications and institutes on many subjects.

Today, as one of the nation's land-grant institutions, South Dakota State has reaffirmed its policy of continuing educational opportunities to every South Dakotan. In 1965 to better coordinate its many and varied extension programs not only in agriculture and home economics but throughout the entire university, a Dean of Extension was appointed. The Dean of Extension was given administrative responsibility for both the Cooperative Extension Service in agriculture and home economics and the General University Extension Services of all State University's colleges which include Agriculture and Biological Sciences, Engineering, Home Economics, Nursing, Pharmacy, Arts and Sciences.

The primary objective of this coordination is to better serve the growing educational interests and needs of all segments of the population of South Dakota. It will encourage and facilitate the mobilization of the total resources of State University to help people solve the complex problems in a fast changing society. It will facilitate more effective interaction between the State University and citizens of South Dakota.

Each of the 67 counties of South Dakota, in effect, through Extension has a branch of South Dakota State University. The key people who actually disseminate most of this knowledge so it is of value at the user level are the county Extension agents—agricultural, home economics and 4-H. The Extension agent in your county is a staff member of South Dakota State. In addition to Experiment Station research programs of State University, a reservoir of knowledge is available through various Federal agencies, including the U. S. Department of Agriculture, from which Extension can obtain information if necessary. Specialists in various fields usually assemble and organize this information and train county personnel.

This 1965 annual report summarizes only a few of the many activities of South Dakota State University Extension. You will note that many participants and their activities are from urban and city areas as well as from rural areas. The work of Extension is specifically tailored to meet a diversity of needs from throughout the state.

Briefly, here are figures which give an idea of the impact and range of Extension activities for 1965:

- 19,444 boys and girls, ages 9 through 19, enrolled in 4-H clubs (almost a third of them from urban areas and cities).
- 16,000 homemakers enrolled in more than 12,900 community study groups.
- 331,000 individual consultations between Extension staff members and people at home or in county offices.
- 19,000 educational meetings held in the state.
- 900,000 people attended educational meetings.
- 841,636 educational publications prepared and distributed.
- 850 news articles sent to newspapers, radio, and TV.
- 359 radio broadcasts and 53 films for TV produced for home economics use alone.
- 3,800 man-days devoted to adult education sessions involving 46 different types of agri-businesses and industrial firms.
- 4,190 man-days for community development.
More than 800,000 educational publications were distributed through Extension offices and personnel in 1965. Publications distribution center is the SDSU bulletin room.

Extension news articles about agricultural subjects distributed to news media in 1966.

Home economics leaders from four countries take part in an Extension TV program at the SDSU television studio.
Insect Control and Agricultural Chemicals

Corn rootworms, alfalfa weevils and grasshoppers were South Dakota's most important insect pests last year, but damage by no means was limited to them. Again Extension spearheaded educational programs designed to prevent damage by and control of insects as well as help users apply insecticides wisely, safely and economically.

A million acres of South Dakota farmland, an increase of 65% over the previous year, were treated with organo-phosphates mainly for corn rootworm control in 1965. Benefits are estimated at nearly $5 million from corn rootworm treatments alone.

At least 120 meetings throughout the state plus an intensive campaign in mass media stressed importance of correct use of potentially dangerous insecticides. No serious mishaps were reported due to carelessness or misuse of the insecticide chemicals. Five reported accidents with insecticides were checked. In one, after a child swallowed herbicide granules, the local county agent used the SDSU Herbicide Encyclopedia to provide the attending physician with antidote information.

Livestock Industry—Beef

Cooperative Extension personnel during 1965 were involved in every aspect of South Dakota's top ranking livestock industry. Activities varied from range and pasture management to meat evaluation clinics dealing with merchandising the finished product. Extension efforts were aimed at making what was already a good livestock year an even better one for South Dakota producers.

Construction during the year of some 208 new feed lots, expanding or remodeling 610 others, and building 1,200 new upright and horizontal silos, reflect changes in livestock feeding. South Dakotans, through Extension, are getting latest information on how to make silage, take care of it and the best way to use it.

Nutrition was discussed at 14 special feeder outlook meetings attended by about 1,200 persons.

