

# 2013 NEAFCS Awards Manual

(Revised and updated September 2012 by Maudie Kelly, VP for Awards and Recognition)

General eligibility requirements and application procedures apply to all awards and fellowships. Please review the general eligibility and application procedures before completing your awards application. Please select the awards category below for specific eligibility requirements, application procedures, judging criteria and submission procedures.

**General Eligibility Requirements & Awards Application Information** -- Review this information before completing all awards applications. **page 3**

**NEAFCS Greenwood Fryinger Award** -- granted to an Extension Educator in Family and Consumer Sciences for graduate studies. This award is sponsored by NEAFCS to give members an opportunity to pursue professional improvement through graduate study in the area of their own choosing. **page 6**

**Distinguished Service Award** -- The Distinguished Service Award is the highest award presented by the NEAFCS. The award recognizes members for leadership, educational program efforts and professional development. **page 8**

**Continued Excellence Award** -- The award recognizes NEAFCS members who have previously received the Distinguished Service Award and continue to be actively involved in professional improvement programs, the promotion of professional development of others, and leadership. **page 10**

**NEAFCS Educator of the Year** - This award is to recognize a professional Extension Family and Consumer Sciences Educator who is conducting outstanding educational programs that demonstrate impact on families. **page 12**

**Florence Hall Award** -- The Florence Hall Award is presented for an outstanding program conducted by one or more NEAFCS members who have been alert in recognizing new concerns and interests of families and have involved people in planning and implementing programs that benefit families. **page 14**

**NEAFCS Past Presidents' New Professional Award** -- The award is presented to an outstanding new professional, and must be used to help defray the cost of attending the recipient's first NEAFCS Annual Session. **page 16**

**Dean Don Felker Financial Management Award** -- This award recognized the development of financial management programs which help individuals and families make decisions and plan for their present and future needs. **page 18**

**Mary W. Wells Memorial Diversity Award** -- This award recognizes outstanding efforts and accomplishments of individuals and/or teams in diversity and pluralism for any Extension Family and Consumer Sciences program or activity, including staff development, advisory councils, programs, etc. **page 20**

**Program Excellence Through Research Award** -- This award emphasizes the use of research results to improve existing programs or to develop new programs. **page 22**

**Environmental Education Award** -- This award recognizes NEAFCS members for outstanding educational programs conducted for families and/or communities on various environmental issues/concerns. **page 23**

**Early Childhood Child Care Training Award** -- This award recognizes outstanding childcare professional training that addresses the needs of young children, birth to eight years of age. **page 25**

**Food Safety Award** -- The food safety award is presented for an outstanding educational program conducted by one or more NEAFCS members who have been innovative in developing, delivering and/or determining the impact of a food safety program that makes a difference. The use of technology as a learning tool will be an important criteria in the selection of this award recipient. **page 27**

**Communications Awards** – Established in 1972 to encourage excellence in communications. These include Newsletters, Written Press Releases, Radio/Podcast, Television/Video, Educational Technology, Educational Curriculum Package, Educational Publication, Photography, and Internet Education Technology. **page 29**

**Marketing Package Award** -- Recognizes NEAFCS members for outstanding marketing efforts addressing concerns and needs of children, families or communities. **page 33**

**Community Partnership Award** -- Recognizes NEAFCS members for outstanding community partnership efforts in meeting the needs of families through collaboration with group, agencies and consumers. **page 35**

**Extension Housing Outreach Award** -- Recognizes NEAFCS members for outstanding housing educational programs conducted for families and/or communities. **page 37**

**Clean and Healthy Families & Communities Award** -- Recognizes NEAFCS members for their innovative educational programs that help families and individuals understand the link between cleanliness and health. **page 39**

**Family Health & Wellness Award** – Recognizes innovative programs that promote and improve the health and wellness of families in areas such as nutrition, fitness, family meals, meal planning, time or stress management, healthy lifestyle and more. **page 41**

**Human Development/Family Relationships Award** – Recognizes innovative human development / family relationship educational efforts. Focus includes child care; parenting; relationships through the life span; marriage enrichment; communications (parent/child); retirement; aging; stress management; and related issues. **page 43**

**School Wellness Award** – Recognizes outstanding school-based programs to promote and improve physical, emotional, and/or social wellness of students, staff or families of students in the school community. The use of partnerships or collaborations, evidence of program impact and sustainability are part of the evaluation criteria. Programs may include: nutrition, fitness, garden-based nutrition education, health, character education, self esteem, farm-to-school and more. **page 45**

**Social Networking Award** – Recognizes innovative online social networking efforts. The network must include three or more of the following applications: videos, educational links, events, photos, followers, or open forums. **page 47**

# Awards Manual

## General Eligibility Requirements & Awards Application Information

### ELIGIBILITY

1. To qualify for awards or fellowships, dues must be paid to the national treasurer by January 1, 2013. The only exception is for non-members on team award applications.
2. The team leader for a team award application must be a NEAFCS member. All team members must have paid their dues by January 1 of the year applying to be considered eligible for the team award as an NEAFCS member.
3. Team members who are not members of NEAFCS are not eligible for monetary awards and will receive only a certificate.
4. A member may receive only one first place individual and one first place team award as the lead author in the same year. This requirement does not include the Distinguished Service Award or the Continued Excellence Award. Individuals and/or teams may submit applications in more than one category.
5. A member, as an individual or team member, may not receive the same national award in two consecutive years.
6. NEAFCS members are not permitted to pay dues for past years in order to extend the years of membership for award eligibility.
7. Award winners must receive 85 points or more on each judging sheet to be a national winner, and 80 points or more on each judging sheet for regional recognition. If an award has more than one national winner, on the regional level, applications receiving at least 80 points on each judging sheet will be recognized as regional finalists with the same number of winners regionally as for the national award. For awards with first, second and third place national winners, there will be first, second and third place regional winners.
8. All awards will be presented at the NEAFCS Annual Session.

