



UNIVERSITY *of* NEW HAMPSHIRE  
COOPERATIVE EXTENSION

# **Extension Educator Promotion Procedures**

**Effective April 1, 2008**

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### **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/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/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 designation<sup>1</sup> 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).

### **Composition of Promotion Committee:**

The Promotion Committee shall be composed of seven representatives. Membership will include one Extension Educator (educator or specialist) representing each program area (4-H Youth Development, Family & Consumer Resources, Agricultural Resources, Forestry and Wildlife, Sea Grant and Water Resources), one at-large member representing all Extension faculty/specialists, and one at-large member representing field-based educators. 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

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<sup>1</sup> 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.

nominations where a Department Chair expresses a desire for departmental representation on the 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 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.

### **Process for Promotion**

1. It is the responsibility of the Program Leader to inform staff of promotion eligibility based on minimum time in rank.
2. a. On or before July 1, in any given year, the appropriate supervisor 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.
- b. 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 county-based Extension Educator 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 Leader. Promotion recommendations are submitted by the Extension Educator's Program 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.

- c. Between July 1 and July 15, in any given year, an individual not recommended by his/her Program Leader may nominate himself/herself using the nomination form obtained from his/her Program Leader.

3. All individuals being considered for promotion, by Program Leader or by self-nomination, will provide their Program Leader detailed evidence of program accomplishments, subject matter competency, and leadership and other professional achievements. It will be the responsibility of the Program Leader to provide the Promotion Committee with the Promotion Information Record (described on pages 5-6), 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 January 1. The appropriate Program 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).
7. **Notification Procedure:**
  - a. 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 Leaders, and the Promotion Committee at the time candidates are notified.
  - b. The Dean and Director of Extension will notify candidates of the recommendations of the Provost and Executive Vice President.
8. **Appeal Procedure:**
  - a. 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.
  - b. 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.
  - c. 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.
  - d. Reconsideration will be completed within one month.
9. **Chronological Sequence of Promotion Process:**

**July 1** – Program Leaders notify candidates and chairperson of Promotion Committee of nominations using the nomination form on page 16 signed by Program Leader, nominee, and Director verifying minimum time in rank has been met by July 1<sup>st</sup>. 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 Leader and submit a nomination form to the chair of the Promotion Committee by July 15<sup>th</sup>.

**August 15** – Candidates submit the “**Promotion Information Record**” to the Program Leader.

**September 1** – Program 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 Leader six clientele references with whom he/she has worked. The Program 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 Leader**” – This is to be completed by the Program Leader. For Extension Faculty, a “Promotion Evaluation by Department Chair” must also be completed in consultation with departmental faculty.

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

**December 1** – Promotion Committee submits written recommendations and documents to the Dean and Director of Extension.

**February 8** – 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.

## Guidelines for Assembling Promotion Information Record

(All materials must be three-hole punched, placed in a 3-ring binder notebook, and organized by tabbed sections as indicated below)

**Page 1**            **Blank cover sheet**

**Page 2**            **Title Page – “Extension Educator Promotion Application”**

Name of Candidate: (recent photograph – optional)

Proposed Extension Educator Rank:

Current Extension Educator Rank:

Date of Appointment to Current Rank:

Current Job Title:

Years in Present Position:

County or Campus Location:

**Page 3**            **Table of Contents** (serves as a checklist and content guidelines)

Section I:            Resume (one page resume including education, experience, accomplishments)

Section II:           Job/Position Description - Include generic job description with addendum which details the specific responsibilities of your position.

Section III:          Program Accomplishments (arranged chronologically, beginning from employment or previous promotion date)

For each major disciplinary and interdisciplinary program accomplishment, reflective of UNHCE Plan of Work and Strategic Plan priorities, give evidence of ability to apply the process of determining clientele needs, establishing program priorities, and implementing, evaluating, and marketing comprehensive Extension educational programs. When it is a team effort, describe your contributions as a team member.

A. Submit Annual Performance Management Plans (APMP), omitting the rating and final signature page.

B. Submit individual Annual Accomplishment Reports since last promotion.

1. Describe how these programs met clientele needs in your areas of responsibility.

2. Explain evaluation results in relationship to social, environmental and/or economic impacts.

3. Report on continuing impact of prior programs and achievements.

C. List other major creative efforts, from most important to least important, giving dates and applicability to program goals. Examples include creation of educational programs, publications, journal articles, feature stories, digital media including web-based applications, on-line courses, CD's, DVD's and modules for learning at a distance.

#### Section IV: Other Leadership Responsibilities and Achievements

List leadership responsibilities and achievements that support the total UNH Cooperative Extension organization. These should be responsibilities that have an impact both internally and externally within and beyond one's assigned discipline. Candidates serving as County Office Administrator (COA), or who have served in this role since last promotion, should describe accomplishments. If being COA was a major component of a candidate's plan of work, then it should be highlighted as such in this section.

#### Section V: Professional Competency and Development

List areas of subject matter or specializations 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 Extension staff and colleagues in your discipline. Provide space at the bottom of the page for your signature and signature of your Program Leader.

Include Annual Professional Development Plans and Summary Forms since initial appointment, if this is the first promotion in New Hampshire, or since last promotion. Professional Development Plans and Summaries become part of the APMP in 2004. Since these are in Section IIIA, they do not need to be included in this section.

#### Section VI: Administrative Forms

- Nomination for Consideration for Promotion
- Program Leader Promotion Recommendation
- Department Chair and School/College Dean Promotion Recommendation (if applicable)
- County Extension Advisory Council Promotion Recommendation (if applicable)

#### Section VII: Letters of Recommendation

- Professional Colleague Letters of Recommendation (*3 required*)
- Clientele Letters of Recommendation (*6 required*)

#### Section VIII: Appendix (Support documents cross-referenced to the specific section)

Begin with a table of contents listing the appendix items. Should be limited to a few key documents. Include only the most relevant support materials such as:

- Key documents to enhance Section III – Program Accomplishments examples
- Printed programs for major efforts and team efforts
- Workshop course outlines that you present and organize
- Publications written or co-authored
- Feature articles in magazines and newspapers authored by the candidate
- Digital media including CD's, DVD's and links to modules for learning at a distance
- Evaluation/impact data analysis
- Examples of effective marketing

#### Not Useful:

- Routine news releases, newsletters, photos
- Certificates
- "Thank-you's" or complimentary letters
- "One-shot" program letters
- Transcripts
- Letters or meeting announcements
- Letters of acceptance to schools
- Routine reports and other letters

**Promotion Information Record for Instructor to Assistant  
(To be submitted to Program Leader)**

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 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 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 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 January 1”***. 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 January 1.
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 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.

