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another way, the initial purpose of Extension is to enhance *individual decision making* and the second purpose is to enhance *group decision making*.

Development in a nation such as ours requires recognition of the community as a fundamental unit involved in structural change. Structural changes affecting the community will not take place until and unless there is sufficient understanding, information, and motivation by decision-makers to make such changes both possible and palatable at the community level.

NEED FOR RURAL DEVELOPMENT

Rural communities lag behind the rest of the Nation in many aspects vital to the social and economic development of our country. Chief among these are inadequate education, family income, job training, employment opportunities, health, housing, and community institutions and facilities that make for a viable society.

Moreover, rural areas do not have the organizations, agencies, and professional personnel common to large metropolitan areas which provide leadership and technical assistance for coordinated development of all aspects of their community. The large metropolitan areas have planning commissions and planning authorities and many subdivisions of government to carry out specific programs of transportation, urban renewal, housing, health, water and sewer development, job training and similar aspects of human, natural, and economic development. These planning commissions and governmental subdivisions usually have full-time technical staffs which make studies, forecast needs, and prepare proposals for use of government grant and loan programs. Consequently, the urban areas get the lion's share of government assistance.

The fact that half of this nation's poverty exists in rural areas but that a majority of funds now go to metropolitan areas illustrates this impact.

PROBLEMS IMPOSED BY RAPID PROGRAM IMPLEMENTATION

Those who live in rural areas are often viewed as ultra-conservative and as slow in adapting to new ideas. The very fact that our agricultural industry has moved forward rapidly during the past two decades indicates that this is not necessarily true. *Rural Americans will change and will innovate providing they have a full understanding and appreciation of the reason for change and are convinced the changes can be beneficial for them.*

If we review the history of agricultural development we recall the early difficult days of the county agent whose first job was to win the friendship and confidence of the farmer whom he sought to serve. Only after this confidence was achieved was the agent able to provide the innovative stimulation which resulted in progress in agricultural production techniques.

As we turn to the present day, it would appear that some parallels can be drawn. The types of problems faced in rural America are many and they are highly complex. They involve communities, regions, and trade areas which often transcend not only county but state lines.

The concern regarding local problems is relatively high. The factors that are forcing changes upon rural America are much less well understood. Local residents should not be expected to apply corrective innovations until the agencies assisting them win confidence and trust.

The rapid evolution of many different programs in a short span of time has, however, tended to confuse the small town resident and has resulted in suspicion of intent and outright opposition in some cases.

Testimony already presented to this Committee has indicated some disenchantment at the local level with many federal development programs.

Secretary Freeman in appearing before this Committee on June 6 acknowledged that, "... some local communities are prejudiced against federal assistance." He then emphasized the serious efforts being made within the executive branch of government to coordinate development programs and to develop model applications to cut down on duplication of effort and complexity of filing for federal assistance.

PROLIFERATION OF GOVERNMENT PROGRAMS

The proliferation of government assistance programs and the lack of technical assistance for dealing with them in a meaningful manner has caused confusion and frustration in rural areas. The latest *Catalog of Federal Assistance Pro-*