

This is a big deal!

It is demanding to put together a successful promotion notebook. We recommend as you prepare for your promotion, you think of it as a juncture in your professional life, a time to reflect and revel in your sense of accomplishment. It's a promotion process and your notebook should show the evidence of your Program Accomplishments (refer to the [UNH Cooperative Extension Educator Ranking Chart](#)). Feel proud. It is something you will do only 2 or 3 times in your career.

The Promotion Committee always comes away from the reviewing process with a sense of pride and amazement at the work of our Extension colleagues. Realize that your work is being evaluated by your peers who **want you to succeed**, but we have an obligation to the integrity of the process. This notebook is passed from the committee to Extension's Dean and Director, and then to the hierarchy within the university (appropriate Deans if faculty appointment, Provost and Executive Vice President, President) and finally to the Board of Trustees who will make the final decision. You won't hear the outcome sometime in June.

Tell your story!

While many candidates for promotion focus on the sheer volume of information and the paperwork required and are overwhelmed by it, the really important part is in showing that you have successfully met the criteria listed in the [Extension Educator Ranking Chart](#). Your notebook is your opportunity to "tell your story" and it will be closely evaluated against the criteria in the promotion chart.

The Promotion Committee can bring a certain amount of knowledge about your work to the table, but we can't create a story for you that is not in the notebook. That is your job. For those who are naturally reluctant to blow their own horn, this your opportunity to do this. Don't be shy!

Realize we are evaluating "your body of work." We aren't just looking for examples of excellence, but also an understanding of your entire set of accomplishments during the time under consideration. Keep in mind that the committee doesn't need (nor want) to know the details of your daily work. Your yearly program accomplishment reports help us understand your work and your progression as an Educator in more detail - the effort it took- but it is in the **major program accomplishments** (Section III) and other **creative efforts** (Section III C) where you can truly help us understand how you have made a difference.

When you choose your major program accomplishments, pick those that had the most impact. Describe why you did it (the needs assessment). Your narrative doesn't need to include a long needs or situation statement, but it should indicate your familiarity with the current situation and trends within the areas you are highlighting, as well as current research being done in your field. It needs to show evidence that you understood the clientele needs using some sort of an assessment and that you established program priorities. Describe how you implemented the efforts and what your role was. Describe the marketing efforts that were made. If you had collaborators, who were they and what were their roles? Describe the evaluation process and what the long term impacts of your efforts were. Identify the public value of your work and how your accomplishments made a difference to you, your volunteers and your clients.

The people you choose as your references can help create more complete picture of you and your work. Choose a diversity of references, colleagues, collaborators and clientele that you have worked with. Be sure to contact each of them and ask for permission before you put their names on a list and submit them to your program leader. Describe for them the promotion process as one of internal promotion and that you aren't leaving your position. Let them know that our Extension Promotion system parallels the University Faculty Promotion process. Depending on the references, you may indicate just what work you want them to focus their remarks on. Let them know your Program Team Leader will make the request with instructions in the form of a letter and they need to submit their letter no later than November 1. Let them know it is a long process that will take nearly a year. Write them a thank you and remember to let them know of the outcome.

Follow the guidelines!

The current promotion guidelines are in the document [Extension Educator Promotion Procedures - Effective May 1, 2013](#). This appears on the UNH Cooperative Extension intranet site for Promotion Procedures under the Personnel and Staff Development tab, along with the following documents: [Checklist for Extension Educator Promotion Notebook](#), [Nomination for Consideration for Promotion](#), and [Promotion Evaluation by Program Leader Form](#).

There is no way around it, include the paperwork!

We realize that there are many requirements regarding the required elements for your notebook. These include a one page resume, job description, plans of work since your date of hire or your last promotion, annual accomplishment reports and Annual Performance Management Plan (APMP) forms. Don't skip including this paperwork in the notebook because you can't find it or because you think it is unnecessary. Check with your Program Team Leader, often they can supply copies. If need be recreate the information with their approval.

The Promotion Committee has to look for the "required elements" in your portfolio (remember the integrity of the process). Don't leave out a year or two of any of these elements since it clouds the committee review and decision-making. We should be considering your accomplishments - not whether you are missing the required elements or signatures. Don't let the lack of a complete set of plans of work, or professional development plans and summaries **get in the way of the committee's consideration of your accomplishments**. Help the committee focus on your accomplishments - not on the completeness, style, and length of your notebook. ***If you are a few years away from promotion, start gathering those elements now in an electronic promotion folder.***

Use your Program Team Leader as coach and mentor!

Once you have been nominated for promotion, the committee is limited in the assistance we can provide. If you have questions, work with your Program Team Leader who should act as your coach and mentor. Be reasonable in the timing and amount of assistance requested. If you aren't getting assistance from them, insist on it! It is their job. As a matter of fact, you don't see the completed notebook before submission; since they make sure section VI is complete (administrative forms and letters of recommendation). As you work with them, use the [Checklist for Extension Educator Promotion Notebook](#) to make sure your notebook is complete.

Electronic Portfolio

Beginning in 2012, all promotion notebooks **must be submitted in an electronic format**. Adobe Acrobat Pro version 10 or 11 is recommended as this will allow you to create an electronic portfolio that is easily organized. A [pdf portfolio template](#) has been developed and you can download it from the Promotion website on the Intranet. Please be sure to use the template to build your portfolio. Currently (as of 2013) Adobe Acrobat 11 is available for \$67. Contact Siobhan Craig for license information.

Make it readable and easy to follow!

Reviewing promotion notebooks is a demanding task for the committee. Remember, they want you to succeed, so make their job easier. Don't bury the important information. Edit both what you include and the words you use to describe your inclusions. Longer is not usually better! Be succinct and tell your story well but not at great length. **As a guide, Section III should be 30-40 pages** maximum length. Use good layout to make it easy to follow and read. Don't try to paginate the entire portfolio as one document. Label your appendices clearly and make it easy to connect your appendices with the body of the narrative. Use bolding, highlighting, and color to make it easier to read. Finally, remember that everyone in Extension has to go through this process!

Sample Notebooks

You can find sample notebooks on UNHCE's Shared All folder on the UNH Box system.

To login to UNH Box, go to: <https://unh.app.box.com/login>. Go to the folder "Promotion Portfolio Samples."

Also if you have a program or office colleague who has been successfully through the process recently ask to see their portfolio. The better prepared you are, the better your portfolio will be.

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