A 5-lesson, workshop training series for county agents on cow-calf herd management was the basis of an educational effort that reached hundreds of commercial growers. Besides the training meetings in which more than 2,400 cattlemen participated, the workshop subject matter was also used in some 2,000 personal contacts. A total of 12,500 fact sheets on the subject were distributed. Study sessions included ways to increase the calf crop in both numbers and weight; beef cattle diseases, artificial insemination and the effect of hormone treatments; crossbreeding, and wintering beef cows and growing calves.

Livestock Industry—Dairy

Extension personnel set out to learn more about problems within the South Dakota dairy industry and how to cope with them.

The SDSU Experiment Station joined in a study to determine factors that contribute to South Dakota's fluctuating fluid milk market. Traditionally fluid milk distributors have competed with quality, brand preference and service but held retail prices at rather stable levels.

New developments in technology and processing which have spurred changes in both the number and sizes of various dairy products have made equitable pricing more difficult.

The SDSU study revealed that unfair trade practices existed and that they were the basis of a crucial problem in the state's dairy industry.

A publication, "Trade Practices in South Dakota's Dairy Industry" (EC 644), was prepared and distributed to fluid milk producers, dairy processors, handlers, distributors, major retail stores and legislators.

Following the study, meetings were held throughout the state to discuss the topic. Industry leaders report that the study had much to do with providing a basis of public understanding of the problems involved. They also credit the educational programs for the success of obtaining favorable legislation to regulate trade practices.

In another effort to help iron out marketing problems, Extension worked with dairy industry personnel in the Sisseton area to evaluate possibilities of establishing a cheese plant. The study indicated establishment of a cheese plant capable of processing 36.5 million pounds of milk annually was feasible. A series of meetings was conducted to explain details to producers, area dairy plant processors and local industrial committees. Estimates indicate the plant would employ from 12 to 15 people and increase farm income in the area by a quarter of a million dollars.

Investigations in western South Dakota showed dairy producers were virtually without a market for manufacturing grade milk in the area. butterfat
prices were 30 cents per pound below that received by Eastern South Dakota producers living in a manufacturing milk market area.

The Extension dairyman participated in meetings in the Black Hills area where the problem was discussed. A feasibility study indicated that enough milk volume existed to support one cooperative cheese factory in the Black Hills area. Four different groups began conducting surveys and developed plans to build cheese plants. Plans for two plants, one at Rapid City and the other at Sturgis, were completed and both were expected to open in early 1966.

**Livestock Industry—Swine**

South Dakota swine producers have greatly improved the quality of hogs marketed but reports from markets indicate many animals are still received which are fat and lacking in meatiness.

Extension sought to help producers understand the implications of marketing poor quality hogs and urged marketing procedures that would smooth out peaks and valleys in hog marketing supplies.

High quality meat coupled with higher meat percentages were promoted through a series of meetings programmed by Extension and Experiment Station personnel. The meat packing industry and marketing firms helped in four of these carcass evaluation clinics attended by more than 400 persons. In addition, carcass data was collected on 1,000 hogs from slaughtering stations and at the meat laboratory at SDSU in an effort to show producers how carcass quality is related to market demand for pork.

Support and follow-up for seven producers recognized in South Dakota’s Master Pork producer program was provided to encourage small producers in developing efficient, high quality pork producing plants. A producer must have above average standards before his nomination can be accepted. Many of the producers who have been recognized in past years have become even more interested because of the encouragement they received through this program.

**Livestock Industry—Poultry**

Extension was instrumental in developing new market outlets for quality eggs by encouraging out-of-state marketing and retail firms and agencies to consider South Dakota as a source of supply.

As a background for this, the egg marketing picture was studied and analyzed. Meetings were held throughout the state to familiarize producers, processors and agricultural leaders with quality egg marketing, the effect long distance hauling could have on egg quality and pros and cons of contract marketing.
Small but efficient swine producers are recognized annually for outstanding management. Six commercial producers plus one purebred producer were recognized during 1965. The program is operated jointly between the Cooperative Extension Service and various segments of the South Dakota swine industry.

Fact sheets explaining production, marketing, and the financing contract were prepared and distributed.

It is estimated that 17.3 million dozen eggs (16% of the total production) were sold through quality controlled markets in South Dakota during 1965. Producers marketing in this manner average about 5 cents per dozen more than the USDA published average price received for all eggs sold in the state. Using this as a base it would indicate that Extension helped producers in South Dakota gross an additional $865,000 in poultry income just through more effective and efficient marketing.

