

**UC Davis Extension
Program Representative I-III
Classification Guidelines**

Categories	Program Representative I	Order of Importance	Program Representative II	Order of Importance	Program Representative III	Order of Importance
Program/Curriculum Development and Needs Assessment	Maintains current program of small to medium size and generates new continuing education program ideas through discussions with PR II, PR III, Analyst, or CES. Typically reviews class evaluations, compiles feedback, and presents new program ideas to supervisor for consideration.	3	Maintains current programs of medium to large size and researches new continuing education programs. Proposes ideas to PR III, Analyst, or CES. Provides input regarding competitive, secondary market research as well as needs assessments associated with long-range planning.	5	Researches new continuing education programs, develops curriculum and proposes to CES for feasibility. Conducts and/or provides input regarding competitive, secondary market research as well as needs assessments associated with long-range planning.	1
Program or Course Management & Logistics	May provide daily oversight of a program, including students and support staff with management directed by PR II, PR III, Analyst, or CES.	1	Overall management of small to large size program(s) or particular programming area(s) with well established large repetitive programs, or small to medium size programs with new development. Areas of specialty such as the law, masters, or education programs which have higher potential for impact on legislation and the visibility of UCDE, are considered small, but complex.	1	Overall management of large programming unit and/or complex programming area(s) for new programs.	2
Marketing/Selling Programs	Occasionally performs campus outreach, serves on committees and task forces and networks with professional organizations. Performs proofing, occasional writing and development of new tools. Provides input regarding marketing strategy and budget to PR II, PR III, Analyst, or CES.	4	Identifies companies to target for custom programs; networks with professional and community organizations; develops and implements new tools; performs campus outreach related to specified programs, makes sales presentations and on-site visits with oversight of PR II, PR III, Analyst, or CES. Performs marketing communication functions including adhering to budgets, developing strategy; lists choices and drafts unit communications with approval by PR III, Analyst, or CES. AND/OR Outreach (face-to-face) or cold calling with clients to discuss potential or new programs and build on existing programs through exceptional customer service.	2	Identifies companies to target for custom programs; networks with professional and community organizations; develops and implements new tools; performs campus outreach UCDE wide, makes sales presentations and on-site visit with updates to PR III, or CES. Directs program implementation for large and complex program units/areas. AND/OR Outreach (face-to-face) or cold calling with clients to discuss potential or new programs and build on existing programs through exceptional customer service.	3
Long-range Planning (1 - 5 years)	May provide input, but has no direct responsibility for long-range program planning.	5	Provides program input and participates in long-range planning activities with guidance from PR III, Analyst, or CES.	4	Actively participates, approves, and is accountable for long-range planning of large or complex units or groups.	4
Instructor Recruitment and Management	Recruits and manages instructors including hiring, negotiating compensation, mentoring (receipt of performance feedback) and conducting instructor meetings with direct instructions from the CES or Program Director.	2	Recruits and manages instructors including hiring, negotiating compensation, mentoring (receipt of performance feedback), and conducting instructor meetings, with general concurrence from the CES or Program Director.	3	Oversees or performs hiring, negotiating compensation, mentoring (receipt of performance feedback), with updates to CES or Program Director.	5

Categories (*)	Program Representative I	Order of Importance	Program Representative II	Order of Importance	Program Representative III	Order of Importance
Supervision Exercised (Applicable to Designated Supervisors ONLY)	Must have responsibility for direct supervision of programming or clerical staff associated with implementation activities (at least 2 FTE). This includes recruiting, hiring, developing, evaluating and disciplining.		Must have direct reports (2 FTE) and indirect reports (More than 2 FTE) of programming clerical and PR I's. May supervise AA I's, AA II's, AA III's, and PR I's This includes recruiting, hiring, developing, evaluating and disciplining.		Must have direct reports (2-4 FTE) and indirect reports (More than 2 FTE) supervising programming, student and clerical staff. May supervise AA I's, AA II's, AA III's, PR I & II's. This includes recruiting, hiring, coaching, evaluating and disciplining.	
Impact on campus mission	Limited involvement		Moderate involvement		Extensive involvement	
Supervision Received	Reports to PR II, PR III or Continuing Education Specialist, or other campus comparable titles.		Reports to PR III, Continuing Education Specialist, or other campus comparable titles.		Reports to CES or other campus comparable titles.	

*NOTE: Designates Categories importance. "1" being the highest category of importance.