



Dean and Director, Extension Service Position Profile



Greenwood/Asher & Associates, Inc.
Executive Search, Consulting and Training

The Opportunity

West Virginia University (WVU) seeks a dynamic individual to provide leadership to develop and execute an innovative and positive vision that supports and advances the comprehensive land-grant mission of West Virginia University. The Dean and Director will implement ideas that improve the quality of Extension Service programs for both West Virginia citizens and other stakeholders. The Dean and Director will lead the faculty and staff in strategic action to further WVU's mission of teaching, scholarship, and engagement into the future. The Dean and Director will provide leadership that addresses the engagement and opportunities associated with the diverse programs in Extension Service. The Dean and Director is the chief officer of Extension Service and reports to the Provost or her designee.

Minimum Qualifications

- A Master's degree in a relevant field. Preferred fields could include, but are not limited to, extension education, agriculture, community development, family and consumer sciences, natural resources, education administration or related areas.
- Documented successful experience working in Extension Service or at a land-grant University.
- Demonstrated current knowledge of Extension Service issues and trends.
- A clear ability to use good judgment and make sound decisions.
- A leadership style that invites collaboration, encourages teamwork, welcomes diverse perspectives, and values transparency.
- Evidence of an understanding of and commitment to working with diverse populations, including race, gender, economic, sexual orientation, geographic, and abilities.
- A demonstrated ability to manage change, resolve conflict, and build consensus.
- Superior interpersonal and communication skills, a high level of emotional intelligence and concern for others, and the ability to navigate controversy and treat all people with civility and respect.
- The ability to advocate Extension Service's needs, plans, and programs effectively.
- The ability to imagine new possibilities for Extension Service, develop and articulate a vision, and develop and implement effective strategic plans, including the ability to translate institutional strategy into operational goals, and to specify and prioritize short and long-range objectives.
- A proven ability to provide skilled, enthusiastic, visionary leadership to a variety of groups and individuals as well as a large, geographically dispersed organization.
- Familiarity with the distinctive features of, and opportunities for a land-grant institution - particularly as it pertains to the state and region.
- Demonstrated experience managing complex budgets.
- Knowledge of and/or experience with one or more of the fields in which Extension Service operates: 4-H and Youth Development; Community and Economic Development; STEM Education; Agriculture; Agri-Tourism; Nutrition Outreach; Wellness; Fire Safety; Safety and Health; Labor Studies; Communications; and Technology should be articulated.

Preferred Qualifications

- Earned doctorate in a relevant field. Preferred fields could include, but are not limited to, extension education, agriculture, community development, family and consumer sciences, natural resources, education administration, law or related areas.
- Significant (at least five years) experience in supervision of employees.

- Supervision of faculty and staff in higher education.
- Proven dedication to excellence in teaching, research, and service.
- Experience in acquiring external funding through fundraising, grants acquisition and fee for services.
- Knowledge of higher education recruitment and retention strategies.
- A defined history of cultivating and coordinating collaborations to achieve stated goals.
- The ability to effectively navigate policies and procedures in the state of West Virginia.
- Experience as an agent of innovation and change achieving excellence across a complex organization.
- A demonstrable track-record of administrative achievement that gives strong evidence of the capacity to manage a complex unit, including its budget, workforce, and programs.
- The skills to navigate the organizational, political, and fiscal realities unique to a major public research university, and to make changes to improve current practice, including effective advocacy for the resources required to uphold mandates and achieve aspirations.
- Demonstrated capability to manage professional and support staff effectively, including hiring, motivating, training, developing and evaluating the job performance of employees.
- Experience and/or the clear potential to represent Extension Service articulately and compellingly within the larger University and to external constituencies, enhancing the visibility and impact of its work while increasing gifts, grant-related funding, and other mission-aligned revenue.

