



Extension

**Extension Educator Promotion Procedures
for Field and State Specialists**



Contents

- A. Promotion in the Extension Educator Ranking System 2**
- B. Composition of the Promotion Committee for Field and State Specialists 2**
- C. Promotion of Extension Educator Instructor to Assistant Extension Educator 3**
- D. Expectations of Nominee, Program Team Leader and Committee 4**
- E. Chronological Sequence of Promotion Process with Deadlines 4**
- F. Notification Procedure 5**
- G. Appeal Procedure 6**
- H. Portfolio Structure 6**

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. While it does not provide tenure, the Extension Educator Ranking System does provide a career-oriented promotion system based on demonstrated program accomplishments, subject matter competency, and professional leadership in one’s field.

To maintain the integrity of the Extension Educator Ranking System, we have a responsibility to uphold standards for promotion from one rank to another. The promotion system is a career track ranking system based on cumulative excellence over time and not a system for recognition and reward. As an Extension Educator, it is important to view the criteria for promotion as standards to be met, both in cumulative excellence and in time, prior to being considered for promotion.

In 2002, the Extension Faculty designation was approved for Extension State Specialists formally affiliated with academic departments. While these individuals maintain a dual title as both Extension State Specialists and Extension Faculty, they are officially employees of Extension with classification within the Extension Educator Ranking System. As such, Extension Faculty are governed by Extension Educator promotion policies and standards as outlined in these procedures.

B. Composition of the Promotion Committee for Field and State Specialists

The Promotion Committee for Field and State Specialists 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 each from Natural Resources; Youth and Family; and Food and Agriculture; and one from Community and Economic Development. The seven members must hold rank of Associate or Full Extension Educator and will be appointed by the Director of Extension in collaboration with the Associate Director and Program Team Leaders. Three years of



service with UNH Extension is required, regardless of rank, before election to the 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 Extension Educator rank, and three or more years of experience with UNH Extension will be eligible to serve on the Promotion Committee.

Academic departments do not hold membership on the Promotion Committee. In cases where a State Specialist with Extension Faculty designation is under consideration for promotion, departmental input will be provided using the Extension Faculty Promotion Evaluation by Department Chair Form. If a Department Chair expresses a desire for departmental representation on the Promotion Committee, they can request to have a representative meet with the Promotion Committee during discussions of the Nominee's candidacy and qualifications. The departmental representative does not have voting privileges. A request for such participation should be made through the Nominee's Program Team Leader. The term of service for Promotion Committee Members is three years. Members may serve two consecutive three-year terms. Terms begin July 1. Returning Members must sit out one full term (three years) prior to being considered again.

Extension Administration has authority to make exceptions when there is a shortage of potential members who meet qualifications.

C. Promotion of Extension Educator Instructor to Assistant Extension Educator

Under current UNH Extension Educator Promotion Policy, individuals may be promoted by administrative action from Extension Educator Instructor to Assistant Extension Educator under the following criteria:

1. An individual with a master's degree but no Extension experience is initially appointed Extension Educator Instructor. They are eligible for promotion to Assistant Extension Educator by administrative action upon completion of two years of successful experience in Extension.
2. In cases where a suitable candidate with a master's degree can't be recruited to fill a vacant position, an individual with a bachelor's degree related to the program discipline and at least three years of relevant experience will be considered. If hired, they are appointed as Extension Educator Instructor. Continued employment is contingent on their obtaining a master's degree within seven years. When the master's degree is earned, these individuals are eligible for promotion to Assistant Extension Educator by administrative action.

Promotion from Instructor to Assistant does not involve a Promotion Committee. The individual will provide the necessary information by completing the Promotion Information Record for Instructor to Assistant Form and turning it into their Program Team Leader who will sign and submit the form to the Director of Extension and copy the Associate Director. A recommendation written by the Director will be submitted to the UNH Provost and UNH President.

The effective date of this promotion is July 1 following the completion of the requirement.



D. Expectations of Nominee, Program Team Leader and Committee

1. All individuals being considered for promotion will provide their Program Team Leader detailed evidence of program accomplishments, subject matter competency, leadership, and professional achievements. It is the Program Team Leader's responsibility to provide the Promotion Committee with the completed promotion portfolio with all required documentation and letters of recommendation before November 1. This represents a substantial amount of work by the Nominee and Program Team Leader. For this reason, the Nominee and Program Team Leader should agree to a timeline with due dates for each section of the portfolio, so the Program Team Leader has adequate time to review materials and the Nominee has adequate time to respond to the Program Team Leader's constructive critique.
2. All proceedings of the Promotion Committee are 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 promotion.
3. The Program Team Leader will be consulted by the Promotion Committee Chair if clarification is needed on any components of the portfolio.

