

# Introducing ADPs and Program Teams



**PennState Extension**

# Meet our Assistant Directors of Programs...

Katherine Cason

- Health and Wellness
- Family Well-Being



# Meet our Assistant Directors of Programs...

## Cathy Cutter

- Industrial Food Safety & Quality
- Retail, Food Service, & Consumer Food Safety
- Food Safety Modernization Act



# Meet our Assistant Directors of Programs...

## Chris Houser

- Water Quality & Quantity
- Forestry
- Urban Forestry
- Bio-Energy
- Field & Forage Crops
- Master Watershed Steward
- Pesticide Education
- Farm Safety & Health



# Meet our Assistant Directors of Programs...

## Jim Ladlee

- New & Beginning Farmers
- Shale Gas
- Ag Entrepreneurship – Economic & Community Development



# Meet our Assistant Directors of Programs...

## Mike Masiuk

- Green Industry & Infrastructure
- Tree Fruit Profitability & Sustainability
- Vegetable Profitability & Sustainability
- Master Gardener
- Grape Profitability & Sustainability



# Meet our Assistant Directors of Programs...

## Josh Rice

- Science
- Volunteer Management & Development
- Positive Youth Development



# Meet our Assistant Directors of Programs...

## Dave Swartz

- Farm Animal Welfare
- Dairy Profitability & Sustainability
- Poultry Profitability & Sustainability
- Equine
- Livestock Profitability & Sustainability





# Program Development Process



**PennState Extension**

# Program Development Process – Overview

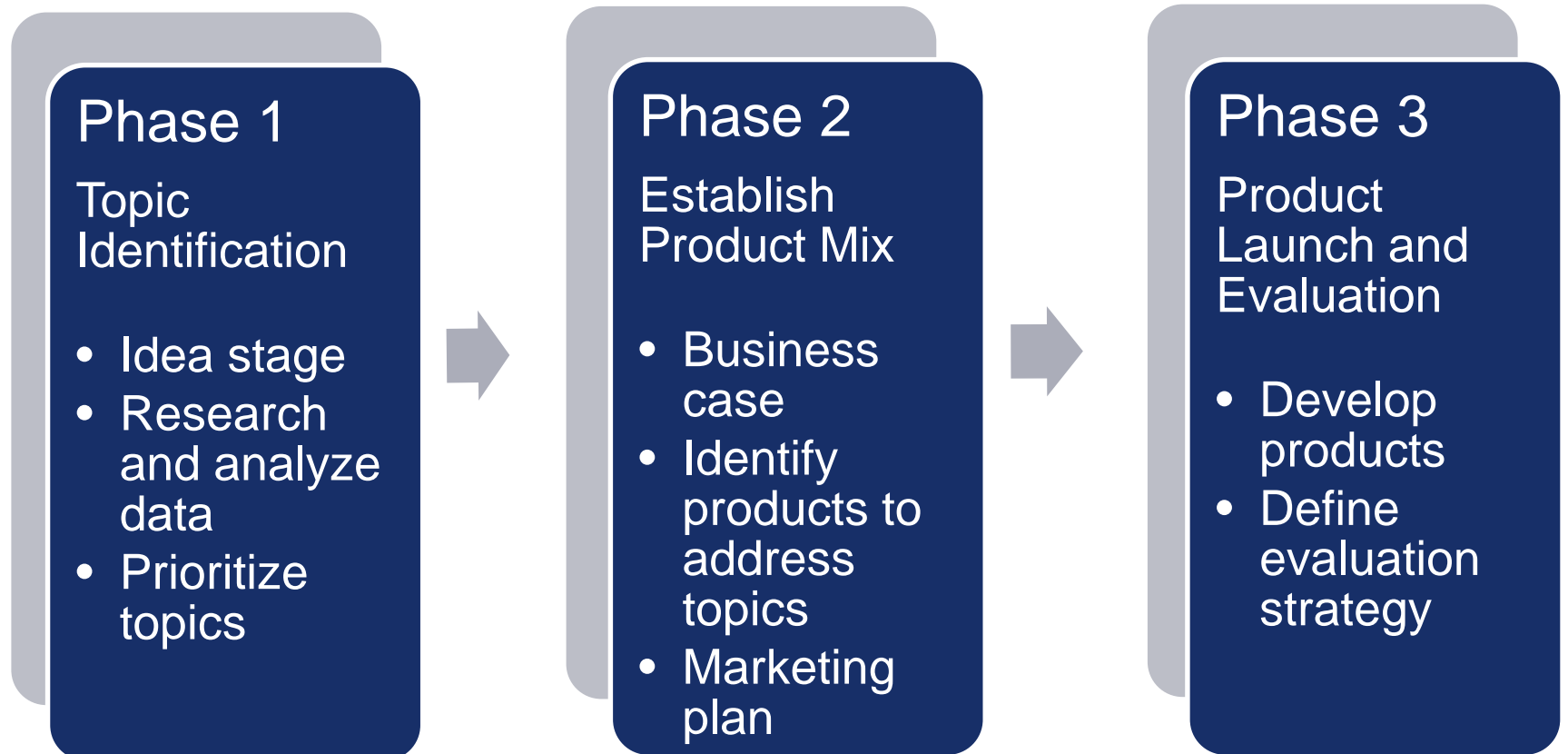
**PDP: A systematic approach designed to ensure an efficient application of time and financial inputs, and maximize the effectiveness of educational products in meeting customer needs.**

