



University of New Hampshire
Cooperative Extension

Extension Educator Promotion Procedures

Effective July, 2014

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A. Promotion in the Extension Educator Ranking System:

The [Extension Educator Ranking System](#) was approved by the USNH Board of Trustees in 1977. The Extension Educator Ranking System is parallel to the faculty ranking system; however, it has different criteria for promotion reflecting the specific job responsibilities of an Extension Educator (Field or State Specialist). While it does not provide tenure, the Extension Educator Ranking System does provide a career-orientated promotion system that is based on demonstrated program accomplishments, subject matter competency, and professional leadership in one's field.

In order to maintain the integrity of the Extension Educator Ranking System, we have a responsibility to maintain the standards for promotion from one rank to another. The promotion system is a career track ranking system that is based on cumulative excellence over time and not a fast track system for recognition and reward. As an Extension Educator (Field or State Specialist), it is important to view the criteria for promotion as standards you will meet, both in cumulative excellence and in time, prior to being considered for promotion.

In 2002, the Extension Faculty designation¹ was approved for Extension Specialists formally affiliated with academic departments. While these individuals maintain a dual title as both Extension Faculty and Specialist, they officially remain Cooperative Extension employees with classification in the Extension Educator ranking system. As such, Extension Faculty are governed by the Extension Educator promotion policies and standards as outlined in these procedures. Extension Faculty are not eligible for tenure or sabbatical leave (but are eligible for Professional Development leave).

B. Composition of Promotion Committee:

The Promotion Committee shall be composed of seven representatives. Membership will include at least three field specialists and at least three state specialists. Committee members will represent the four Extension program areas: two representatives each from Natural Resources, Youth & Family, and Food & Agriculture, and one representative from Communities & Economic Development. The seven members must hold the rank of Associate or Full Extension Educator and will be selected through an election of all persons included in the Extension Educator ranking system. Three years of service with the UNH Cooperative Extension is required, regardless of rank, before election to the Extension Promotion Committee. A Chairperson and Recorder will be selected by the members of the Promotion Committee.

In a year when there are not at least two eligible persons holding Associate or Full Extension Educator rank, those with Assistant Educator rank, and three or more years of experience with UNH Cooperative Extension, will be eligible.

Academic departments/programs do not hold membership on the Extension Educator Promotion Committee. In cases where a Specialist with Extension Faculty designation is under consideration for promotion, departmental/program input will be provided through the Extension Faculty Promotion Evaluation by Department Chair in consultation with departmental faculty. In cases of Extension Faculty nominations where a Department Chair expresses a desire for departmental representation on the

¹ Extension Faculty have specialized training and experience in an academic discipline. These individuals are responsible for providing disciplinary expertise and educational curriculum for Cooperative Extension outreach programs. In addition to disciplinary expertise, Extension Faculty have proficiency in program development and evaluation, group process and facilitation and leadership development.

Promotion Committee, he/she can request to have a departmental representative meet with the promotion committee during discussions of the nominee's candidacy and qualifications. This does not include voting privileges. A request for such participation by a departmental representative should be made through the supervising Program Team Leader.

Term of Service

Three-year term. May serve two consecutive terms. Term begins July 1. Must sit out one full term (3 years) prior to being considered again.

C. Process for Promotion

1. It is the responsibility of the Program Team Leader to inform staff of promotion eligibility based on minimum time in rank.
- 2a. On or before July 1, in any given year, the appropriate Program Team Leader will recommend to the Promotion Committee, using the nomination form, those staff members who should be considered for promotion, except Extension Educator Instructors being considered for promotion to Assistant Extension Educator.
- 2b. Under current Cooperative Extension promotion policy, individuals may be promoted by administrative action from Extension Educator Instructor to Assistant Extension Educator under the following criteria.

Individuals with no experience but who possess Master's degrees are initially appointed Extension Educator Instructor. They are eligible for promotion to Assistant Extension Educator by administrative action upon completion of two years of successful Extension experience.

In cases where a suitable Master's degree candidate cannot be attracted to fill vacant Extension Educator positions, individuals with an appropriate Bachelor's degree and at least three years relevant experience will be considered. If hired, they are appointed on a probationary basis as Extension Educator Instructors. Continued employment is contingent on obtaining a Master's degree within 7 years. When the Master's degree is earned, these individuals are also eligible for promotion to Assistant Extension Educator by administrative action. The effective date of such promotions is July 1 following the completion of this requirement. Consideration of Bachelor degree applicants applies only to Field Specialist positions. An applicant with a Bachelor's degree will not be eligible for the faculty classification. Individuals applying for appointment as Extension Faculty/Specialist will continue to be expected to have expertise and qualifications that greatly exceed the standards of an Extension Educator Instructor.