Duties and Responsibilities of the Dean and Director

- Fulfill the mission and goals of the West Virginia University Extension Service and West Virginia University.
- Serve as the chief advocate for the Extension land-grant mission and education, research, and service outreach programs at the University, county, state, national and international levels.
- Provide strategic leadership that encourages and rewards innovation and action, promotes diversity and inclusion, and University values.
- Demonstrate through active leadership a commitment to innovative and effective technologies.
- Engage in transparent communication strategies, recognizing that faculty and staff are geographically dispersed throughout the state
- Focus on Extension's unique ability to contribute to the University's overall goals in recruitment and retention, service and applied research that can positively impact the citizens of West Virginia.
- Develop and sustain relationships and partnerships with leaders, elected officials, volunteers and key constituents at the county, state and national level.
- Provide financial oversight and management for a complex \$48 million budget, which includes federal and state funding, grants, fee for services, and WVU Foundation as well as Memorandums of Agreement with counties.
- Provide leadership to the Extension Service Administrative Team, which includes an Associate Dean for Programs and Initiatives; Associate Dean for Research; Director of Development; Director of Marketing; Director of Finance and Budget; Director of Technology; Deputy Title IX and Civil Rights Administrator; and three Program Unit Directors.
- Lead and manage all aspects of the Extension Service, including budget/salary management, and personnel management, including the hiring, placement, tenure, promotion, and performance reviews of state and county faculty.
- Collaboratively guide vision and strategic actions for the faculty and staff to further WVU's mission of teaching, research and service.

- Advocate and serve as a model for teaching, research, and service professional achievement.
- Actively pursue a fundraising agenda, working with the WVU Foundation and appropriate Extension Service personnel to identify, cultivate, and steward relationships with current and potential donors.

WVU Extension Service

The Extension Service is the “front porch” of West Virginia University, extending the land-grant mission to 1.8 million West Virginians. Through its network of Extension offices in all 55 counties, Extension Service agents, specialists, and staff are dedicated to improving the lives of people, businesses and communities through practical, research-based education. A broad range of programming is delivered in areas of 4-H and youth development, agriculture and natural resources, and family and community development. Extension Service also operates WVU Jackson’s Mill, a special mission campus of West Virginia University and the nation’s first state 4-H camp. Extension Service also includes Safety and Health Extension, which operates the West Virginia State Fire Academy, also at Jackson’s Mill. With headquarters in Morgantown, WV, Extension Service has 419 employees, which include 53 faculty program area specialists and 100 county-based faculty agents as well as 120 staff.

Background

In West Virginia, the Cooperative Extension Service began with Extension Service, founded in 1867. The organization was developed to meet the changing, lifelong needs of people and communities. Extension Service faculty, staff and volunteers build and sustain partnerships with people and organizations across the state to provide programming aimed to improve the lives and communities of West Virginians. Through education and outreach programming in the areas of agriculture and natural resources; 4-H youth development; and family and community development, our experts bring research-based knowledge to encourage know-how, curiosity and innovation to move West Virginia forward.

Agriculture and Natural Resources

Extension Service is known for its contributions to agriculture and natural resources across the state by providing resources on various topics, including farm management, horticulture, livestock, small farming, forestry, wildlife and soil.

More and more producers, especially women, are recognizing the opportunities inherent in agritourism and farm-based education. They see it as an extended growing season, where visitors yearning for fresh recreational, educational and social experiences, are ripe for the picking.



West Virginia’s terrain is filled with grasslands and pasture that’s well suited for raising animals. Through connections with local farmers and a familiarity with the unique West Virginia farm landscape, Extension Service specialists have knowledge in livestock production, forage quality, hay sales and pasture management.

Extension Service experts help landowners to promote multiple uses of natural resources in ways that are sustainable and compatible in the Appalachian forest region.

The WVU Soil Testing Lab has introduced a fertilizer recommendation system that uses soil productivity groups for agronomic crops. West Virginia has 195 named soil series, and these are placed into five yield classes.

Extension Service specialists emphasize the sustainability of agricultural practices and quality of life for all current and future West Virginians. Extension Service resources are available to help residents learn the science behind large-scale horticulture and the art of sustainable garden cultivation and management in West Virginia.

Family and Community Development

Extension Service helps our state grow its economic and community independence, while focusing on the health and safety of our residents. Extension Service's Family and Community Development unit provides opportunities through outreach and resources focused on topics such as: community and workforce development; family and consumer sciences education; nutrition and health; tourism and hospitality; workplace and fire safety; and more.

The Family Nutrition Program provides tools to limited-resource families, youths and adults to improve their health through a variety of nutrition, food and physical activity programming. One of FNP's most popular initiatives is the West Virginia Kids Markets program, which supplies low-income schools, childcare centers and communities with access to fresh, local fruit and vegetables. Other recent successes include the Randolph County edible landscape project and the nutrition partnership with Marie's House Women's Recovery Center.

