

# **EXTENSION EDUCATOR PROMOTION**

**A JOURNEY OF POSITIVE TRAJECTORY AND SUSTAINED EXCELLENCE**

**JUNE 18, 2025**

**DAVE VARNER**

**NEBRASKA EXTENSION**



# Today's Objectives

- **Improve clarity and understanding of the Extension educator promotion process, timeline, and resources.**
- **Help Extension educators achieve promotion.**
- **Answer questions regarding the promotion process and expectations.**

# Today's Agenda

- **What** is promotion?
- **Why** is promotion important?
- **What** is the promotion file process and timeline?
- **How** to develop a quality promotion file.



Institute of Agriculture and Natural Resources

## NEBRASKA EXTENSION EMPLOYEE RESOURCES

[General Resources](#)[Professional Development](#)[Unit Management](#)[New Employees](#)[Faculty/Staff](#)[Programming](#)[Nebraska](#) › [IANR](#) › [Extension](#) › [Nebraska Extension Employee Resources](#) › [Faculty/Staff](#) › Promotion & Tenure

## Promotion & Tenure

### Guidelines and Documentation

#### [IANR Guidelines for Promotion and Tenure](#)

IANR guidelines for annual evaluation, promotion, tenure and reappointment.

#### [UNL Guidelines for Promotion and Tenure](#)

UNL guidelines for annual evaluation, promotion, tenure and reappointment.

#### [IANR Documentation Request for Promotion and/or Tenure](#)

This document lists the required and supplementary materials requested for tenure and/or promotion files for faculty.

#### [Extension Excellence Key Practices](#)

Extension Excellence Key Practice Definitions.

### For Specialists

- [Roles and Responsibilities](#)

Roles and responsibilities for Extension Specialists including options that can yield scholarly work.

### Educator Promotion Committees

► [4-H Youth Development Committee](#)

► [Human Sciences Committee](#)




► [Ag and Natural Resources Committee](#)

► [Campus/Statewide Committee](#)

[EMAIL US](#)



<https://myextension.unl.edu/facultystaff/promotion-tenure/>

## For Educators



- [Promotion Committee Structure](#)   
Academic promotion committee structure and operating principles for Nebraska Extension educators.
- [Educator Promotion Criteria](#)   
Criteria for Extension educator promotion including time-in-rank guidelines, Extension Excellence Key Practices, and scholarship in Extension guidance.
- [Evaluating Extension Excellence](#)   
Academic rank coaching questions for Extension educators.

## Webinars

### Educator Promotion Webinar

- [Watch Now](#) 
- [View Slides](#) 

### Assistant Promotion Webinar

- [Watch Now](#) 
- [View Slides](#) 

**<https://myextension.unl.edu/facultystaff/promotion-tenure/>**



# **What is Academic Promotion?**

- **An acknowledgement of contribution, reputation and impact**
- **Evidence of intentional Extension**
- **Demonstrates a record of accomplishment**
- **A visible way to recognize sustained excellence**
- **A vote of confidence regarding future performance**



# **Criteria for Appointment/Promotion in Rank**

## **Assistant Extension Educator to Associate Extension Educator Rank**

- **Time-in-rank at assistant level is ordinarily at least five years and typically is six years. Candidates should typically have a minimum of five years in rank as of the October 1 due date for promotion files. Submitting a file early should be a rare exception.**
- **Candidate should be an accomplished extension professional with a strong record of sustained scholarly and creative work in extension that fulfills the individual's position description.**

**NOTE: Learn more at: Criteria for Promotion in Rank – Extension Educators**

**Has the candidate met the standard of sustained excellence in Extension over time?**

# **Criteria for Appointment/Promotion in Rank**

## **Associate Extension Educator to Extension Educator Rank**

- **All qualifications of lower ranks.**
- **Ordinary time-in-rank is at least six years and typically seven years. Candidates should typically have a minimum of six years in rank as of the October 1 due date for promotion files. Submitting a file early should be a rare exception.**
- **Candidate's achievements are sufficient to merit distinguished recognition in their discipline and who hold the professional respect of their colleagues. The file should demonstrate a high level of sustained accomplishment in the identified key practices and indicators of Extension Excellence.**

**NOTE: Learn more at: Criteria for Promotion in Rank – Extension Educators**

**Has the candidate met the standard of sustained excellence in Excellence over time?**



# **Criteria for Appointment/Promotion in Rank**

**NOTE: Extension Instructors are not eligible for academic promotion until they obtain a master's degree and are appointed to an Extension educator role.**