Extension specialists were also instrumental in bringing all South Dakota hatcheries under official supervision of the livestock Sanitary Board for Pul­lorum-Typhoid control work. Plans were worked out with the Board and the South Dakota Poultry Improvement Association. Extension trained personnel in testing procedures and hatchery inspections.

**Crops and Soils**

An estimated 25% more livestock producers use sudan-sorghum hybrids for tame pasture today than 5 years ago. Sudan-sorghum mixtures are excellent for increasing production on poor pastures.

Educational emphasis has been mounting steadily because increasing livestock production has put pressures on range in Western parts of the state and contributed to abuse and neglect of tame pastures in Eastern areas.

Agents in 23 counties conducted pasture demonstrations during 1965. Records were kept on production and weed population trends. Data were summarized on how introduced grasses and legumes perform in competition with native grasses and Kentucky bluegrass.

Under an Extension-recommended system of pasture rotation a producer near Beresford kept 85 heifers on three brome grass-alfalfa pastures of 14, 12, and 11 acres throughout the summer. In addition he harvested 1,100 bales of hay from the same acreage. Another farmer near Groton rotated 50 cows on two 20-acre brome grass pastures and harvested 800 bales of hay. As a result of interseeding demonstrations conducted by Extension workers in Sanborn County over 400 acres were interseeded in 1965.

In 1965 South Dakota farmers applied 18,000 tons more of commercial fertilizers than in 1964. Extension agents conducted strong educational programs on fertilizer use in 21 counties. Estimates indicate that 20% of the corn, 15% of spring wheat, oats and alfalfa and about 10% of the tame grass were fertilized last year. Ninety per cent of irrigated corn and 50% of the irrigated alfalfa is now fertilized.

Increased fertilizer use in some individual counties was outstanding. For example, commercial fertilizer use has increased 400% and soil testing increased 300% over a 5-year period in one county. In another, five leading fertilizer dealers sold a total of only 22½ tons of fertilizer in 1961 and four years later their sales totaled 1,363 tons.

Dairying is a major segment of South Dakota agriculture. Industry leaders say a SDSU marketing study did much to help public understanding of problems and in an educational program that resulted in legislation to regulate trade practices state-wide.
Planning Farm Businesses

Top-notch farm management can add an additional $50 million to net income of South Dakota farmers, according to estimates. Opportunities for change in farm businesses most often involve reorganization of present resources and more efficient and productive use of the family labor supply. Some additional capital is usually required. A study of planned management changes for 55 farms indicated increases of net income from $500 to $2,500 per farm, averaging about $1,000.

At least 3,000 South Dakota farmers have been involved in workshop sessions on farm or ranch planning with County Extension agents during 1965. Two circulars by extension farm management specialists provided the basis for a 2-day workshop with agents. Agents in turn use the material to conduct similar sessions with farmers in their respective counties.

While some work has been started in all counties, at least 35 agents have finished or are conducting a series of sessions using the workbook “Ten Steps in Planning Your Farm or Ranch Business,” and the guidebook that goes with it. The workbook includes reference tables and budgets plus an example farm.

The agents adapt the material to the particular situation. In one case an agent has worked with 80 farmers on an individual basis. In another the agent works with three groups of 10-12 farmers for a 6-to-8-week period. The most common situation is for an agent to work with a group of five to 12 farmers in a series of six meetings to analyze present plans and make management decisions to increase farm income.

In many counties Extension agents obtain the help of other individuals and groups. A vocational agriculture instructor said “This is the best approach to farm management I have used.” A Farmers Home Administration supervisor has found the system helpful and hopes to convince clients to use the procedure. “Then I will have more time

With an expanding livestock economy the interest in pasture management has grown considerably, spearheaded by personnel of the Cooperative Extension Service. Pasture fertilization, grass management and interseeding of native grasses have been important facets of this effort which is the cornerstone of the livestock economy in the western part of the state.
to help them with management problems," he says. A soil conservation technician says "Farmers who have worked with the county agent understand farm planning. It is much easier and takes much less time for me to get his farm conservation plan set up for best land use." A banker is optimistic about the project: "We have a line of credit set up with one farmer now that is four times as much as we would have done if he did not have a complete farm plan worked out."

Other groups involved in the farm planning workshops and training include the Production Credit Association and Bureau of Indian Affairs.

**Forestry**

During 1965 Extension joined the Game, Fish and Parks Department, Custer County Soil Conservation Service and forest product processors to study and evaluate the total forest product industry in the Black Hills area.

