I am hopeful that this, the International Cooperation Year, will mark a new era for activities in home economics throughout the world. Recently, I have been privileged to learn more regarding the role of the home economist, and I have been impressed by the many contributions you have made to the American way of life. I will recognize the many years of diligent efforts required to reach the present stage of development in home economics activities in these United States. Yours has not been an easy task, nor one filled with glory by large headlines in the press. Nevertheless, you have contributed greatly to both our economy and our cultural heritage.

In considering your role in international development, I am impressed with the difficulty of mounting programs that would be of significant magnitude. We are aware of the diversity of cultures and obstacles to change in many of the developing countries. In any given country the setting of the task at hand presents both a challenge and an opportunity for home economics activities.

It is difficult to visualize the adaptation required in your tasks abroad. Those of us outside your professional area have a limited concept of your U.S. activities. The academic presentations in formal courses are easy to visualize, but other significant portions of your program are not understood by the public. We acknowledge your leadership and participation in institution building and community development. Unfortunately, we are not sufficiently well aware of the planning, daily activities, supporting groups, available human resources, and the myriad of other details and facilities essential to your successful program.

We have taken for granted your accomplishments in the U.S. environment without being aware of the role of the associated factors and daily activities. As we consider the international dimension we become aware of the difficulty in implementing appropriate overseas programs. It is at this point those responsible for broad educational and developmental programs must turn to you for advice and planning for specific programs in Thailand, Formosa, Brazil, Colombia, India or any other country where we are cooperating to accelerate economic and human resource development.

Questions will be asked that are difficult to answer. Among such are: What institutions are best suited to development of significant programs in home economics? What should be the scope and objectives of a program? What role beyond the on-campus classroom instruction should the home economist play in the school community, the immediate vicinity, and in the rural area? What is the minimum program worthy of consideration? What

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resources already in existence -- human as well as economic -- are readily adaptable to a forward looking program? Will additional resources be adequate for program effectiveness such as staffing requirements, institutional support, financial support, community support, and national support? What is the likelihood of success in the programs?

These are but a few of the numerous questions in need of answers for the initial planning and development of a program. I will comment briefly on just a few relevant ideas that, hopefully, will stimulate further thought.

My last question pertaining to success represents a critical issue. There exists the interpretation of success from the viewpoint of: (1) the U.S. institution, (2) the host country and institution, and (3) the U.S. government. The same guidelines and criteria are not used by each group -- as you are well aware.

We should continue to question whether an overseas activity provides a lasting benefit to our own institution as well as the host institution. It is not enough to provide replacement or supplementary staff members for teaching and extension in a program which will revert to the original pattern when our personnel and resources are withdrawn.

It has been suggested that international home economics activities have not been given adequate attention in certain institutions and some offices of our federal agencies. I am certain other entities within our academic institutions have had similar feelings. I can only say at this point that aggressiveness in communications and strength in program proposals are paramount if you are to have your talents appreciated and appropriately utilized. It is important to persist in the face of indifference and unfounded administrative resistance.

The development of a program that will be perpetuated and constantly improved should be the goal of every home economics program in a developing country. We must create an awareness of the necessity for continuous training and service in higher education to serve the cultural and economic needs of the people.

Getting people to accept this philosophy is not a simple matter of escorting them to the operating room, employing a pleasant anaesthetic, and a syringe with a sharp needle to assure penetration of the subject material. The educational process never has been and probably never will be a rapid, painless endeavor.

Consequently, a successful international program will invariably include a systematic process to communicate the needs for and benefits of the home economics activity.

Fortunately, your professional field embraces a wide spectrum. I'm particularly impressed by your opportunities to educate outside the formal classroom -- especially with the many problems related to family and community development. The development of a country -- both rural and urban -- is
heavily dependent upon changes in family attitudes and activities. Dr. Frances Zuill expressed pride, and rightly so, in the fact that home economics in our country is based in the family. We should strive for strength on a similar base in our cooperative work in developing countries.

Your contributions to family education and especially to the women no longer in school represent a challenge of the first order. I recognize your international resources will be lacking in trained personnel. This shortage will be in both U.S. personnel and nationals of the host country.

Every effort must be made to train foreign nationals so they may multiply your accomplishments. All types of training opportunities must be utilized, from the formal classroom to a typical on-the-job method.

I need not remind you of your influence in instilling the desire and in suggesting the means for higher educational and cultural goals in our American families. I can only urge you to strive for similar accomplishments in our cooperative efforts with our developing neighbors. Since your influence is felt most strongly by the fairer sex in our developing societies I would like to repeat a thought of Mr. Paul Hoffman, managing director of the United Nations Special Fund. Mr. Hoffman indicated at a luncheon in the U.N. building in New York City that he felt a developing nation is only as good as its women.

With this thought in mind I wish to thank you for your long list of accomplishments with American women and your equally inspiring accomplishments with American men. I have great confidence that you will continue to exhibit high levels of achievement in other countries.