# Why is Promotion Important?

- **Affirmation of achievements, scholarly work and professional growth**
- **Career milestone**
- **Peer and administrative recognition**
- **More leadership opportunities**
- **Rewards (Associate, \$4,200/7%; Full \$6,400/9%) **Corrected****



# Today's Agenda

- **Promotion file process and timeline**
- **Promotion file content and expectations**
- **Planning for success**
- **Resources**



# QUESTIONS?



# **PROMOTION FILE PROCESS AND TIMELINE**





# **Educator Promotion Committees**

- **4-H Youth Development**
- **Agriculture and Natural Resources**
- **Human Sciences**
- **Campus/Statewide**

# Educator Promotion Committees

- **Guided by Academic Promotion Committee Structure and Operating Principles for Nebraska Extension Educators**
- **Populated by educators who have attained full (and associate) extension educator rank**
- **Committee members are nominated and elected by peers**
- **Committees may include external members (e.g. members from other disciplines)**
- **Committee members are posted at:**

**<https://myextension.unl.edu/facultystaff/promotion-tenure/>**

# **Unit Administrator is...**

- **Department/School/Unit Head**
- **Engagement Zone Coordinator**
- **Typically, your direct supervisor**

# Promotion File Timeline

- **April 1** – Letter of intent to apply for promotion to unit administrator. Copy Extension Associate Dean and Director and Linda Tempel.
- **May 1** – Unit administrator meets with faculty member to discuss file preparation, review dates and processes associated with file review, and assists with the candidate section.
- **June to July** – Candidate assembles the promotion file. It is recommended that the candidate consult with mentor(s) and the unit administrator regarding file preparation. May ask the promotion committee chair questions.



# Promotion File Timeline

- **August** – Unit administrator, peers, mentor(s) review file and provide feedback.
- **October 1** – Submit electronic file to unit. **NOTE:** Annual Report documents NOT due. Submit file to your unit administrator at least a week in advance of due date to allow for review of administrative section.
- **October 16** – Promotion committee independently reviews file and forwards recommendation to unit administrator with copy to candidate and candidate's file.
- **October** – Candidate appeals (if applicable)





# Promotion File Timeline

- **No later than November 1** – Promotion committee meets to address appeals (if applicable)
- **No later than November 1** – The Supporting supervisor (Program Leader) is asked to write a letter to the primary supervisor assessing the candidate's work. This is not a recommendation letter.
- **Early November** – The Unit administrator conducts an independent review of all materials contained in the file, including the promotion committee recommendation.
- **Early November** – Candidate appeal (if applicable)



# Promotion File Timeline

- **Prior to November 15** – Unit administrator re-evaluation due to an appeal (if applicable)
- **November 15** – File due to IANR Administration
- **Early December** – Extension Dean reviews file and makes a recommendation to the IANR Deans Committee. The Committee reviews the file, provides a recommendation to the IANR Vice Chancellor, and notifies the candidate of their status
- **December** – Candidate appeals (if applicable)
- **January** – Deans meet to address appeals



# Promotion File Timeline

- **January-March** – IANR Vice Chancellor reviews file, provides recommendation to UNL Chancellor and notifies candidate of status
- **Late April or May** – UNL celebration of promotion and tenure
- **July 1** – Promotions take effect, and promotion salary increases are awarded



# Internal Evaluation Process

**Promotion Committee**

NO ↓

↓ YES

**Unit Administrator**

NO ↓

↓ YES

**Extension Dean**

STOP NO ↓

↓ YES

**IANR Deans Committee**

STOP NO ↓

↓ YES

**IANR Vice Chancellor**

STOP NO ↓

↓ YES

**UNL Chancellor**

# Recommendation Letter

- **Communicates reviewer's decision to support candidate's application or otherwise**
- **Reasons that support the decision are included in the letter**
- **Important to note that the recommendation letter is based solely upon the contents of the file**





# Appeal Process

- **Candidate must be notified of a negative recommendation within two working days.**
- **Candidate must inform group or individual not recommending promotion of intent to appeal within two working days**



# Appeal Process

- **Candidate has five working days following notification to prepare appeal and present it orally, in writing, or both.**
- **Group and individual to whom appeal is being made must inform candidate of decision within five working days after appeal has been presented.**