Background investigations revealed that substantial amounts of usable wood species exist but manufacturing is restricted. It appears that coordinated efforts of producers and processors can help overcome many restrictive obstacles.

A meeting of producers, processors and various government agencies produced recommendations that the entire Black Hills forest complex function as an integrated operation. The order of priorities include: forestland ownership and forest management programs; methods of logging and transporting logs to processor for maximum efficiency; and the procedure for converting logs into various products using available machinery.

These efforts are expected to result in forming a producers cooperative to coordinate harvesting and marketing of timber among small producing units. Follow-up meetings will assist producers in a step-by-step approach to establish the cooperative and make it functional.

**Agri-business Planning**

Two hundred employees of agri-business firms in South Dakota participated in management training programs planned by Extension. The programs were sponsored by the South Dakota Association of Cooperatives and the Omaha Bank for Cooperatives.

The institutes were planned to make business management training available to small firms that must grow and expand to remain competitive. Training was designed to help managers understand their role as it relates to financial and business management planning, understand what happens when there is no manager control, the amount of time they can profitably spend on non-management activities, and ways they can keep the business efficient.

Extension's role started in 1963 with the planning of a series of five management institutes. The fourth of a series has been requested for 1966. Extension prepared a handbook which emphasizes the importance of financial analysis as a control factor. The handbook has served as a textbook for the workshop series.

More than 90% of those attending indicated the institutes were "practical and helpful." They like the exchange of ideas, group participation, and informative presentations. Every person filling out an evaluation sheet would recommend the course to other directors and managers. The group included 79 directors and 25 managers.

Extension personnel were involved in dozens of adult education workshops and clinics during the year. Here livestock commission men in Sioux Falls look at carcasses during a clinic requested by yard personnel. The shortcourse series was previously conducted for farmers in several counties.
Extension home economics educational programs reached more than 47,000 women in South Dakota in 1965.

Nearly 50,000 homemakers, 4-H club girls and others took part in Extension home economics education activities in 1965. Included were 16,000 Homemakers Club members, 11,000 girls in 4-H, and 20,000 non-member women.

This was the first year that all Extension Home Economists used television to reach their audience. Their 53 films (of 12½ minutes each) were aired on four TV stations reaching all areas of South Dakota.

Management of financial and human resources in the home is a problem for South Dakota homemakers. Intensive training to meet this problem was conducted in eight counties during 1965. Lessons related to money management (consumer credit and determination of real interest rates); life insurance (types, pointers for how to buy insurance and understand the clauses in policies); and building financial security, (preparing for financial emergencies, protection against death of the wage earner, determining family goals and preparing for retirement).

A food marketing survey in 11 counties had 185 homemakers keeping detailed records from July 1964 and February 1965. Results correlate closely with regional and national studies and the 1964 bench mark study conducted in Hutchinson County, especially regarding nutritional deficiencies and amount of money spent by families for food.

The survey revealed that 43% of the families keep records regularly, others kept partial records or none. Participants were asked if the family made any changes in marketing as a result of the survey. One third said "no" but 60% said they felt the experience made them more efficient shoppers.

The survey showed that an average South Dakota family of 4.5 persons spent $61.40 per month for food items. Of this amount 18.4% was for dairy products, 23% for meat and poultry products and 17.2% for breads, cereals and grain products.

As a result of the survey a nutrition-family economics workshop was planned to help home economics agents become acquainted with materials usable in helping homemakers manage food dollars, help them understand how South Dakota food dollars are spent and point out nutritional deficiencies in present diets of South Dakota families.

A number of workshops on different subjects were developed to assist homemakers solve day-to-day problems of living. It was found many homemakers do not even realize that such assistance is available through the County Extension office.

Workshops were designed for specific group needs. For example, clothing construction workshops were conducted for beginning seamstresses in 19 counties. Basic instruction include care and use of the sewing machine.

Distribution of food dollars (excluding school lunches and restaurant meals) February 1965.
Home Economics agents worked frequently with low income families and families of minority groups in an attempt to help them improve home care and maintenance. In one case an extension worker supervised complete installation of drapes in 100 public housing units.

