

**PROFESSIONAL PERFORMANCE EXPECTATIONS**  
**For**  
**EXTENSION PROGRAM UNIT FACULTY**

**(Revised June 2014)**

The mission of WSU Extension is to engage people, organizations and communities to advance economic well-being and quality of life by connecting them to the knowledge base of the university and by fostering inquiry, learning, and the application of research. Extension programs conducted by extension faculty employ planned educational or developmental efforts that...

- leverage the research and knowledge bases of WSU to address issues, needs and opportunities across the state and beyond;
- reach appropriate and diverse audiences;
- actively engage other WSU Faculty to foster integrated approaches;
- use unbiased, science-based methods that are appropriate for the target audience;
- and achieve social, economic and environmental outcomes beginning with acquisition of knowledge and followed by change in practices and improvement in status among target audiences

Extension Program Unit Faculty members are expected to accurately document their work for purposes of periodic reports, annual performance review, and tenure and promotion considerations. The primary criteria for annual performance assessment and decisions regarding tenure and/or promotion are:

1. Effective Extension Program (inclusive of program relevance, planning, delivery, and impact)
2. Scholarship and Creative Educational Products
3. Acquisition of Grants and other Extramural Funding
4. Teamwork, Leadership, and Professional Conduct
5. Professional Service
6. Professional Development

➤ Note: Program Unit Faculty members with administrative duties as County Directors or Center Directors are also reviewed for their work in this capacity. The review of administrative duties is covered within a separate document reflecting administrative expectations.

The matrix on the following two pages is designed as an aide to qualify or quantify levels of performance within each of the six categories listed above, and may be used as a guide during annual performance review.

<b>Performance Dimensions</b>	<b>Performance Exceeds Expectations (In Addition to Requirements for “Performance Meets Expectations”)</b>	<b>Performance Meets Expectations</b>	<b>Performance Needs Improvement</b>
<b>Extension Program Planning</b>	<p>Effectively leads team or center program planning processes resulting in measurable outcomes.</p> <p>Effectively reaches diverse audiences including use of culturally appropriate educational materials and/or program delivery.</p>	<p>Uses appropriate planning processes resulting in measurable outcomes for individual programs.</p> <p>Significant effort is expended to assure that program delivery and materials are appropriate for and sensitive to the needs of diverse audience.</p> <p>Programs are planned to address appropriate issues, needs and opportunities.</p>	<p>Lacks discernible planning processes.</p> <p>Appropriate and diverse audiences are not identified or reached.</p> <p>Programs not planned to address appropriate issues, needs, and/or opportunities.</p>
<b>Extension Program Delivery</b>	<p>Programs and methodologies are highly innovative, and receive regional or national recognition for quality, professionalism and impact.</p> <p>Conducts innovative applied research that has national or international significance.</p> <p>Effectively uses technology to expand reach of programs.</p>	<p>Extension programming is based on the latest research and appropriately designed and delivered to target audience(s).</p> <p>Program delivery is conducted in a fiscally responsible and highly professional manner.</p> <p>Conducts appropriate and unbiased applied research that strengthens extension programming.</p>	<p>Extension programming is not based on latest appropriate research and knowledge bases.</p> <p>Program delivery is not conducted in a professional manner, and uses ineffective methodology or pedagogy to deliver programs.</p> <p>Does not engage in appropriate applied research as expected of their position.</p>
<b>Extension Program Outcomes</b>	<p>Programming results in documented improvement of economic status, environmental condition, or quality of life of target audience.</p> <p>Program impact is recognized state-wide, regionally (multi-state), or nationally.</p>	<p>Conducts effective program evaluation using appropriate tools and methodologies to evaluate learning, and behavior change by program participants that demonstrate positive outcomes.</p> <p>Programs are valued or recognized by clientele, legislators, county government, or peers.</p>	<p>No evaluation and documentation of learning, behavior change, or condition change by target audiences.</p> <p>Programs are not generally valued or recognized by clientele, legislators, decision-makers, or peers.</p>

Performance Dimensions	Performance Exceeds Expectations (In Addition to Requirements for “Performance Meets Expectations”)	Performance Meets Expectations	Performance Needs Improvement
<b>Scholarship and Creative Educational Products</b>	Author of a significant body of scholarly work that includes peer reviewed Extension publications, referred journal articles, juried events, educational/digital media, and other written works.	Author or contributing author on peer reviewed publications, creative products, and media as appropriate to an individual’s faculty appointment.	Little or no output of peer-reviewed publications or creative scholarly work.
<b>Acquisition of Grants and Extramural Funding</b>	Secures significant funding that significantly increases program expansion to achieve broader impact.	Seeks/obtains adequate extramural funding to support a significant extension program, which enhances the scope and effectiveness of program delivery.	Does not seek extramural funding to support program or seeks/receives extramural funding that is inappropriate or detracts from effectiveness of the position.
<b>Teamwork, Leadership, and Professional Conduct</b>	Effectively creates and leads teams of multi-disciplinary faculty and staff in the delivery of high-quality programming resulting in desired outcomes.  Recognized for leadership of state-wide and multi-state projects or teams in area of specialization.  Recognized for excellent leadership or teamwork in a special content Extension Center.	Demonstrates teamwork and leadership in convening and guiding a coordinated outreach program that fully utilizes the statewide network of Extension, research faculty, and other educational resources.  Demonstrates conduct consistent with the WSU Faculty Code of Professional Ethics, and fosters a positive work environment.	Does not demonstrate effective cooperation with other personnel or stakeholders.  Display no leadership or teamwork with others to advance program initiatives.  Displays interpersonal conduct unbecoming of an Extension Faculty member.
<b>Professional Service</b>	Provides strong leadership in state, multi-state, national, or international venues that are consistent with one’s position.	Actively participates in internal and external service roles such as committees, editorial boards, publication reviews, professional societies, community and professional organizations, or other professional service assignments.	Does not actively participate in review panels, committees, or other professional service roles to the unit, college, university, community, or professional organization.
<b>Professional Development</b>	Actively pursues and acquires new skills that dramatically transform or enhance effectiveness as an Extension Professional.	Actively participates in professional development activities that increase capacity to address critical issues, enhance professional and personal growth, and improve effectiveness of extension programming.	Little or no effort expended on professional development activities to enhance knowledge, skills, or capacity as an Extension Professional.