

**COMMUNITY, NATURAL RESOURCE AND ECONOMIC DEVELOPMENT EDUCATOR  
KEWAUNEE COUNTY  
Position Description**

**Cooperative Extension Vision:** Wisconsin's educational network for engaging people and their communities in positive change.

**UW-Extension Mission:** Through the University of Wisconsin-Extension, all Wisconsin people can access university resources and engage in lifelong learning, wherever they live and work.

**Working Title:** Kewaunee County Community, Natural Resource and Economic Development Educator

**Official Title:** Faculty (rank to be determined)

**Percent of Employment:** 100%

**Geographic Areas Served:** Primarily Kewaunee County and occasionally extending beyond county boundaries for specific commitments and team programming.

**Office Location:** Kewaunee County UWEX Office, Kewaunee County Administration Center, 810 Lincoln Street, Kewaunee, WI 54216

**Type of Appointment:**

This is a probationary tenure track faculty appointment within the University of Wisconsin-Extension. During the probationary period, faculty members may receive renewed probationary appointments. At the end of the period, faculty members may be promoted to the rank of tenured faculty. The granting of tenure is based on a consistent and high level of scholarship as reviewed by peers in the respective UW-Extension academic department and administration. Tenure is a formal recognition that an individual has met the standards of excellence required to be a long-term member of the faculty. Standards of excellence must continue to be met following the granting of tenure to receive salary merit increases and to ensure ongoing employment.

The position is eligible for benefits provided to state of Wisconsin employees and is subject to UW-Extension personnel policies.

**Purpose and Primary Focus of Position:**

As a faculty member of University of Wisconsin-Extension, employed with Kewaunee County, the Community, Natural Resource and Economic Development (CNRED) Educator helps Kewaunee County communities address their economic and community development challenges, as well as their interests related to natural resources. Backed by University research, the Educator helps citizens, civic groups, businesses and local governments identify critical local concerns in these areas and possible solutions. The Educator strengthens communities and local government through educational programming that builds understanding and leads to improved decision-making and leadership skills.

**Primary Duties/Essential Job Functions:**

- Plan, implement and evaluate culturally competent educational programs directed at community needs on issues relating to the purpose of the position
- Regularly teach and deliver Community, Natural Resource and Economic Development (CNRED) community-based educational programs through a wide variety of teaching methods at sites throughout the geographic area served
- Use appropriate means to critically review and disseminate related research
- Regularly prepare educational materials, program evaluations and reports using appropriate technology
- Plan and implement appropriate impact evaluations and reports to document program effectiveness

**Primary Duties/Essential Job Functions (continued):**

- Write, publish and share articles, curricula and program designs that contribute to program understanding and to the support of the profession and scholarly practices of relevant academic disciplines
- Provide relevant program outcome information to public officials, legislators, the general public and other interested parties to communicate Extension's value
- Identify, recruit and develop the volunteer leadership necessary to carry out the position's program of work
- Provide professional guidance and counsel to program related groups and organizations
- Build community coalitions and partnerships while collaborating with a diverse network of community-based agencies, groups and individuals to address local concerns through educational programming
- Make all reasonable effort to reach a diverse audience and to ensure equitable access to programs and facilities

**Other Required Duties and Responsibilities:**

- Cooperate with other Extension personnel to develop strong, integrated Extension programs
- Represent Cooperative Extension and provide educational leadership with program-related agencies and educational institutions
- Develop and use an appropriate system for reporting and evaluating programs to the Kewaunee County Agriculture and Extension Education Committee and Board of Supervisors, the University of Wisconsin-Extension and to clients, colleagues and other Extension collaborators as needed
- Develop plans of work based on ongoing assessment of community needs
- Develop and follow a personal plan for professional development in the area of community resource development and outreach education methodology consistent with personal and organizational goals
- Participate in district and/or state program activities as appropriate and needed
- Take a leadership role in articulating an integrated Community, Natural Resource and Economic Development program where multiple programs, staff and funding sources exist
- Keep accurate, complete and timely work records
- Make individual arrangements for transportation adequate to meet position responsibilities and essential job functions
- Assume weekly travel throughout the county and occasional travel within the district and state
- Work evenings on a regular basis and occasionally on weekends, as needed to meet local needs
- Cooperate with others in the local Extension office to ensure reasonable access to Extension expertise during regular office hours