### PROCEDURE and FORMAT

1. Only one (1) copy of the Online Awards Application is required: this copy is the printout that is received following the submission of the online application. Only those awards that are applied for online will be judged. Do not use previous year's award application forms, as they will not be in the online judging system. The applicant and Affiliate awards chair need to sign each application form. The online award application form should be placed as the cover of the award packet. (Judges should not need to open a cover to see the online application.)
2. Judging criteria is listed for each award. Please check under each award entered for specific requirements and eligibility. Consult the judging sheet (available on the website) also to insure that all requirements are met.
3. Letters of support are required for the following: Greenwood Frysinger, Florence Hall, New Professional, Mary W. Wells Memorial Diversity Award, NEAFCS Educator of the Year, and the Community Partnership Award. Letters of support for the Distinguished Service or Continued Excellence Awards are not required at the national level.
4. Affiliates are allowed to submit the following number of applications for awards, as related to paid active Affiliate membership on January 1<sup>st</sup>. This applies to all awards, including the

Distinguished Service Award and the Continued Excellence Award, as well as program and communication awards. Affiliates may submit as many Extension Educator of the Year applications as they receive and choose to send forward for national judging.

**Awards sent to the National Vice President for Awards & Recognition for judging must be postmarked on or before February 15 or they will not be eligible for judging.**

# of Active Paid Members	# of Award Applications
1 – 50	1
51 – 100	2
101-150	3
151 – 200	4
201- and up	5

5. For team award applications, only the team leader completes the *online award* application. All team members are listed on the online award application and membership or non-membership is designated. All NEAFCS members listed as team members must have dues paid by January 1<sup>st</sup> to be recognized as NEAFCS members. If the team is applying for more than one award, please have the same team member fill out each online application form.
6. Only team members listed on the online award application will be recognized at Annual Session and/or will receive certificates. **Additional team members cannot be added after the application deadline date.**
7. NEAFCS members must apply for awards for themselves. Others may prepare award applications, and do the “groundwork” but, the online application should be done by the person named on the application form.
8. No titles or professional designations will be used on award certificates, only names.
9. For team award applications, all correspondence will be addressed to the team leader only. It is the responsibility of the team leader to communicate with other team members. Award checks and/or scholarships will be issued in the name of the team leader only and it is the responsibility of that leader to divide monies or compensation as agreed by the team.
10. Supplementary materials accompanying the application should be typed with all pages labeled. Some award applications limit the number of supplemental pages or pieces. Check the requirements, point deductions will be taken for those exceeding or not meeting the requirements.
11. Listing of accomplishments is limited to the time span of the applicant’s nominated project or program.
12. Applicants should keep a file copy of the total application package submitted.
13. Applications will NOT be returned. Only National award winning applications will be available for return at the end of Annual Session. Applications must be picked up and will not be mailed.
14. Award applications should be packaged in appropriate plastic sleeves, view binders or notebooks. Awards that do not have supplemental materials may be best displayed in a clear front report cover with a slide or three pronged fasteners. Those that have bulky supplemental materials, including CD’s, or DVD’s or any other items will be easier to judge in sleeves in a three ring notebook (**limit ONE three ring notebook per application**) in which the supplemental materials can be displayed without damaging the contents or the item to be included in the award application. Brochures, flyers, newsletters, or other supplemental pieces need to be in separate plastic sleeves and clearly labeled. CD’s, DVD’s, and dongles (flash

drive or jump drive) need to be **labeled and securely affixed** to the three ring binders so they do not become separated from the award application. Printed instructions should be included on the format and software used for each CD or DVD included. Make sure all supplemental pieces are clearly marked with the applicant name, award category, entry number and Affiliate name. Be sure to include all supporting documents and the signed Online Award Application form with all awards.

15. Action Photo – include a 5” x 7” “action photo” of yourself or your team members (not your audience!) depicting your award efforts with name, state and award category written on the back. Place in a clear sleeve protector and include with application. If the applicant is a national winner the photo will be displayed along with their winning award application packet at Annual Session.
16. NEAFCS Logo Policy - all award submissions using the NEAFCS and Living Well logos must use them in their entirety including any taglines associated with the logos or trademarks. (No additions or omissions). Awards not complying will be disqualified. Use of the logos is optional, but if the logos are used they must be used properly.
17. Awards that include a partial scholarship to attend Annual Session must be used the year the award is received. The scholarship will be given in the form of a credit toward the cost of a full-time registration fee for NEAFCS Annual Session (no checks will be issued). If the applicant is not able to attend Annual Session the year the award is received the scholarship will be forfeited but the award certificate will still be given to the recipient. In the case of team awards, the scholarship will be given to the individual who completed the online award application (team leader). It will be the responsibility of the team leader to compensate other team members per agreement by the team. If the team leader is not able to attend Annual Session they may designate in writing, one (1) other team member (whose name appears on the original online award application) to receive the partial scholarship to attend Annual Session the year the award is received.

## **PUBLICITY**

1. NEAFCS requests that no publicity be released until the official award presentations are made at NEAFCS Annual Session.
2. Program results from applications may be shared in such publications as *The Journal of Family and Consumer Sciences*, *The Journal of NEAFCS*, and *Journal of Extension*.
3. It is the responsibility of the award winner(s) to prepare and distribute publicity.
4. Press releases for the award winner(s) will be available following the Annual Session on the NEAFCS web site in the awards section. Click on “Awards” at the top of the home page. On the Awards & Recognition page, you will find a link for “Award Winner News Release.” There are news release templates available for each award category.

## **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# NEAFCS Greenwood Frysinger Award

## BACKGROUND

The NEAFCS Greenwood Fellowship was granted to an Extension Educator in Family and Consumer Sciences for graduate studies. The award gave members the opportunity to pursue professional improvement through graduate study in the area of the professional's own choosing.

