# North Carolina Cooperative Extension Service

#### Promotion Package Components and Expectations

#### Program Assistant/Agricultural Technician I to

#### Program Associate/Agricultural Technician II

#### Narrative

1. Address each question in this section for each major program conducted since your employment with Cooperative Extension or since your last promotion. Narrative must be have numbered pages, and must not exceed 35 pages.
   1. Cooperative Extension Program Impacts and Accomplishments
2. Define/describe your major program objectives, opportunities or problems.
3. How was the need for the program(s) identified or determined? Did you work with the agent and Advisory Leadership System (ALS) and/or specialized committees?
4. What were the major strategies or program delivery methods you used (i.e., meetings, seminars and newsletters)? Include any innovative, creative, program accomplishments (publications, brochures, press articles, on-farm tests, etc.).
5. What audiences were served? Describe the audience and how it was identified. Did you expand your audience or reach a new audience for your program; if so, how? Provide evidence of diversity and balanced programming efforts.
6. What marketing efforts were used to show the value of your program to others?
7. Describe any internal/external collaborations, networking and partnerships involved. What role did your FCS, Agriculture or 4-H Agent play?
8. What funding was utilized? List any grants and other resources secured.
9. Describe changes in behavior and report program impacts. What knowledge and technology was transferred? What changes occurred in customers because of educational efforts?
10. List your success story data to show programmatic impact over the past 5 years. You may note that this data does not include all of your success stories if this is the case.
    1. Marketing of Cooperative Extension and University Engagement
11. What have you done to favorably position the organization and the university in your county, region/district and/or state?
12. How was the public’s image of Extension enhanced by your efforts?
13. How did you work with the agent(s) in securing resources? Tell how all players were involved.
14. What cross-disciplinary efforts and initiatives were you involved with?
15. Provide documentation/evidence of the marketing of your programs.
    1. Leadership Career and Professional Development
16. What training and/or in-service education have you completed and how have these opportunities helped you?
17. How have you shared opportunities and information gained?
18. What formal coursework have you completed and how did it benefit you personally and/or professionally?
19. Describe team efforts and share evidence of teamwork in strengthening this county program.
20. List membership in associations/affiliations that enhance your professional development. What leadership roles and/or positions have you held?
21. How have you been involved in your community as a leader? What specific leadership roles have you held external to Extension?
22. List and describe honors, awards and recognition received.
23. List and describe your participation in self-directed learning activities focused on career and professional development.
24. County Extension Director and Supervising Agent:

Please provide input on:

* Quality, scope, and breadth of the applicant’s program(s).
* Significance of the applicant’s work to the county (answer the “so what” question).
* Contributions of the applicant to the total county CES program (teamwork, marketing, grants, innovative programs).

1. Recommendation by District Extension Director and/ or Regional Program Coordinator:

*On a separate page, please provide input on this applicant.*

1. Input and recommendation by representative from State Program Area:

*On a separate page, please provide input on this applicant’s accomplishments and impacts.*

*Impacts are those measurable changes in knowledge, skills, or behaviors that positively affect the recipient or greater society. Impacts answer the question, “So what difference did your actions make?” These impacts usually require some data collection and analysis even as simple as perception changes. They should not be so general that one can conjure them up, e.g., being present at training should change behavior. General comments cannot be substantiated and show lack of evaluation.*

1. Attach one (1) Letter of Support from External Partner/Collaborator/Client

*This letter should be on a separate page, on letterhead and signed by the individual or their designee. If this letter is from a client, client’s contact information should be at the top of the letter.*

*Appendix K-1: Form Explanation*

Program area - Indicate the applicant’s current program area. If more than one, please indicate all applicable areas in which you currently work.

Current position - Captures current position title of applicant.

**Title being sought** - The intent of this form is to allow any individual at the program assistant or technician level to apply for promotion via a standardized application process and form (e.g. EFNEP Program Assistant, 4-H Program Assistant, Agriculture and Natural Resources Technician, FCS Program Assistant, Forestry Technician).

**Beginning date in current position** - Captures date that applicant began their current position.

**Total Extension experience as of July 1** - Captures total Extension experience of the applicant as of

July 1 of the calendar year in which the application is being submitted. A minimum of 5 years of Extension experience as of July 1 of the calendar year in which the application is being submitted is required.

**Education** - Degrees attained during employment are a major area of consideration for promotion eligibility.

**Performance ranking for the previous 5 years** - Standard Extension performance ranking is to be utilized in these title promotions.

**Major area(s) of program responsibility per program area** - This section reflects the major program responsibilities for the applicant’s specific job description.

**Program accomplishments and impacts** - This section describes the applicant’s actual accomplishments and impacts as defined below related to the information supplied in I A viii.

*Impacts are those measurable changes in knowledge, skills, or behaviors that positively affect the recipient or greater society. Impacts answer the question, “So what difference did your actions make?” These impacts usually require some data collection and analysis even as simple as perception changes. They should not be so general that one can conjure them up, e.g., being present at training should change behavior. General comments cannot be substantiated and show lack of evaluation.*

**Guidelines**

**Eligibility**

Promotion may be accomplished if:

Individual has five years experience as a Program Assistant or Technician I (or equivalent) and responsibility for independently (minimal supervision) managing one or more Extension program (4-H, FCS, CRD, Agriculture) within the county.

**Process**

The Program Assistant/Technician Title Promotion process adheres to the Policies and Procedures of Extension Title Change and Promotion in the Administrative Handbook.

**How to Submit a Package**

* Applicant must upload package as an electronic file(s) *(PDF or Microsoft Word format)* into the **One-Stop-Shop (OSS)** system <https://newton.ces.ncsu.edu/titlepromotion/> **by March 1**.
* Any recommendation/support letters can be uploaded by the CED. If documentation is NOT available at the time the package is completed, save the document as a PDF file and send it to your District Administrative Associate and they will upload the letter for you.
* *Letter* ***must*** *be signed and on the appropriate letterhead. (Ex. If the letter is from your County Manager, it should be on county government letterhead and signed by the County Manager or designee)*.
* Supplemental documents are optional, but **must be part of the electronic application process and uploaded as separate file(s) from the narrative file. Supplemental documentation cannot exceed total of 10 single-sided pages, regardless of the number of files uploaded.**
* **Package cannot be late for any reason.**