# QUESTIONS?



# **PROMOTION FILE CONTENT AND EXPECTATIONS**



# Promotion File Content & Expectations

- ☐ **General Information (Candidate)**
- ☐ **Administrative Section (Supervisor)**
- ☐ **Candidate Section (Candidate)**



***IANR Documentation Request for Promotion and/or Tenure***



# General Information

- ☐ **Cover sheet – Name, unit, date and desired rank**
- ☐ **Table of contents – (Use bookmarks in PDF)**



# Administrative Section

- ☐ **Faculty Promotion Recommendation Form**
- ☐ **Promotion internal evaluations**
  - ☐ **Letter from the promotion committee**
  - ☐ **Letter from Program Area Leader (work assessment/contribution, not a recommendation)**
  - ☐ **Letter from unit administrator (supervisor)**
  - ☐ **Letter from IANR Dean's Committee**
- ☐ **Position description**
- ☐ **Letter of offer**
- ☐ **Annual performance evaluations and Annual Progress Forms (since last promotion or initial appointment)**
- ☐ **Copy of unit's current promotion and/or tenure standards ([Extension Educator Promotion Criteria document](#))**



# Faculty Promotion Recommendation Form

**DEPARTMENTAL PROMOTION AND TENURE COMMITTEE**

Promotion  Tenure  Letter Attached  Date

Breakdown of Committee Vote on Action: # of Yes Votes  # of No Votes  # of Abstaining Votes

Comments (if no letter is attached):

**See attached letter.**

Revised 3/20/2019

**INSTITUTE OF AGRICULTURE AND NATURAL RESOURCES  
SUMMARY OF RECOMMENDATION FOR PROMOTION AND/OR TENURE FORM**

Form Use:

Tenure-track position  If yes, date of initial tenure-track position

Recommendation for Tenure  Recommendation for Promotion  Recommendation for Promotion/Tenure

Faculty Member  Unit(s)  U. S. Citizen

FTE %  CASNR  ARD  CED  Other

Current Rank  Date of Current Rank

Proposed Promotion Rank  Tenured  If yes, date tenure was granted

**DEPARTMENTAL PROMOTION AND TENURE COMMITTEE**

Promotion  Tenure  Letter Attached  Date

Breakdown of Committee Vote on Action: # of Yes Votes  # of No Votes  # of Abstaining Votes

Comments (if no letter is attached):

**ACTION BY UNIT ADMINISTRATOR**

Promotion  Tenure  Letter Attached  Date

Comments (if no letter is attached):

**ACTION BY DEAN(S) AND/OR DIRECTOR(S)**

Promotion  Tenure  Letter Attached  Date

Comments (if no letter is attached):

**ACTION BY IANR DEANS**

Promotion  Tenure  Letter Attached  Date

**ACTION BY VICE CHANCELLOR**

Promotion  Tenure  Letter Attached  Date

# Position Description

*Signature*  
CLUB PAUL REED SMITH GUITARS

- **Include current position description (signed)**
- **If your position description has changed since your last promotion or your appointment, also include the previous position description(s).**



# Letter of Offer

- **Include current letter of offer (signed)**
- **If you have had more than one letter of offer since your last promotion or your appointment, also include the previous letters of offer.**



# **Annual Faculty Performance Evaluations & Annual Progress Forms**

- **Include performance evaluation documents since last promotion starting with the oldest first (signed)**
- **Include Annual Progress Forms since last promotion starting with the oldest first (signed)**





# Annual Progress Form

## DEPARTMENTAL PROMOTION AND TENURE COMMITTEE

Progress Toward Promotion  Progress Toward Tenure  Date

Explanation (must provide):

Gaps in promotion portfolio

Revised 3/29/2019

## INSTITUTE OF AGRICULTURE AND NATURAL RESOURCES ANNUAL FACULTY PROGRESS FORM

### Form Use:

Tenure-track position  If yes, date of initial tenure-track appointment

Progress Toward Promotion  Progress Toward Tenure  Appointment Renewal

Faculty Member  Unit(s)  U. S. Citizen

FTE %  CASNR  ARD  CED  Other

Date  Evaluation Year

Date of Current Rank  Current Rank

Tenured  If yes, date tenure was granted

### DEPARTMENTAL PROMOTION AND TENURE COMMITTEE

Progress Toward Promotion  Progress Toward Tenure  Date

Explanation (must provide):

### ACTION BY UNIT ADMINISTRATOR

Progress Toward Promotion  Progress Toward Tenure  Date

Explanation (must provide):

### APPOINTMENT RENEWAL

Recommended for Appointment Renewal  Unit Head Initials

Comments:

I have reviewed this document

Faculty Member Signature  Date

(Faculty member comments provided on back if needed)

NOTE: All specific term and special term appointments can be terminated as outlined in the University of Nebraska Board of Regents Chapter IV, Section 4.4.41 and Section 4.4.2.

