

Cooperative Extension Context Statement

As a "land grant" The University of Arizona is dedicated to serving the people of Arizona and responding to the critical needs of the day. While all universities engage in research and teaching, the nation's more than 100 land-grant colleges and universities have a third critical mission—extension (outreach or engagement).

Arizona Cooperative Extension is a key outreach system of the University of Arizona with a strong public mission and an extensive local presence, with county and reservation based offices in 25 locations around the state. Extension faculty and staff who live and work in these locations form powerful community-university partnerships, and involve local constituents to address the issues and concerns of Arizona citizens.

Cooperative Extension develops, interprets and extends relevant research-based knowledge in an understandable and usable form; and encourages the application of this knowledge to solve the problems and meet the challenges that face the people of Arizona; and to bring the concerns of the community back to the university. This two way endeavor permits a tremendous potential value of enriching and shaping the university's teaching, research and outreach functions.

It is the goal of The University of Arizona to reward excellence in all of our stated missions: research, teaching and outreach/extension. Faculty with Extension appointments are charged with planning, facilitating, implementing and evaluating non-formal education based on clientele-assessed needs. In the following we articulate some guidelines for faculty to help document their involvement as part of the engaged university and ways to measure excellence.

- 1) Documentation that outreach and extension efforts focus on important and recognized needs of the audience served. Evidence that the outreach and extension efforts lead to improvement in knowledge, practice or other measurable outcomes. Evidence of leadership as demonstrated by peer recognition.
- 2) Regular dissemination of applied knowledge relevant to outreach and extension activities to the local, state and/or nation. An appropriate combination of educational programs and publications including mass media and scholarly (peer reviewed) outlets should be included. Electronic and print media, as well as interpersonal interaction, are all important.
- 3) Evidence that the faculty member is making significant contributions to the application of new knowledge and practice within the discipline and society. This includes outreach and extension activities that are: cited in professional publications or the mass media; generating grants and contracts; shown to have impact on public policy; and/or demonstrated innovative approaches to linking theory with practice.
- 4) A clearly written position description summarizing the faculty members' realms of responsibility and the mutually-agreed-upon expectation from both the faculty member and the department/school/administrative unit.
- 5) Demonstrated leadership for interdisciplinary teams in carrying out outreach and extension efforts.
- 6) Clearly documented professional achievement including a variety of publications, honors, awards, exhibitions, prizes, invited papers and presentations, grants and contract activities. Continuous improvement in the area of expertise.