

Assistant Professor (Practice)

Position Details

Position Information

Department	Sea Grant Extension (RSG)
Position Title	Assistant Professor (Practice)
Job Title	Assistant Professor (Practice)
Appointment Type	Academic Teaching/Research Faculty
Job Location	Bandon
Position Appointment Percent	100%
Appointment Basis	12
Faculty Status	Regular
Tenure Status	Fixed-Term
Pay Method	Salary
Recommended Full-Time Salary Range	\$51,228-\$79,308

Position Summary

This is a full-time, 12-month, fixed-term, Assistant Professor of Practice position that will serve as a Tourism and Business Development faculty member for the Oregon Coast region. The academic home for this position will be in the College of Business and program home will be Oregon Sea Grant (OSG) at Oregon State University (OSU). The position will be located at the Wild Rivers Coast Alliance headquarters in Bandon, OR. Reappointment is at the discretion of the Regional Administrator and the Program Leader.

This individual will be a member of the Coos and Curry County Extension offices and will report to the OSU Extension Regional Administrator in consultation with the OSG Outreach and Engagement Leader

OSG is a statewide program housed at OSU and is one of 33 programs in the National Sea Grant College

Program network funded by Congress through National Oceanic & Atmospheric Association's National Sea

Grant College Program in partnership with OSU. The faculty member will contribute to the mission, vision and values of OSG.

The mission of OSU Extension Service is to deliver research-based, objective, informal education to help Oregonians solve problems, develop leadership, and manage resources wisely. As a land grant institution committed to teaching, research, discovery, and outreach and community engagement; OSU promotes economic, social, cultural and environmental progress for the people of Oregon, the nation and the world.

The faculty member will develop a Tourism and Business Development program that helps provide and conduct applied research, instruction, and community coordination efforts related to tourism in Coastal Oregon (primarily on the South Coast). Important activities will include: working with stakeholder groups such as businesses, local government, and local non-profits to encourage regional collaboration and strategy development in an effort towards building capacity for tourism in an economically disadvantaged area; supporting, experiential learning opportunities for undergraduates, graduate fellows and interns in project areas related to this position. Creating curriculum and teaching relevant courses/seminars in tourism and business development.

Oregon State University is committed to engaging partners and stakeholders using state of the science approaches. The incumbent will incorporate learning innovations, pursue community engaged scholarship, and utilize innovative, cross-disciplinary programming approaches

Active and effective communication with staff and key stakeholders is critical to the success of this position for purpose of needs assessment and co-creation of learning experiences.

OSU College of Business faculty and OSG faculty are committed to enhancing student success by engaging students in quality academics, research, internships, global studies, and other experiential learning opportunities. Positions with primary responsibility for Extension and Outreach are likewise committed to learner success through programming appropriate for diverse audiences.

OSU and the Division of Outreach & Engagement are committed to maintaining and enhancing its collaborative and inclusive community that strives for equity and equal opportunity. All employees of the Division are responsible for helping to ensure that these goals are achieved. In addition, all faculty members will design, develop, maintain and/or carry out Division programs to ensure that all people have equal program participation opportunities.

Position Duties

75% – Extension and Outreach:

Implementing applied research, instruction, community coordination, and collaboration with key stakeholders.

Provide education, training, and coordination in an effort to encourage community groups to create regional marketing strategies that highlight the unique and compelling attributes of coastal Oregon that also resonates with towns, businesses, and broader communities on the south coast region.

Provide education and training around developing collective advertising partnerships (pooling resources).

Coordinate community efforts and resources of businesses, local government, and non-profits that appeal more broadly to travelers.

Work with existing Oregon State Extension areas such as natural resources, agriculture, and Oregon Sea Grant to expand outdoor recreation based tourism, marine tourism, eco-tourism, and agri-tourism opportunities in the region.

Provide knowledge-based information and instruction related to tourism to businesses, non-profits, and local governments

Assist both existing and developing businesses and local governments in identifying emerging tourism opportunities. Programs, information, and resources offered by OSU Extension will help stakeholders learn to encourage visitors to stay longer, return in the shoulder and off-seasons, and increase spending in the destination.

Monitor and track local, national, and global tourism trends and disseminate information to the regional stakeholders on the Oregon Coast region.

Disseminate and evaluate information by teaching and facilitating webinars, 1:1 meetings, town-hall meetings, chamber events, a robust web-site, etc.

Coordinate with Oregon State University College of Business such as the Austin Family Business and Entrepreneurial Programs, disseminating their research-based information to the community and providing research or experiential opportunities for College of Business faculty and students.