The first Grace Frysinger Fellowship was established in 1951 by a direct grant of \$500 from Miss Grace Frysinger, Home Economist of the Central States, Washington, D.C. The award was a tribute to Miss Frysinger because of her years of service as a field agent, her promotion of the organization as a national association and her contribution to the Extension Service.

In 2011, the NEAFCS Greenwood Fellowship and the NEAFCS Grace Frysinger Awards were combined. The NEAFCS Greenwood Frysinger Award is granted to an Extension Educator in Family and Consumer Sciences who has been either formally or informally mentored.

## AWARD

One (1) NEAFCS Greenwood Frysinger Award will be given. The mentee will receive a \$400 cash award. The mentor(s) will receive a certificate.

## PURPOSE

The NEAFCS Greenwood Frysinger Award is granted to an Extension Educator in Family and Consumer Sciences who has been either formally or informally mentored by one or more Extension Educators in Family and Consumer Sciences. The award is sponsored by NEAFCS to give an Extension Educator in Family and Consumer Sciences with up to five years experience an opportunity to grow professionally by expanding the professional's network or encouraging participation in a Professional Development Opportunity of the professional's own choosing.

## ELIGIBILITY

1. Only one NEAFCS Greenwood Frysinger Award will be awarded to an individual. Previous NEAFCS Greenwood Frysinger national winners are not eligible.
2. The expanded professional network or professional development must be completed within 12 months after the award is granted.
3. Any Extension Educator in Family and Consumer Sciences who has been a member of NEAFCS for 5 years or less may apply.
4. The winner will participate in the Showcase of Excellence at NEAFCS Annual Conference the year following award receipt. The Showcase presentation should demonstrate how the award was used to expand the winner's professional network or professional development.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Application – limited to 5 double-spaced typed pages
  - a. Mentoring Experience
    - i. Mentee
    - ii. Mentor(s)
    - iii. Background of the mentee – Extension experience, major programs, areas of expertise, years of membership in NEAFCS and years in current position
    - iv. Description of the mentor/mentee experience
    - v. Time frame of the mentoring experience
  - b. Impacts of the Mentoring Experience

- i. Programs/activities implemented
  - ii. Issue Area Addressed
  - iii. Impacts
  - iv. Explanation of the mentor(s)/mentee experience in this program
- c. Expanded Network or Professional Development Plan
  - i. State in detail the purpose of the Expanded Network or Professional Development Plan.
  - ii. Share the type of Expanded Network or Professional Development that will be pursued.
    - 1. Name of Expanded Network or Professional Development Activity
    - 2. Objective of the Expanded Network or Professional Development Activity
    - 3. Dates of Expanded Network or Professional Development Activity
    - 4. Financial Cost of the Expanded network or Professional Development Activity. It is possible to include dues, registration fees, transportation, lodging, and meals.
    - 5. Anticipated results of the Expanded Network or Professional Development Activity for future Extension work at the county, area, or district level
- 3. Letters of support from the Mentor(s)
  - a. Skills of the mentee in planning and carrying out work
  - b. Effectiveness of the mentee's work
  - c. Cooperation with the Mentor(s)
  - d. Ability to work with people
  - e. Ability to be a leader
  - f. Ability to speak and write effectively
- 4. Submit a 5X7 photo of mentee and mentor(s) labeled on the back with names and award category.

### **JUDGING CRITERIA (100 total points)**

- 1. Mentoring Experience - 30 points - The mentee and mentor(s) are identified. A description of the mentoring experiences is provided. The time frame is identified.
- 2. Impacts of the Mentoring Experience – 30 points - The programs/activities resulting from the mentoring experience, the issue area addressed, the impacts, and evidence of mentee and mentor involvement are shared.
- 3. Expanded Network or Professional Development Plan – 25 points - The expanded network or professional development activity, objectives, dates, financial costs, and anticipated impacts are shared.
- 4. Letters of Support from Mentor(s) – 10 points – Skills and effectiveness of mentee, cooperation with mentor(s), ability to work with people, be a leader, speak & write effectively should be described.
- 5. 5 X 7 photo – 5 points

### **PROCEDURE**

- 1. Submit one (1) copy of the application package including a copy of the Online Award Application, a letter of support from your mentor(s), and a 5" x 7" photo for the NEAFCS Greenwood Frysinger Award as listed above to the appropriate Affiliate chair by the Affiliate due date.
- 2. Affiliate chair will mail the winning application(s) to the national vice president of awards and recognition postmarked no later than February 15, 2012.

### **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Distinguished Service Award

## BACKGROUND

The Distinguished Service Award is the highest award presented by the National Extension Association of Family and Consumer Sciences. The award recognizes members for leadership, educational program efforts and professional development.

## AWARD

The award is a plaque presented by the National Extension Association of Family and Consumer Sciences (NEAFCS).

## PURPOSE

This award recognizes Extension Family and Consumer Sciences Educators for leadership, outstanding programs, and personal and professional growth.

## ELIGIBILITY

1. Minimum of 10 years NEAFCS membership.
2. Applicant must have attended at least two (2) NEAFCS Annual Sessions.
3. Evidence of superior accomplishments, including evidence of impact.
4. Award can be received only once.
5. Number of awards given per Affiliate is determined by the number of paid active members as of February 1st of the year:

1-50 members - 1 nominee

51-100 members - 2 nominees

101-150 members - 3 nominees

151-200 members - 4 nominees

201- plus members – 5 nominees

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline (Or as state Affiliate guidelines dictate – please check with your state if they follow a different format) – limit to five (5) double-spaced typed pages:
  - a. Program accomplishments-one or two outstanding recent accomplishments
  - b. Professional improvement-give evidence of professional growth through credit or non-credit courses, work toward advanced degree, professional association meeting, travel study, etc.
  - c. Honors and awards received.
  - d. Professional association membership and participation- list Affiliate and national offices, committees, chairs, and years of membership.

