



**College of
Agricultural & Life Sciences**
UNIVERSITY OF WISCONSIN-MADISON

**Excellence in Extension for College of Agricultural and Life Sciences Faculty
Funded by the Division of Extension**

This document defines excellence for faculty appointed in College of Agricultural and Life Sciences (CALs) departments whose positions are partly funded by the Division of Extension. The purpose of the criteria in this document is to provide guidance on the responsibilities to the Extension mission for hiring, mentoring, professional development and planning, promotion and tenure decisions, and post-tenure evaluation of these faculty.

All CALs Extension-funded faculty serve as an important link between CALs and other county and state-based Extension colleagues, stakeholders, partners, and the residents of Wisconsin. CALs Extension-funded faculty help to carry out the Wisconsin Idea, a general principle that education should extend beyond the boundaries of the classroom and have a positive influence on people's lives. The overarching goal of CALs Extension-funded faculty is to develop Extension programs with a clear programmatic focus that have impact on the state of Wisconsin. The priorities and specific goals of these programs should be appropriate to the department in which the faculty member is appointed and be in alignment with the mission, vision, and values of CALs and the Division of Extension.

The work of CALs Extension-funded faculty involves identifying issues and solving problems important to the state of Wisconsin and its residents. CALs Extension-funded faculty are expected to generate, translate, and apply research-based knowledge and methods to issues and problems by integrating research and educational activities into a coherent body of work. CALs Extension-funded faculty are expected to provide leadership in the design, development, and implementation of educational programs and to document the impact of these efforts. The guidelines for faculty tenure and promotion require that faculty develop a national or international reputation for their research and outreach programs as they advance through their career and Extension activities are expected to support this development.

CALs Extension-funded faculty should demonstrate excellence in the following four areas: applied research, Extension education, significant impact, and commitment to Extension. To facilitate the evaluation of the degree to which CALs Extension-funded faculty attain excellence in the designated areas, the following criteria are provided.

While individual CALs Extension-funded faculty may have greater activity or strength in one of these areas, all are expected to demonstrate activity in all areas. The level of Extension activity

should be commensurate with the percentage of the position funded by the Division of Extension. Expectations for the percentage of the appointment funded by other means should align with other policies, including the CALS teaching load policy.

- 1) **Applied research:** Extension-funded faculty should engage in applied research to support their Extension programs. Activities indicative of excellence include:
 - a) Ability to identify and conduct research that solves problems of importance to the state of Wisconsin and its residents.
 - b) Adaptation of research activities to address emerging needs and issues.
 - c) Engagement of partners, stakeholders, communities, and/or county-based colleagues in research activities.
 - d) Integration of research activities into a coherent body of work.
 - e) Development of a well-funded research program from internal and external sources.
 - f) Publication of original, applied-research articles in a timely manner in peer-reviewed publications.

- 2) **Extension Education:** Extension-funded faculty should identify educational needs and translate the results of their research, and the research of others, into coherent educational programs to meet these documented educational needs. Activities indicative of excellence include:
 - a) Engagement with Extension program managers and affiliates and external stakeholders in identifying educational needs and designing educational programs.
 - b) Integration of research results into Extension educational programs on issues identified as needs of the state and its residents
 - c) Leadership in programs that are sustained by a variety of external and internal resources.
 - d) Development of educational activities to address emerging needs and issues.
 - e) Communication and presentation of important and timely, evidence-based information in languages and formats that are accessible and useful for the citizens and communities of Wisconsin (i.e., translational work that represents the Wisconsin Idea).

- 3) **Significant Impact:** Extension-funded faculty should document and communicate the impact of their Extension programs. Activities indicative of excellence include:
 - a) Development, authorship, and review of materials directed at Extension audiences. This can include newsletters, fact sheets, websites, blogs, books/handbooks, audio-visual materials, social media, podcasts, online courses, YouTube videos, and/or software that are of demonstrated utility and appropriate to the needs of the intended audience.
 - b) Engagement in the evaluation of Extension programs in order to demonstrate impact and value.
 - c) Leadership in the effective communication of the value and impact of Extension programs to Extension clientele and the general public, as well as in the Extension reporting system.

- 4) **Commitment to Extension:** Extension-funded faculty should demonstrate commitment to the mission, vision, and values of CALS, the Division of Extension, and the well-being of Wisconsin and its residents. Activities indicative of excellence include:
 - a) Demonstration of effective, timely, and responsive interaction with Extension colleagues, partners, and stakeholders.
 - b) Leadership in service to a department, unit, or program area and in addressing priority needs of Wisconsin and its residents.

- c) Service to the faculty member's academic field through leadership and support of professional organizations, stakeholder groups, governmental agencies and/or decision-making bodies, non-profit boards, etc.
- d) Participation in Division of Extension reporting activities, including the Division of Extension planning and reporting portal and an annual report of Extension activity to CALS departments.