TENNESSEE AGRICULTURAL EXTENSION SERVICE
Plan for All Reasonable Efforts

I. Purpose: Re-state policy relating to "all reasonable efforts" to integrate FCE clubs and 4-H units in interracial membership areas.

II. Definitions: "All reasonable efforts:" -- The minimum efforts required of county Extension personnel to integrate FCE clubs and 4-H units located in Interracial membership areas. "All reasonable efforts" include the following:

1. Use of all available mass media, including radio, newspaper, and television to inform potential recipients of the programs and of the opportunity to participate.

2. Personal letters and circular letters addressed to defined potential recipients inviting them to participate. Letters must include dates and places of meetings or other planned activities.

3. Personal visits to encourage participation by a representative number of defined potential recipients in the geographically defined area.

Membership area -- Specific area served by a club/unit from which it might reasonably be expected to draw members.

Interracial membership area -- A membership area inhabited by potential recipients of more than one race. County-wide clubs/units are considered in an interracial area if the potential recipient population of the county includes members of more than one race.

III. When Required

When the membership of a FCE club or 4-H unit located in an Interracial membership area does not reflect the racial composition of the membership area, all reasonable efforts must be made to integrate the club/unit, and continue to be conducted annually until the membership reflects the racial composition of the membership area. When new clubs/units are formed, "all reasonable efforts" must be conducted and documented before the club/unit is officially recognized.

IV. Responsibility

Conduct of "all reasonable efforts" is the responsibility of county Extension personnel. Lay leaders may volunteer to assist, but may not be required to do so.
V. **Interview Records**

The interview record forms are to be used in recording information gained from personal (face-to-face) interviews with potential FCE (form Adm. F-121) and 4-H members (form Adm. F-122). Results of the personal interview must be maintained for analysis and audit.

VI. **Number of Required Visits and Direct Mail Contacts**

The minimum number of personal visits and direct mail contacts required is determined by the number of under-represented in the population in the membership area and the number of under-represented in the FCE club/4-H unit.

Personal visits and direct mail contacts are to be made with at least the number of individuals necessary to bring membership into parity (Example: If a club has 20 members and the under-represented race comprises 20% of the potential recipient population and there are zero of the under-represented race presently in the club; then the required number of visits and direct mail contacts would be not less than four (4) each for this club.)

VII. **Procedures**

1. **Mass Media** -- Use all available mass media to advise potential recipients of the programs and of the opportunity to participate. Include the names and locations of all clubs and the statement that membership is open to all without regard to race, color, national origin, sex, age, or disability.

2. **Direct Mail** -- Send personal letters and circular letters to a representative number of defined potential recipients inviting them to join specific clubs and to participate. Letters must include dates and places of meetings or other planned activities. Include information concerning available county-wide clubs in letters to potential members of community clubs.

3. **Personal contacts** -- Make personal visits to a representative number of defined potential recipients to encourage participation. Persons contacted in connection with community clubs should be advised of available county-wide clubs.

VIII. **Documentation**

If at the end of the fiscal year (September 30) membership in a FCE club or 4-H unit does not reflect the racial composition of the membership area, the County Extension Leader will submit the Certification of All Reasonable Efforts form -- one for FCE and one for 4-H -- together with the following documentation to the District Supervisor.

1. A copy of newspaper articles published by newspapers in the county during the fiscal year which advise potential members of the opportunities to participate in a FCE club or 4-H unit. The article should include the statement that membership is open to all without regard to race, color,
national origin, sex, age, or disability.

Also, the club/unit name, location, meeting times and dates, along with other pertinent information should be given in the published articles. Of course, an invitation to become a member of a FCE or 4-H unit should be in the articles.

2. A record of Extension broadcasts from radio stations or public address statements informing potential recipients of the on-going FCE club or 4-H unit activities and the opportunity to become a member.

3. A sample copy of personal letters and circular letters addressed to a member of the under-represented race. There must be an invitation to join a specific club or unit to qualify as a part of A.R.E.

4. A list of recipients of these personal letters.

5. Copies of interview records completed for each personal visit made to potential members of the under-represented race.

IX. Analysis

The county Extension Leader* will evaluate the "all reasonable efforts" made in each membership area and recommend to the District Supervisor to continue or withdraw service to the FCE club or 4-H unit the following year. The analysis will include the following:

1. Did mass media communications clearly indicate that the FCE club or 4-H unit membership and program benefits are available to all eligible persons regardless of race, color, national origin, sex, age, or handicap?

2. Were contacts made (personal and mail) with persons who would most likely be interested in participating?

3. Did letters clearly state the time and place of meetings?

4. Did the group meet in the most available facility where persons of all races would feel welcome to attend?

5. Was a reference given (i.e., county Extension office, office location, and telephone number) for further information about meetings, membership, and program benefits?

*In those counties whereby the county Extension Leader is also responsible for the conduct of the home economics and/or 4-H program, the Associate District Supervisor(s) will perform this function.