**Areas of Position Focus:**

- As an emphasis in Community and Economic Development:
  - Evaluate the educational needs, learning opportunities, and information resources of the county clientele; design programs to help them become better decision makers in the community and economic development area
  - Provide strategic planning and educational programming, including grant writing, that supports organizational development for non-profit groups, local governments and businesses
  - Provide educational programming and capacity building to local business associations, non-profit organizations, Kewaunee County Economic Development Corporation, Kewaunee County Promotional Board and other tourism related groups, local chambers of commerce, and other community-based organizations/committees
  - Provide educational assistance for small business start-up and expansion, including educational support for development of business plans and appropriate referrals to other sources of small business assistance
  - Teach community development strategies to community leaders and organizations; facilitate their efforts in such areas as needs assessment, downtown revitalization, and citizen participation

### **Areas of Position Focus (continued):**

- Provide education, research and technical support addressing local government issues, such as strategic & long-range planning, capital improvement planning & budgeting, fiscal alternatives, contingency planning, and intergovernmental relations
- Provide education to address community and economic development issues specific to Kewaunee County, such as workforce development, literacy, tourism strategies, entrepreneurship, agricultural diversification and development, and technology infrastructure
- Maintain and update economic, environmental, and demographic statistics and trends for local communities
- As an emphasis in Natural Resources:
  - Provide educational resources and collaborate with agencies and organizations to address natural resource issues specific to Kewaunee County, such as groundwater quality, renewable energy sources, recycling, solid waste management, forestry, storm water management and non-point source pollution
  - Build awareness of environmental issues among citizens through the use of media and other educational delivery methods that reach Kewaunee County's diverse audiences
  - Conduct needs assessments and applied research on natural resource issues, as appropriate
  - Build collaborations and community capacity by convening local governments, organizations and citizens around issues affecting natural resources and quality of life
  - Assist communities in attempts to resolve natural resource issues at the local and regional level by acting as a liaison and process facilitator to encourage understanding of opposing interests and viewpoints, and to recognize shared interests
- As an emphasis in Community and Comprehensive Land Use Planning Programming:
  - Provide educational leadership and advice for local governments on a wide range of land use-related topics, such as comprehensive and strategic planning; alternative approaches to citizen input into planning and visioning; plan implementation methods; and training of local plan commissions
  - Advise, assist and act as liaison with counties, towns, municipalities in establishing model planning processes
  - Educate the public and local government officials about innovative approaches and techniques for community planning and development
  - Provide opportunities for discussion of land use, growth and change issues and help communities build consensus around issues of potential conflict, such as agricultural land use and residential and commercial development
  - Assist communities in attempts to resolve intergovernmental issues by acting as a liaison and process facilitator to encourage understanding of opposing interests and viewpoints, and to recognize shared interests
  - Conduct needs assessments and applied research on local land use issues, as appropriate
  - Collaborate with county and local governmental officials and staffs, as well as organizations, agencies, and other interested persons when conducting local education programs
  - Provide education to address land use planning issue specific to Kewaunee County, such as agricultural land use development, smart growth, affordable housing, and recreation

### **Administrative Relationships:**

This position is a UW-Extension faculty appointment that is jointly supervised by Kewaunee County and UW-Extension as provided under s.59.56 of the Wisconsin Statutes. The position is accountable to the Eastern District Director on matters related to vacation, leave of absence, salary and promotion.