E. Chronological Sequence of Promotion Process with Deadlines

July 1 – Program Team Leaders notify promotion-eligible staff and the Chair of the Promotion Committee of nominations. Minimum time in rank by July 1 is verified and the Promotion Nomination Form is signed by the Program Team Leader, Nominee, and Director of Extension. The only exceptions to minimum time in rank are documented at the time of hire. Program Team Leaders must also notify any promotion-eligible staff who are not being recommended and reason(s) must be stated.

July 15 – Promotion-eligible staff who were not nominated by their Program Team Leader may self-nominate by submitting a Promotion Nomination Form to the Chair of the Promotion Committee by July 15. The Promotion Committee Chair notifies the Program Team Leader, Associate Director and Director.

September 1 – Recommendations

- Three (3) Professional Colleague Letters of Recommendation – By September 1 the Nominee will submit to their Program Team Leader, names of three professional colleagues familiar with their work. These can include Extension coworkers or colleagues outside Extension. The Nominee should confirm each reference's willingness and ability to write the letter. There is no restriction on a letter from a colleague who serves on the Promotion Committee. The Program Team Leader will request and submit these letters to the Promotion Committee.
- Six (6) Clientele Letters of Recommendation – By September 1 the Nominee will submit to their Program Team Leader, names of six clients with whom they have worked and a mailing address,



email address, and telephone number for each. The Nominee should confirm each reference's willingness and ability to write the letter. The Program Team Leader will request and submit these letters to the Promotion Committee. Nominees applying for promotion to Full Extension Educator status must submit at least one name from outside the state.

- For Extension Faculty with Graduate Faculty status, the Program Team Leader will request a letter of recommendation from the Dean of the Graduate School.

October 1 – Evaluations

- The Program Team Leader completes the Promotion Evaluation by Program Team Leader or Supervisor Form.
- For Extension Faculty, the Program Team Leader requests completion of the Extension Faculty Promotion Evaluation by Department Chair Form.

November 1 – Program Team Leader submits a pdf of the Nominee's completed portfolio including all required documents to the Promotion Committee. Only complete portfolios will be reviewed by the Promotion Committee. Any hyperlinks must be verified in working order after the portfolio is converted to pdf form. No edits to the promotion portfolio will be allowed after November 1.

December 31 – The Promotion Committee must submit recommendations (positive or negative) and justification of their decision to the Director of Extension on or before December 31.

February – The Director of Extension submits recommendations and portfolios to the UNH Provost for review.

March – April – The Provost makes a recommendation to the President of UNH.

May – June – The President's recommendation is submitted to the USNH Board of Trustees.

June – The Board of Trustees takes final action on all Assistant to Associate and Associate to Full Field and State Specialist promotions.

July 1 – Promotions become effective at the start of the UNH fiscal year, July 1.

F. Notification Procedure

The Director of Extension is responsible for notifying candidates of their promotion status. A copy of this notification (positive or negative) will be given to:

- Promotion Committee
- Program Team Leader (and Supervisor if different from Program Team Leader)
- Associate Director
- Department Chair and Dean, if candidate is Extension Faculty
- Dean of the Graduate School, if candidate is Graduate Faculty



G. Appeal Procedure

At the time of official notification of promotion, Nominees not approved for promotion will be informed in writing of the appeal process by the Director of Extension. A copy of this notification will be sent to the Chair of the Promotion Committee.

The Nominee may request reconsideration of the recommendation made by the Promotion Committee, Department Chair or Dean (in cases where candidate is Extension Faculty), Dean of the Graduate School (in cases where the candidate is Graduate Faculty), Director of Extension, and Provost.

Requests for appeal must be in writing to the Director of Extension within two weeks of official notification of rejection and must explicitly state the grounds for the request. The appellant will be given an opportunity to respond to questions and comments but not make revisions to the portfolio. Reconsideration must be completed within one month of the date the Nominee files a request for an appeal. A Nominee whose application for promotion is denied is eligible for re-nomination the following year.

H. Portfolio Structure

Title Page

- Name
- Proposed rank
- Current rank and date of appointment
- Current job title; years in present position, campus or county location
- Recent photo (optional)

Table of Contents – Include hyperlinks to each section of the portfolio.

Section I – Resume

- Include education, relevant experience and accomplishments. Maximum one page.

Section II – Position Description

- Field or State Specialist position description – This is the generic position description. Use the most recent position description found on the Extension Intranet.
- Specific position description – This is the position description or addendum that details your specific job.



- If applicable, include the County Office Administrator and/or Area of Expertise position description(s).

Section III – Major Program Accomplishments

A program is a collection of educational activities and resources you've built in effort to achieve one or more specific outcomes. Choose 3 or 4 programs you have had a major role in developing, implementing, and evaluating. This should be the work you've spent most of your time on since your last promotion (if applicable).