# **Candidate Section**

- ☐ **Candidate's letter of intent (Transmittal letter)**
- ☐ **Curriculum vitae or resume**
- ☐ **Candidate's statement (See Appendix B—Candidate Section for Extension Educators)**
  - ☐ **Summary of Accomplishments**
  - ☐ **University Service, Professional Service and Community Engagement**



# Candidate's Letter of Intent

- **Address to unit administrator**
- **Declare plans to submit materials for consideration.**
- **Explain unique circumstances (position change, etc.)**
- **Limit to one page**



# Curriculum Vitae or Resume

- **Clearly note extent of contributions if collaborative work**



# **Candidate Statement—**

## **Summary of Accomplishments**

- **It is the candidate's responsibility to make the case for promotion, not the promotion committee's or supervisor's responsibility. Don't assume others know the relevance and impact of the candidate's contributions.**
- **Do not exceed the 15-page limit.**



# **Candidate Statement—**

## **Extension Excellence**

- **Professionalism**
- **Engagement**
- **Innovation**
- **Relevance**
- **Meaningful**
- **Impactful**
- **Exceptional Teaching and Learning**
- **Research and Discovery**
- **Inclusive Excellence**





# **Candidate Statement—**

## **University Service, Professional Service, and Community Engagement**

- **Service to the University via participation on committees and leadership roles for UNL, IANR, Extension, Program Area Teams, Focus Teams, etc.**
- **Professional service in NCEA, ESP, ANREP, NACAA, NAE4-HA, NEAFCS and in subject matter professional organizations (e.g. American Society of Agronomy, Academy of Nutrition and Dietetics, etc.)**
- **Active involvement in your communities through participation in Chambers of Commerce, Kiwanis, Rotary, Connecting Young Nebraskans, Church and/or other community service or civic organizations.**



# CANDIDATE STATEMENT

- **Most important section of the promotion file!**
- **Begin with an overview/abstract of the section content and how it is organized**
- **Generally grouped into 2-3 program focus areas**
  - **RPN – Leadership, People Attraction, Regional Food Systems**
  - **4-H - STEM, Ag and Food Systems, College and Career Pathways**



# CANDIDATE STATEMENT

- **Campus-based, county-based, statewide-focused, and other unique educator positions may consider including a brief half-page or less summary at the beginning of this section further describing their specific role assignments.**



# **CANDIDATE STATEMENT**

- **Concise yet thorough**
- **Summarize accomplishments, impacts and verification of behavior change**
- **Demonstrated breadth and depth of programming**
- **Demonstrated initiative and leadership**



# **CANDIDATE STATEMENT**

- **Programming partnerships, engagement and collaborative work**
- **Creativity, entrepreneurship and innovation**
- **External program funding- Most Valuable Programming (MVP) (grants, contracts, fees, sponsorships, etc.)**



# **CANDIDATE STATEMENT**

- **Partnerships with specialists, researchers, others**
- **Program leveraging strategies**
- **Documented excellence and scholarly work**
- **Regional/national contribution and recognition**





# **CANDIDATE STATEMENT**

- **Peer reviewed programs, publications and products**
- **Contributions to teams**
- **Interdisciplinary approach to solving complex issues**
- **Translational and action research**



# **CANDIDATE STATEMENT**

- **New program delivery methods**
- **Documented and verified learner behavior change**
- **Examples of inclusive excellence**
- **Capture the essence of your work – sustained excellence with positive trajectory**



# CANDIDATE STATEMENT

**Possible format for each focus area:**

- **Situation/Problem/Issue**
- **Duration (e.g., 4 years)**
- **Outcomes/Indicators**
- **Target audience**
- **Number of clientele reached**
- **Methods of delivery**
- **Partners/Coalitions/Collaborations**
- **Funding**
- **Accomplishments**
- **Impacts**



