

**Title Promotion
Success
Ahead**

Sept 2022



Overview

Promotion Policy

Assistant Agent to Associate Agent

(agents hired on or after April 1, 2019 – new career ladder)

Eligibility...

Completion of a **Master's Degree** (*As of July 1 of the Promotion Application Year*)

Minimum of **5** years of service as an **Assistant Extension Agent** with NC

Cooperative Extension (*As of July 1 of the Promotion Application Year; Doctorate Degree may substitute for 1 yr experience*)

Receive no less than a “**meets expectations**” on annual performance review

Take/pass a three-credit hour **graduate level course** every **five (5)** years

An Assistant Agent who does not attain a Master's degree is eligible to apply for title promotion to the Associate level after ten (10) years of service with NC Cooperative Extension.

Promotion Policy

Associate Agent to Extension Agent

(agents hired on or after April 1, 2019 – new career ladder)

Eligibility...

A **Master's Degree** and **5** years as an **Associate Extension Agent** with NC Cooperative Extension (*As of July 1 of the Promotion Application Year; Doctorate Degree may substitute for 1 yr experience*)

Receive no less than a **“meets expectations”** on annual performance review

Take a three-credit hour **graduate level course** every **five (5)** years

Promotion Policy

Promotion for Agents hired prior to April 1, 2019

All Agents hired prior to April 1, 2019 will remain on the prior Title Promotion schedule until such time that they attain the next promotional level.

Once an Agent moves from Assistant to Associate he/she will be moved to the new career ladder schedule and be eligible for promotions and increases as outlined.

Refer to the promotion policy for eligibility requirements.

Promotion Policy

Program Assistant or Technician I to Program Associate or Technician II

Eligible to Apply When

5 Years of Service as Program Assistant or Technician I with
NCCE *as of July 1 of Promotion Application Year* **AND**
Responsibility for Independently Managing (minimal
supervision) one or more Extension Programs (4-H, FCS,
CRD, Agriculture)

OR

Bachelor's Degree **AND** Responsibility for Independently
Managing (minimal supervision) one or more Extension
Programs (4-H, FCS, CRD, Agriculture)

Promotion Policy

If you do not meet **all** of the required eligibility requirements listed for the title promotion you are applying talk to your CED/DED

Salary Adjustments

Successful Applicants Eligible for Promotional Salary Increases may Receive:

4% from Assistant Agent to Associate Agent

(in addition to 2% automatic step already received – if hired after 4/1/2019)

*6% increase for those hired before 4/1/2019 who remain under prior system

5% from Associate Agent to Extension Agent

(in addition to 3% automatic step already received – if hired after 4/1/2019)

*8% increase for those hired before 4/1/2019 who remain under prior system

6% from Program Assistant to Program Associate

6% from Technician I to Technician II

(University, County or Grant Portion of Salary Adjustments are Contingent on Availability of Funds)



Who Reviews the Application?

Title Promotion Review Committee

- Reviews all eligible Title Promotion Packages submitted
- Gives recommendation to NCSU & NC A&T SU Administration
- Committee Includes:
 - 6-8 Agents/CEDs (at least 2 from each Program Area – 4-H, FCS, ANR/ CRD)
 - 2 State Program Leaders (1 each from NCSU and NC A&T SU)
 - 1 District Extension Director from NCSU
 - 1 Regional Extension Director from NC A&T SU

Relevant Websites



One Stop Shop

One Stop Shop – Title Promotion

<https://oss.ces.ncsu.edu/titlepromotion/>

Title Promotion Website

<https://evaluation.ces.ncsu.edu/oss/title-promotion/>

Application Process



Title Promotion Application Components

- 1. Intent to Apply Application**
- 2. Extension Professional Development Record (XPD)**
- 3. Narrative (word template)**
- 4. Recommendation Letter (uploaded by supervisor)**



Step 1

Intent to Apply

Intent to Apply – Employee Info

Employee Name

Employee County

Employee ID Number

Current Position – New Position

Beginning Date in Current Position

Total Extension Experience (as of July 1 of year applying for title promotion)

Intent to Apply – Performance Ratings

5 Years of Performance Ratings on the 3-point rating scale

- If you are evaluated in the XPM system your ratings will auto-populate in the Title Promotion Application
- If not, obtain and fill in any blank ratings – make sure scores have been converted to the 3-point scale

99 & below 1 - Not Meeting Expectations

100-129 2 - Meeting Expectations

130 & up 3 - Exceeding Expectations

Intent to Apply – Mentor

- Identify a title promotion mentor
 - Successfully achieved the rank you are seeking
 - Can be located in any county/district in the state
 - Can work in any program area
 - Help guide through the process of preparing package
 - Provide you with suggestions, tips, and advice
 - Review your final package before you submit it