Promotion from Extension Educator Instructor to Assistant Extension Educator does not involve the Promotion Committee. An individual being considered for promotion from Extension Educator Instructor to Assistant Extension Educator will provide the necessary factual information by returning "Promotion Information Record for Instructor to Assistant" to his/her Program Team Leader. Promotion recommendations are submitted by the Extension Educator's Program Team Leader to the Dean and Director of Cooperative Extension. The Dean and Director's recommendation is forwarded to the Provost and Executive Vice President and UNH President on behalf of the University System Trustees.

- 2c. Between July 1 and July 15, in any given year, an individual not recommended by his/her Program Team Leader may nominate himself/herself using the nomination form obtained from his/her Program Team Leader.
3. All individuals being considered for promotion, by Program Team Leader or by self-nomination, will provide their Program Team Leader detailed evidence of program accomplishments, subject matter

competency, and leadership and other professional achievements. It will be the responsibility of the Program Team Leader to provide the Promotion Committee with the Promotion Information Record (described on pages 6-7), other required documentation and his/her recommendations on or before November 1. It will be the responsibility of the Promotion Committee to submit recommendations and the documentation to the Dean and Director of Extension on or before December 31. The appropriate Program Team Leader will be brought into Promotion Committee discussions if questions arise or if clarification is needed. All proceedings of the Promotion Committee will be confidential. At no time should individuals applying for promotion contact individual members of the promotion committee or be referred to individual promotion committee members for additional information regarding recommendation.

4. Documents will be reviewed and forwarded with recommendations in the following order: Promotion Committee, Dean and Director of Extension, Dean of the Graduate School (in cases where candidate is a member of the Graduate Faculty), appropriate Deans and Directors (in case of faculty appointments), Provost and Executive Vice President, President of the University of New Hampshire.
5. The Board of Trustees of the University System of New Hampshire will take final action on all promotions beyond Assistant Extension Educator.
6. Promotions will be effective at the start of the UNH fiscal year (July 1).

Notification Procedure

- The Dean and Director of Extension is responsible for notifying all candidates of his/her recommendation for promotion. Copies of the notification will be sent to appropriate Deans and Directors, Program Team Leaders, and the Promotion Committee at the time candidates are notified.
- The Dean and Director of Extension will notify candidates of the recommendations of the Provost and Executive Vice President.

Appeal Procedure

- At the time of official notification of promotion, candidates not approved for promotion will be informed in writing of the appeal process by the Dean and Director of Extension. A copy of this notification will be sent to the chair of the Promotion Committee.
- The candidate may request reconsideration of the recommendation made by the Promotion Committee; and of the decision of the Graduate Dean, Dean of the academic unit, Dean and Director of Extension, and the Provost and Executive Vice President.
- All requests for appeal must be in writing to the Dean and Director of Extension within two weeks of official notification and must explicitly state the grounds for such request.
- Reconsideration will be completed within one month.

D. Chronological Sequence of Promotion Process

July 1 – Program Team Leaders notify candidates and chairperson of Promotion Committee of nominations using the nomination form on page 16 signed by Program Team Leader, nominee, and Director verifying minimum time in rank has been met by July 1st. The only exceptions are to time in rank and those expectations must have been made and documented at time of hire.

July 15 – Any individual not notified who feels he/she should be a candidate should contact his/her Program Team Leader and submit a nomination form to the chair of the Promotion Committee by July 15th.

September 1 – Program Team Leader distributes to appropriate persons:

“Promotion Evaluation by County Advisory Council” – evaluation to be filled out by the council and signed by the Council Chair and two Council members.

Letter 1 – “Professional Colleague Letter” – Three letters of recommendation to be completed by professional colleagues. (Recommend that one be from within the office and one from same area of work).

Letter 2 – “Clientele Evaluation” – The candidate will submit to the Program Team Leader six clientele references with whom he/she has worked. The Program Team Leader will secure and submit these letters of recommendation to the Promotion Committee. Candidates for the rank of Full Extension Educator should include references from state, regional, or national contacts.

October 30 – “Promotion Evaluation by Program Team Leader” – This is to be completed by the Program Team Leader. For Extension Faculty, a “Promotion Evaluation by Department Chair” must also be completed in consultation with departmental faculty.

November 1 – Program Team Leader submits candidate’s completed documents to the Promotion Committee. Only complete books will be reviewed by the promotion committee.

