

EFNEP & SNAP-ED Program Leader Core Competencies

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A. DEMONSTRATE EFFECTIVE LEADERSHIP

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

- 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

- 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

- 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

- 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

- 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

- 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.)

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