Intent to Apply - Responsibilities

You're the **Expert**

Make Sure We Know Where

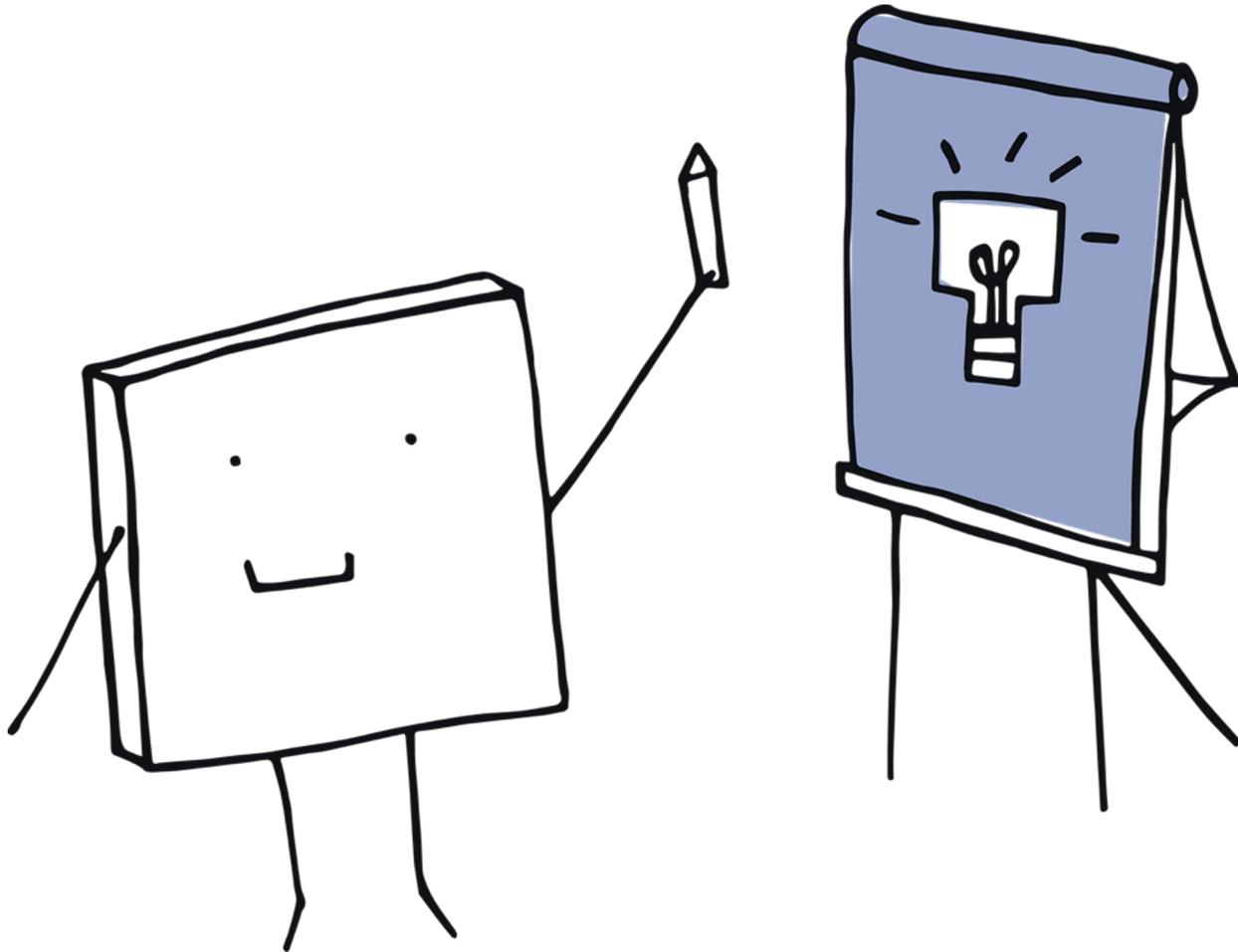
Edit Your Areas of Responsibility

My Areas of Responsibility

Area
Administration
Agriculture and Natural Resources
4-H Youth Development
Family and Consumer Sciences
Community Development
Local Foods
Support

Update your areas of responsibilities@
<https://xemp.ces.ncsu.edu/responsibilities/>

Step 2 Professional Development Record (XPD)



Extension Professional Development Record (XPD)

5 Years of Professional Development Activities

- Information entered in the XPD system will auto-populate your Title Promotion Application
- Review the contents of your XPD record for the past 5 years <https://oss.ces.ncsu.edu/xpd/>
- Add/remove content so your record gives an accurate picture of your significant professional development and leadership activities
- Include graduate coursework

Extension Professional Development Record (XPD)

- Committee will look for relevant professional development activities that contribute to your growth.
- Don't let your significant activities get lost among lots of insignificant ones.
- Include what you think the committee should know about your professional development and leadership activities in order to make an informed decision.