Collaborate with small business development centers, local community colleges, and other area resources to help existing or new businesses create growth oriented business plans and identify tourism opportunities.

Assist community stakeholders in creating comprehensive business retention and expansion research for the coast region to assist stakeholders with long term planning.

Implement applicable College of Business initiatives, such as the Close to the Customer Project.

Identify and implement best practices from other extension tourism and business development programs.

Develop a plan of work addressing educational gaps as well as evaluate the quality and impact of educational programs available to audiences as appropriate.

Evaluate program outcomes using peer and participant assessment, provide documentation of effectiveness, and modify efforts based on client feedback and needs assessment. Develop and track metrics of importance to the performance of tourism businesses and coastal communities.

Attend appropriate OSU and other relevant trainings to maintain subject matter expertise.

10% – Scholarly Outcomes:

Scholarly and creative work is intellectual work whose significance is validated by peers and that is communicated. Emphasis in scholarship should be placed on outcomes that recognize activities as a professional practitioner in community settings with special emphasis on practicing and communicating engaged scholarship that

signifies and respects reciprocity with partners.

To achieve promotion, scholarship for this position must include peer reviewed materials that are durable and findable in the web environment. These are typically of the two types shown below but as our communication worlds change, other types of scholarship may fit these durability and findable criteria:

- Publications in peer-reviewed journals which might encompass description and evaluation of novel community-based professional practice or research application, program development and innovation, outcomes of innovative programs and/or services, definitive professional practice reviews, or case reports among others.
- Authorship of extension publications, local or regional "practice" publications, book chapters, other educational materials and electronic information delivery media if it is either peer reviewed before dissemination or if there is evidence of its adoption and use by peers.

These durable, web-findable materials may be augmented by other forms of peer validation such as the following:

- Invited presentations, poster and podium presentations, and published abstracts and/or proceedings at state, regional and national levels, provided that evidence of peer validation is provided.
- Documented impacts due to local or regional adoption of improved practices, methods, or programs.
- Secured competitive grants and contracts appropriate for the scope and focus of the faculty member's position.

Develop an active applied/demonstration research program that supports the Extension education program.

Recognition as a professional practitioner in community settings as demonstrated by the following: Honorary degrees; Awards recognizing community, professional and/or scientific achievements; Fellowships in national professional and/or scientific organizations; Requests to serve as a technical advisor to government agencies, industry, or professional groups.

For more information on the scholarly outcome expectations for this position, please refer to the OSU Faculty Handbook and the Academic Affairs document "Scholarship defined for Professors of Practice".

5% – Organizational Accountability:

Utilize technology successfully as a tool to increase the impact of program delivery on constituents including participating with Ask-an-Expert.

Use multiple methods of electronic communication and social media to collaborate internally and externally as appropriate.

Implement fee-based programming and cost-recovery practices, develop partnerships, and solicit external funding to support and enhance educational programs as appropriate.

Organize and maintain program advisory and management committees or networks to identify program needs, make recommendations, assist in program implementation, and evaluation of program effectiveness.

Contribute to equity, inclusion, and diversity as part of teaching, educational delivery, advising, research, Extension, service, and/or scholarly outcomes. Outputs and impacts of efforts to promote equity, inclusion, and diversity should be included in promotion dossiers.

Link program level output with the overall OSU Extension and University brand in all opportunities. Provide community and statewide opinion leaders and decision makers the understanding and context on how program level Extension work relates to overall Extension programming output. Annually provide impact statement reports adhering to Extension criteria.

5% – Supervision:

Supervise undergraduate and/or graduate student employees in support of research activities; including planning work, assigning work, approving work, hiring/firing (or effectively recommend); preparing evaluations.

5% – Service:

Represent OSU Extension Service in interaction with governmental agencies and community groups. Support OSU Extension Service and the university through participation on committees and be a participating team member in the delivery of all Extension programs in the Coast Region. Provide all requested reports and documentation about program outputs and impacts.

Professional Development: Pursue continued personal growth through participation in professional improvement opportunities, maintain active membership in professional organizations, and remain current on research results and developments in the profession. Provide service and leadership to professional organizations as appropriate.

Provide service to the academic home, college and university through committee service and leadership as appropriate and requested by administrators and peers.

