

# Brad L. Olson

*Updated July 2019*

## Work

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## EDUCATION

- 2019      **Ph.D. Agricultural & Extension Education**  
Dept. of Agricultural Economics, Sociology, and Education  
The Pennsylvania State University
- 2012      **Dual-title M.S. Agricultural & Extension Education and  
International Agriculture & Development**  
Dept. of Agricultural Economics, Sociology, and Education  
The Pennsylvania State University
- 2010      **B.A. International Politics**  
Dept. of Political Science  
Minors in International Agriculture and Middle East Studies  
The Pennsylvania State University, University Park, PA

## PROFESSIONAL EMPLOYMENT

- 2019-present      Assistant Professor, Agricultural and Public Communications  
Dept. of Community and Leadership Development  
University of Kentucky
- 2013-2019      Instructor, Agricultural Communications and Leadership Development  
Dept. of Agricultural Economics, Sociology, and Education  
The Pennsylvania State University
- Fall 2012      Teaching Assistant (wage payroll solo instructor)  
Dept. of Agricultural Economics, Sociology, and Education  
The Pennsylvania State University
- 2010-2012      Graduate Teaching/Research Assistant  
Dept. of Agricultural and Extension Education  
The Pennsylvania State University

## TEACHING EXPERIENCE

Advanced Agricultural Multimedia Production (experimental)  
Spring (2015)

Advanced Agricultural Writing  
Spring (2013-2019)

Communication in Agricultural and Natural Resource Careers  
Fall & Spring (2015-2019)

Communication Methods & Media  
Fall (2012-2018) & Spring (2018-2019)

Developing Youth Leadership through Organization and Program Structure  
Fall (2013-2018)

Leadership Development for Small Groups  
Spring (2013-2019)

Leadership Practices: Power, Influence, and Impact (25% co-taught)  
Fall (2014)

Program Design & Delivery (50% co-taught)  
Fall (2014)

Teaching and Learning in the Agricultural Sciences (taught unit on TWT Certificate)  
Spring (2013)

## Student Ratings of Quality of Course (QOC) and Quality of Instruction (QOI)

*Rating scale = 1 (lowest) to 7 (highest)*

Abbreviated Course Title	Times Taught	Cumulative Response Rate	Cumulative QOC Mean	Cumulative QOI Mean
Developing Youth Leadership Through Organization and Program Structure	6	40 / 97 (41.2%)	6.35	6.78
Communication in Agricultural and Natural Resource Careers	8	90 / 217 (41.5%)	6.05	6.63
Leadership Development for Small Groups	7	128 / 283 (45.2%)	6.34	6.77
Communication Methods and Media	9	102 / 222 (45.9%)	6.06	6.68

*Note.* Not included are: two co-taught courses; one experimental course; and five sections of advanced agricultural writing that where enrollments were too small to accurately use the university's evaluation.

## Curriculum Development & Revision

Revision of the Agricultural & Extension Education (AEE) M.S. and M.Ed. and Applied Youth, Family, and Community Education (AYFCE) M.Ed. (2015-2018)

Facilitated the effort to add two graduate options and restructure the AEE M.S./M.Ed. programs and drop the AYFCE M.Ed. by coordinating meetings, soliciting feedback, drafting the proposal according to graduate curricular review guidelines, and responding to three rounds of committee review comments.

## PUBLICATIONS

### Peer-Reviewed Journal Articles

**Olson, B.** & Brennan, M. (2017). From community engagement to community emergence: The holistic program design approach. *International Journal of Research on Service-Learning and Community Engagement*, 5(1), 5-19.

Radhakrishna, R., **Olson, B. L.**, & Chaudhary, A. K. (2017). A conceptual model for selecting extension delivery methods to plan better programs. *Journal of Human Sciences and Extension*, 5(3), 132-142.

Tobin, D. Bruening, T., Brennan, M., & **Olson, B.** (2012). Agricultural extension and market-led agrarian reform: Findings from an exploratory case study in Limpopo province, South Africa. *Journal of International Agricultural and Extension Education*, 19(2), 39-52.