## JUDGING CRITERIA (100 total points)

1. Program accomplishments - 50 points
2. Professional improvement - 25 points
3. Professional association participation - 25 points

## **PROCEDURE**

1. Submit one (1) copy of the application package and support materials as listed above for the Distinguished Service Award to the appropriate Affiliate chair by the Affiliate due date.
2. State Affiliate chair will designate Distinguished Service Award winner(s) on the Online State Summary of Awards Form no later than February 15, 2012. The Affiliate chair will submit only the signed online entry form to the national vice president of awards and recognition,

This award is judged by the Affiliate therefore no national judging sheets exist for this award.

## **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Continued Excellence Award

## BACKGROUND

The Continued Excellence Award recognizes NEAFCS members who continue to be involved in outstanding professional development and leadership.

## AWARD

The award is a plaque presented by the National Extension Association of Family and Consumer Sciences.

## PURPOSE

The award recognizes NEAFCS members who have been actively involved in professional improvement programs, the promotion of professional development of others, and leadership.

## ELIGIBILITY

1. Applicant must have been a member of NEAFCS for at least 12 years, including the current year.
2. Applicant must have received the NEAFCS Distinguished Service Award prior to the current year.
3. Applicant must have attended at least three (3) NEAFCS Annual Sessions.
4. This award can be received only once.
5. Applicant must be actively involved in a professional improvement program including any or all of the following:
  - a. Participation in informal (non-credit) professional development within the past three years
  - b. Formal study toward an advanced degree (current or completed)
  - c. Demonstration of personal commitment to professional development through participation in professional associations and contributions to state Extension Service and Affiliate association
  - d. The number of nominees allowed per Affiliate is determined by the number of paid active members as of February 1<sup>st</sup> each year:
    - 1-50 members - 1 nominee
    - 51-100 members - 2 nominees
    - 101-150 members - 3 nominees
    - 151-200 members - 4 nominees
    - 201-plus members - 5 nominees

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline (Or as state Affiliate guidelines dictate – please check with your state if they follow a different format)-limit to five (5) double -spaced typed pages
  - a. List participation in informal (non-credit) professional development activities during the past three years
  - b. Describe work toward advanced degree (if completed, indicate when)
  - c. List involvement in NEAFCS and Affiliate Extension Family and Consumer Sciences association plus any other related professional associations (do not include membership in honorary societies, civic and social) List years of membership in NEAFCS.

- d. Identify year Distinguished Service Award was received and number of years of membership in NEAFCS as well as Affiliate and/or national offices held
- e. List contributions to professional development opportunities of others
- f. Describe personal commitment to, and future plans for, professional development

### **JUDGING CRITERIA (100 total points)**

1. Professional activities during the past three years - 40 points
2. Participation in professional development and/or advanced degree in progress or obtained - 20 points
3. Professional association membership and participation, contributions to professional development activities of others - 20 points
4. Future plans for professional development - 20 points

### **PROCEDURE**

1. Submit one (1) copy of the application package and support materials as listed above for the Continued Excellence Award to the appropriate Affiliate chair by the Affiliate due date.
2. State Affiliate chair will designate Continued Excellence Award winner(s) on Online State Award Summary Form no later than February 15, 2012. Affiliate chair will forward only the signed online entry form to the national vice president for awards and recognition.

This award is judged by the Affiliate therefore no national judging sheets exist for this award.

### **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# NEAFCS Educator of the Year

## BACKGROUND

The Extension Educator of the Year Award was established in 1994 to recognize an outstanding Extension Educator. Originally the award was co-sponsored by Dow Brands and Maytag Appliances. 1998-2003, Maytag Appliances assumed sole sponsorship of the award. In 2001 it became known as the Maytag Extension Educator Award. In 2004, NEAFCS assumed the sponsorship of the award.

## AWARD

One Extension Educator of the Year award will be given in the form of a plaque presented at Annual Session.

## PURPOSE

The award is to recognize a professional Extension Family and Consumer Sciences Educator who is conducting outstanding educational programs that demonstrate impact on families and/or individuals. The member is also involved in continued professional improvement activities and is active in professional organizations.

## ELIGIBILITY

1. Persons who are current members of NEAFCS and have previously received the Distinguished Service Award and the Continued Excellence Award.
2. Member of NEAFCS for at least 12 years.
3. Applicant is actively involved in professional improvement.
4. Applicant must have a well-planned educational program with results and accomplishments.
5. Applicant shows leadership in professional associations.
6. Applicant has attended at least four (4) NEAFCS Annual Sessions.
7. This award can be received only once.
8. A display at the Showcase of Excellence is required at Annual Conference the year the award is received to showcase an outstanding program of the recipient.

## APPLICATION

Application is to be sent in a notebook with tabs for each of the six areas identified below.

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Vitae highlighting Extension career accomplishments and participation in professional organizations (limited to four (4) pages, written in outline form).
3. Three letters from consumers, other Extension faculty, or agencies describing the impact of programs in the community.
4. Letter of support from appropriate state supervisory staff or district administration.
5. Supplementary Materials- limit of five (5) pieces.
6. Submit 5" x 7" action photo of applicant labeled with name and award category.

## JUDGING CRITERIA (100 total points)

Entries will be evaluated for outstanding efforts and/or accomplishments in leadership, personal and professional growth and outstanding programs impact families.

1. Program accomplishments-50 points
2. Professional improvement and leadership-25 points
3. Professional association participation-20 points
4. 5 X 7 action photo-5 points

## **PROCEDURE**

1. Submit one (1) copy of the application notebook for the NEAFCS Educator of the Year Award, and letters of support, as listed above, along with the signed Online Awards Application to the appropriate Affiliate chair by the Affiliate due date.
2. For this award there is no limit on the number of applications per Affiliate. Affiliate chair will mail all applications to the national vice president of awards and recognition postmarked no later than February 15, 2012.