- Expand Extension’s portfolio of educational programs and products
- Identify and prioritize the most essential educational topics and products for development
- Product portfolios will complement one another and provide opportunities to increase customer engagement
- Enhance and improve team product portfolios using evaluation data to refine products and optimize marketing strategies

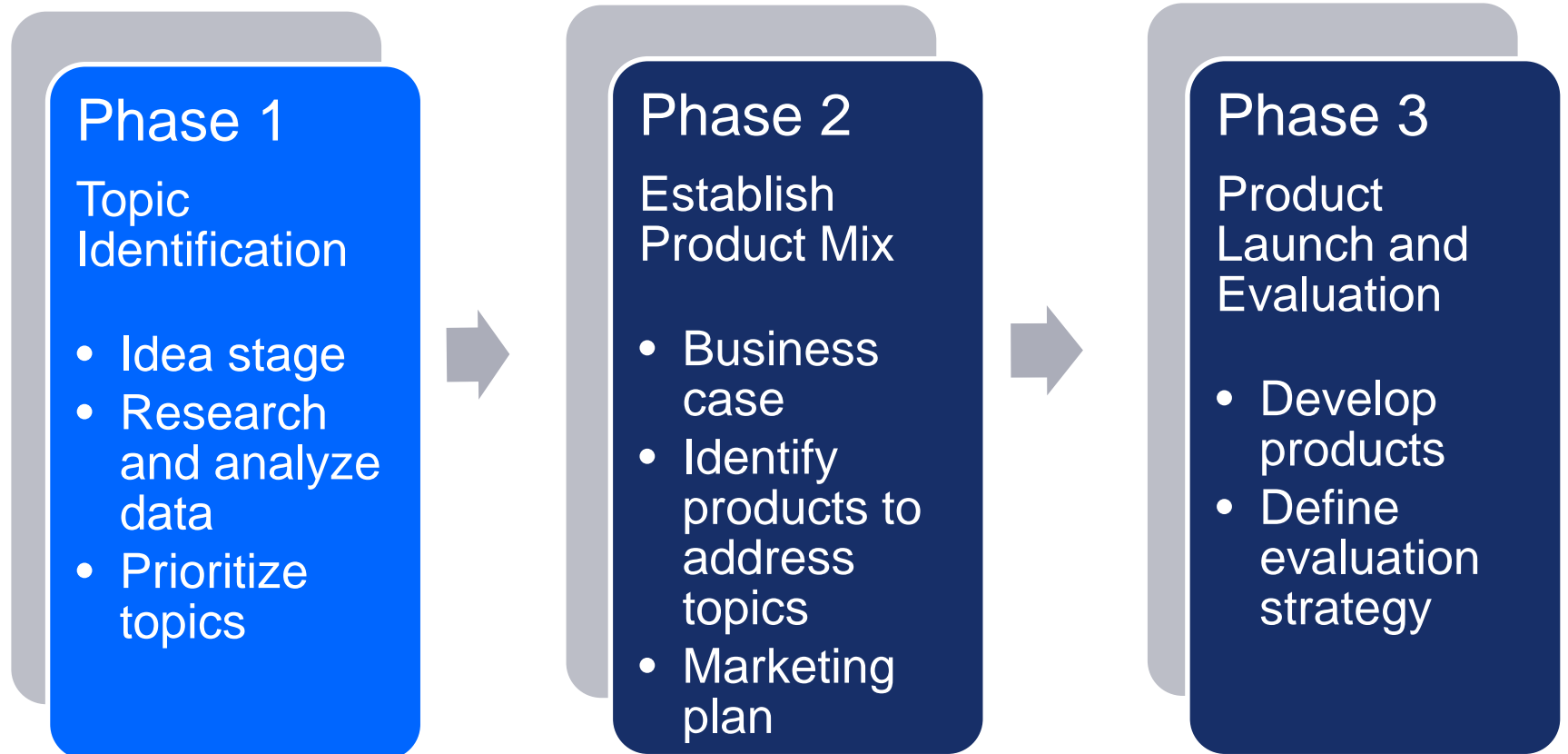
# PDP Program Teams

- Currently 29 teams spanning 7 Extension & 9 Academic Units; will go through PDP over 2 years
- Each Product Strategy Specialist has been assigned to work with half the program teams in Extension
- Product Strategy Specialists will work with educators through the Quick Product Assessment (PDP-Lite) as new topics or products arise outside of formal PDP

