

CRITERIA FOR APPOINTMENT AND PROMOTION IN RANK  
INSTITUTE OF AGRICULTURE AND NATURAL RESOURCES  
UNIVERSITY OF NEBRASKA

COOPERATIVE EXTENSION – SPECIALIST AND EXTENSION PROFESSOR

Instructor

1. A Master's degree\*
2. Interest in Extension work
3. Recommendations to indicate potential as an Extension Specialist or Extension Professor

Assistant Professor

1. All qualification of lower rank, plus
2. A Doctoral degree\* with relevant experience desired
3. Meets position requirements in a highly desirable manner and at a level expected of a well-qualified individual

Associate Professor

1. A Doctoral degree in appropriate field\*
2. Time-in-rank as an assistant professor is ordinarily at least five years, and typically is six years; in the development and execution of Extension plans of work which demonstrate creativity, credibility, and a high degree of acceptance by clientele
3. Evidence of professional growth and developing stature
4. Meets position requirements in a highly desirable manner and at a level expected of a well-qualified individual

Professor

1. A Doctoral degree in appropriate field\*
2. Recognition by colleagues and clientele for intellectual depth, versatility, and effectiveness in Extension activities which contribute substantially to programs of the department, Institute, University, and to the people of the State
3. Demonstrated continued professional growth potential
4. Meets position requirements in a highly desirable manner and at a level expected of a well-qualified individual (normally, a minimum of seven years as Associate Professor)

\* Circumstances may, in rare instances, cause this requirement to be modified.

Revised: April 12, 2007

## **SUPPLEMENTAL CRITERIA FOR APPOINTMENT AND PROMOTION IN RANK**

**Department of Food Science and Technology**

**Institute of Agriculture and Natural Resources**

**University of Nebraska-Lincoln**

### *Examples of Possible Supporting Evidence for Program Quality of Extension Specialists, Extension Professors and Scholarly Service*

A faculty member is eligible for promotion based on the scholarship of outreach and engagement. For faculty members with a full or partial appointment with Nebraska Extension, outreach and engagement scholarship should be considered in the context of their position description and apportionment. Outreach and engagement scholarship is distinguished from industrial projects, community volunteer work, or the good citizenship responsibilities of academia. The purpose of a faculty member's outreach and engagement program distinguishes the program from basic research, scholarly learning activities, and creative endeavors. In general, scholarly outreach and engagement is a purpose-driven program for a specific community or group that may be a local, regional or global.

Scholarship in the outreach and engagement context is a reciprocal partnership with the community or group, involving mutually beneficial exchange of knowledge creation, delivery and assessment of timely, unbiased, educational materials and programs that address relevant, critical and emerging issues. It should empower people in ways that result in desired outcomes, informed decisions and/or improved quality of life. Engaged scholarship may serve the land-grant mission by working with government, schools, non-profits, business, and/or industry.

Nebraska Extension currently identifies four attributes that can indicate quality outreach and engagement: 1) collaboration, 2) innovation, 3) reach and diversity, and 4) impact.

Through teaching, research, and extension mission areas, the Department of Food Science and Technology aims to ensure the availability of a safe, nutritious, abundant, and affordable food supply. Given the role of food science and technology in food production and processing systems, departmental extension efforts primarily focus on topics between harvest and consumption. Modern food supply chains are complex, rarely confined within local or state boundaries, and frequently national and international in scope. The process of delivering food products involves a considerable number of

stakeholders, who represent the key target audiences for food science and technology outreach and engagement:

- Food business operators, including:
  - Food processors
  - Ingredient and service suppliers
  - Food equipment manufacturers
  - Food service operations
  - Food retailers
- Regulatory authorities
- Standards and policy organizations
- Consumers
- Commodity Boards and non-governmental organizations

In order to tackle crucial issues in food systems, outreach and engagement approaches should be tailored to fit the structure, operation, and needs of the relevant stakeholders. In order to be fit-for-purpose, these engagement strategies may differ from traditional extension delivery models. While similar program quality attributes apply to food science and technology outreach and engagement, the documentation of these attributes may differ from traditional extension.