Other Family and Community Development programming assists West Virginians in more rural areas helping them lead healthier lifestyles by creating local solutions to our state's health-related challenges. A recent partnership between Extension Service and the CDC resulted in the community-based project *Be Wild, Be Wonderful, Be Healthy*, which aims to increase access to physical activity and healthy foods in Clay and McDowell counties by connecting local resources and giving community members a voice. The Family and Community Development unit also serves as a resource to communities, agencies and individuals when it comes to tourism, economic and community development. The unit works closely with local communities, organizations and partnering agencies in the areas of community design, economic development and tourism. Using the latest research-based knowledge, strategies and technology, this group of experts helps people understand community change and identify opportunities to improve their social and economic well-being. The [Monongahela National Forest Gateway Communities Grant](#), for instance, is an initiative that brings together local business owners and community leaders to learn how they can move forward, making full use of forest and community assets to attract and create a vibrant community



experience for local residents and visitors. As a result of this collaboration, Snowshoe Highlands was named the International Mountain Bike Association's newest Ride Center, one of 40 in the world to receive this designation

Family and Community Development is uniquely home to three workforce development programs. **Fire Service Extension** provides critical, high-quality training to emergency and first responders. The program offers national qualification testing, certifications and specialized training for aircraft rescue firefighting; structure firefighting using a mobile fire training unit complete with smoke, flames, sounds and obstacles found in structure fires; and industrial fire brigade training. Fire Service Extension also offers a popular national Junior Firefighter Camp each summer that allows youths to gain insight and interest in becoming future members of their communities' emergency services.



A strong economy stems from an educated, skilled workforce, and the **Institute for Labor Studies and Research** (ILSR) provides educational programs and research support to West Virginia workers. ILSR partners with employers and unions to offer a wide range of classes and courses designed to promote positive labor-management relations, build leadership capacity, and increase effective communication. ILSR faculty were instrumental in developing the state's first Construction-Management credit program as part of a Department of Labor Bridging the Gap workforce initiative.

Safety and Health Extension (S&HE) works with business, industry and labor to prevent injuries, illness, and fatalities and to increase occupational safety and health knowledge in the workplace. S&HE is one of 27 OSHA Training Education Centers (OTIEC) and is ranked 3rd nationally in number of students directly trained and third in number of workers trained in OSHA 10 and 30 hour courses. In an area with growing industrial, oil and gas, and construction industries, education and training are vital for the jobsite safety of workers. S&HE expert faculty provide occupational safety and health training, First Aid, CPR and Healthcare training and other safety- and health-related on-site services to improve the safety and health of the work environment. In addition to education and training, S&HE maintains a strong, funded research agenda which currently includes two 5-year NIOSH funded research grants, a NIOSH funded pilot study and a Department of Labor OSHA training and evaluation grant. Timber-Safe is an organizational intervention study measuring the reduction in hazards on West Virginia logging sites with the use of mobile application auditing and third-party support.

Safety and health ranked #1 nationally for number of OSHA 10- and 30-hour trainings conducted

4-H Youth Development



Extension Service is committed to educating the next generation of West Virginia youths through the 4-H Youth Development unit. This past year, 4-H programs reached 73,100 youths through community activities, camps and school-based programming that focus on leadership development, community service, STEM, healthy living, agriculture, and more.

Camping is the centerpiece to delivering 4-H programming in West Virginia. Each summer, over 10,000 youth participate in 4-H camps in counties and at Jackson's Mill State 4-H Camp. From traditional residential and day camps, to specialty content camps, youth "learn by doing" to develop personal life skills. In addition to 4-H faculty, all camps are "staffed" by adult volunteers. West Virginia 4-H would not be possible without these committed caring adults who build positive relationships with 4-H youth.

Traditional 4-H Clubs as well as Special Interest Clubs are active throughout the state. Clubs meet during the year with a business portion to teach leadership skills, followed by an educational lesson and recreation. Youth members are guided by adult volunteers who make up the core of county 4-H Leaders Associations.

Extension Service's 4-H Youth Development unit has become a national leader in STEM education. The 4-H STEM program aims to create fun and engaging programming that fosters an appreciation for science, engineering, technology and math in West Virginia youths, with the primary goal to equip youths with STEM-related skills they need to compete in the 21st century job market.