Part of the house maintenance problems resulted from lack of cooperation by other family members in helping keep the home clean. The housing units were without playground facilities, so a community group was organized to secure a playground area and equip it. Application was made for a recreational program under Community Action Programs. One measure of how such cooperative programs have an impact: a Halloween program including a costume parade was organized. Ten mothers accompanied small groups of children. A high percentage of those attending were not club members. This is an excellent opportunity to reach women and to interest them in other Extension homemakers programs.

In another community a series of five classes on sex education were set for parents in conjunction with the high school principal and the County Homemakers Council.

A small group of interested parents was organized. A specialist served as program director and discussion leader. The group formulated their own aims for graded sex education for children, evaluated the series as being “most helpful” and the group may continue to study other areas of education such as school curriculum programs in community organization.

Twelve counties carried on programs in consumer education in either clothing, home furnishings or equipment. In a 4-county area where family incomes average about $3,000 annually, six project leader sessions were held. The 85 leaders attending represented 49 clubs. An evaluation based on interviews indicated enthusiasm for this kind of educational effort. More sessions are planned but subject matter will be confined to a smaller scale.

In another case 34 project leaders received training in furniture selection. Taste in furnishings, selection of good quality, budgets for furnishings and care and repair were included in the training.

A broad array of other educational and informational meetings was provided through family life lessons. Included were subjects on citizenship, understanding of self, flag etiquette, creative activities for young people, what happens to high school dropouts, getting along with your nerves, public taxation, and civic and community problems.

In a western county forty-six rural women completed medical self-help classes. Training schools were conducted in such varied subjects as educational and health concerns, safe rural water supplies, yard improvement, and landscaping.
Although the age limit dropped from 21 to 19 during 1965, South Dakota's 4-H enrollment came within 144 of reaching the record 19,588 set in 1964. Enrollment included 10,958 girls and 8,486 boys. About 20% of the enrollment comes from rural non-farm families and 10% from urban or city youth.

South Dakota led the nation in 4-H re-enrollment in 1964 with 77.1%. Although national rankings have not yet been published, South Dakota's re-enrollment was 72.76% for 1965. Over 2,000 volunteer organizational leaders gave leadership and guidance to 1,443 clubs. They were assisted by 1,839 club project leaders, 549 county project leaders and about 2,900 4-H members who learn responsibility while serving as junior leaders in the program.

The first state-wide horse show was held with 200 members showing horses in 18 classes of competition. A record-breaking 6,000 entries were exhibited at the State Fair, including the first of a new "Science in Nutrition" project in which 16 girls from four counties participated.

South Dakota was selected as the first state to host participants in the new short term international training program for extension workers. Two rural youth leaders from Mexico attended the two-month study program in this state.

There was "fun in the sun" for 2,380 4-H members and 135 volunteer leaders who participated in 19 summer camping sessions at Camp Lakodia on Lake Herman and Camp Tomaha in the Black Hills.

South Dakota 4-H'ers may now choose from 22 projects and 16 activities when they enroll. The projects include six phases of livestock and poultry production, four areas of horticulture, four areas of home economics, tractor, handicraft, automotive, crops, forestry, range management, electricity, and entomology.

The most popular project in 1965 was handicraft with more than 10,500 enrolled. Gardening enrolled about 6,000 members and clothing and beef 5,000 members each. The horse project is growing in popularity with an enrollment of 2,253, an increase of 800 members since 1962 when it began.

Health and community service had the largest activity enrollment with about 8,000 members in each. Recreation and safety enrolled over 7,000 each. Clubs are organized on both community and individual project basis with two adult volunteer leaders and any number of assisting project leaders per club.

The property and equipment at Camp Lakodia on Lake Herman was transferred to the 4-H Club Foundation of South Dakota. In addition the Foundation distributed about $47,000 in private funds to support 4-H activities during 1965.

Private funds are needed for many award programs that are so much a part of the South Dakota 4-H program as it is known today. About half of
those provided last year were used to sponsor the summer camp activities. Trips sponsored through the Foundation included 30 National Club Congress trips, 75 home economics and agricultural judging trips, five trips to National 4-H Club Conference, and the International Farm Youth Exchange program. About 500 attended State Club Week which is also sponsored through the Foundation.

Private funds handled by the Foundation also bought some 13,000 awards, ribbons, trophies, plaques, and pins awarded to 4-H members annually.

