

Making a Difference

CEA Annual Achievement Report Outline and Content Tips

General Information

The following sections will provide you with general guidelines on the type of information that should be included in each section of your CEA Annual Achievement Report. If you feel like your In-Depth Program Summaries adequately illustrate some of the bullets from those In-Depth sections, there is no need to replicate that information.

The Annual Achievement Report should be comprised of bullets and/or narrative that you have documentation to support. It should be no longer than four pages in length, and generally 3 to 4 pages will be sufficient. For the purpose of your Performance Appraisal Conference, you should complete and submit your In-Depth Summary(ies) along with the CEA Annual Achievement Report.

In-Depth Program Planning

Basic Content to receive a rating of Effective (3)

- Provided leadership for determining specific issues in the county or designated area of responsibility.
- Has an organized, effective, and engaged Extension planning group(s) that support county plans and programs. Planning group members are volunteer representatives of the community and rotated regularly. Groups generally meet a minimum of three times per year; however more or less meetings may be required for some groups per instructions from the RPL and DEA.
- Planning group meetings include involvement of resource persons (Extension Specialists, Commodity Leaders, Other Agencies, etc.) as required by RPL and DEA.
- Is involved with external or multi-county planning groups to strategically place Extension as a stakeholder in broader community programs.
- Modified programs based on client needs.
- Used program development process to develop programs that are based on relevant issues identified through an EPG, specialist, stakeholder, or other relevant source (or multiple sources).
- Has evidence of data to support relevance of issues and needs.
- Sought out and involved appropriate partners and collaborators to enhance the program development process.

Advanced Content for ratings of Highly Effective or Outstanding (4 – 5)

- Committees are representative of the community and include diverse membership.
- Evidence of EPG member involvement in programming beyond basic participation and facilitation, to include:
 - committee members securing sponsors and resource people
 - members speaking at events
 - members coordinating facilities and volunteers
- Planning groups meet beyond the minimum required number of meetings.
- There is documentation of training provided to committee members including subject matter training, best practices for cash management, civil rights/affirmative action, and other needed training topics.

In-Depth Program Implementation

Basic Content to receive a rating of Effective (3)

- Program has a clearly identified audience and targets appropriate population.
- Adapted and effectively used multiple teaching methods and learning activities to conduct educational programs, as appropriate to address target audience needs. Regional requirements will apply to number of methods and outreach activities required.
- ANR programs included appropriate number of result demonstrations as teaching tools in the program. Results from demonstrations are shared broadly as an educational tool. Involvement of Extension Specialists is an expectation in Result Demonstration Implementation.
- Used participant feedback to improve teaching effectiveness.
- Effectively branded and marketed programs to target audience participation. Effective marketing will include the use of multiple media outlets and methods.

Advanced Content for ratings of Highly Effective or Outstanding (4 - 5)

- Significant teaching by CEA is evident in programs
- Teaching methods include an appropriate mix of traditional, electronic (i.e. web based, technology assisted, etc.), and other methods to reach targeted clientele.

In-Depth Program Evaluation

Basic Content to receive a rating of Effective (3)

- Developed a plan to evaluate the quality and effectiveness of programs.
- Evaluation methods implemented were appropriate and effective in measuring the type of change expected.
- Used evaluation data to improve teaching methods, effectiveness, and quality, with input from planning groups.
- Collected and analyzed data that was valid and reliable in measuring program impacts.

Advanced Content for ratings of Highly Effective or Outstanding (4 - 5)

- A minimum of two data collection techniques were utilized in the evaluation of the program (i.e. survey, observation, yield data, interviews, etc...)

Outreach Program Summary

Basic Content to receive a rating of Effective (3)

- Outreach plans are representative of needs of the county, all needed plans are in place and approved.
- Planning groups are engaged in Outreach Programs as required by DEA and RPL. Groups will generally be required to meet a minimum of 3 times per year, with the RPL or DEA sometimes requiring more or less. Involvement of Extension Specialists or other resource people is expected with planning groups.
- Effectively engaged in management of the 4-H Program, including recruitment, volunteer development, project support, camp and other educational activity participation and other support needed to maintain a quality program for youth.
- All Outreach Programs completed as planned, or as amended and approved by DEA and RPL.
- Markets all outreach programs effectively, including newsletters, media, and electronic methods as appropriate.
- Evaluation of Outreach Plans is expected (minimum of customer satisfaction). Level and method of evaluation will be specified in each plan.
- ANR Outreach plans should include appropriate Result Demonstrations, evaluated as described in the In Depth section.