### Book Chapter

**Olson, B.** & Brennan, M. A. (2018). From community engagement to community emergence: A conceptual framework and model to rethink youth-community interaction. In S. Kenny, B. McGrath, & R. Phillips (Eds.), *The Routledge Handbook of Community Development* (pp. 264-278). New York, NY: Routledge.

### Manuscripts Submitted/In-Review

None at this time

### Manuscripts in Preparation

**Olson, B.** (in preparation). Measuring community participation factors, intent, and behavior: Existing instruments and a proposed 'willingness to participate' index.

**Olson, B.**, & Brennan, M. (in preparation) Modeling the correlates of community participation among students and faculty members at a Land-Grant university.

**Olson, B.** (in preparation). Creating a venue for interaction: Using university and community stakeholder preferences to guide engagement project design.

**Olson, B.** (in preparation). A multi-stakeholder view on the role of a land-grant university in community development.

## AWARDS & HONORS

- 2016 The Paul R. and Joan M. Shellenberger Award for Excellence in Undergraduate Teaching (College of Agricultural Sciences, The Pennsylvania State University)
- 2014 Emerging Engagement Scholar – selected as one of 20 early-career scholars to attend two-day pre-conference mentoring workshop (Engagement Scholarship Consortium)

## GRANTS

### Funded

Year	Role	Title	Amount (\$)	Sponsor
2014	PI	Technology upgrades for integrating AESE teaching, research, & extension functions through AGCOM multimedia production	10,946.19	Department of Agricultural, Economics, Sociology, and Education
2014	Co-PI	Engaging youth & community through media ( <i>accepted for funding, but withdrew</i> )	1,800.00	Adobe Youth Voices and TakingITGlobal
<i>Total Funding Awarded</i>			<i>12,746.19</i>	

### Non-funded

Year	Role	Title	Amount (\$)	Sponsor
2017	PI	Community Engagement at Penn State: Fact or Fiction?	2,499.00	Penn State College of Agricultural Sciences Graduate Student Competitive Grant Program
2017	PI	Assessing community information strengths and needs in rural Pennsylvania	11,000.00	The Center for Rural Pennsylvania
2015	Co-PI	Global partners, local projects: Piloting a network of student-	25,000.00	Penn State College of Agricultural Sciences

		faculty research teams to enhance global engagement		Strategic Initiatives and Networks Program
2015	PI	Who benefits? Perceptions of university-community engagement in education and rural development	13,425.00	The Center for Rural Pennsylvania
<i>Total Funding Applied For</i>			<i>51,924.00</i>	

## CONFERENCE, SEMINAR, & PROGRAM ACTIVITY

### Events Organized & Assisted

UNESCO Symposium at Croke Park on Youth Leadership Development & Engagement Through Sport and Recreation. 2014. Dublin, Ireland

Launch of UNESCO Chair Program at Penn State. 2013. University Park, PA.

Global Knowledge Initiative - Penn State Africa Collaboration Colloquium. (2012). University Park, PA.

Penn State Fulbright Global Food Security Seminar. (2012). University Park, PA.

Global Engagement Leadership Experience Program. (2011, 2012). Howard, PA.

### Presentations & Workshops

**Olson, B.** (2018). Comparing university and local government preferences for community project characteristics, activities, and outcomes. Presentation: *19th Annual Conference of the Engagement Scholarship Consortium*, October 2. Minneapolis, MN.

**Olson, B.** (2018). Modeling the correlates of faculty and students' willingness to participate in community development projects. Presentation: *19th Annual Conference of the Engagement Scholarship Consortium*, October 3. Minneapolis, MN.

**Olson, B.** (2018) Voicing your vision. Workshop: Pennsylvania 4-H State Leadership Conference, January 26. University Park, PA. Facilitated three 1 hour-long workshops to approx. 50 high school youth

**Olson, B., & Brennan, M.** (2016). The holistic program design approach to curricular-based engagement. Workshop: *17th Annual Conference of the Engagement Scholarship Consortium*, October 12. Omaha, NE.

