

Expectations for Extension (Relative weight = xx%)

Extension activity represents the major emphasis of your role statement; therefore, you are expected to perform with excellence in this domain. As an Extension Specialist, you will provide the public, primarily within the state, with research-based information and other university resources. You are expected to contribute to the Extension activities of the department and serve as a liaison between the department and Extension agents across the state.

[Alternate statement: Extension activity has been identified as part of your role at USU; therefore, you are expected to perform with effectiveness in this domain. As an Extension Specialist, you will provide the public, primarily within the state, with research-based information and other university resources. You are expected to contribute to the Extension activities of the department and serve as a liaison between the department and Extension agents across the state.]

To meet with success in this domain, you should:

- Implement and direct major programs in your area of expertise. These programs employ a multi-faceted approach to take needed information to a specific clientele throughout Utah. Within each of your major programs, you will be expected to:
 - Employ innovative dissemination that reach diverse audiences. These approaches may include fact sheets, professional journal publications, video, CD, DVD, websites, computer assisted programs, radio, and TV. It is noteworthy when information from your major program is utilized outside of Utah, on a regional or national basis.
 - Provide appropriate client “training” with emphasis on long-term, sequential sessions. Short, stand-alone programs create some awareness but do not usually sustain change. Longer term, repeat programs are more effective at sustaining change and creating measurable impacts. It is understood that some long-term programs may involve more facilitation than presentation.
 - Document impacts of your major programs. To do this, obtain current "benchmarks" early in the development of the program, which can be used later to monitor progress and impact. The impact may be described as results, actions or changes that occurred because of participation in your program.
 - Work with Extension agents across the state. Long-term impacts and program exposure are expanded when specialists collaborate with Extension agents. Therefore, you should collaborate with Extension agents when developing, designing, marketing, and presenting programs and events across the state. You should provide updates and in-service training to agents on the latest research, national Extension initiatives, and issues in your academic discipline.
 - Manage budgets and staff. Many programs use volunteer and professional staff to extend outreach. In addition to staff, you should recruit, develop and utilize

volunteers when necessary and recognize their efforts. You should also appropriately manage financial resources.

- Generate outside funding. Grant writing and generation of outside funds may be essential to the continuance of your major programs. Identifying needs or issues that are on a rising crest of interest will often lead to available sources of funding.
- Communicate with and obtain input from Extension agents and other Extension specialists about emerging needs, issues and trends related to your area of expertise. Stay current in your discipline through the professional literature and participation in professional societies. Ensure that information you provide to the public is based on the latest research-based information in your area of expertise. Disseminate this information on emerging issues through newsletters, educational packets, presentations, and media packet articles.
- Provide regular reports of Extension activities to the Department Head and the Vice President for Extension. These reports are provided annually or quarterly as required by the Department Head and your Program Leader and are filed through the myFOCIS3 system.
- Respond to client requests for assistance or information. As an Extension Specialist with a specific area of expertise, you will be contacted by other Extension personnel, agencies, producers, home owners, and other clientele for information, assistance with specific problems and for presentations at meetings. It is critically important to respond to these requests, and when necessary to find new methods of delivery or multiply your knowledge and information through others. However, it is vital to balance the time you spend meeting this demand for information with the time necessary to effectively develop, implement, and evaluate major programs in order to have measurable impacts.
- Develop a professional reputation in your area of expertise. There should be a focused and coherent theme in the body of your extension work that establishes your professional reputation and expertise.
- Demonstrate scholarship in Extension. This is broadly defined as creative activity in the development and/or application of extension materials. Scholarship will primarily be demonstrated through peer reviewed professional and Extension publications and curriculum materials of many forms. Extension scholarship goes beyond the simple delivery of prepared extension materials, and involves a measure of needs assessment, either the development of new instructional material or the *significant* adaptation of existing instructional material, appropriate delivery, thorough evaluation, and continued revision as warranted.

It is important that your extension information is disseminated and that its originality and quality is validated by your peers. This external validation can be accomplished in many ways, including (but not limited to):

- Adoption by other extension personnel;

- Publication of application case studies or curricula in peer reviewed journals or in other peer reviewed outlets;
- Receipt of awards from extension professional associations at the state, regional, or national level;
- As an employee of Utah State University Extension, it is required that all public programs which are planned, designed, developed, and offered will serve individuals regardless of race, color, religion, sex, national origin, age, disability, veteran's status, and sexual orientation. When individuals with disabilities request accommodation, Extension employees will make every reasonable accommodation that allows program participation. Extension programs will be designed to include minority and under-served groups.

Annual performance reviews for Extension employees will measure efforts undertaken to ensure implementation of the Civil Rights Laws, USDA Civil Rights requirements, and USU Affirmative Action/Equal Opportunity Policy (USU Policy 303).