Advanced Content for ratings of Highly Effective or Outstanding (4 - 5)

- Outreach plans include involvement in multi and inter disciplinary programs with co-workers.
- Strong evidence of support of 4-H program, particularly in appropriate subject matter project areas.
- Evidence of CEA teaching in outreach programs.
- Evaluation results shared with EPG(s) and program modified as needed.
- Outreach plans are summarized in interpretive document similar to In-Depth Summary.

Accountability and Interpretation

Reporting Quality and Timeliness will determine Scores for 3-5 if all criteria are met

- Monthly reports were submitted on time and complete.
- Annual Program Plans are completed and submitted in a timely fashion.
- High Quality In-Depth Program Summaries were developed and shared appropriately with planning groups and other stakeholders. Summaries will include the results of major activities and focus on client change (knowledge, behavior, adoption, and/or economic impact)
- Commissioners court reports, mileage, and support materials were submitted each month to DEA.
- Responded promptly and professionally to special requests for reports and materials.
- Effectively branded and interpreted extension programs and programming efforts to key stakeholders, including commissioners courts, school boards, state/federal elected officials, and others as appropriate, using a variety of strategies and methods.
- Effectively utilized appropriate communication tools and channels to consistently market and interpret the benefit and value of Extension educational programs, such as Internet, weekly radio/TV shows, columns, etc.
- Implemented a coordinated strategy to communicate value of Extension programs with other agents, staff, and partners as appropriate.

Volunteer Management and Engagement

Basic Content to receive a rating of Effective (3)

- Effectively trained and engaged volunteers in program implementation to include:
 - volunteers teaching clientele
 - program planning
 - result demonstration cooperators
 - master volunteers and mentors provide direct clientele support
- Effectively conducted screening of volunteers working directly with youth.
- Recruited, involved, managed, and recognized volunteers, including 4-H Club Leaders and Project Leaders, Master volunteers, TEEA members and others in a manner that enhanced educational outreach.
- Volunteer numbers are appropriate for size and complexity of the county. Adequate numbers of volunteers are involved in program areas where volunteer support is beneficial.
- 4-H volunteer involvement is adequate to lead and grow the 4-H program to be representative of the needs of the county.

Advanced Content for ratings of Highly Effective or Outstanding (4 – 5)

- Evidence of volunteer leadership in programs. Volunteers taking ownership of programs with input and guidance from CEA.
- Recognition of volunteers is planned and intentional, such as implementation of volunteer recognition event.

Other Human Resources

Basic Content to receive a rating of Effective (3)

- Effectively managed paid staff, including county staff, program staff, or other staff as an integral part of the Extension program.
- Provided effective orientation, training, feedback and evaluation of county support staff as appropriate.
- Cooperates with other County staff in recruiting, interviewing and hiring staff.
- Followed all appropriate policies, rules, and guidelines as they relate to hiring and supervision of paid staff.

Advanced Content for ratings of Highly Effective or Outstanding (4 – 5)

- Successful in securing additional human resources as needed to grow the county program.
- Partners with other organizations or departments to maximize human capital for program support.

Material Resource Development

Levels of Program Support will Determine Scores of 3 to 5 if all criteria are met

- Developed and maintained effective working relationships with sponsors, donors, and coworkers in securing, maintaining, and managing support and resources for Extension educational programs.
- Effectively accrued and managed funds in a manner that enhanced program quality and outreach, including funds from county budgets, grants, donations, and program funds maintained by external groups. Included dollar amounts when appropriate.

- Actively and effectively supported fee-based programming.
- Completed a written annual review of support group accounts for all external groups who raise funds. Took corrective actions as appropriate.