Google and National 4-H select Extension Service's 4-H Youth Development as one of 20 states to receive a \$250,000 CS Innovator grant to bring computer science education and outreach to students in rural communities. For the past two years, the program also has been selected by Google and National 4-H to lead the National Youth Science Day challenge – the world's largest youth-led science challenge. The 2018 "Code Your World" challenge consisted of a four-part challenge for kids ages 8 to 14 to apply computer science to the world around them, and it reached more than 7,000 West Virginia youths and 200,000 students nationwide. In 2019, the group will lead "Game Changers" with a goal of reaching more youth nationwide.



Extension Service's 4-H Youth Development unit is playing a major role in the Mylan STEM-CARE initiative, which is a collaboration between WVU and Mylan Pharmaceuticals that is aimed to develop and implement programming to instill a growth mindset in West Virginia's youths through the application of problem-solving skills gained from science, technology, engineering and math.

STEM education and outreach will be enhanced with the construction of the Annette S. Boggs Educational Center, a 6,000-square-foot facility located at WVU Jackson's Mill. The state's first dedicated STEM and

makerspace facility will be home to year-round programming for youths and adults, including hands-on activities that focus on skills they can use across diverse career paths.

When students get the summer off, Extension Service kicks into gear with the longest-running AmeriCorps program in the nation. The award-winning Energy Express summer reading and nutrition program provides literacy education and nutritious meals to students in rural and low-income communities. Each summer over 3,000 children engage in quality learning experiences and receive two free meals a day. Over 475 college students receive high quality training and teaching experiences while serving as AmeriCorps members.

West Virginia University

WVU was founded in 1867 as a result of the 1862 Land-Grant Act, otherwise known as the Morrill Act. WVU is proud of its flagship, land-grant university status, and its mission reflects its dedication to serving the state and citizens of West Virginia through access to higher education, research and comprehensive health sciences.



The WVU System is a family of distinctive campuses united by a single mission. From the groundbreaking research of the flagship in Morgantown (ranked R1, the highest research category institution) to the student-centered focus of WVU Potomac State College in Keyser to the technology-intensive programs at WVU Institute of Technology in Beckley — WVU is leveraging its talents and resources to create a better future for West Virginia and the world.

The WVU Institute of Technology in Beckley offers more than 40 majors, including one of the top 100 undergraduate engineering programs in the country, as ranked by U.S. News & World Report.

WVU Potomac State College in Keyser has one of the lowest tuition rates of all the nation's four-year institutions. Offering more than 50 majors, this campus combines the personal attention of a small college with the benefits of a major university.

The WVU System also includes divisions of the Robert C. Byrd Health Sciences Center in Charleston and Martinsburg, as well as 10 experimental farms and four forests throughout the state, and WVU Jackson's Mill State 4-H Camp. The WVU System includes 518 buildings on 15,880 acres. The Morgantown campus has 245 buildings (11 on the National Register of Historic Places) on 1,892 acres.

WVU Mission

As a land-grant institution, the faculty, staff and students at West Virginia University commit to creating a diverse and inclusive culture that advances education, healthcare, and prosperity for all by providing access and opportunity; by advancing high-impact research; and by leading transformation in West Virginia and the world through local, state and global engagement.

As one West Virginia University, we are purposeful in our studies and our work so that we can partner with our communities – both near and far – to bring needed and valued solutions to real-life problems within the pillars of education, healthcare, and prosperity.

Academics

Fourteen Morgantown colleges and schools offer 350+ majors in agriculture, natural resources and design; arts and sciences; business and economics; creative arts; dentistry; education and human services; engineering and mineral resources; law; media; medicine; nursing; pharmacy; physical activity and sport sciences; and public health.

WVU ranks nationally for prestigious scholarships: 25 Rhodes Scholars, 24 Truman Scholars, 45 Goldwater Scholars, 3 George C. Marshall (British) Scholars, 5 Morris K. Udall Scholars, 5 USA Today All-USA College Academic First Team Members (and 11 academic team honorees), 26 Boren Scholars, 63 Gilman Scholars, 59 Fulbright Scholars, 3 Department of Homeland Security Scholars, 32 Critical Language Scholars, one Jack Kent Cooke Foundation Graduate Scholar, 5 National Institute of Standards and Technology Fellowships, and 25 National Science Foundation Graduate Research Fellowships.

The Carnegie Foundation for the Advancement of Teaching has honored 19 WVU faculty as West Virginia Professors of the Year. Powsiri Klinkhachorn, professor of computer science and electrical engineering, earned the award in 2015.

