

## **Excellence Indicators for Extension Professionals**

### **Professionalism**

Extension professionals are respected (people know and trust you), knowledgeable (data/research driven), and creators of products of exceptional quality. They uphold the standards of conduct, behavior and attitude expected by the professional's peers as well as Extension clientele.

### **Engagement**

Many organizations provide outreach, Extension embraces engagement. Engagement involves the development of sustained, long-term working relationships with a target audience, collaborator, or partner. Extension professionals practice engagement by working with learners to assess their needs, develop and evaluate educational experiences and remaining connected with learners as transformational changes are considered or made by the learner.

### **Exceptional Teaching/Learning**

Extension professionals create and deliver educational experiences that are based on sound science and research, provide multiple opportunities for reaching a targeted audience with content that is available 24/7/365, provide in-depth learning opportunities, and reach the full range of learners from the novice to the most sophisticated by utilizing effective teaching strategies.

### **Innovation**

Extension professionals will initiate creative and innovative work that includes strategic risk taking. They may utilize unique approaches to assemble and leverage resources, creative methods packaging research into educational products for reaching targeted audiences, and innovative methods for creating impactful learning experiences.

### **Relevance**

Extension professionals invest in identifying critical issues and developing/adapting educational programs to respond to those issues. Engagement in advanced professional development to enhance content expertise as well as strengthen skills in innovative program development, delivery, and assessment is part of the on-going continuous improvement expectation for Extension. This results in Extension professionals being change agents for issues of high relevance and value for Nebraskans.

### **Meaningful**

Extension professionals create just-in-time learning to empower people to make informed decisions at their time of greatest need. Extension professionals also recognize that the learning interests of clientele on any one issue lie on a continuum ranging from improved awareness on one end to in-depth learning expectations and behavior change on the other.

### **Impactful**

Extension Professionals make a difference economically, socially, environmentally in the lives of the people we serve and contribute to the measurement of indicators of that impact for those Signature Outcomes identified as critical to Nebraskans. Those measures of impact contribute to continuous improvement of the educational initiative and to the public's recognition of the value created by Nebraska Extension.

### **Research & Discovery**

Extension professionals use research as the foundation for educational experiences. Extension professionals recognize that our clientele make many decisions based upon some degree of balance between science, economics, and values. Extension professionals strive to deliver education that contributes to the science and economics aspects of those decisions and rely on individuals to weigh their individual values into their final decisions. Extension professionals develop and deliver outstanding research that contributes to the economic, environmental, and/or social understanding of learner's decisions.