Program Development Committee (PDC) Orientation

Powerpoint Presenter Notes

These notes are intended to be used as a general discussion outline and not as a script to be read.

Slide #1

The Cooperative Extension System is a national network that links university research to people's needs through practical education.

One way this happens is through program development committees — or PDCs — which help identify educational resources to address local needs. PDC members provide input to local and statewide efforts to identify information needed to address social, economic, and environmental concerns. Local agents with K-State Research and Extension share university expertise and work as partners with program development committees to meet those responsibilities.

Slide #2

This module focuses on the responsibilities of program development committee members by reviewing:

- · extension law,
- expectations of PDCs,
- roles of expanded PDCs, and
- · effective meeting planning.

Slide #3

Kansas Extension law says the local extension program is a partnership of K-State Research and Extension and residents of the county or district.

Specifically the law says:

- · four PDCs are required,
- PDC works as partners with agents to develop and implement program plans, and
- program plans are approved by the board.

Slide #4

Kansas county and district extension laws require program development committees focused on four areas:

- · Agriculture and Natural Resources
- · Community Development
- Family and Consumer Sciences
- · 4-H Youth Development

Each committee has six or more members. In counties, members of the committees are elected, and additional members may be appointed. In districts, all PDC members are appointed.

Other committees may be established in areas such as horticulture, livestock production, nutrition, or family resource management.

Slide #5

This slide provides a visual of the relationship of the PDC, agent, board, and K-State Research and Extension in developing local educational programs. Issues are identified by studying community characteristics and needs. PDCs and agents develop educational program plans with support of subject-matter specialists. The local board and K-State Research and Extension approve program plans. Agents lead in planning, implementing, and evaluating local programming.

Slide #6

PDC members work in partnership with agents to identify needs and then target programs to specific audiences to meet local needs. Programs are planned to have expected outcomes, and program delivery is planned in a sequence. Individuals are introduced to the subject matter and continue learning and receiving additional information throughout the program delivery sequence. Reporting on the progress of educational programs is ongoing.

Examples of focused programs in Kansas include the following:

- · food safety
- · health and nutrition
- · water quality
- · range management
- youth development

Slide #7

For example, a local program focused on food safety might include ServSafe training for restaurant work-



ers, food preservation workshops, handwashing demonstrations at schools, and media efforts focused on food safety.

Slide #8

Think of a local educational program. Can you identify the following?

- · What is the need?
- · Who is included in the target audience?
- What are the related educational events and activities?
- What are the expected results of educational programming?

Slide #9

The previous slides were about the role of the program development committee. Now, let's look at how each member contributes to the group. PDC work is important, and committee members have a variety of opportunities to contribute.

PDC members work with agents to:

- Study and identify community needs. They gather input from individuals within communities and work with agents, who can share pertinent information from community coalitions and other partnerships. Demographic information is also helpful.
- · Brainstorm and prioritize program possibilities.
- · Identify resources for program delivery.
- · Assist with event logistics.
- Help with evaluation by observing audience participation and reactions to content and activities.
- · Serve as advocates.

Involvement in a PDC provides members with insight and knowledge to share with decision-makers, funders, and other residents. PDC members' active engagement in educational program delivery can make them good representatives of the local educational program.

Slide #10

To ensure representation of important constituencies in local communities, PDCs are encouraged to identify additional representatives. Consider local geographic distribution, age, gender, race, or other factors. With an expanded PDC, additional individuals provide input to program direction. They may also broaden perspectives in program development.

Members are usually nominated by the PDC and agents, and then names are submitted to the board for official appointment to the committee. See also, "Guidelines for Expanding Extension Program Development Committees."

Slide #11

Effective meetings are key to the success of any group decision-making process. Program development committee meetings are typically face-to-face. Two or more PDCs may also meet together to determine the comprehensive local educational program. It is recommended that all PDCs meet in person at least once. Additional meetings might include more face-to-face events, but could also include alternative meeting formats.

Planning meeting times in advance is helpful to committee members and reinforces the importance of the work and people involved. The agent and PDC chair may plan a tentative agenda to be shared with committee members before the meeting. This allows time to consider the topics to be discussed. It is important to document discussions and recommendations by taking minutes of committee meetings.

Slide #12

Alternative meeting formats such as conference calls, videoconferences, individual or small group discussion, and email can be used effectively. Such formats require careful planning to keep PDC members interested and involved.

Slide #13

In summary, the work of program development committees:

- is guided by law and clearly defined in the Extension Council Handbook,
- involves opportunities for personal growth and development,
- provides the opportunity to develop and deliver programs that improve the quality of life for friends and neighbors, and
- is a valued part of K-State Research and Extension.

Slide #14

Thank you for your commitment to K-State Research and Extension and to developing strong local programs!

2014 2 of 2