For each major program accomplishment, provide evidence of:

- Ability to apply needs assessment, both informal (observations, materials you've read, information shared by clients and stakeholders, etc.) and formal (surveys, key informant interviews, pre- and post-session evaluations, etc.).
- How program priorities were established. How did you determine which educational needs should be addressed with programming?
- Implementation of each program. Talk about the activities (hands-on training, workshops, demonstration, research, symposiums, writing grant proposals, etc.) and educational materials (new curriculum, publications, web content, blogs, fact sheets, bulletins, newsletters, etc.) that collectively make up the program.
- Evaluation methods used to determine learning and action outcomes. Explain social, environmental and/or economic impacts determined by the program evaluation. Explain how the program was adapted to better suit audience needs.
- How the program was marketed/promoted) to audience(s). Did you learn from mistakes and change methods?

As you write about your major program accomplishments:

- Describe your personal contributions and accomplishments if a major program accomplishment was a team effort.
- Write about your work as if the reader knows nothing about your discipline. Avoid jargon, technical terms, abbreviations and acronyms.
- Reference appendices within the text using letters. (e.g. Appendix A). At the top of each Appendix, label it "Appendix A" and so on.
- Include hyperlinks to relevant websites, videos or other resources. Verify hyperlinks are in working order in the final pdf format of the promotion portfolio.
- Consult the Extension Educator Ranking Chart as you write. Be sure to provide evidence of achievement in all criteria associated with the rank you are working to achieve. The Promotion Committee refers to this ranking chart when reviewing portfolios.
- The Major Program Accomplishments section should be no longer than 35 pages in length, using 11-point font. While writing 35 pages is perfectly OK, high quality writing is valued more than reaching the maximum page limit.



Section III A – Programmatic Goals

- Programmatic Goals should be copied from the Nominee’s Annual Employee Feedback Form for each year in the current rank (Assistant or Associate). Each year, the employee’s supervisor sets the individual’s programmatic goals after considering employee input and goals; team goals; and organizational priorities and initiatives.

Section III B – Annual Accomplishment Report

- Submit all annual accomplishment reports for each year in your current rank (Assistant or Associate).

Section III C – Other Major Creative Efforts

- List other major creative efforts from most to least significant. Give dates and indicate how the efforts relate to your programmatic and/or Area of Expertise goals.
- Examples of creative efforts are videos, television appearances, feature stories, online courses, research projects or anything that may not be part of one of your major program accomplishments but is worthy of featuring in your portfolio.
- Do not write more than one page on any one major creative effort.

Section IV - Leadership Responsibilities and Achievements

- List and describe leadership responsibilities you’ve been involved in as an Extension professional. How does/did your involvement benefit the organization, UNH and/or serve your clientele?
- List committees and boards to which you have provided service in your role as an Extension Educator. Describe any leadership roles and achievements while in service.
- If you’ve been a County Office Administrator and/or Area of Expertise Chair, describe your accomplishments in these roles.

Section V – Professional Competency and Development

- List areas of subject matter specialization important to your position. Indicate your level of competency: general working knowledge, competent, high level of competence, or recognized for outstanding leadership among Extension colleagues. This form must be signed by the candidate and their Program Team Leader.

Section VI – Administrative Forms – The Program Team Leader will insert these forms into the portfolio after the candidate has completed their work. Forms must be signed by all parties. Digital signatures are acceptable.

- Promotion Nomination
- Promotion Evaluation by Program Team Leader or Supervisor
- Extension Faculty Promotion Evaluation by Department Chair (Extension Faculty only)



Section VII – Letters of Recommendation – The Program Team Leader will insert letters into the portfolio after the candidate has completed their work. Letters must be signed. Digital signatures are acceptable. Do not submit more than six letters.

- Three (3) Professional Colleague Letters of Recommendation
- Six (6) Clientele Letters of Recommendation
- Graduate School Dean Letter of Recommendation (for Graduate Faculty only)

Section VIII – Appendices – Limit to a few KEY supporting documents. 15 pages maximum

- The Table of Contents must list all items in the Appendices.
- Within the narrative, list Appendices in order by letter (e.g. Appendix A, Appendix B, etc.).
- Make sure the Appendices appear in order in Section VIII - Appendices. They should be labeled “Appendix A (or B, C, etc.) at the top of each Appendix so the reader knows which one they’re reading.
- Do not include whole surveys, lengthy publications, or entire reports. If you want the reader to have the option of reading something that is not a summary or concise, provide a hyperlink. Make sure it works.
- Examples of relevant Appendices include:
 - Course outlines and curriculum
 - Non-peer-reviewed publications like fact sheets and research bulletins
 - Hyperlinks to peer-reviewed articles, videos, online courses, online resources
 - Feature article you’ve written that appeared in news media
 - Analysis or summary of program evaluation
 - Creative marketing effort
- Examples of materials that should NOT be included in your Appendices:
 - News release of a workshop you’ve offered
 - Certificates of completion
 - Thank you letters or complimentary letters
 - Routine newsletters with an article you’ve written
 - Transcripts
 - Whole program evaluations. (Summaries are fine.)
 - Anything that can be hyperlinked within the narrative