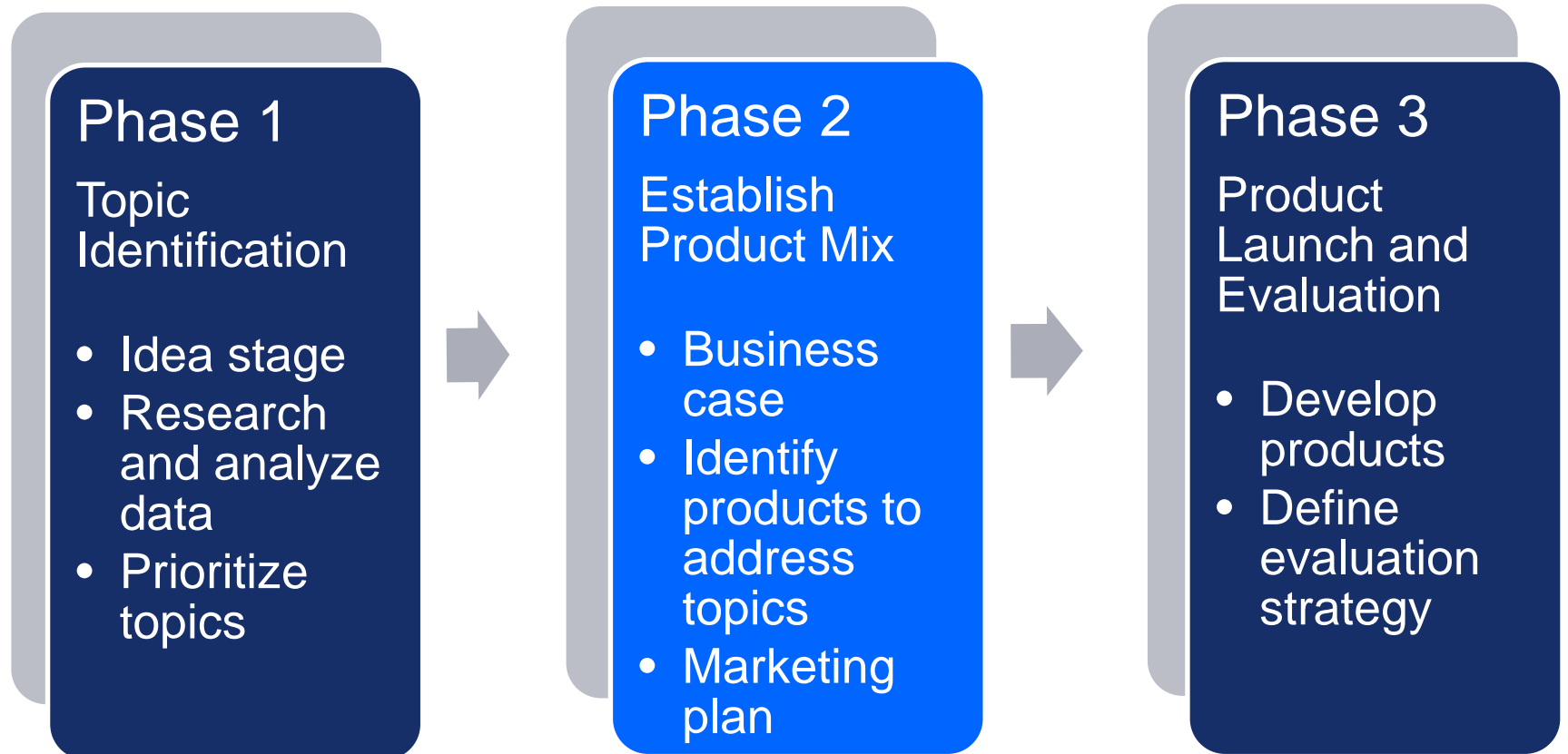
# PDP Phases



# Phase 1



# Phase 2



# Phase 3



# Products

- Articles
- Publications
- Webinars
- Learn Now Videos
- How To Videos
- Online Courses
- In-person Workshops and Trainings
- Tools, Spreadsheets and Apps





# Product Strategy Team

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