

Extension Agent Evaluation Rubric

Revised Fall 2024

Educational Programming – 50%

Does Not Meet Expectations	Meets Expectations	Occasionally Exceeds Expectations	Consistently Exceeds Expectations
<ul style="list-style-type: none"> • Very little programming efforts are evident. • Agent programming efforts are mostly self-identified. • Little effort is given to adopt information to be useful by clientele. • Limited connection with Specialists on programming efforts. • Programming efforts are mostly repeats of past programs. • No representation of varying programming. • Agent does not fulfill minimum requirements contributing to state mandated programs and projects. • Little effort is given toward measuring outcomes of programs. • Programs are not closely linked to Plan of Work and/or Affirmative Action Plan. • Reports of programming efforts have very little value in documentation of program success and use with decision makers. • Programs are not based on researched based information. 	<ul style="list-style-type: none"> • Agent programming is reflective of POW with input from community needs assessment and local leadership. • Educational programs use recommended research-based information and materials developed from that information. • Plan, promote and work on state mandated programs and projects (i.e. 4-H Camp, SNAP-Ed, Workforce Development, CED). Meet minimum stated requirements. • Program delivery is adopted to meet the needs of the clientele and various delivery methods are used. • Provide programming to accommodate underserved audiences within the community. • Agent works with specialists to conduct programs. • New programs are built on outcomes of past program accomplishments. • Reports of programming efforts are timely and measure quality outcomes. 	<ul style="list-style-type: none"> • Agent programming is reflective of the directives given by advisory groups and are connected to educational goals identified in the Plan of Work. • Develop, implement, and evaluate a plan of work based on locally identified needs. • Actively implement state mandated programs and projects (i.e. 4-H Camp, SNAP-Ed, Workforce Development, CED). Occasionally exceed minimum stated requirements. • Agent delivers new, research-based information as provided by Specialists/UK College of Agriculture, Food and Environment/appropriate experts. • Agent is sought by specialists to conduct pilot programs. • Develop new or adapted programming to accommodate underserved audiences within the community. • Programs are designed to build on past program outcomes. 	<ul style="list-style-type: none"> • Agent has engaged leaders to actively implement educational efforts which align with county POW. • Agent has engaged leaders to provide programming for underserved audiences. • Consistently exceed expectations for state mandated programs and projects (i.e. 4-H Camp, SNAP-Ed, Workforce Development, CED). • Leaders are active in collecting educational programming evaluations and work with agent in development of next educational programming efforts. • Programming is recognized by local clientele, leaders, and University administration as leading edge and first adopters of new technology and is adopted by others in the system to duplicate. • Agent is a first adopter of the use of new technology in programming delivery as appropriate.

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Revised Fall 2024

		<ul style="list-style-type: none">• Outcomes of programming measure progress of clientele in movement toward SEEC.• Creative and new methods to deliver programming is evident.• Reports are timely and are of a quality to be used with decision makers.	
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Advisory Councils/Leadership – 15%

Does Not Meet Expectations	Meets Expectations	Occasionally Exceeds Expectations	Consistently Exceeds Expectations
<p>Client Protection</p> <ul style="list-style-type: none"> Client Protection guidelines are not properly implemented and/or followed. Proper procedures for Risk Management and Excess Medical/Liability are not followed. 4-H Online is not properly utilized for enrollment and management of clientele private information. <p>CEC</p> <ul style="list-style-type: none"> CEC seldom meets. Not representative of county demographics. Council membership does not rotate. Program council weakly linked to CEC. Agent leads discussion at meetings. <p>Program Council</p> <ul style="list-style-type: none"> Council meets infrequently or never. Council membership does not rotate. Council simply endorses the agent program plan. Councils are not meeting proper financial guidelines and money handling procedures. 	<p>Client Protection</p> <ul style="list-style-type: none"> Ensure that all Client Protection guidelines are implemented with a functioning Client Protection Committee. Guidelines for Risk Management and Excess Medical/Liability are followed. 4-H Online is utilized properly for enrollment and management of clientele private information. <p>CEC</p> <ul style="list-style-type: none"> CEC is representative of the county population and geography. Meets on regular basis. Elected officers plan and conduct the meetings. Membership of 15-40 with planned rotation. Committees established when necessary. <p>Program Council</p> <ul style="list-style-type: none"> Council meets on regularly scheduled basis. Council plans and conducts programs – using committee structure when necessary. Councils should follow proper financial guidelines and money handling 	<p>Client Protection</p> <ul style="list-style-type: none"> Client Protection guidelines are fully implemented with active and regular involvement of the Client Protection Committee. Guidelines for Risk Management and Excess Medical/Liability are followed and communicated in advance of programming. Staff supports the 4-H Online and enrollment process for accurate recordkeeping. <p>CEC</p> <ul style="list-style-type: none"> Council is active in program planning, conducting, and evaluating of local programs. Council has committee structure in place and operates accordingly. Helps keep the public aware of Extension’s programs, efforts, and directions. <p>Program Council</p> <ul style="list-style-type: none"> Majority of membership attends meetings. Members are active in planning, conducting, and evaluating programs. 	<p>Client Protection</p> <ul style="list-style-type: none"> Client Protection Guidelines are completed based on the checklist; files are audit ready. Risk Management and Excess Medical/Liability are audit ready. County has a system in place where there is a checks and balances of enrollment management and use of 4-H Online, gathering accurate information. <p>CEC</p> <ul style="list-style-type: none"> Council and agents work together to identify issues and set priorities for CES programming. Programs are designed to meet a variety of audience needs. CEC works with District Board to establish short- and long-term goals for Extension. Explains and promotes Extension to people, organizations, and governing bodies of the county. <p>Program Council</p> <ul style="list-style-type: none"> Recruits, educates, and recognizes outstanding leaders.