Serve on state, regional, and national advisory committees appropriate to position

responsibilities and participate in professional organization activities.
 Provide liaison and problem solving services to coastal tourism, local, and university communities:
 -Participate in Tourism related committees and coordinated efforts in the South Coast.
 -Collaborate with Travel Oregon (Oregon Tourism Commission), the Oregon Coast Visitors Association, Wild Rivers Coast Alliance, and area chambers of commerce.
 -Assist in strategic and cohesive marketing of Extension and Oregon Sea Grant.
 -Participate in Coos County Extension Staff meetings.

Minimum/Required Qualifications

Master's degree in Business Administration, Tourism, or closely related field.
 Three years or more of full-time professional experience working in tourism research, business development, educational outreach, or Extension.
 Demonstrated knowledge of the tourism industry (rural), including eco/nature tourism, agri-tourism, and/or marine tourism.
 Demonstrated knowledge of experimental design and capability to conduct applied research appropriate for this position.
 Excellent written and oral communication and marketing skills including effective use of electronic (traditional and web-based) and printed mass media.
 Demonstrated ability to lead groups/teams and to plan, organize, evaluate, manage, and delegate details associated with program and office management.
 Demonstrated ability to work as a team member with other professionals.
 Demonstrated ability to work independently with minimal supervision and manage competing time demands.
 Demonstrated ability to incorporate multiple cultural perspectives in educational design and delivery.
 Demonstrable commitment to promoting and enhancing diversity and inclusion.
 This position requires driving a University vehicle or a personal vehicle on behalf of the University; therefore, the incumbent must successfully complete a Motor Vehicle History Check, possess and maintain a current, valid driver's license in their state of residence, be determined to be position qualified and self-report convictions as per OSU Standard 576-056-0000 et seq. Offers of employment are contingent upon meeting all minimum qualifications including the Motor Vehicle Check Requirement.

Preferred (Special) Qualifications

Five years' experience working in tourism research and/or facilitating educational outreach and community engagement related to tourism.
 Demonstrated ability to secure external funding support for educational and research programs.
 Demonstrated experience working with businesses and/or small business development centers in a planning/consulting capacity.
 Experience in communicating across diverse cultures.
 Experience with or demonstrated knowledge of Sea Grant, Extension, and College of Business principles and practices.
 Demonstrated ability to adapt to the changing technological environment.
 Demonstrated experience understanding the role of program advisory committees.
 Demonstrated commitment to work with underrepresented and underserved audiences.

Working Conditions / Work Schedule

Flexibility to work evenings and weekends.
 Position requires working in natural resource landscapes including marine, forest, and farms.
 Position requires lifting, carrying, pushing/pulling equipment and materials up to 25 pounds.
 Travel is required.

This position requires a clear and unambiguous commitment to compliance of all National Collegiate Athletic Association (NCAA) regulations for Division I (FBS) universities.

No

Posting Detail Information

Posting Number P00133UF

Number of Vacancies	1
Anticipated Appointment Begin Date	07/01/0016
Anticipated Appointment End Date	
Posting Date	03/17/2016
Full Consideration Date	
Closing Date	04/17/2016
Indicate how you intend to recruit for this search	Competitive / External - open to ALL qualified applicants
Special Instructions to Applicants	<p>When applying you will be required to attach the following electronic documents:</p> <p>1) A resume/CV that includes the names of at least three professional references, their e-mail addresses and telephone contact numbers (Upload as 'Other Document' if not included with your resume/vitae).</p> <p>2) A cover letter indicating how your qualifications and experience have prepared you for this position.</p> <p>For additional information please contact: Michelle Lopez at michelle.lopez@oregonstate.edu</p> <p>OSU commits to inclusive excellence by advancing equity and diversity in all that we do. We are an Affirmative Action/Equal Opportunity employer, and particularly encourage applications from members of historically underrepresented racial/ethnic groups, women, individuals with disabilities, veterans, LGBTQ community members, and others who demonstrate the ability to help us achieve our vision of a diverse and inclusive community.</p> <p>This position requires driving a University vehicle or a personal vehicle on behalf of the University; therefore, the incumbent must successfully complete a Motor Vehicle History Check, possess and maintain a current, valid driver's license in their state of residence, be determined to be position qualified and self-report convictions as per OSU STANDARD 576-056-0000 et seq. Offers of employment are contingent upon meeting all minimum qualifications including the Motor Vehicle Check Requirement.</p>

Supplemental Questions

Required fields are indicated with an asterisk (*).

Documents Needed to Apply

Required Documents

1. Resume
2. Cover Letter

Optional Documents

1. Other Document 1 (see Special Instructions)