## **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Florence Hall Award

## BACKGROUND

In 1952, Miss Florence Hall, Regional Field Agent-Eastern States, Federal Extension Service, initiated this award to recognize outstanding accomplishments of NEAFCS members.

## AWARD

Three (3) Florence Hall awards (1<sup>st</sup>, 2<sup>nd</sup>, & 3<sup>rd</sup> places) will be given. First place national will include a \$300 partial scholarship to attend Annual Session the year the award is received. Second and third place national winners will receive certificates.

## PURPOSE

The Florence Hall Award is presented for an outstanding program conducted by one or more NEAFCS members who have been alert in recognizing emerging issues or new concerns and interests of families or individuals and have involved people in planning and implementing programs that benefit families/individuals.

## ELIGIBILITY

1. Application may be submitted by an individual or a team.
2. Program shall have been conducted within the past five (5) years.
3. If the first place recipient is unable to attend the Annual Session, the award is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline-limit to five (5) double-spaced typed pages:
  - a. Program description-situation, emphasis, goals, scale/size
  - b. New concerns and emerging issues-methods, clientele, rural/urban focus
  - c. Resources involved-cooperators, volunteers, special funds
  - d. Accomplishments-impact, benefits, number impacted, how measured
  - e. Future implications-clientele yet to be served
  - f. Other Extension programs conducted within the time span of nominated project (example: these could be other related programs that have come about as a result of programming efforts).
3. Letter of support from an appropriate state staff/supervisor or district administrator.
4. Supplementary materials - limit of five (5) pieces. Please package appropriately for the types of supplemental materials submitted. (see communication award section for suggestions)
5. Submit 5" x 7" action photo of applicant.

## JUDGING CRITERIA (100 total points)

1. Program description - 15 points
2. New concerns and emerging issues - 25 points
3. Resources involved - 10 points
4. Accomplishments - 25 points
5. Future implications - 10 points

6. Other Extension programs - 5 points
7. Support evidence - 5 points
8. 5 X 7 photo – 5 points

## **PROCEDURE**

1. Submit one (1) copy of the application package, letter of support, and support materials as listed above for the Florence Hall Award to the appropriate Affiliate chair by the Affiliate due date.
2. Affiliate chair will mail all applications to the national vice president of awards and recognition postmarked no later than February 15, 2012.

## **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# **NEAFCS Past Presidents' New Professional Award**

## **BACKGROUND**

With a belief in the value of continued professional development, the past national presidents of NEAFCS established this award to help enable new professionals to attend their first NEAFCS Annual Session.

## **AWARD**

One national award of \$500 will be presented annually to an outstanding new professional. The award must be used to help defray the cost of attending the recipient's first NEAFCS Annual Session, the year the award is received.

## **PURPOSE**

1. To recognize outstanding accomplishments of NEAFCS members within the first three years of employment.
2. To encourage the use of innovative and effective methods of conducting an Extension program.
3. To encourage members to participate in NEAFCS and attend Annual Session.

## **ELIGIBILITY**

1. The applicant may not have previously attended an NEAFCS Annual Session.
2. The applicant must be in the first three years from date of employment with Extension Service.
3. The award recipient must attend the Annual Session where the award is presented. If the recipient is unable to attend the Annual Session, the award is forfeited.
4. The recipient must be employed in the Cooperative Extension System at the time of the Annual Session when the award is presented.

## **APPLICATION**

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline-limit to five (5) double- spaced typed pages.
  - a. Introduction of nominee- brief statement of the nominee's professional data.
  - b. Program accomplishments- summarize most outstanding accomplishments as an Extension employee. Include objectives, goals, methods, results, and evaluation of programs conducted.
  - c. Special honors or awards- list any special honors or awards received since beginning Extension employment
  - d. Professional association membership and participation-list current membership in related professional associations. Do not included honorary societies, civic and service clubs.
  - e. Statement verifying that the applicant has never attended an Annual Session.
3. Letter of support from appropriate state supervisory staff or district administrator. (letter of support and award application are not counted as a part of the five page program outline)
4. Submit 5" x 7" action photo of applicant labeled on the back with name and award category.

## **JUDGING CRITERIA (100 total points)**

1. Meets qualifications and requirements for award-5 points
2. Program accomplishments
  - a. Meets new concerns and interests of families- 20 points
  - b. Involves others in planning and implementation-15 points
  - c. Provides evidence of initiative, innovative methods and ideas-20 points
  - d. Demonstrates results and future implications-20 points
3. Special honors and awards-5 points
4. Professional membership and participation-5 points
5. Preparation of application (letter of support)-5 points
6. 5 X 7 photo-5 points

## **PROCEDURE**

1. Submit one (1) copy of the application package, letter of support, and support materials as listed above for the New Professional Award to the appropriate Affiliate chair by the Affiliate due date.
2. Affiliate chair will mail the winning application(s) to the national vice president for awards and recognition postmarked no later than February 15, 2012.

## **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Dean Don Felker Financial Management Award

## BACKGROUND

This award recognizes the development of financial management programs which help individuals and families make decisions and plans for their present and future needs. In 1994, NEAFCS changed the name of this award in memory of Dean Don Felker, a member of the NEAFCS advisory board and Dean of the School of Consumer and Family Sciences, Purdue University, for his outstanding contributions to long-range financial planning for the association.

## AWARD

Two (2) Dean Don Felker awards (1<sup>st</sup> & 2<sup>nd</sup> place) will be given. First place will receive a \$300 partial scholarship to attend Annual Session the year the award is received. Second place will receive a certificate.

