

EFNEP & SNAP-ED Program Leader Core Competencies

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A. DEMONSTRATE EFFECTIVE LEADERSHIP

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| A-1 | Model professional integrity |
| A-2 | Provide and communicate a clear and compelling vision |
| A-3 | Guide strategic planning |
| A-4 | Facilitate team building and model teamwork |
| A-5 | Demonstrate positive interpersonal skills |
| A-6 | Coach and be coached |
| A-7 | Coordinate with institutional leadership to ensure programmatic integrity |
| A-8 | Foster coordination efforts between the community nutrition programs |
| A-9 | Collaborate with Land Grant Universities within and across states (1862, 1890, 1994) |
| A-10 | Seek, take advantage of, and advocate for opportunities to advance the program |
| A-11 | Mentor leaders within and beyond your organization |
| A-12 | Pursue professional development to ensure core competencies |
| A-13 | Foster organizational change for program innovation and organization success |
| A-14 | Contribute to local, state, multi-state, regional and/or national program efforts |

B. COMMUNICATE PROGRAM VALUE WITH PASSION

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| B-1 | Identify trends, social patterns and cultural shifts that impact programs |
| B-2 | Advocate for the audience we serve |
| B-3 | Champion multi-level approaches for nutrition plan(s) |
| B-4 | Increase awareness of program needs and assets |
| B-5 | Communicate quantitative and qualitative program impacts and program value internally and externally |
| B-6 | Tailor messages to stakeholder interests |
| B-7 | Oversee development of program promotional materials |
| B-8 | Direct program marketing efforts |
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C. DIRECT STATEWIDE PROGRAM IMPLEMENTATION

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| C-1 | Coordinate program planning based upon capacity assessment and needs assessment |
| C-2 | Maintain purposeful engagement with program staff, faculty, university administration, partner agencies and funders |
| C-3 | Integrate evidence-based strategies and practices into program(s) |
| C-4 | Coordinate curriculum identification, development and/or adaptation |
| C-5 | Ensure compliance with program guidelines and policies |
| C-6 | Utilize evaluation results for program enhancement and reporting |
| C-7 | Conduct comprehensive program reviews |
| C-8 | Foster diversity, inclusion, and cultural responsiveness |
| C-9 | Conduct and/or participate in applied research |
| C-10 | Navigate personnel and performance management issues while consulting and complying with HR guidelines |
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D. CREATE AN ENVIRONMENT IN WHICH PROGRAM STAFF* CAN THRIVE

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| D-1 | Develop and modify a staffing plan |
| D-2 | Create and modify position descriptions |
| D-3 | Oversee recruitment and hiring of staff |
| D-4 | Ensure staff complete organizational orientation/onboarding |
| D-5 | Coordinate initial staff training |
| D-6 | Coordinate ongoing staff development and advancement |
| D-7 | Facilitate effective performance management (counseling, coaching, termination, legal issues) |
| D-8 | Recognize and reward staff |
| D-9 | Mentor team members |
| D-10 | Support local participant recruitment efforts |
| D-11 | Solicit and consider staff input on all aspects of program operations |
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*Staff applies to all employees, team members within the program

E. PLAN, EVALUATE, REPORT

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| E-1 | Interpret federal guidelines to support and develop program plans |
| E-2 | Coordinate the development of program goals, objectives and strategies |
| E-3 | Facilitate and contribute to the writing of program plan(s) |
| E-4 | Provide oversight to the creation and adaptation of evaluation plans and instruments |
| E-5 | Monitor program evaluation processes |
| E-6 | Provide oversight for data quality and integrity |
| E-7 | Ensure requirements are met for state, federal and university reporting |
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F. PROMOTE SYNERGISTIC INTERNAL AND EXTERNAL COLLABORATIONS

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| F-1 | Cultivate and demonstrate the benefits of shared vision |
| F-2 | Establish and nurture relationships with partners |
| F-3 | Develop formal collaboration agreements |
| F-4 | Leverage resources through collaborations |
| F-5 | Develop and share the collective impact of collaborations |
| F-6 | Bridge university and community systems |
| F-7 | Celebrate, recognize, and reward collaboration |
| F-8 | Monitor collaborations |
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G. PRACTICE STEWARDSHIP OF ALL RESOURCES

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| G-1 | Interpret fiscal policy per university and funding guidelines |
| G-2 | Develop budgets |
| G-3 | Provide financial management within university and funder frameworks |
| G-4 | Communicate budget information, priorities and allowances |
| G-5 | Oversee and monitor budgets and contracts |
| G-6 | Oversee financial accountability and reporting |
| G-7 | Authorize expenditures |
| G-8 | Train and support staff about budgetary processes |
| G-9 | Oversee program inventory |
| G-10 | Seek and secure additional resources |
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KNOWLEDGE — Key foundational information needed to be successful

- Nutrition education research and best practices
 - Dietary guidelines
 - Physical activity guidelines
 - Public health approaches
 - Pedagogy, andragogy and educational modalities
 - Relevant technology
 - Issues facing target audiences (low-literacy, poverty, health inequity, etc.)
 - Nutrition assistance programs
 - Diversity and inclusion
 - Land grant system
 - Extension
 - Leadership and training of paraprofessional and professional staff
 - Different needs of paraprofessionals and professional educators
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SKILLS — Expertise that promotes optimal job performance

- Leadership
 - Communication
 - Conflict resolution
 - Negotiation
 - Facilitation
 - Coaching
 - Mentoring
 - Setting priorities
 - Personnel management
 - Connecting/relationship-building
 - Financial management
 - Public speaking
 - Analyzing data and situations
 - Critical thinking
 - Political savvy
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RESOURCES (books, websites, online trainings, etc.)

- EFNEP Program Planning and Comprehensive Review: A Toolkit for EFNEP Coordinators guide (2014)
- EFNEP Digital Resources
- SNAP-Ed Toolkit
- Dietary Guidelines for Americans
- Physical Activity Guidelines for Americans
- Community Nutrition Education (CNE) Logic Model
- SNAP-Ed Connection
- SNAP-Ed Evaluation Framework and Interpretive Guide
- SNAP-Ed Program Development Team
- Association of SNAP Nutrition Education Administrators (ASNNA)
- FNS and NIFA National and Regional Leaders
- SNAP-Ed Plan Guidance
- USDA NIFA SNAP-Ed Program website
- EFNEP Research: A Searchable Database of Research for the Expanded Food and Nutrition Education Program
- Identification of Best Practices in Nutrition Education for Low-Income Audiences, Journal of Nutrition Education and Behavior, Volume 46, Issue 4
- National Extension Association of Family and Consumer Sciences (NEAFCS)
- From Telling to Teaching — Joye Norris
- Navigating for Success
- National Nutrition Certification Program (Utah online)
- University of Minnesota System Approaches for Healthy Communities
- Cornell — PSE Training: Making the Healthy Choice the Easy Choice
- EFNEP Policy Document
- USDA NIFA EFNEP Program website
- EFNEP National Office website

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