The project leader system is now in its third year. Its impact on the 4-H program is demonstrated in an example from Faulk County. There, as in most counties, 4-H leaders were overburdened with many programs and activities. It is virtually impossible for one or two persons to become well informed on all existing programs. Leaders become frustrated and feel inadequate, hesitating to assume responsibility when faced with such a work load. The county program included the goal of training one or two adults in each of 8 projects and activities emphasized during 1965 to help lighten this work load.

Project leaders were selected in clothing, sheep, dairy, electricity, forestry, entomology, safety, and conservation.

Clothing project leaders were most energetic and efficient. About 80 attended judging schools in the county and more interest was taken in the clothing project than in any previous year in spite of the fact that there is no full-time home agent in this county. A summer home agent helped organize and carry on the summer judging schools. Clothing exhibits numbered 180 at Achievement Day in 1964 and grew to 216 in 1965 because of the program.

While the project leader approach does not solve all of the problems in overloading 4-H club leaders, Faulk County found they had little difficulty in securing project leaders for 1966 with this system.

School begins before State Fair in some areas of the state. To keep up their school work, these 4-H participants study atop a footlocker in a barn where they care for animals brought to the fair as 4-H projects.
RESOURCE DEVELOPMENT AND PUBLIC AFFAIRS

It is becoming increasingly clear that for maximum, logical growth a community needs a planned multi-development program which takes into account the various agricultural, industrial, business, recreational and public service aspects of the locality.

Such relatively long-term and community-wide undertakings are initiated and carried through only when people are informed about and understand the realistic opportunities for development. People must know how various parts of community activities and demands are interrelated and contribute to the development structure for an entire area.

Community development is a thread that runs through most programs currently sponsored by Extension. But there has been an increasing trend to provide a network or umbrella effort for community development.

For example, the program of education for the "war on poverty" was conducted on many fronts. It was first introduced to county technical action panels by a series of five workshops held throughout 1965. Workshops were conducted by Extension specialists. Follow-up meetings were held for community leaders in 11 counties. In addition, the same information was presented to several other groups interested in community development work.

As a result, community action programs are being funded or are in the process of being funded in a number of counties. A summer Neighborhood Youth Corps was established which employed 100 young boys and girls.

County and area Extension agents were active in planning and development of community action programs on six Indian reservations. They provided training for eight home management aides and four clothing aides for the home management projects in the community action program on the Cheyenne River Reservation. These aides work directly with low income families in 15 districts of the reservation.

Rural area development work continued and expanded during 1965. Two new county organizations were established in Lincoln and Campbell Counties. Activities in county RAD groups overlap a number of other activities. One example is the new recreation complex planned under Extension guidance in Bennett County. The complex will include a 9-hole golf course, an indoor swimming pool, a community park and campground. This was made possible through community effort and a $100,000 community facility loan through the Farmers Home Administration.

In Lincoln County the newly formed organization attacked sewage and water problems in the town of Harrisburg. Results: Application for loan to construct new facilities. Similar efforts are underway in Haakon, Beadle, Hamlin, Douglas and Hutchinson Counties.

RAD committees in Tripp, Sanborn, Davison, Hyde, Charles Mix, and Campbell Counties have undertaken educational activities. Marshall, Roberts, and Day Counties are planning a multi-county community action program.

Committees in McPherson, Hutchinson, McCook, Brown, Aurora and Gregory Counties have undertaken feasibility studies for obtaining loans for a low-rent, senior citizen housing.

An important segment of community development has been the planning, analyzing and study needed to encourage small industry in various areas. In addition to industries dealing mainly with ag-

Beef is South Dakota's top ranking livestock industry. During 1965 Extension personnel helped design 208 new feed lots, helped plan expansion for 610 others. Construction of more than 1,200 new upright silos during the year points up changing livestock feeding picture.
Agricultural products, other types of enterprises received assistance from Extension employees during 1965.

A plastic company now appears to be a reality in the Mobridge area. It resulted from 3 years of hard work by the Mobridge Development Corporation, and the Extension resource development agent for South Dakota. The plant is now under construction.

A combination feeding yard, packing plant and fertilizer plant also appears to be a reality in the same area with construction scheduled for 1966.

Development corporations in Selby and Hoven have been considering one of several projects that appear feasible. Excellent cooperation has been received from groups such as the Standing Rock Economic committee, Bureau of Indian Affairs, IDEA and other industrial contacts.