The position is accountable to Kewaunee County through the county Agriculture and Extension Education Committee and to UW-Extension through the Eastern District Director on all matters related to (a) program performance and job responsibilities, (b) developing effective external working relationships with clientele groups, other agencies, departments and organizations, (c) continuing professional development and (d) reporting and evaluating programs to county, state and federal government as appropriate.

**Administrative Relationships (continued):**

This position is accountable to the Kewaunee County Department Head on matters related to county administration, office management and performance development.

**Program Relationships:**

The Educator primarily works with the Community, Natural Resource and Economic Development (CNRED) Program Area of UW-Extension. The Educator seeks counsel from the CNRED Program Area and other appropriate UW-Extension statewide programming units regarding subject matter and educational strategies. Appropriate programming relationships with other program areas are encouraged.

Using results from comprehensive planning processes, the Educator identifies priority subject matter and strategies to meet current and long-term educational needs in the county. The Educator establishes and maintains effective working relationships with county office colleagues, other county departments, local community organizations, co-workers in other counties, program area representatives and other state agencies in order to plan and implement needed programs, while maximizing available resources. The Educator communicates local priorities and resource needs to the CNRED Program Area and District Director.

The CNRED Assistant Program Leader provides guidance and support for the development and implementation of effective educational programs that meet and/or exceed expectations. The CNRED Program Area and the Academic Department of Community Resource Development share responsibilities for guiding probationary faculty employees.

**Academic Relationships:**

This is a faculty position in the UW-Extension Academic Department of Community Resource Development and, subject to faculty regulations, is appointed to the University of Wisconsin System rank and tenure track. A tenured appointment must be obtained by the end of the sixth year of full-time employment to retain the position, in accordance with UW-Extension faculty policies and procedures.

**Required Qualifications:**

- Master's or other graduate degree with content expertise, and at least one degree, in a field that relates to the responsibilities of this position such as business, economics, community development, planning, natural resources management or adult education
- Ability to plan, implement and evaluate community-based, non-formal educational programs that reach, and are accessible to, a wide range of audiences
- Ability to teach and communicate ideas effectively verbally, in writing and through educational technology to adults and youth
- Strong group and educational facilitation skills
- Ability to organize work and to work productively with indirect supervision in a highly visible public sector environment
- Ability to work collaboratively with other paid and non-paid staff; ability to take personal responsibility to help team efforts succeed
- Strong interpersonal and problem-solving skills in a team setting; ability to effectively manage conflicts
- Skillful in establishing and maintaining professional work relationships and networks
- Able to work in a context of individual and cultural differences
- Demonstrated willingness to learn on an ongoing basis
- Ability to adapt to changing programming and workplace priorities
- Ability to use outcome data for program improvement and accountability
- Ability to promote Cooperative Extension and its programs through mass media and public relations/marketing skills
- Ability to use word processing and the Internet

**Preferred Qualifications:**

- Demonstrated success planning, implementing and evaluating community-based, non-formal educational programs that reach, and are accessible to, a wide range of audiences
- Successful experience in community development, land use planning, economic development, local government education and/or adult education
- Experience developing the capacity of volunteers to implement and maintain educational programming
- Knowledge of adult learning principles
- Scholarship experience; demonstrated ability to critically review and utilize research findings
- Experience working with local governments and community-based organizations; experience building community-based community coalitions for the purpose of taking positive action
- Ability to write grants and establish partnerships that pool and/or leverage public and private funds in support of Extension's mission; experience in budget development and management
- Volunteer or paid experience working with people from culturally diverse groups
- Skillful in the use of educational software and current instructional technologies
- Demonstrated understanding of Extension's mission; knowledge of land grant colleges and universities

**Equal Opportunity:**

As an affirmative action employer, UW-Extension provides equal opportunity in programs and employment. UW-Extension does not discriminate on the basis of age, race, creed, color, disability, sex, sexual orientation, national origin, ancestry, marital status, arrest record or non-program related conviction record. Employment is contingent upon establishment of identity and verification of employment eligibility as required by the Immigration Reform & Control Act of 1986.