South Region Career Ladder Workshop
Texas A&M University
San Antonio – April 23, 2014
George L. Gonzales, CEA-Agriculture & Natural Resources - Webb County
Brad Cowan, CEA-Agriculture & Natural Resources – Hidalgo County
Standards of Achievement for Professional Advancement

LEVEL I - Degree Requirements
• Bachelor’s Degree accepted on condition that Master’s degree will be obtained in 8 years.

LEVEL II - Degree Requirements
• Bachelor’s Degree in appropriate subject matter required; Master’s Degree preferred.
• Minimum of five years professional experience.
Standards of Achievement for Professional Advancement

LEVEL III - Degree Requirements
• Master’s degree.
• Minimum 10 years professional experience.

LEVEL IV - Degree Requirements
• Master’s or Doctoral degree.
• Minimum 15 years of professional experience.
Level I

• Has competencies and people skills to successfully conduct Extension programs and initiative that will lead to fulfillment of job duties and responsibilities.

• Satisfactory completion of new employee conferences and training programs.

• Possesses the skills or has demonstrated achievement of an acceptable level of performance.
Level II

(1) Program Development Planning and Activities.

- Provided leadership for determining the content, priorities and emphasis of programming efforts in the county or designated area of responsibility.

- Effectively used the program development process to address the varied educational needs of targeted audiences.
Level III
In addition to those of the previous levels.

(1) Program Development and Planning and Activities.

• Integrated information from a variety of sources to effectively address critical issues and educational needs of clientele.
Program Development
Continuation of Level III

• Modified programs based on clientele needs.
• Recognized by peers and clientele for expertise and ability to develop and plan highly effective programs.
Level IV

In addition to those of the previous levels.

(1) Program Development and Planning and Activities.

• Planned and implemented comprehensive and innovative educational programs and developed evaluation procedures and methods that document achievement of program objectives.
Program Development
Continuation of Level IV
including information about resulting behavioral changes.

• Consistently implemented programs that produce significant outcomes within individuals and communities.

• Demonstrated ability to be creative in seeking solutions to complex educational problems and issues.
Program Development
Continuation of Level IV

• Provided leadership to create partnerships and/or collaboration with external groups to plan programs to meet current and future needs.
Evidence of Performance and Accomplishments – Level II

(2) *Teaching Effectiveness and Quality*

- Adapted and effectively used appropriate educational methods and techniques for communicating with specific audiences.
- Served as facilitator in involving specialists and other technical support people in county educational activities.
Teaching Effectiveness & Quality
Continuation of – Level II

• Utilized suitable methods and techniques for solving problems and achieving objectives.

• Functioned effectively with clientele, other Extension and research faculty, and representatives of local organizations and agencies.
Teaching Effectiveness & Quality Continuation of – Level II

• Used feedback to improve teaching effectiveness.

• Quality and effectiveness should be demonstrated through clientele and peer evaluations.
Evidence of Performance and Accomplishments – Level III

(2) Teaching Effectiveness and Quality.

• Utilized appropriate techniques to deliver or facilitate delivery of educational activities that address expressed clientele needs.
• Learned to use and aided in development of specialized instructional materials.
• Used evaluations to improve teaching methods.
Evidence of Performance and Accomplishments – Level IV

(2) Teaching Effectiveness and Quality.

• Provided comprehensive technical assistance and expert guidance to Extension faculty, clientele, and others as needed.

• Developed, implemented, and disseminated programs and techniques
Teaching Effectiveness & Quality
Continuation of Level IV

which are innovative, comprehensive, and timely to meet the needs of targeted clientele.