Short course sessions with lumbermen conducted by agricultural engineers have had a marked influence on construction and design of farm buildings in South Dakota. This represents another aspect of community development. Lumbermen now know of State University Extension Service plans, publications and planning help available in the farm buildings field.

A dozen counties were given specific help in the development of recreation areas to provide better facilities for the tourist trade and for the use of local people.

One unit in Sully County which was planned in 1963 became operational during 1965. The unit has good public response. As a result of the apparent success of this area two more are being developed in an adjacent area along the Missouri reservoir.

Forty-two counties are now a part of one of five different conservancy sub-districts. The South Dakota Water Conservancy District Act passed in 1959 inspired organizational effort with Extension and the Water Resource Commission taking the bulk of the educational programs.

Every general election since the passage of the act has produced more additions to the sub-districts. Sub-districts now include 84% of the people and 60% of the land in the state.

During 1965 two Black Hills counties have been contacted. There is a possibility that they will join the Black Hills sub-district. Extension personnel prepared a document for use by sub-district directors in all areas. It is called "Policy Scope of Conservancy Sub-districts in South Dakota" and explains the breadth and scope that sub-district programs can take if the directors so desire. It encourages sub-districts to go beyond the work of water resources alone and develop other natural resources as well as human resources using available state and federal economic development programs.

Sub-districts have also been helpful in encouraging ground water surveys. Enabling legislation was passed in 1963 and underground water surveys have been encouraged. Sub-districts have been able to provide some of the funds to begin this work.

SDSU's practice of combining water resource development policy with technical aspects of water resource development has taken on a regional look. The subject was discussed at the 1965 North Central Regional Extension Agricultural Engineers workshop along with the implications of an interdisciplinary approach.

Eleven South Dakota towns were visited by the 1965 SDSU traveling exhibit. Agricultural engineers here at one of the booths discuss materials handling on farms and ranches.
In 1965 South Dakota emphasis was placed on education. The national focus as an investment was pinpointed as one of the first steps toward the reduction of poverty and the raising of the general standard of living for all the people of the nation. Much federal legislation was passed resulting in the increased need for informing people of the new opportunities available to them. The Higher Education Act, State Technical Services Act, Vocational Education Act, and the Elementary-Secondary Education Acts have resulted in a considerable number of inquiries. People want to know what actual professional and financial assistance is available to them to help improve existing educational programs and to provide new and broadened opportunities for adult and continuing education in technical service areas as well as business and industry.

The problems associated with areas of low population and limited financial resources are still reflected in the elementary and secondary schools as well as the colleges and universities of the state. The rapidly changing rural community is facing problems of decreasing population as well as a shift in age groups within the population. The change in size of farm and ranch operations is reducing the number of jobs available in agricultural production on the farm and ranch. This job shift or employment change requires education for new skills or related “know-how” to off-farm jobs.

The present educational programs of the public schools, elementary and secondary, as well as that of the higher education institutions is being reviewed in the light of current needs of the people and available federal assistance to meet these needs.

More assistance is needed in providing technical and consulting services for business and industry in the state. A plan is being developed which should provide the ways and means of making these services readily available throughout the state.

Objectives for the past year’s program of continuing education included:

To assist people in identifying problems of rural and urban communities and attempting to find solutions to the problems through education;

To encourage public support in providing greater training opportunities for South Dakota youth;

To encourage public support in funding general extension through adult and continuing education programs throughout the state for job change and adjustment;

To expand the offerings of short courses, workshops and seminars to business and industry as well as technical and consulting services, both on the University campus and off-campus;

To increase emphasis on off-campus course offerings, credit and non-credit, for professional growth and advancement;

To conduct survey and study activity to identify service areas that need extension education to expand and develop.

Summarized accomplishments in 1965 are:

Organizing extension classes off-campus for college credit, both at the undergraduate and the graduate level. In addition to undergraduate and graduate work taught at the Watertown Center, graduate classes were taught in Mitchell and Sioux
Falls. An undergraduate class is organized and will be taught at Pierre and a graduate class is scheduled for Huron. The organization of the later two classes was the result of work during the last half of the year. The table below indicates the growth of service rendered in 1965 compared to 1964 in the college credit courses Extension offered off-campus.

