

REVENUE GENERATION POLICY FOR EXTENSION SPECIALISTS

West Virginia University Extension Service
Revenue Generation Policy for Extension Specialists

West Virginia University Extension faces a continuing decrease in real dollars available to support critical programming. During faculty and staff discussion leading up to the 2004 reorganization, a faculty-staff committee recommended that Extension program specialists should be required to generate a portion of their salary. This policy was discussed and adopted by Extension as a means to make clear the role of specialists in generating external funds and to increase the amount of these funds available for program.

Program Extension Specialists (clinical, tenure-track, and FEAPS - Faculty Equivalent Academic Professionals) are expected to generate the equivalent of 10 percent of their annual salary in extramural funds starting with calendar year 2005. To calculate the appropriate salary equivalent, the annual salary as of July 1 in the preceding year will be used.

Exceptions: For specialists funded jointly by Extension and another major academic unit (e.g., Davis College), the 10 percent requirement would apply only to the Extension portion of their salary funded through state, federal 3b3c, 3c, and 3d funds, and fees. For specialists requiring a portion of their salaries from competitive grants, the 10 percent would apply only to the salary funded through state funds, federal 3b3c, 3c, and 3d funds, and fees.

The 10% revenue generation need not be funds supporting salary, and may be resources administered by local entities, West Virginia University (WVU), and WVU Foundation, which are broadly supportive of Extension programming. Acceptable revenue includes:

- competitive grants
- contracts and subcontracts
- fees
- gifts
- in-kind and cash contributions
- foundation contributions

Revenue generation must be used for Extension programs and activities and are to be counted in the year that they are received. For gifts, documentation is needed on the dollar value assigned to gifts. For in-kind contributions, receipts are needed that reflect the fair market value of those contributions. For foundation contributions, documentation should reflect faculty member roles in obtaining the contributions. When more than one faculty member is involved in generating revenue from any of the above sources, documentation is needed that apportions the revenue based on individual roles and responsibilities.

The requirement for these revenues will be included in future letters of offer and will be reported by faculty as an attachment to their proposed Faculty Assignment Document (FAD). Reporting shall cover revenue generation for the previous calendar year. Program unit directors are responsible for tracking the funds and for accountability of faculty within their unit meeting their goals. If a faculty member fails to meet the 10% revenue generation goal, the program unit director will place a letter to that effect in the annual faculty productivity file. Committees and administrators reviewing the faculty file will use this information in their evaluation of faculty service.

NOTE: Income generation by Extension employees of all description is valued highly. However, note that this policy does not apply to county-based faculty (a.k.a. county agents) or other categories of Extension employees (classified employees).

Attachment

Effective 1/1/2005

West Virginia University Extension Service

Revenue Generation Policy for Extension Specialists - 10%

Name		Date	
Title		Calendar Year	
Salary*			
10% Goal			

	Amount**	Description
Competitive Grants		
	1.	
	2.	
	3.	
Contracts & Subcontracts		
	1.	
	2.	
	3.	
Fees		
	1.	
	2.	
	3.	
Gifts		
	1.	
	2.	
	3.	
In-kind Contributions		
	1.	
	2.	
	3.	
Foundation Contributions		
	1.	
	2.	
	3.	
Other		
	1.	
	2.	
	3.	
TOTAL		

* Only the salary that is currently on hard dollars should be shown - state, federal 3b3c, 3c, 3d and fees. Blacked out on FAD.

** Countable dollars include those that are administered by local entities, WVU, and WVU Foundation that support directly WVU Extension programs.

Specialist Signature & Date _____

Program Unit Director Signature & Date _____

Associate Provost & Director Signature & Date _____

**Attachment to annual Faculty Assignment Document (FAD).
Report revenue generation for prior calendar year. Use second form as needed. Effective 1/1/2005**