December 31 – Promotion Committee submits written recommendations and documents to the Dean and Director of Extension.

February – The Dean and Director of Extension submits recommendations and documents to the Provost and Executive Vice President for review. Recommendations of the Graduate Dean and the appropriate School/College Dean will be included for Extension Faculty nominees who hold split appointments.

March-April – Provost and Executive Vice President recommends to the President of the University of New Hampshire. The President recommends to the Board of Trustees of the University System.

May-June – The President’s recommendations go to the Programs and Services Committee of the Board of Trustees.

June-July – The Board of Trustees acts on recommendations.

July 1 – Effective date of promotion.

E. Compiling your Electronic Portfolio

All promotion portfolios should be compiled using Adobe Pro Version 10 or higher.

Be sure to reference the [Best Practices](#) document for instructions on using the Adobe format for submitting an electronic portfolio and for seeing examples of colleagues’ past portfolios. This document also includes great tips for compiling your promotion documents.

[This checklist \(available on the intranet as stand-alone document\)](#) can be used to double check that you have all the information that needs to be in your promotion portfolio. You want to be sure you are not missing something that is on the list.

Be sure to reference the [Extension Educator Ranking Chart](#) before compiling your electronic portfolio.

Summary of Deadlines

- July 1:** Nominations for promotion due to Promotion Committee (Program Leader)
- July 15:** Self nominations due to Promotion Committee
- September 1:** Program Leader requests evaluations and recommendations from County Advisory Council, Professional Colleagues and Clientele
- October 30:** Program Leader Evaluation and Department Chair Evaluation (if appropriate)
- November 1:** Program Team Leader submits completed electronic portfolios to the Promotion Committee

Refer to page 5 of the Extension Educator Promotion Procedures document for remainder of time line highlights.

Assembling your Promotion Notebook

- Title page**
 - Name
 - Proposed rank
 - Current rank with date of appointment
 - Current job title; years in present position; campus or county location
 - Recent photo (optional)
- Table of Contents** (you can set up electronic hyperlinks to each section).
- Section I – Resume**
Resume is a **maximum of one page** (includes education, experience and accomplishments)
- Section II – Job Description**
 - Generic job description for Field Specialist or State Specialist
 - If you are a COA, include your COA job description
 - Addendum detailing the specific responsibilities of your position

Section III – Major Program Accomplishments

Arrange accomplishments chronologically beginning from start of employment or previous promotion date.

For each major disciplinary accomplishment, reflective of your Plan of Work and your AoE priorities, indicate evidence of:

- Ability to apply needs assessment.
- Establishment of program priorities.
- Implementing, evaluating and marketing educational programs.

- If the accomplishment was a team effort be clear what **your accomplishments** were as part of the team effort.

- Write program accomplishments narrative as if the reader knew nothing about what you have done. Avoid jargon, technical terms, abbreviations or acronyms that may not be familiar to most people.
 1. Describe how these programs/accomplishments met clientele needs in your areas of responsibility.
 2. Explain evaluation results in relation to social/environmental/economic impacts
 3. Report on continuing impact of prior programs and achievements.

- Reference appendices in the text using the letter system (e.g. Appendix A, etc.).

- Include hyperlinks to **relevant** websites, YouTube videos, etc. that support your narrative

- Review the Extension Educator Ranking Chart for the expectations for each rank and category. The Promotion Committee refers to this chart when reviewing portfolios.

- The major accomplishments narrative should be a **maximum of 30-40 pages** in length.

Section III A – Plans of Work/APMP

- Submit all individual plans of work since last promotion. These are your APMPs, excluding the final evaluation/signature page. Be sure your plans of work show your objectives and accomplishments.

Section III B – Annual Accomplishments Reports

- Submit annual accomplishment reports since last promotion.

Section III C – Other Major Creative Efforts

- List other major creative efforts from most important to least important. Give dates and indicate how these relate to program and AoE goals.

Examples of Creative Efforts: Creation of educational programs; presentations; videos; published journal articles; feature stories; bulletins; grant proposals; software development; distance learning.

Section IV - Other Leadership Responsibilities and Achievements

- List leadership responsibilities and achievements that support the total UNHCE organization. These should have an impact both internally and externally within and beyond one's assigned discipline.
- Candidates who have COA or AoE chair roles should describe their accomplishments in these roles.
- List committees and boards you have served on, but be clear about what your leadership roles have been.

