



Lars Kilian, Ph.D.

Ashland
Education Committee Chair



Education Committee Update

Education Committee Members (Joined in 2019)

Lars Kilian, Ph.D. (Chair)

Shawn Cook

Eric Dahl, Ph. D.

Jeff Gagnon

Victor Lu, Ph.D.

Andreas Meier, Ph. D.

Dave McCann

Saswati Pujari, Ph. D.

Roopram Ramharack, Ph. D.

Steven Schroff

Laura Shadley

Advisors:

John Poulton

Michael Tumey, Ph. D.

Ashland

Mayzo

Dow

Worthen Industries

Henkel

tesa

Chemsultants

Dow

Adhesive Applications

Mactac

Ahlstom-Munksjö

American Biltrite

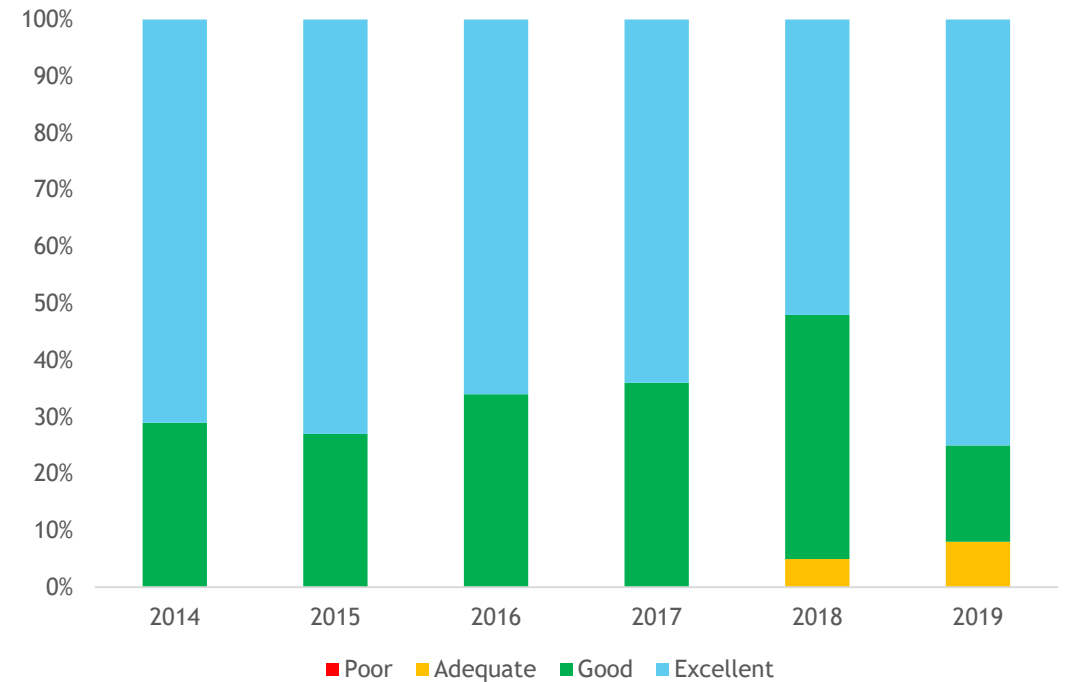
PSTC Technical Advisor

Recent Committee Highlights

- ▶ Completed onboarding of four new members
- ▶ Defined scope of online version of Fundamentals course
 - ▶ Classroom version of Fundamentals course will continue
 - ▶ Evaluating potential to adapt online course content to other audiences
- ▶ Continuing development of new course designed specifically for Construction market influencers & end-users
- ▶ Leveraging Kellen expertise to identify areas of improvement in course design and delivery

2019 Course Highlights

- ▶ Good attendance in all courses
- ▶ Manufacturing class attendance fell compared to 2018
 - ▶ Trend of maximum capacity every other year
- ▶ Higher number of multi-class attendees in Advanced and Mfg. classes
- ▶ All courses rated very highly by attendees, and slightly better than 2018



Manufacturing & Testing Course Survey:
Overall Educational Value

Course Schedule for 2020

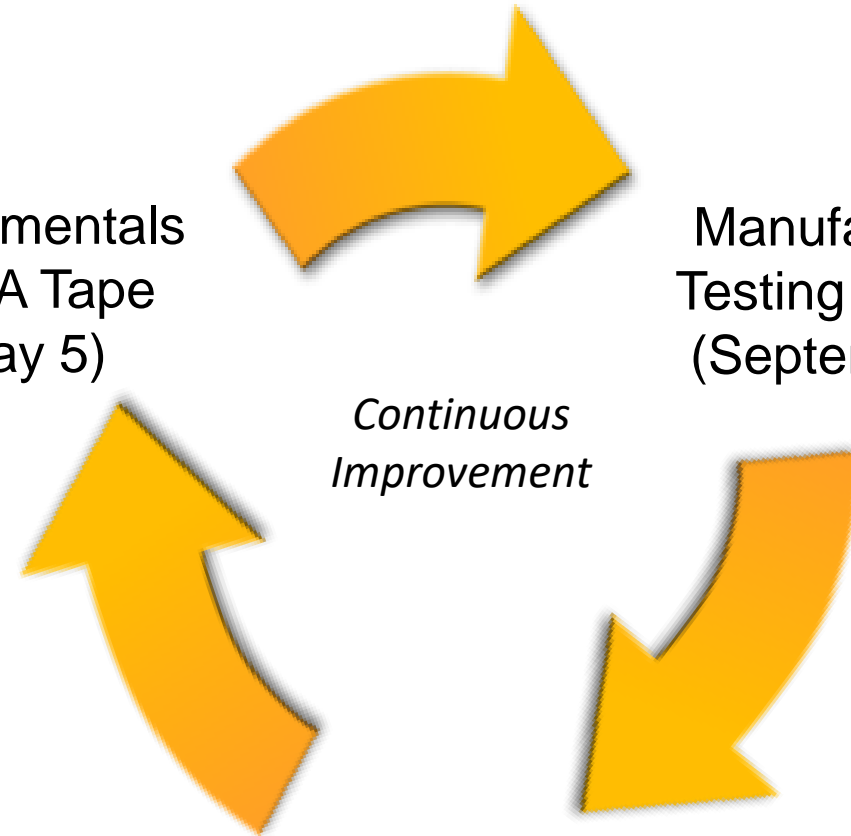
- ▶ Initial Fundamentals for Construction class content will launch in May
- Online version of Fundamentals course launch planned for Summer
- Instructor workshop in Fall