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<p>Extension Leadership</p> <ul style="list-style-type: none"> • Leadership is totally controlled or directed by the agent. • Little or infrequent leadership opportunities provided. • Little or no evidence of leader involvement in program. <p>Agent Leadership</p> <ul style="list-style-type: none"> • Agent appearance and performance does not reflect positively on UK. • Frequent conflict between agent and Extension leadership. • Programs are designed and conducted only by agent. 	<p>procedures.</p> <p>Extension Leadership</p> <ul style="list-style-type: none"> • Leadership and agent have shared goals. • There is evidence of recruitment, training, and leadership opportunities. • Leadership, both formal and informal, is reflective of the population of the whole county. <p>Agent Leadership</p> <ul style="list-style-type: none"> • Agent reflects a positive image of the University. • Agent is working toward becoming a recognized leader of the community. 	<p>Extension Leadership</p> <ul style="list-style-type: none"> • Evidence of leaders engaged in planning conducting and evaluating county programs. • Evidence of leadership serving on committees, becoming officers, and conducting meetings and or events within county or state. • Evidence of a formal leader recognition program. <p>Agent Leadership</p> <ul style="list-style-type: none"> • Agent is recognized as a leader of the community. • Serves in leadership role in collaborative efforts within College &/or community. 	<p>Extension Leadership</p> <ul style="list-style-type: none"> • Evidence leaders have assumed leadership roles in the state and community as result of Extension efforts. • Leaders are engaged in an advocacy role for local and state Extension programs. <p>Agent Leadership</p> <ul style="list-style-type: none"> • Agent role model of professionalism. • Agent is often recruited to serve on district or statewide planning committees because of expertise and/or cutting-edge programs.
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Public Accountability and Public Relations – 15%

Does Not Meet Expectations	Meets Expectations	Occasionally Exceeds Expectations	Consistently Exceeds Expectations
<ul style="list-style-type: none"> • No efforts of communication with clientele. • Reports are usually late or completed at the deadline/submitted only after reminders. • Limited evaluation of programming efforts is given to leaders without discussion. • Mass media efforts are very limited and infrequent. • Agent appearance and performance reflects negatively on the university. 	<ul style="list-style-type: none"> • Reports are usually completed in a timely manner. • Major programming efforts are evaluated for programming success and future programming efforts. • Evaluations reflect knowledge gained. • Major program effort results are shared with clientele and leaders. • Recruits students to attend UK. • Markets to local clientele major activities of the College. • Uses newsletters, newspaper, web, radio, and/or TV to inform clientele of programming and other information adhering to UK CES Marketing Guidelines. • Marketing of Extension is a regular on-going effort. • Regularly uses non-discriminatory statements in communications and follows documentation requirements. • Agent appearance and performance reflects favorably on the university. 	<ul style="list-style-type: none"> • Reports are accurate and on time. • Major programming efforts are evaluated, with leaders taking an active role in collecting information. • Evaluations sometimes reflect practice change in Short, Intermediate and Long-Term Outcomes. • Programming efforts are shared and discussed with leadership for use in marketing of Extension. • Serves on planning and implementation committees of the College. • Active and effective user of expanded methods to communicate with clientele in a timely on-going manner. • Agent appearance and performance conveys a professional image to the community. 	<ul style="list-style-type: none"> • Reports can be shared directly with decision makers and foster support for UK CES. • Most programs are evaluated with assistance of leaders and discussed with leaders. • Evaluations regularly reflect practice change in Short, Intermediate, and Long-Term Outcomes. • Outcomes of programs are shared with people outside of Extension and Elected Officials to help them understand the importance of programming to the whole community. • Agent is a first adopter of new methods to communicate with clientele and is able to demonstrate connectivity with audiences. • Agent is recognized by non-user clientele as a result of mass media efforts which creates a positive image of the University of Kentucky. • Agent professionalism is a role model to others.