Therefore, the Food Science and Technology Department describes the four quality attributes as:

**Collaboration.** In addition to collaboration with faculty and staff from UNL and other universities, efforts that involve collaboration with key stakeholders, including businesses, governmental agencies, and non-governmental organizations. These relationships are of particular value when addressing food science and technology issues and developing quality outreach and engagement programs and services.

**Innovation.** The types of innovation relevant to food science and technology outreach and engagement include developing programs and services that are timely and responsive to stakeholder needs, generating novel program content, and implementing various methods of content delivery.

**Reach and Diversity.** Demonstration of program reach and diversity can include the number and the demographics of individuals, companies, or groups who have participated in programming or services. However, as large, dynamic, and diverse target audiences are frequently targeted, it can be difficult to assess reach and diversity of audience with traditional factors utilized in extension assessments (e.g. proportion of target audience reached and reflection of target demographic metrics). In addition, the reach and diversity of recipients of some activities are difficult to predict or quantify (i.e. serving as a policy committee expert or interacting with senior corporate leadership). In some cases, the quality of contacts in food science and technology outreach and engagement is more critical than the quantity.

**Impact.** The impact of food science and technology outreach and engagement is generally defined by characteristics utilized elsewhere, namely changes in knowledge, in actions, or in

conditions. Some activities may not have a direct monetary value associated (e.g. change of culture in a food manufacturer); however, these services and actions allow food manufacturers to remain in business, to improve, and to retain or grow jobs in their communities.

A record of scholarly outreach and engagement may include supporting evidence such as:

*Description of Outreach and Engagement Programs and Services:*

- Educational resources (e.g., journal and trade publications, NebGuides, extension bulletins, fact-sheets, newsletters, etc.)
- Online educational courses
- Information systems and decision-support tools (e.g., apps, web resources, etc.)
- Workshops or short-courses in niche of expertise recognized by the food industry
- Physical, institutional, and information resources that improve infrastructure for technology transfer
- Documents translating research for practitioners, entrepreneurs, business/industry leaders, and/or policy makers that ultimately influence practice (e.g., white papers, reviews, print articles, etc.)
- Presentations at regional or statewide programs or conferences

*Demonstration of Collaboration*

- Connection of research findings with the appropriate markets (e.g., commercialization, end users, stakeholders, etc.)
- Connection with practitioners, industry leaders, and/or regulators to identify and conduct meaningful research and to transfer applicable technology to them
- Connection with other Extension Specialists and Educators with complementary expertise to provide resources for the needs of the food industry

*Demonstration of Innovation*

- Issue identification and needs assessment
- Leadership in developing programs, trainings and activities based on industry and societal clientele needs
- Leadership in adapting new and varied delivery methods and mediums for programs, trainings and activities
- Interpreting program evaluation relative to program quality and next steps

### *Demonstration of Reach and Diversity*

- Number and demographics of individuals, companies, or groups who participated in programming, training, activities or services (e.g., proportion of target audience reached and reflection of target demographic metrics).
- Quality of contacts in outreach and engagement programs, activities or services
- Number and demographics of individuals or groups brought from outside of UNL to expand the expertise and capacity of outreach and engagement programs, activities or services of the unit to state, regional, national and international clientele

### *Demonstration of Impact*

- Adoption and use of new methods, improved technologies or decision-making knowledge
- Changes and adjustments in management, behavior and professional practice
- Application and actual use of fundamental or applied knowledge
- Adoption of new or improved skills
- Qualitative evidence (e.g. testimonials from clients, reviews by knowledgeable scholars/critics, etc.)
- Quantified changes in quality-of-life for youth and adults in rural communities
- Enactment of related legislation
- Safer food supply
- Reduced obesity rates and improved nutrition and health
- Higher water quality (e.g., increased water clarity)
- Cleaner environment (e.g., measurably reduced pollution)
- State, regional, national and international recognition (e.g., awards, invited presentations, manuscript review activities, recognitions within professional societies related to outreach, etc.)

*Approved at May 15, 2020 Faculty Meeting*