Step 3 Narrative

A photograph of a wooden table with a white mug of coffee, a red pen, and a branch of holly. The text "Once Upon A Time..." is written in cursive on a white piece of paper on the table.

*Once Upon
A
Time...*

Narrative

Download the Word Template to draft the narrative

3 position specific templates are available – make sure you complete the correct narrative template **or your title promotion package will not be valid.**

1. Template for Program Assistant/Technician I to Program Associate/Technician II
2. Template for Assistant Agent/Area Agent/Area Specialized Agent to Associate Agent/Area Agent/Area Specialized Agent AND Associate Agent/Area Agent/Area Specialized Agent to Agent/Area Agent/Area Specialized Agent
3. Template for County Extension Director, Assistant Agent to Associate Agent AND Associate Agent to Agent

Narrative

- The narrative is limited to **25 pages** - any documents that exceed 25 pages will not be accepted. **You can submit less than 25 pages.**
- Complete the narrative using Microsoft Word
- Do not alter the template's formatting
- Use 12-point font
- When your narrative is complete, upload the template to the title promotion application as a word document.

Tips for Writing the Narrative

Make it readable!

- Interesting and engaging
- Use graphs and tables to display data
- Include images *if they add to the story*
- Include quotes *if they add to the story*
- **Proofread for spelling and grammar errors!**

Tips for Writing the Narrative

Make it reviewer-friendly!

- Follow sequence outlined in template & evaluation criteria
- Use headings, subheadings to organize sections
- **Bold keywords**
- Use bullet points to list key details
- Paste any graphs or images inline with text so they are in a fixed position

Tips for Writing the Narrative

Help committee understand:

- How you decided what to do
- What you actually did
- Who was involved
- What were the results/What was changed/improved
- How this supports/aligns with Extension's mission, goals and objectives

Tips for Writing the Narrative

How to organize narrative with multiple programs:

If you have more than one Extension program and they are not related you can...

- Use headings and discuss one program then the other under each of the template sections
- Duplicate the template and fully discuss narrative components for program 1, then discuss the narrative components for program 2
- *Be aware of your page count. Discuss your more significant program first.*

Narrative

Program Assistant, Technician

The narrative describes how you identified a need or issue, planned and delivered a program composed of a variety of activities, marketed your program, evaluated and shared the impact of your efforts.

Program Planning

- **Situation Statement:** *Why* a program was needed and *how* did you determine there was a need. Summarize any data & past needs assessment results.
- **Partnership Development:** Describe partnerships and coordination with other organizations and Extension program areas to develop and build your program and serve your population.
- **Program Goals & Objectives:** Describe your overall program, the audience, and the problems being addressed. Include the program goals and objectives and how you identified curricula or other research-based content to achieve your program goals and objectives.
- **Funding & Resources:** Discuss efforts to secure additional funding and/or resources to support the program and if you were successful. List any grants and other resources secured.

Program Delivery

- **Educational Strategies:** Explain how you delivered your program including Include the major strategies or program delivery methods used and any innovative, creative, or new and emerging methods or technologies.
- **Marketing & Diversity Strategies:** Describe your marketing strategies to build awareness of educational programs and events. Describe the forms of targeted outreach you used to reach underserved audiences and report if you engaged new audiences.
- **Partners & Volunteers:** Describe how you developed/maintained partnerships and coordinated with collaborating agencies to deliver your program and serve your population. Describe how you recruited, trained and used volunteers.

Program Results

- **Evaluation Strategies:** Describe how you evaluated the effectiveness of your teaching methods and if you adjusted teaching methods as a result of evaluation feedback. Describe how you evaluated your program outcomes.
- **Program Outcomes:** Describe changes in knowledge, behavior or practice ,or social, economic, or environmental changes by providing evidence from evaluation data. Use graphs and charts where appropriate to illustrate results. Include a sample of success stories to show programmatic impact. Describe the public value the program provides to the community.

Narrative Agent

The narrative describes how you identified a need or issue, planned and delivered a comprehensive “Extension Program” composed of a variety of activities, marketed your program to a diverse population which represents the population of your county, and evaluated and shared the impacts of your efforts.

Program Planning

- **Situation Statement:** Describe *why* a Program was needed and *how* you determined there was a need. Provide needs assessment results and relevant data to substantiate why comprehensive research-based programming was needed.
- **Partnership Development:** Describe partnerships and coordination to develop your program and meet the needs of diverse audiences.
- **Planning Framework:** Provide an overview of your Extension Program, the audience, and the opportunities or problems being addressed. Include the program goals (the long-term expectation of what should happen as a result of your program) and objectives (the results to be achieved).
- **Funding & Resources:** Discuss efforts to secure additional funding and/or resources.