WVU is one of only about a dozen schools in the country that are land-grant, doctoral research universities with a comprehensive medical school. The WVU School of Medicine was the first in the country to rotate students through a clinical addiction program, which is now a requirement for all American medical students.

WVU is the only university in the country offering degrees in forensic science at the Bachelor, Master, and Ph.D. levels. WVU is only one of two programs nationally that offers the PhD in forensic science.

Research

WVU continues to rank at the highest level of research activity (“Doctoral Universities: Highest Research Activity” or “R1”) as reflected in the Carnegie Classification of Institutions of Higher Education. Only 130 of the nation's 4,500 colleges and universities attain this ranking. WVU faculty generate over \$127 million annually in sponsored contracts and research grants, and 3,244 faculty actively perform research in their respective fields. 2,030 students participated in undergraduate research from 2011-16.



- The Blanchette Rockefeller Neurosciences Institute — the world's first institute devoted to the study of human memory — is at WVU.
- WVU is partnering with NASA to launch West Virginia's first satellite into orbit.

- WVU engineer Dan Carder, who led the research team that broke open the Volkswagen emissions scandal, was named to the 2016 Time 100, the magazine's annual list of the 100 most influential people in the world.
- WVU professors Sean McWilliams and Zach Etienne and a group of graduate students are part of a global team of scientists who have detected gravitational waves for the third time, demonstrating that a new window in astronomy has been firmly opened.
- Maura McLaughlin and Duncan Larimer from the Department of Physics and Astronomy were part of a global team of astronomers who detected for the first time repeating, short-duration bursts of radio waves from an enigmatic source, likely located well beyond the edge of the Milky Way galaxy.

Accreditation

WVU is accredited by the Higher Learning Commission. The Higher Learning Commission (HLC) is an independent corporation that was founded in 1895 as one of six regional institutional accreditors in the United States. The HLC accredits degree-granting post-secondary educational institutions in 19 states across the North Central United States.

Morgantown, West Virginia

The WVU Morgantown campus is located in Morgantown, named "No. 1 Small City in America" by BizJournals.com for its exceptional quality of life. With a population of 30,855, Morgantown was also rated the ninth best college town in America by *Business Insider* and is within easy traveling distance of Washington, D.C. to the east, Pittsburgh, Pa. to the north, and Cleveland and Columbus, Ohio to the northwest. Other rankings: Kiplinger.com included Morgantown in their 10 great places to live list; one of "Best Sports Cities" by *Sporting News*; 5th "Best Small Metro" by *Forbes*; 12th overall "Hottest Small City" by *Inc.*; one of "50 Smartest Places to Live" by *Kiplinger's*; and the second-ranking "Best College Town for Jobs" by *Forbes*.



Salary

The salary is competitive and commensurate with qualifications and experience.

How to Apply

Greenwood/Asher & Associates, Inc. is assisting West Virginia University in this search. Confidential applications and nominations will be accepted until the position is filled. For best consideration, applications and nominations should be provided by January 18, 2020. Initial screening of applications will begin immediately and will continue until an appointment is made. A complete application will include a letter addressing how the candidate's experiences match the position's duties, responsibilities and qualifications; a current résumé or curriculum vitae; and a list of names of five references (including titles, institutions and contact information). Submission of materials as PDF attachments is strongly encouraged.

Individuals who wish to nominate a candidate should send an email with information about the nominated person to Greenwood/Asher & Associates, Inc., an executive search firm, which is assisting in this search. Please include the name, position, address, telephone number, and email address of the nominee.

Confidential inquiries, nominations and application materials should be directed to:

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For more information about West Virginia University, please visit <https://www.wvu.edu/>

West Virginia University is committed to fostering a diverse and inclusive culture by promoting diversity, inclusion, equality, and intercultural and intercommunity outreach. Accordingly, the University does not discriminate on the basis of race, color, national origin, ancestry, age, physical or mental disability, marital or family status, pregnancy, veteran status, service in the uniformed services (as defined in state and federal law), religion, creed, sex, sexual orientation, genetic information, gender identity, or gender expression in the administration of any of its educational programs, activities, or with respect to admission or employment. This Policy sets forth how discrimination, harassment, sexual and domestic misconduct, certain consensual relationships, stalking, and retaliation will be addressed by West Virginia University.