• Used systematic evaluations to improve teaching effectiveness and quality.
Evidence of Performance and Accomplishments – Level II

(3) *Program and Organizational Support*

- Provided leadership to Extension planning groups and served in various capacities within the agency.
- Utilized appropriate mass media to effectively market and interpret the value and benefit of Extension educational programs.
Program & Organizational Support Continuation of Level II

- Developed working relationships with sponsors, donors, and coworkers in securing support and managing resources for Extension educational programs.
- Recruited, involved and recognized volunteers to enhance educational outreach.
(3) Program and Organizational Support

- Provided evidence of support for local and regional Extension programs and activities by serving on committees, task forces, and in advisory capacities.
- Effectively utilized appropriate communication tools to consistently market and interpret the benefit and value of Extension
Program & Organizational Support
Continuation of Level III educational programs, such as Internet, weekly radio/TV shows, columns, etc.
• Maintained effective working relationships with sponsors, donors, and coworkers in securing, maintaining, and managing support and resources for Extension educational programs.
• Effectively integrated volunteers into the Extension program.
Evidence of Performance and Accomplishments – Level IV

(3) Program and Organizational Support

• Demonstrated exemplary competence in using appropriate communication tools to market the value and benefit of Extension educational programs.

• Served in leadership roles on local, regional, state, national and Extension committees and task forces.
Program & Organizational Support
Continuation of Level IV

• Sustained and managed external support and resources for Extension programming.
• Effectively managed volunteers, master volunteers, peer agents and/or para-professionals as an integral part of the Extension program.
Evidence of Performance and Accomplishments – Level II

(4) Cooperative and Coordinative Efforts

• Fostered joint education and program delivery activities with Extension agents, specialists and personnel of other groups and agencies to positively impact diverse clientele in the county and in multi county activities.

• Established and maintained relationships with agents in other counties, specialists,
Cooperative & Coordinative Efforts
Continuation of Level II

• Commissioners Court(s), state and federal representatives and representatives of local groups, organizations and other agencies.

• Demonstrated ability to cooperate effectively as a team member with coworkers.
Evidence of Performance and Accomplishments – Level III

(4) Cooperative and Coordinative Efforts

• Demonstrated multi-disciplinary, multi-cultural and/or multi-county program efforts.

• Established networks, coalitions and collaborations which further the work of Extension in serving clientele.
Cooperative & Coordinative Efforts
Continuation of Level III

• Involved and sustained relationships with all levels of elected and appointed officials, Extension faculty and representatives of local groups, organizations and other agencies.

• Effectively cooperated as a team member with coworkers and others and exhibits team building skills.
Evidence of Performance and Accomplishments - Level IV

(4) Cooperative and Coordinative Efforts

- Achieved and documented measurable programmatic outcomes in multidisciplinary, multi-cultural and multi-county program efforts.

- Demonstrated leadership, motivation, and guidance which enhanced staff interaction and relationships.
Cooperative & Coordinative Efforts
Continuation of Level IV

• Sustained and expanded highly effective networks, coalitions and partnerships, which further the work of Extension in serving clientele.

• Expanded involvement of sustained relationships with all levels of elected and appointed officials, Extension faculty, and representatives of groups, organizations, and agencies.
Evidence of Performance and Accomplishments – Level II

(5) Scholarly Contributions and Professionalism

• Maintained competency in areas of program responsibility.
• Participated in relevant professional associations and community organizations.
• Earned recognition by clientele for expertise and professionalism.
Scholarly Contributions
Continuation of Level II

• Documented scholarly contributions. Evidence of planned and implemented program accountability that describes program impacts and outcomes. Communication of results to diverse audiences.
Evidence of Performance and Accomplishments – Level III

(5) Scholarly Contributions and Professionalism

• Expanded competencies in area of program responsibility through informal and/or formal educational opportunities.
• Communicated innovative program strategies to colleagues.
Scholarly Contributions
Continuation of Level III

• Demonstrated applications and disseminated knowledge of current advances and developments within the profession.
• Earned recognition by peers for expertise and professionalism.
Scholarly Contributions
Continuation of Level III

• Participated and contributed to the strengthening of professional association(s).

• Comprehensive and intensive program evaluations are conducted to document clientele change and impacts.
Evidence of Performance and Accomplishments – Level IV

(5) Scholarly Contributions and Professionalism

• Demonstrated a comprehensive knowledge of areas of program responsibility.

• Earned recognition by colleagues and clientele for significant program and professional accomplishments.
Scholarly Contributions
Continuation of Level IV

• Served in leadership positions in community organizations and professional associations