Section V – Professional Competency and Development

- List areas of subject matter specializations important to your position. Indicate your level of competency using the following scale: general working knowledge, competent, high level of competence, recognized for outstanding leadership among Extension staff and colleagues in your discipline. **This must be signed by both you and your Program Leader.**

Section VI – Administrative Forms

These forms will be inserted into your Portfolio by Administration/your Program Leader

- Nomination for consideration for Promotion
- Program Leader Promotion Recommendation
- Department Chair/School or College Dean Recommendation, if applicable
- County Extension Advisory Council recommendation, if applicable
- Ask your program leader to check that all recommendations have the appropriate signatures.

Section VII – Letters of Recommendation

These forms will be inserted into your Portfolio by Administration/your Program Leader

- Professional Colleague Letters (*three letters required*)
- Clientele Letters of Recommendation (*six letters required*)
- Ask your program leader to check that all letters have been signed.

Please submit only required number of letters for each category.

Section VIII – Appendices

Appendices should be limited to **a few KEY supporting documents**. When you include Appendices, be sure to reference each Appendix by letter.

- Table of contents listing all items in the Appendices. Be sure to list each Appendix by letter (e.g. Appendix A, Appendix B, etc.).
- Cross reference each Appendix by letter in the appropriate place in your accomplishments narrative. If you reference an Appendix in your narrative, be sure that it appears in your Appendices.
- Appendices should be listed in the order that they appear in your narrative, starting with Appendix A.

Include **only the most relevant support materials** in your Appendices, such as:

- Printed programs for major efforts and team efforts
- Workshop course outlines that you present and organize
- Publications written or co-authored
- Links to digital media (e.g. videos, online learning modules, etc.)
- Feature articles in magazines and newspapers authored by the candidate
- Evaluation/impact data analysis
- Examples of effective marketing

Examples of materials that should **NOT** be included in your Appendices:

- Routine news releases, newsletters and photos
- Certificates
- “Thank you” or complimentary letters
- One time program letters
- Routine reports
- Meeting announcements
- Letters of acceptance to school or transcripts

The most common reasons for portfolios to be returned for correction are:

Missing signatures, missing letters/recommendations, numerous typos (be sure to spell check and proof read your portfolio thoroughly before submitting), missing title page, no table of contents, missing Appendices, excessively long narrative.

*Last Revision and Update: July, 2014 (Amanda Stone – Promotion Committee Chair)
Originally developed by Karen Bennett and Promotion Committee members in 2008*

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**Promotion Information Record for Extension Educator –
Instructor to Assistant Extension Educator**

(To be submitted to Program Team Leader when requirements are met – no specific annual deadline)

NAME: _____

CURRENT EXTENSION EDUCATOR RANK: _____

DATE OF APPOINTMENT TO CURRENT RANK: _____

CURRENT TITLE: _____

- I. Resume – Please include a resume
- II. Program Accomplishments – Highlight accomplishments related to your job description(s). Give evidence of ability to apply the process of determining clientele needs, establishing program priorities, and implementing, evaluating and marketing comprehensive Extension educational programs reflective of the priorities established through the UNHCE Plan of Work and Strategic Plan.
 - A. Submit individual annual Plans of Work since initial appointment.
 - B. List major disciplinary and interdisciplinary program accomplishments since you were hired, describing your responsibilities for each program. When it is a team effort, describe your contributions as a team member.
 - C. Describe how these programs meet clientele needs in your area of responsibility.
 - D. Explain evaluation results in relationship to social, environmental and/or economic impacts.
- III. Subject Matter Competency – List areas of subject matter or specialization important to your position. Indicate your level of competency for each in terms of the following scale: general working knowledge, competent, high level of competence, recognized for outstanding leadership among peers. (Examples: silviculture, nutrition, dairy management, child development, entomology).
- IV. Professional Development – Include Annual Professional Development Plan and Summary forms since initial appointment.

Promotion Evaluation by Program Team Leader

Candidate's Name _____ Rank _____

Factor*	Below Average	Average	Above Average	Outstanding
() Program Planning				
() Disciplinary Program Implementation				
() Interdisciplinary Program Implementation				
() Subject Matter Competency				
() Professional Development				
() Other Leadership Experiences That Support Promotion				

*Indicate the relative weight of each factor:

- (MS) Major Significance
- (I) Important
- (LI) Lesser Importance

Narrative:

Disciplinary and Interdisciplinary Program Accomplishments reflective of the priorities established through the UNHCE Plan of Work and Strategic Plan:

Promotion Evaluation by Program Team Leader (cont'd.)

Subject Matter Competency:

Professional Development:

Other Leadership Experiences that Support Promotion including those experiences that contribute to one's discipline and/or the total state Extension program.

