



Dairy Education Programs Update September 27, 2017

Youth Development:

- ☆ Mary was accepted to speak once again at the **National Association of Agriculture Educators Convention** in Nashville, Tennessee during the week of December 4.
- ☆ A new Dairy Leaders of Tomorrow is slated to launch late this winter! Mary is working with Sharp Innovations to make the site more user-friendly and offer additional resources.
- ☆ The Fall Dairy Leaders of Tomorrow Farm Tour is scheduled for **Friday, Oct. 13 in State College** area. Students will be touring the PSU Dairy Barns, the PSU Creamer, visiting the PA Holstein Association and touring Paul Dotterer and Sons, Inc. All board members are invited to attend.
- ☆ Hanna Welk and Catherine Savage were the two recipients of **the Dairy Leaders of Tomorrow \$3,000 Scholarship**. We received a total of 5 applicants this year, compared to the single applicant last year.
- ☆ This years' **10 Student Leader Scholarship Recipients** include: Tony Rice, Kelly MacRae, Hannah Hunsberger, Zane Patrick Itle, Greg Kowalewski, Sandra Krone, Jacob Kline, Zane Merkel, Hanna Welk and Mary Wright. 38 students applied for the scholarship from variety of colleges and universities.
- ☆ Mary is working with Select Sires to execute the **next Exploration Experience**. The goal is to have the workshop in November to utilize the remaining funds from the PDPF Grant that was awarded, approximately \$1,200 was used during the first workshop.

Consumer Education:

- ☆ The new **Discover Dairy website** should be live later this month and looks AWESOME! The site is a lot more modern and will offer a blog spot as well as downloadable content for the classroom.
- ☆ 10 \$250 **farm tour grants** will be available this school year to classrooms enrolled in the Discover Dairy Program.
- ☆ Registration for the 2017-18 **Adopt-A-Cow program** is officially open.
- ☆ The Foundation will once again have a display at **Farm-to-City Day**.
- ☆ Mary is working to **strengthen our relationship with PDPPS** to encourage county dairy princess courts to utilize and promote Discover Dairy during their school programs.

PROGRAMS BY THE #'S:

Dairy Leaders of Tomorrow

232 Enrolled Educators
11154 Students Impacted
32 Independent Students

Discover Dairy

810 Educators Enrolled
75,000 Students Impacted
45 Educators Enrolled in Adopt-A-Cow so far

Scholarships:

2 \$3,000 Student Leader Scholarships Awarded
2 \$3,000 DLT Student Scholarships Awarded

Internships:

1 Communications & Education Intern
8 On-Farm Interns in 2 countries and 5 different states

On-Farm Experiences:

18 Students Attended the May Explor. Experience

Workshops:

65 Dairy Princesses at the PDPPS Seminar Exposed to Foundation Programs
42 Educators at the Educator's Ag. Institute

Communications:

4 e-Newsletters
14 Press Releases about Foundation Programs and Opportunities for Students
1 2-Page Spread in Progr.
1 Page Spread in Hoards

Social Media:

473 DD Facebook Followers
181 DD Twitter Followers
175 Instagram Followers
611 DLT Facebook Followers
147 DLT Twitter Followers
30 Foundation Twitter Followers within 2 weeks