

**Personnel and Organizational Development Committee (PODC)  
Report to ECOP - February 19, 2002**

**Action Items**

PODC requests ECOP consideration of moving the PODC Subcommittee on Extension Diversity (SED) to the status of a standing committee of ECOP. The subcommittee reports significant progress has been made with a Change Agents States for Diversity project and a Virtual Center for Diversity project. Each project has received both federal and state funding. However, the Land Grant System has not made significant progress in implementing the goals of Pathways to Diversity, the system's strategic plan, since its inception in 1991. Their mission would be to implement Pathways to Diversity.

**Information Items**

**Professional Competencies for the Cooperative Extension System**

The purpose of this work group is to develop a strategy to help states assure that Extension employees develop necessary core and discipline competencies to anticipate and deliver quality educational programs of relevance and importance to our publics.

The group plans to complete a Web based resource by this fall. The content will include: case statement, literature review, list of competencies, strategies for success, resources (links to identified "best practices").

PODC has identified the following general competency areas for inclusion in the resource: Diversity/Pluralism/Multiculturalism, Educational Programming, Engagement, Informational and Educational Technology, Interpersonal Relations, Knowledge of the Organization, Leadership, Organizational Management, Professionalism, Subject Matter.

Definitions have been developed for each of the competency areas, a case statement written and strategies for success are being identified. PODC anticipates approving this product at its May meeting.

**Organizational Culture**

This work group recognizes that several states have already initiated efforts to implement the third letter of the Kellogg Commission, "Returning to Our Roots: The Engaged Institution." As Extension Directors and Administrators review the "Extension Vision for the 21<sup>st</sup> Century", it may become evident that several states have already successfully linked Cooperative Extension to the well-developed and targeted outreach programs in the colleges/units across campus such as medicine, business administration, pharmacy, engineering, education and continuing education, as well as community service programs representing some of these colleges.

The work group is initiating a project to collect examples of successful engagement models to support 21<sup>st</sup> Century vision. The project will document organizational

structures and processes that support Extension leadership of campus-wide outreach and engagement efforts in a form that is accessible and easy to share throughout the Extension system.

A Web-based template will be used for easy reporting of these “success stories”. The group hopes to have this information gathered during the next few months and make the information available by this fall. Ultimately, these case studies may identify best practices, potential strategies and structural organizations/relationships that can assist the entire Extension System.

### The Scholarship of Extension

The draft report of the “Extension Vision for the 21<sup>st</sup> Century”, calls for the need to develop position descriptions that define the expectations for engagement and how employees will be evaluated for scholarly achievement.

This work group will be developing a document that clearly defines scholarship in extension/outreach and that can be accepted within extension and by the broader university. The document will identify specific benchmarks/indicators of scholarship in extension/outreach. The group will review what universities have already done in defining the scholarship of Extension and conduct a literature search.

Tentative Document Outline: Introduction, Situation Statement (renewed interest in outreach, 21<sup>st</sup> Century report), Current Status (literature review, survey of institutions), Statement of Goals, Definition of Scholarship, Guiding Principles, Common Indicators of Scholarship.

### General Information

During the winter meeting held January 16-18 in Charleston, South Carolina, the committee heard reports about: NASULGC, ECOP, Subcommittee on Extension Diversity, Administrative Officers meeting, SPC, NELD, and JCEP.

Keith Niemann, University of Nebraska (former member and Chair of PODC), is serving as the PODC Webmaster and has developed a PODC website. The site is available at <http://podc.unl.edu>. The site includes the following sections: Reports (over 30 reports developed since 1994), Membership Rosters, Agendas, Correspondence, Minutes, Publications, New Director/Administrator Briefing Book, Orientation Materials for new PODC members, Core Competencies (Professional Competency work group’s product will be here), Leadership Development Opportunities.

PODC will be joining SPC and PLC for a joint meeting April 30 to May 2 in Dallas. The topic will be implementation of the “Extension Vision for the 21<sup>st</sup> Century” report.

PODC will hold its fall meeting September 30 to October 2 in Portland, Oregon.