Internal Relationships

Basic Content to receive a rating of Effective (3)

- Fostered joint education and program delivery activities with other Extension agents and specialists that led to a positive program impact within the county and in multi-county activities.
- Demonstrated evidence of multi-disciplinary, multi-cultural, and/or multi-county program efforts as appropriate.
- Demonstrated the ability to function effectively with other CEP/AgriLife Extension and research faculty, as well as other Texas A&M AgriLife and Texas A&M System representatives.
- Collaborated effectively with Extension organizations and support groups such as 4-H clubs, master volunteer groups, TEEA clubs, and study groups, etc., in a manner that enhanced program outcomes.

Advanced Content for ratings of Highly Effective or Outstanding (4 - 5)

- Very evident positive and inviting office atmosphere. Staff relationships are excellent and any problems are handled internally.
- Documentation of frequent office conferences, including total staff involvement in programs, budgeting, office management, interpretation, and other key aspects.

External Relationships

Basic Content to receive a rating of Effective (3)

- Established, sustained, and expanded networks, coalitions, and collaborations, which further the work of Extension in serving clientele.
- Established and maintained active and positive relationships with Commissioners Court(s), state and federal representatives, and representatives of local groups, organizations, and other agencies.
- Provided the necessary leadership to create partnerships and/or collaboration with external groups to plan programs to meet current and future needs.
- Actively partnered with local, county, state, and national/federal stakeholders, agencies, organizations, clubs, private businesses, agribusinesses, financial institutions, school groups etc., to develop and enhance educational programs and responses to effectively address local needs.
- Demonstrated expansion of programs to new audiences as a result of external relationships. Examples: expansion of 4-H clubs, increased volunteerism, and new target communities and other audiences.

Advanced Content for ratings of Highly Effective or Outstanding (4 - 5)

- Community involvement at a level that leads to wide visibility and respect for Extension..
- Recognized as an asset to the community by key leaders such as Chamber of Commerce, business and industry leaders, school districts, etc....

Other Teamwork Examples

Levels of Involvement and Collaboration will Determine scores of 3 to 5 if all criteria are met

- Demonstrated ability to cooperate effectively as a team member at local, district, state, and national levels through collaborative programming efforts, participation on committees/task forces, and other tasks and duties as assigned.
- Demonstrated leadership in team building skills and service as a team leader when appropriate.
- Actively cooperated and supported employee recruitment and onboarding processes such as mentoring, First Step, internships, career days, and related team-oriented activities and processes.
- Worked cooperatively with coworkers on local job responsibilities, including 4-H program management, interdisciplinary programming, LAB, youth boards, PACs, 4-H cluster programming, multi-county planning groups, interpretation efforts, office support, joint reports, and related duties that require teamwork. Fostered a work environment that encourages positive staff interaction and relationships.

Professional Development

Levels of Involvement will Determine scores of 3 to 5 if all criteria are met

- Served in leadership roles on local, regional, state, national, and Extension committees and task forces.

- Demonstrated the competencies and interpersonal skills necessary to successfully conduct Extension programs.
- Participated in appropriate professional development training.
- Displayed a positive attitude and provides leadership to professional development activities in the District/Region.
- Worked with RPL and/or DEA to provide leadership to professional development activities as appropriate.
- Made satisfactory progress on graduate study hours and coursework, based on timeline for completion (if applicable).
- Actively participated in appropriate professional organizations and demonstrates evidence of leadership and recognition.
- Made appropriate scholarly contributions, such as publications, fact sheets, newsletters, web pages, handbooks, etc., at district, regional, state, and national levels.
- Made satisfactory updates and progress on Career Ladder preparation and took necessary action for promotion if appropriate

Professionalism

Levels of Attainment of Criteria will Determine scores of 3 to 5 if all criteria are met

- Maintained appropriate office hours.
- Followed instructions and responded properly and promptly to management.
- Communicated positively with co-workers, staff, administrators, clientele, and local stakeholders.
- Expressed disagreements in a constructive, non-confrontational manner
- Consistently complied with policies and procedures.
- Demonstrated the necessary initiative that will lead to fulfillment of job duties and responsibilities
- Was involved in community and organizations as appropriate to build community support and relationships.
- Represented the agency positively through personal appearance and conduct.