**Olson, B.** (2016) Your vision, your voice. Workshop: Pennsylvania 4-H State Leadership Conference, February 14. University Park, PA. Facilitated three 1 hour-long workshops to approx. 40 high school youth

- Olson, B.**, & Brennan, M. (2015). An engagement model for shaping and assessing university-community interaction. Presentation: *16th Annual Conference of the Engagement Scholarship Consortium*, September 30. University Park, PA. Presented to approx. 20 administrators, faculty, staff, and engagement professionals
- Olson, B.**, & Brennan, M. (2015). A preliminary model for developing, evaluating, and communicating student experiences. Presentation: *2nd Annual Engaged Scholarship Symposium*, March 31. University Park, PA. Presented to approx. 80 administrators, faculty, and staff
- Olson, B.** Seek your vision, shape your vision, share your vision. Workshop: Pennsylvania 4-H State Leadership Conference, January 31. University Park, PA. Facilitated three 1 hour-long workshops to approx. 60 high school youth
- Radhakrishna, R., **Olson, B. L.**, & Chaudhary, A. K. (2014). A 3D Model Linking Extension Delivery Methods to Better Program Outcomes. Paper presentation: *28th Annual Conference of the American Evaluation Association*. October 15-18. Denver, Colorado.
- Radhakrishna, R., **Olson, B. L.**, & Ewing, J.C. (2013). Is there a relationship between test review, sample test, and test performance? Paper presentation: *59th Annual NACTA Conference*, June 25-29. Virginia Tech, VA. Abstract published in proceedings of the NACTA Conference. Abstract #21, p. 25-26.

## INVITED TALKS

### On-Campus

- |      |  |
|------|--|
| 2013 | AgSci Media Commons Department Brownbag. Media Commons partnership, multimedia projects, and ePortfolios in AEE courses. |
| 2012 | Penn State Media Commons Tailgate. Multimedia projects and ePortfolios in AEE 440.                                       |

## INTERNATIONAL EXPERIENCE

### Course-Related

- |      |  |
|------|--|
| 2013 | Faculty Co-Lead - 3-week undergraduate study trip in Nairobi and central Kenya   |
| 2009 | Undergraduate Participant - 4-month study of language, history and culture in Amman, Jordan with travel to Egypt, Syria, and Lebanon |

## **Research-Related**

- 2012 Graduate Researcher - 3-week qualitative research trip in and around Moscow, Russia
- 2011 Graduate Researcher/Multimedia Producer - 7-week qualitative research and multimedia production trip in central Kenya
- 2011 Graduate Researcher - 3-week qualitative research in Western Cape and Limpopo provinces, South Africa

## **PROFESSIONAL SERVICE**

### **Service to the Profession**

Manuscript Reviewer, Journal of the Community Development Society (2017-present)

### **Service to the Department and University**

Committee Member, IT-Web (2015-2018)

Committee Member, AEE/AG SC Undergraduate Programs (2013-present)

Program Assistant, UNESCO Chair program at Penn State (2012-2016)

AEE Program Coordinator, Teaching With Technology certificate program (2012-2015)

Multimedia (photo and video) production (2012-present)

### **Service to the Public**

PSA video production for the Pennsylvania Fish & Boat Commission (2015)

Informational video for exhibit display for the Pasto Agricultural Museum (2018)

## **ADDITIONAL TRAINING**

- 2015 Penn State Online Teaching Certificate
- 2012 Teaching With Technology Certificate
- 2010 Global Engagement Leadership Experience Program

## **PROFESSIONAL SKILLS**

Proficiency levels: *fundamental awareness; novice; intermediate; advanced; expert*

Adobe Photoshop (visual editing/creation software)	<i>novice</i>
Digital photography and video production	<i>expert</i>
Document/publication design	<i>advanced</i>
IBM SPSS Statistics	<i>intermediate</i>
Macintosh creative suite (photo and video editing)	<i>expert</i>
Microsoft Office suite (Word, Excel, PowerPoint)	<i>advanced</i>
WordPress (website platform)	<i>novice</i>