## PURPOSE

This award is given to Extension Family and Consumer Sciences Educators who have developed an outstanding educational program on some aspect of family financial management. The program should provide training in budgeting, credit management, savings, selecting financial services, preparing for home ownership, investing, retirement planning, debt management or other topics that help individuals and families develop financial management skills.

## ELIGIBILITY

1. Application may be submitted by an individual or a team.
2. Program must have been successfully used by the applicant prior to applying.
3. First place winner will present a Concurrent Session at Annual Session the year the award is received.
4. If the recipient is unable to attend the Annual Session, the scholarship is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline-limit to five (5) double-spaced typed pages:
  - a. Introduction- program objectives, target audience defined
  - b. Program description-content, delivery methods described, materials developed
  - c. Program impact-evaluation methods, results/impacts, visibility.
3. Supplementary materials-limit of five (5) pieces (to include evaluation instrument). Please package appropriately for the types of supplemental materials submitted.
4. Submit 5" x 7" action photo of applicant labeled on the back with name and award category.

## JUDGING CRITERIA (100 total points)

1. Introduction - 15 points
2. Program description - 35 points
3. Program impact - 35 points
4. Supporting Materials – 10 points
5. 5 X 7 photo – 5 points

## PROCEDURE

1. Submit one (1) copy of the application package and support materials as listed above for the Dean Don Felker Financial Management Award to the appropriate Affiliate chair by the Affiliate due date.

2. Affiliate chair will mail the winning application(s) to the national vice president of awards postmarked no later than February 15, 2012.

**QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Mary W. Wells Memorial Diversity Award

## BACKGROUND

The Mary W. Wells Memorial Diversity Award is presented in support of the Cooperative Extension System's emphasis on diversity and pluralism -- a national program to respond to the changing work force, population and Extension audience. Contributions to diversity for the association and profession by Mary Wells, NEAFCS Past President, were recognized in 1996, when NEAFCS named the diversity award in her memory.

*Diversity* is defined as differences among people with respect to age, class, ethnicity, gender, physical and mental abilities, race, sexual orientation, spiritual practice and other human differences. *Pluralism* is defined as an organizational culture that incorporates mutual respect, acceptance, teamwork and productivity among people who are diverse in the dimensions of human differences listed above as diversity.

## AWARD

One award of \$500 will be provided by a fund of contributions from individuals and Affiliate associations. The award is to be used by the recipient or team to further develop skills and/or programs in diversity and pluralism.

## PURPOSE

The purpose of this award is to recognize outstanding efforts and accomplishments of individuals and/or teams in diversity and pluralism for any Extension Family and Consumer Sciences program or activity, including staff development, advisory councils, programs, etc.

The objectives of a diversity effort or program are:

1. To provide relevant educational programs to an increasingly diverse population
2. To encourage members of diverse groups to become more involved and influential in all aspects of Extension Family and Consumer Sciences programs, especially in leadership, key decision making and program planning
3. To reflect the interests and contributions of diverse people in Extension program planning, program implementation and leadership roles
4. To recognize outstanding professionals who have made significant efforts in the areas of diversity and pluralism

## ELIGIBILITY

1. Application may be submitted by an individual or a team.
2. The program or activity shall have been conducted within the past year.
3. National winner will present a concurrent session at Annual Session the year the award is received.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline -- limit to five (5) double-spaced typed pages:

- a. Program accomplishments-briefly describe your significant accomplishments in an introductory paragraph. It is suggested that one program be selected for the application.
  - b. Identify the issues or reasons for the effort-describe timeliness, importance and significance. Define objectives and purpose and relate how they were developed. Identify and describe target audience.
  - c. Program description-design of program, locations, methods used to foster environment that respects and values diversity and pluralism, innovative/creative approach, involvement of others in planning and implementation, time frame
  - d. Accomplishments-impacts, obstacles overcome, benefits, numbers affected, qualitative results, evaluation notes, contributions to FCS/CES diversity and pluralism efforts
  - e. Future implications-expansion, changes, application for other local, state or national programs
  - f. Plan for use of award money-description of plans to further develop skills and/or programs in diversity and pluralism and who will be involved.
3. Letter of support from appropriate state supervisory staff or district administrator
  4. Supplementary material is limited to five (5) pieces. Please package appropriately for the types of supplemental materials submitted.
  5. Submit 5" x 7" action photo of applicant labeled on the back with name and award category.

### **JUDGING CRITERIA (100 total points)**

1. Identify the issues or reasons for the effort - 15 points
2. Program description - 25 points
3. Program Impact and Implications – 40 points
4. Plan for use of award money - 15 points
5. 5 X 7 photo – 5 points

### **PROCEDURE**

1. Submit one (1) copy of the application package, letter of support, and support materials as listed above for the Mary W. Wells Memorial Diversity Award to the appropriate Affiliate chair by the Affiliate due date.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

### **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Program Excellence Through Research Award

## BACKGROUND

This award is to recognize NEAFCS members as both researchers and users of research. This award emphasizes the use of research results to improve existing programs or to develop new programs.

## AWARD

One (1) award will be given. The award will include a \$200 partial scholarship to attend Annual Session the year the award is received.

## ELIGIBILITY

1. Application may be submitted by an individual or a team.
2. Research shall have been conducted in the past three (3) years.
3. Applicant must be willing to present the research in a concurrent session for NEAFCS Annual Session the year the award is received. If a team application, at least one member of the team must be willing to present the research.
4. If the recipient is unable to attend the Annual Session, the scholarship is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Abstract -150 words or less summarizing the research
3. Synopsis-800 words or less depicting the use of study results to strengthen Extension programs. Include scientific research method, methodology and a review of the literature. References are separate from the 800 word synopsis.
4. Submit 5" x 7" action photo of applicant labeled on the back with name and award category.