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Facilitation / Collaboration / Teamwork – 10%

Does Not Meet Expectations	Meets Expectations	Occasionally Exceeds Expectations	Consistently Exceeds Expectations
<ul style="list-style-type: none"> The agent has limited or no collaboration with other organizations, agencies, agents, and co-workers. The agent collaborates with other groups that are mostly within their program area. Does not carry out their office coordinator role very well or does not fulfill all the requirements of the position. Is frequently involved in inner-office conflict. Avoids helping to find a solution to office conflicts. Educational programming has little involvement with other agents in the office. Educational programming is conducted solely or work with limited clientele. 	<ul style="list-style-type: none"> Agent collaborates with other organizations, agencies, and groups in programming efforts. Effectively serves in the office coordinator role they have assigned. Communicates with the total office staff. Supports other agents and staff with their programming efforts. Remains unbiased when working with community issues and provides information to all parties. Exhibits and promotes teamwork at the County Level acting as mentor and the Professional Development of all Agents. 	<ul style="list-style-type: none"> Collaborations with other groups lead to new audiences seeking opportunities to participate in Extension programs. Is effective in coordinator role while involving others in the decision-making process to provide them an opportunity to be involved in the decisions. Works to be the catalyst of resolution in office conflicts and helps to maintain harmony in the workplace. Promotes and actively contributes to multi-disciplinary county programming. Exhibits and promotes teamwork at the County and Area Level acting as mentor and the Professional Development of all Agents. 	<ul style="list-style-type: none"> Collaborations with other groups and/or organizations are varied and reflective of the total community spectrum of issues. Is a role model in conducting their office coordinator role. Actively works to resolve office conflicts and bring about office harmony. Agent is frequently sought out to advance projects and initiatives in the community. Exhibits and promotes teamwork at the County, Area and State Level acting as mentor and the Professional Development of all Agents.

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Supervision – 5%

Does Not Meet Expectations	Meets Expectations	Occasionally Exceeds Expectations	Consistently Exceeds Expectations
<ul style="list-style-type: none"> • Agent fails to approve leave and working hours by deadline. • Agent fails to coordinate support staff leave. • Agent shows little or no concern for the welfare of county support staff. • Agent does not coordinate regular office staff meetings. 	<ul style="list-style-type: none"> • Leave and working time are approved on time. • Leave requests of support staff are managed in a clear and fair manner. • Agent makes support staff aware of professional development opportunities. • Agent devises solutions to office conflicts. • Coordinate weekly office staff meetings. 	<ul style="list-style-type: none"> • Agent encourages support staff professional development. • Agent manages the support staff working hours and workload in an efficient and fair manner. • Conduct 100% of support staff performance reviews on time. • Provides feedback to each direct report. 	<ul style="list-style-type: none"> • Teamwork within the support staff team is obvious. • Regular opportunities for professional development are identified and agent helps make arrangements for support staff to attend. Create support staff individual development plans by due dates.

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Professional Standards, Customer Service, and Organizational Improvement – 5%

Does Not Meet Expectations	Meets Expectations	Occasionally Exceeds Expectations	Consistently Exceeds Expectations
<ul style="list-style-type: none"> • The agent has attended limited or no in-service training. • Agent does not participate in professional organizations. • Agent does not dress appropriately according to "A Guide to Attire for Extension Employees." • Work area is not clean and/or organized. • Does not exhibit a positive attitude. • Does not exhibit reliability. • Does not maintain an open and positive working relationship with all Extension Office Staff or Clients. • Only responds to requests for assistance by clientele that they wish to. Responses to client requests are not timely or are not answered. 	<ul style="list-style-type: none"> • The agent has attended acceptable minimum number of in-service trainings. • Agent occasionally participates in professional organizations. • Agent occasionally dresses appropriately according to "A Guide to Attire for Extension Employees." • Work area is occasionally clean and/or organized. • Occasionally exhibits a positive attitude. • Occasionally exhibits reliability. • Occasionally maintains an open and positive working relationship with all Extension Office Staff or Clients. • Responds to all requests for assistance by clientele in a reasonable amount of time. • Provides training to office staff to ensure that forms connected with samples from clientele are filled out correctly and completely. 	<ul style="list-style-type: none"> • The agent usually exceeds the minimum number of in-service trainings. • Agent usually participates in professional organizations. • Agent usually dresses appropriately according to "A Guide to Attire for Extension Employees." • Work area is usually clean and/or organized. • Usually exhibits a positive attitude. • Usually exhibits reliability. • Usually maintains an open and positive working relationship with all Extension Office Staff or Clients. • Maintains a system to provide clientele information even in times when agent is away from the office. • Uses new technology to speed the response time for clientele requests and provide recommendations. 	<ul style="list-style-type: none"> • The agent consistently exceeds the minimum number of in-service trainings. • Agent consistently participates in professional organizations. • Agent consistently dresses appropriately according to "A Guide to Attire for Extension Employees." • Work area is consistently clean and/or organized. • Consistently exhibits a positive attitude. • Consistently exhibits reliability. • Consistently maintains an open and positive working relationship with all Extension Office Staff or Clients. • Requests for assistance and information are used to develop future programming. • Client requests are often followed up on to ensure that information was useful in resolution of problems.