Fundamentals of PSA Tape (May 5)

Manufacturing and Testing of PSA Tape (September 21-23)

Continuous Improvement

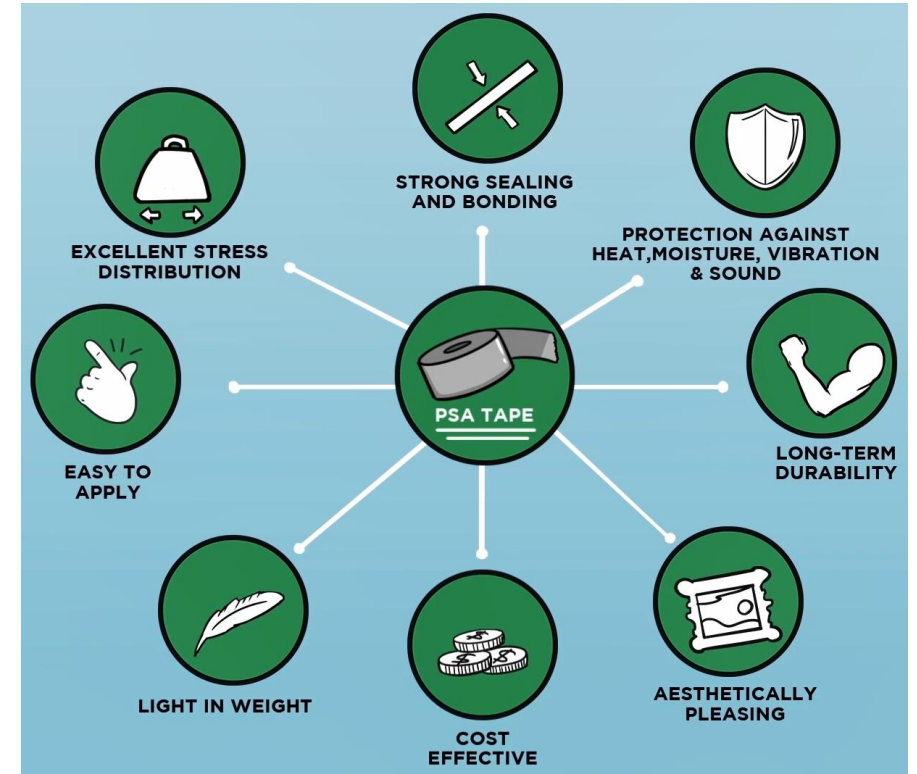
Adhesives and Advanced Technologies of PSA Tape (May 4-5)



Construction Fundamentals Course Status

- Continuing the development of construction- applications focused course
- Combines new content focusing on construction specific applications and modifications of core Fundamentals content

On track to modify next year's Fundamentals course with new B&C applications content & solicit feedback



Continuous Improvement in 2020

- ▶ Developing and launching modified Fundamentals course to ‘test drive’ construction applications content
 - ▶ Expanded Applications section focusing on Fastening, Joining & Protection applications
 - ▶ Tailored survey to probe effectiveness of new content
- ▶ Exploring ‘Flipped Classroom’ approach for 2020 Manufacturing Class
 - ▶ Develop and utilize course pre-work to minimize time spent on basic concepts
 - ▶ Utilize attendee background survey to adapt course emphasis to more closely align with attendee needs and expectations
- ▶ Planning committee teaching workshop in October 2020
 - ▶ Leverage education resources to sharpen teaching skills
 - ▶ Determine scope for development of PSTC Certificate Program

PSTC Membership Investment

- ▶ Survey Members to determine Educational Needs
 - ▶ Leverage PSTC
 - ▶ Support professional development
 - ▶ New Employee Orientation
 - ▶ Part of career development / Promotion Path
 - ▶ Educate you channel partners to better understand PSA

Opportunity for PSTC Educational Certificate Program

- ▶ Provides a path for recognizing achievement/expertise in the industry
 - ▶ Acknowledge active learners who attend multiple PSTC classes and/or technical symposia
- ▶ Is this a certificate program or a certification?
 - ▶ **Certificate program** Certification program more complex, incl. continuing education requirements

Milestones & Activities

2019

- Develop leadership roles for each of the three short courses (completed)
- Committee and B&C Taskforce will meet face to face (completed)

2020

- Launch online Fundamentals course
- Launch new B&C content in next edition of Fundamentals course
- Conduct Fall Education Workshop

Call for New Committee Members

Your company gains:

- ▶ Increased name recognition
- ▶ Professional development opportunity
- ▶ Contribution to the industry



**We want to
hear from you!**

How can we improve the classes we currently offer?

What are your thoughts on the proposed Certificate Program?