## JUDGING CRITERIA (100 total points)

1. Address critical concerns of Extension Family and Consumer Sciences applicable to Extension teaching- 15 points
2. Used accepted research methods/results presented objectively- 25 points
3. Findings used to strengthen Extension teaching and/or program development- 25 points
4. Conclusions and implications substantiated by results- 20 points
5. Clarity of presentation/readability (applications exceeding word limit will be penalized)- 10 points
6. 5 X 7 photo – 5 points

## PROCEDURE

1. Submit one (1) copy of the application package as listed above for the Program Excellence Through Research Award to the appropriate Affiliate chair by the Affiliate due date.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

## QUESTIONS?

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Environmental Education Award

## BACKGROUND

As environmental education is a major Extension program focus, the Environmental Education Award recognizes NEAFCS members for outstanding educational programs conducted for families and/or communities on various environmental issues/concerns.

## AWARD

One (1) award will be given to a Family and Consumer Sciences individual or team. The award will include a \$200 partial scholarship to attend Annual Session the year the award is received.

## PURPOSE

The Environmental Education Award is presented for an outstanding program conducted by an individual or team who has been involved in educating families on issues concerning water quality, air quality, recycling, and/or natural resource conservation.

## ELIGIBILITY

1. Application may be submitted by an individual or a team.
2. The program or activity shall have been conducted in the past three years.
3. National winner(s) will participate in the Showcase of Excellence at Annual Session the year the award is received.
4. If the recipient is unable to attend the Annual Session, the scholarship is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program Outline - limit to five (5) double-spaced typed pages.
  - a. Introduction - program objectives, target audience described
  - b. Program description - content, delivery methods described, material developed
  - c. Program impact - evaluation methods, results/impacts, marketing publicity
3. Supporting material - limit to five (5) pieces. Please package appropriately for the types of supplemental materials submitted. (see communication awards for suggestions)
4. Submit 5" x 7" action photo of applicant labeled on the back with name and award category.

## JUDGING CRITERIA (100 total points)

1. Introduction - 15 points
2. Program description and Accomplishments - 35 points
3. Program impact - 35 points
4. Supporting Materials – 10 points
5. 5 X 7 photo – 5 points

## PROCEDURE

1. Submit one (1) copy of the application package and support materials as listed above for the Environmental Education Award to the appropriate Affiliate chair by the Affiliate due date.

2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

### **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Early Childhood Child Care Training Award

## BACKGROUND

The Early Childhood Care Training award was initiated to recognize outstanding childcare professional training that addresses the needs of young children, birth to eight years of age. The award was originally sponsored by the Ohio Affiliate to honor Anna Pulay, an Ohio Extension Educator who recognized the positive outcomes of investing in children. In 2010, sponsorship was assumed by the NEAFCS membership.

## AWARD

One \$200 partial scholarship to Annual Session for the year the award is received will be awarded for first place national.

## ELIGIBILITY

1. Application can be submitted by an individual or team member.
2. The program must have been successfully conducted by the applicant or team within two years prior to applying for the award.
3. The application must contain a marketing and delivery piece as well as an evaluation tool.
4. The winner will participate in the Showcase of Excellence at NEAFCS Annual Conference the year the award is received.
5. If the recipient is unable to attend the Annual Session, the scholarship is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program Outline – limit to five (5) double-spaced typed pages
  - a. Program Description – situation, emphasis, goals
  - b. Concerns and Issues – clientele, rural/urban focus
  - c. Resources Involved – cooperators, special funds
  - d. Accomplishments – evaluation, impacts, benefits, number impacted, how measured
  - e. Future Implications – plan for continuation of the program
3. Supporting materials not to exceed 5 pieces (must include a marketing piece, delivery piece(s) and evaluation instrument)
4. Submit 5" x 7" action photo of applicant labeled on the back with name and award category.

## JUDGING CRITERIA (100 total points)

1. Introduction – program objectives, target audience defined, topic for training the early childcare professional - 15 points
2. Program Accomplishments – content appropriate, evidence the program is serving the current needs and interests of families, delivery method described, creativity, initiative, and innovative methods, quality of materials, marketing and delivery piece included - 50 points
3. Program Impact – evaluation method, evidence of impact on childcare professionals and/or community, future implications - 30 points.
4. 5 X 7 photo – 5 points

## **PROCEDURE**

1. Submit one (1) copy of the application package, with signed entry form and support materials as listed above for the Early Childhood Education Award to the appropriate Affiliate chair by the Affiliate due date.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

## **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Food Safety Award

## BACKGROUND

Food safety is a major Extension program focus. University of Nebraska Cooperative Extension sponsors this award to recognize NEAFCS members for outstanding educational programs conducted for families, school nutrition workers, food industry employees or managers, church workers preparing meals, home care providers, and other groups/individuals preparing and/or serving food. As a leader in food safety education, University of Nebraska Cooperative Extension wants to help recognize others who have innovative programs from which NEAFCS members can learn and enhance their food safety education programs.

## AWARD

One (1) \$500 cash award will be presented to a Family and Consumer Sciences individual or team. The monetary award is to be used for professional development by the recipient or team to further develop their skills or to develop additional educational curriculum in the area of food safety.

## PURPOSE

The food safety award is presented for an outstanding educational program conducted by one or more NEAFCS members who have been innovative in developing, delivering and/or determining the impact of a food safety program that makes a difference. The use of technology as a learning tool will be an important criteria in the selection of this award recipient.

## ELIGIBILITY

1. Application may be submitted by an individual or a team.
2. The program or activity should have been conducted in the past three years.
3. National winner(s) will present a concurrent session at Annual Session the year the award is received.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline – limit to five (5) double-spaced typed pages.
  - a. Introduction – program objectives, target audience described
  - b. Program description – content, delivery methods described, materials developed
  - c. Program impact – evaluation methods and instrument, results/impacts, marketing and publicity
3. Supporting material – limit to five (5) pieces. Please package appropriately for the types of supplemental materials submitted.
4. Submit 5" x 7" action photo of applicant labeled on the back with name and award category.