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<tbody>
<tr>
<td>Total class enrollments (graduate and undergraduate)</td>
<td>231</td>
<td>315</td>
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<tr>
<td>Total courses taught</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>Total semester hours of courses offered</td>
<td>24</td>
<td>40</td>
</tr>
<tr>
<td>Total semester hours of credit earned by enrollees</td>
<td>619</td>
<td>791</td>
</tr>
</tbody>
</table>

Extension provided data and consulting service regarding establishment of a vocational school in Watertown. The school has been approved and is one of the six area vocational schools designated in South Dakota under the Vocational Education Act of 1963.

A survey by Extension of the potential technical and consulting services of the colleges of South Dakota State University provides an educational service directory available to business and industry. There appears to be a need to identify, catalog and then develop a Directory of Specialized Services for the entire state.

In August a 2-week workshop was conducted for 83 rural leaders from five South American countries (Bolivia, Colombia, Chile, Peru and Venezuela). The workshop was developed around rural community development and social and economic problems as well as communication skills in leadership training. The Latin Americans were in the United States under the sponsorship of a project of the National Farmers Union. The 2-week program arranged by Extension included housing, feeding, instruction and recreation. This program is expected to be continued in 1966 with a similar group.

Plans were developed for training home management aides and sewing specialists for the Cheyenne River Indian Reservation at Eagle Butte. This training program was developed under an Indian Community Action Program of the Office of Economic Opportunity and the specific training will be conducted by the staff provided through Extension. The management training will cover three separate weeks of instruction over a three-month period dealing with foods, clothing and money matters. Follow-up service will furnish additional help to the aides on the job through June of 1966. This training program is a cooperative endeavor with the office of the Indian Community Action program at the University of South Dakota in Vermillion.

An application for membership in the National University Extension Association was prepared and arrangements made for a campus visitation by a team designated by NUEA.

In addition to the established seminars, workshops and short courses, new programs were worked out for adult education in developmental reading, an investment seminar, and an electrical users seminar. A detailed workshop for the Iron Workers and Welders Association of South Dakota was prepared and presented to the annual meeting of the association which approved the short course for March. More than 9,000 persons took part in the wide variety of educational workshops and conferences held on the SDSU campus.

Meetings have been held to point out educational needs and opportunities for South Dakota youth. New possibilities under recent federal acts were explained in light of possible services and funding. A brochure was distributed listing less than college degree types of training available in South Dakota. Talks have been given urging community leaders to look seriously and critically at present public school offerings with a view to broadening programs to more nearly include all the youth of the state.

Educational services for all of the people for professional growth, retraining and for technical as well as consulting services have been more broadly accepted as a responsibility of continuing education for the adult population served through extension during 1965.
Growth of service rendered in 1965 compared to 1964 in the college credit courses. Extension offered off-campus.
Organization of the EXTENSION SERVICES
SOUTH DAKOTA STATE UNIVERSITY

The REGENTS of EDUCATION
The PRESIDENT of SOUTH DAKOTA STATE UNIVERSITY
The DEAN of the COLLEGE OF AGRICULTURE and BIOLOGICAL SCIENCES
The DEANS of OTHER COLLEGES COOPERATING
OTHER COOPERATING STATE and FEDERAL AGENCIES

The DEAN of EXTENSION

- COOPERATIVE EXTENSION SERVICE
- GENERAL EXTENSION SERVICES

PROGRAMS
- Agricultural Production, Management and Natural Resources Development, Use and Conservation.
- Marketing and Utilization of Agricultural Products.
- Home Economics Extension Programs
- 4-H and Other Extension Youth Programs.
- Rural Community Development and Public Affairs.
- Off-Campus Credit and Noncredit Courses.
- On-Campus Workshops, Conferences and Shortcourses.
- Consulting Services for Communities, Business, Industry.
- Extending Educational Resources of Colleges of Agriculture and Biological Sciences, Engineering, Home Economics, Nursing, Pharmacy, Arts and Sciences.

Administrative Services
Information Services
District Supervisors

COUNTY EXTENSION OFFICES
County Agricultural Agents — County Home Economics Agents
All County Agents Responsible for Both Adult and Youth Education Programs

County Extension Boards
County Commissioners

Extension Subject Matter Specialists
Special Area Agents
District Supervisors
COUNTY EXTENSION OFFICES
County Agricultural Agents — County Home Economics Agents
All County Agents Responsible for Both Adult and Youth Education Programs

Department Heads

1 2 4 1 2
COUNTY EXTENSION OFFICES
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John T. Stone, Dean of Extension, South Dakota State University, Brookings.