Other Comments: (Attitude, philosophy, timeliness of reporting, teamwork)

- Recommend Promotion

- Do Not Recommend Promotion (Specific reasons must be cited)

Evaluated by: _____
Program Team Leader

Date: _____

Extension Faculty Promotion Evaluation by Department Chair

Candidate's Name _____ Rank _____

Factor*	Below Average	Average	Above Average	Outstanding
() Creative Program Accomplishments				
() Subject Matter Competency				
() Research Accomplishments				
() Teaching Accomplishments				
() Contributions to the Department				
() Professional Development				
() Other Leadership Experiences That Support Promotion				

*Indicate the relative weight of each factor:

- (MS) Major Significance
- (I) Important
- (LI) Lesser Importance

Creative Program Accomplishments:

Subject Matter Competency:

Extension Faculty Promotion Evaluation by Department Chair & Dean (cont'd.)

Professional Development:

Other Leadership Experiences That Support Promotion:

Other Comments: (Attitude, philosophy, timeliness of reporting, teamwork)

Recommend Promotion

Do Not Recommend Promotion (specific reasons must be cited)

Evaluated by: _____
Department Chair

Date: _____

Recommend Promotion

Do Not Recommend Promotion (Specific reasons must be cited)

Reviewed by: _____
School/College Dean

Date: _____

Promotion Evaluation by County Advisory Council

Candidate: _____ County: _____

Present Rank: _____ Years in Present Position: _____

Proposed Rank: _____

Council Ratings (place an X in the appropriate space)

A. Individual Capabilities	Limited	Below Average	Average	Above Average	Outstanding
Respected for knowledge					
Respected for abilities					
Shows initiative					
Shows ingenuity					

Specific Comments:

B. Leadership	Limited	Below Average	Average	Above Average	Outstanding
Involves lay people in determining and meeting needs					
Develops local leadership					

Specific Comments:

C. Program Implementation	Limited	Below Average	Average	Above Average	Outstanding
Conducts effective disciplinary programs					
Conducts effective interdisciplinary programs					
Changes programs to meet needs					
Adapts programs to level of audience					
Works as a Member of a Team as Appropriate					
Markets Programs Effectively					

Specific Comments:

Promotion Evaluation by County Advisory Council (cont'd.)

D. Cooperation and Attitude	Limited	Below Average	Average	Above Average	Outstanding
Cooperates With Other Staff Members					
Cooperates With Extension Council					
Works Well With People					
Represents Extension Effectively					

Specific Comments:

- Recommend Promotion
- Do Not Recommend Promotion

III. Specific reasons must be cited for your decision:

Council Chair _____

Council Member _____

Council Member _____

Date _____

Job Description for Promotion Committee Members

As the Extension Educator Promotion Procedure states, *“it is the responsibility of the Promotion Committee to submit recommendations and documentation to the Dean and Director of Extension on or before December 31”*. The following guidelines are offered in order to assure that this function is carried out consistently through time and changing membership.

ROLE

The role of the Promotion Committee is to submit written recommendations and provide input to the Dean and Director of Cooperative Extension regarding promotion candidates, promotion policy, procedures and ranking chart criteria. The Dean and Director of Cooperative Extension has final approval/authority within the context of overall University policy.

RESPONSIBILITIES

The Promotion Committee will:

1. Oversee the execution of the chronological sequence of the promotion process.
2. Act as staff liaison to answer questions and concerns for those not involved in the promotion process.
3. Conduct and report to staff results of annual committee elections.
4. Participate in an orientation coordinated by the chair of the Promotion Committee.
5. Keep confidential all information and deliberations concerning promotions.
6. Develop letters of recommendation for each candidate to be submitted to the Dean and Director of Cooperative Extension by December 31.
7. Be responsible for upholding the standards as presented in the Extension Educator Ranking Chart.
8. Periodically review the process and make recommendations for changes to the Dean and Director of Cooperative Extension.
9. Consult as a group with Program Team Leader(s) first if a need for clarification of information is determined.
10. Thoroughly read all candidate notebooks prior to the committee meeting held to review and discuss the qualifications of those candidates applying for promotion.
11. Hold a minimum of one meeting per year to review candidate notebooks and make recommendations to the Dean and Director of Cooperative Extension. Recommendations for promotion will be by majority vote of the committee. It is also suggested that a meeting to review the promotion process and concerns be held annually in June with the UNHCE Leadership Team.
12. Annually choose a chairperson who will be responsible for submitting written documentation to the Dean and Director of Cooperative Extension and for keeping the committee members informed of communications to the committee.