# CANDIDATE STATEMENT

## Building a Program

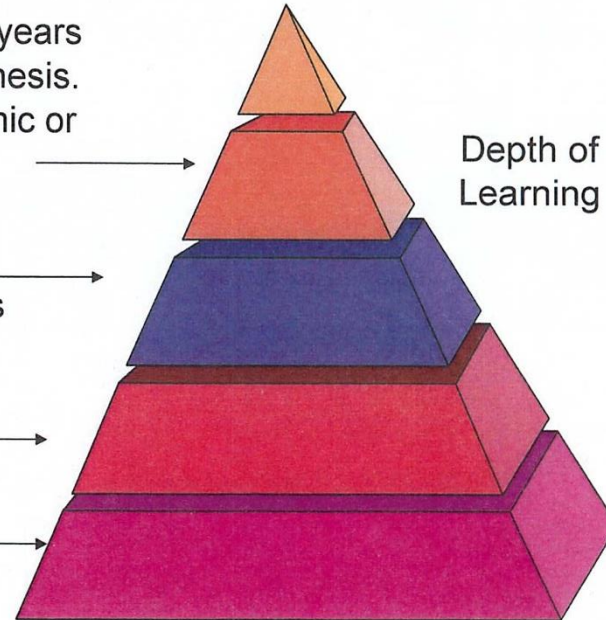
Both a breadth and depth of educational activities on a targeted goal.

Work with participants over several years  
– they achieve application and synthesis.  
Significant change in social, economic or  
environmental (SEE) condition.

In-depth workshops for smaller  
numbers, using a curriculum, results  
in the adoption of new ideas

Presentations, short programs  
focus on knowledge

Print, radio reaching large  
numbers of people awareness



University of Nebraska–Lincoln

Breadth of Activities



# Supporting Materials

- **Must be directly associated with the candidate statement**
- **Sample publications, websites, apps, curriculum, etc.**
- **May be included as an appendix**
- **Limit supporting materials to a reasonable quantity**
- **Consider including hyperlinks to this content**





# QUESTIONS?



# **PLANNING FOR SUCCESS**



# Planning for Success

- **Begin early**
- **Identify measurable outcomes and indicators where you can document behavior change**
- **Alignment with The Big 3, Program Area Team and other Extension teamwork**
- **Plan and conduct programs/develop scholarly products**
- **Collect and document impact data**



# Planning for Success

- **Ask peers and unit administrator for guidance**
- **Review examples of recent successful promotion files**
- **Consider feedback on Progress Towards Promotion form**
- **Ask colleagues within and outside your subject matter discipline to review for content, grammar, spelling, readability, and other aspects.**
- **Don't surprise your direct supervisor with a promotion file near the submission deadline.**



# Also Consider...

- **Organization**
- **Correct spelling**
- **Grammar**
- **Clarity**
- **Neatness**
- **Be concise yet thorough**
- **Effective use of graphics, charts, etc.**
- **Define acronyms**
- **Select reviewers who will invest time reading your file and will give you constructive feedback**



# QUESTIONS?





# RESOURCES



# Resources

- **Criteria for Promotion in Rank— Extension Educators \***
- **Evaluating Extension Excellence—Academic Rank Coaching Questions \***
- **University of Nebraska-Lincoln Guidelines for the Evaluation of Faculty: Annual Evaluations, Promotion, and Tenure \***
- **Institute of Agriculture and Natural Resources Guidelines for the Evaluation of Faculty: Annual Evaluations, Promotion, and Tenure \***
- **IANR Documentation Request for Promotion and/or Tenure \***

\* Website: <https://myextension.unl.edu/facultystaff/promotion-tenure/>

# Resources

- **Progress Towards Promotion form feedback**
- **Colleagues, peers, mentors, supervisor, unit administrator, past promotion committee members**
- **Recent successful promotion files – available from colleagues**
- **Academic Promotion Committee Structure and Operating Principles for Nebraska Extension Educators\***
- **Alignment with The Big 3**

\* Website: <https://myextension.unl.edu/facultystaff/promotion-tenure/>

# QUESTIONS?



# Today's Objectives

- **Improve clarity and understanding of the Educator Promotion process, timeline and resources.**
- **Help Extension educators achieve promotion.**
- **Answer your questions regarding the promotion process and expectations.**



# **EXTENSION EDUCATOR PROMOTION**

**A JOURNEY OF POSITIVE TRAJECTORY AND SUSTAINED EXCELLENCE**

**JUNE 18, 2025**

**DAVE VARNER**

**NEBRASKA EXTENSION**