Program Delivery

- **Educational Strategies:** Describe the major educational strategies and teaching methods used to deliver research-based programs and services and how they fit together as part of the comprehensive educational program to solve the identified need or issue.
- **Partnerships:** Describe collaborations to address clientele needs by implementing and delivering educational programs. Discuss if these partnerships allowed your program to expand, meet additional needs or reach new or previously underserved audiences.
- **Volunteer Management:** Provide examples of how you built and maintained a volunteer system to deliver, support and promote Extension programs. Describe how you recruited, trained and used volunteers.

Program Results

- **Program Improvement:** Discuss any program improvements as a result of your collection of evaluation data.
- **Programmatic Needs:** Discuss if your Extension programs met the educational needs of the community. Include data to support your programmatic changes.
- **Program Outcomes:** Describe the program results on your participants and on the community. Describe how you used evaluation tools to measure and determine changes in knowledge (short term outcomes), behavior or practice (medium term outcomes), or social, economic, or environmental changes (long term outcomes) by providing evidence from evaluation data. Use graphs and charts where appropriate to illustrate evaluation results and data from ERS. Include a sample of success stories to show programmatic impact. Describe the public value the Extension program provides to the community.

Marketing & Outreach

- **Marketing:** Marketing and communications strategies used to effectively promote the availability, value, and benefits of your overall Extension program and individual events and services and the impact of these strategies. How you and your program advisory committee communicated the value and impact of Extension programs to decision makers, community members, and other stakeholders and any impact of these communications.
- **Outreach & Diversity Strategies:** Evidence of efforts to achieve balanced participation by intentionally marketing programs to new and underserved audiences and providing targeted outreach. Examples of how you intentionally marketed Extension's ability to accommodate the needs of people with disabilities and LEP individuals. Illustrate how you provided a learning environment that welcomes and supports diverse populations.

Narrative

County Extension Director

This section puts together a clear and concise story for the reviewer to assess your **understanding and proficiency in Extension County Center Management & Leadership and Extension Programming.**

CED: Leadership and Employee Development

- Describe your management of office personnel and resources to promote professionalism and efficiency for the total county Extension Program.
- Give examples of leadership and direction given to county staff and programs, motivation and support of staff members and meeting organizational requirements for professionalism.

CED: Financial Management

- Provide evidence of effectively garnering and managing fiscal and physical resources.
- Was additional funding obtained through traditional (budget requests) or nontraditional (grants/donations) sources to strengthen or expand Extension programming opportunities?
- Other methods of providing financial support to the Extension Program?

CED: Marketing, Internal/External Relations and Community Engagement

- Describe efforts to provide leadership for staff to plan and coordinate public relations to develop a positive image and appreciation of Extension and its programs in the community.
- Give examples of developing and fostering strategic partnerships that enhance Extension engagement in the county.

CED: Extension Program

- Provide a detailed account of planning, delivering and evaluating a comprehensive research-based educational program that addresses identified local issues.
- Include documented outcomes, impacts and public value of programming efforts to stakeholders.

CED: Professional Development

- Describe leadership roles or other steps you have taken to achieve your career development goals.
- Describe the ways you have applied the professional development you participated in to improve the operation of your county center, the work performance of your employees, your leadership abilities, or your Extension program.



Step 4

Recommendation

Letter

Recommendation Letters

- Ask your CED to help you obtain a **confidential letter of support** from your county manager (or designee) sent to your CED (or DED for CEDs) and have them upload it to your online application.
- Area Agents need letters of support from **all** counties that fund their position (***CED will need to upload all letters as 1 document***)

Recommendation Letters

- Area Specialized Agents (ASAs) may request a letter of support from either their **Program Leader** or an **Extension Specialist** sent to their DED instead of a letter from a county manager
- *The letters are uploaded after the package is submitted and it advances to the supervisor for review.*



- Your application narrative should be self-supporting and descriptive of your Extension work. **Do not assume reviewers have any prior knowledge of you, your program area, or your county. Reviewers will not seek out data or supporting documentation.**

- You can include hyperlinks in your document; however, they will be considered supplemental – committee members may not look at them and they do not have to be considered as part of your package.

- Follow the application format & deadlines.
- Put the most important and substantive content first. Start out with your best!
- Write clearly and succinctly. Don't ramble
- Use a format that is easy to read - Use section headings & subheadings to organize content
- No abbreviations or unidentified acronyms
- Review for grammar, correct spelling, and sentence structure



- 25 pages is the maximum. Your narrative does not have to be 25 pages.
- Submitting a strong shorter narrative is better than adding insignificant information, pictures, testimonials, samples of work, etc.

- Ask your title promotion mentor & CED to review your draft.
- Read your draft aloud.
- Review samples of past title promotion applications, this will give you an idea of what will be expected but remember these samples had a different format than what is currently being used