## JUDGING CRITERIA (100 total points)

1. Introduction – 15 points
2. Program accomplishments – 35 points
3. Program impact – 35 points
4. Supporting Materials – 10 points
5. 5 X 7 photo – 5 points

## PROCEDURE

1. Submit one (1) copy of the application package and support materials as listed above for the Food Safety Award to the appropriate Affiliate chair by the Affiliate due date.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

**QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Communications Awards

## BACKGROUND

To encourage excellence in communications, the Communications Awards began in 1972. American Income Life Insurance Company began sponsorship for the Communications Awards in 1981 and increased sponsorship in 1995. In 1999, 2009, 2010 and 2012, the Communications Awards were revised to reflect the communications methods and technology used by NEAFCS members.

## AWARD

In each of the nine Communications Awards categories, a first, second, and third place national winner is selected. First place national winners will receive a \$300 partial scholarship to Annual Session for the year the award is received. Second and third place national winners in each category will receive certificates.

## ELIGIBILITY

1. The communications program will have been conducted within the past three (3) years.
2. Application may be submitted by an individual or a team.
3. If the recipient is unable to attend the Annual Session, the scholarship is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline - limit to five (5) double-spaced typed or printed pages, to include a detailed explanation of:
  - a. Category
  - b. Subject/issue
  - c. Target audience
  - d. Where program has been used
  - e. Number of people reached
  - f. Evidence of impact on participants/clientele/audience
  - g. Resources used (other agencies, businesses, volunteer leaders, special funds, etc)
  - h. Percentage of the information written/prepared by applicant
  - i. Indicate information from university and/or USDA sources
  - j. Indicate how Extension Service is identified
3. Supplementary materials - submit the documentation required for respective category. (For AWARD CATEGORIES – refer to Communications categories below.)
4. Submit 5" x 7" action photo of applicant labeled on the back with name and award category.

*General Application Process for all communication entries above, see below for specific media or category. Review category's judging sheet (available online) to see more specific judging information.*

**Newsletters** - Three (3) different issues of an educational newsletter written for either a general or specific audience. Newsletters may be for special educational effort or regular Extension program. Any method of printing or an online format is acceptable. Newsletters may be prepared for distribution through envelope mailing, online, or as a self-mailer. Newsletters must be printed out copies for judging purposes – applications directing the judge to a website for a PDF file will be disqualified. Put online award application, program outline, and newsletters in three prong report folder with clear cover.

**Written Press Releases** – A press release or a special feature story or a personal column. Send a copy of the original as submitted to the newspaper or magazine, plus proof of publication. Do not send more than one article. Put online award application, program outline, and supplemental materials in three prong report folder with clear cover. (Abstracts for journals are not acceptable)

**Radio or Podcast** - An audio educational or promotional feature from one (1) minute to 15 minutes in length. May be a regular broadcast, series of P.S.A's with a theme, or a special program. Submit on a recordable CD – DVD or flash drive labeled with applicant name, program title, Affiliate, and award category. Indicate length of feature. Use high quality CD-DVD's. Place in labeled CD Rom case. Put online award application and program outline in three prong report folder with clear cover with the Radio Spot/Podcast labeled and securely placed in a plastic sleeve with closed top or connected to the back page of the folder with adhesive container. This prevents the Radio Spot/Podcast from becoming lost from the application materials.

**Television or Video** - A video educational or promotional feature from one (1) minute to 50 minutes in length. The feature may be a regular broadcast, series of PSA's with a theme, or a special program. Submit on high quality (new) CD or DVD labeled with applicant name, Affiliate, award category and program title. Indicate length of feature. Place DVD in a case, sleeve holder and/or small foam envelope for protection. Put online award application and program outline in three prong folder or binder with clear cover with the video feature securely placed in a plastic sleeve with closed top or connected to the back page of the folder with adhesive strip. This prevents the television/video feature from becoming lost from the application materials.

**Educational Technology** – Computer generated presentations (for example – Power Point Presentation). For this type of presentation you must submit a labeled flash drive or CD with the following information: documentation/instructions for set up and use, type of computer used, program language used and hardware and software requirements. Submit Educational Technology package in a three ring presentation notebook with the online award application, program outline, evaluation instrument and copies of the Notes Pages (script/teaching notes) for the program, as well as the Power Point program on a labeled CD or flash drive. Label CD with applicant name, Affiliate, award category and program title.

**Educational Curriculum Package** – Complete teaching package that utilizes communication tools from two (2) or more of the following categories: audio/visual, written, exhibit, educational technology based program, and/or educational publication. Educational curriculum packages must include a teaching plan, teaching notes, an evaluation method/instrument, and evaluation results. Submit Educational Curriculum Package in a three ring presentation notebook (ONE notebook only), with signed online award application, program outline, evaluation instrument, teaching plan, and tools appropriately labeled and displayed according to their categories.

**Educational Publications** - One (1), not a series, of the following developed for an educational program: fact sheet, brochure, bulletin, booklet, flyer or poster. Newsletters are not included. This is for a supplementary educational information piece (not advertising) designed to inform, update, and educate the reader and have them respond in a positive manner. Put online award application, program outline, and supplemental materials in a view binder, three prong or slide report folder with clear cover.

**Photography** - Designed to recognize the use of photography to tell an Extension story or communicate an educational message. Submit one Photo (may be black and white or color) that has been published or printed as used in Extension programming. Submit original photo and published copy. Include text that appeared with photo. Photos must be no larger than 8" x 10". Mount neatly on cardstock. Photo must be original work of the applicant. Put online award application, program

outline, and supplemental materials in a view binder, three prong or slide report folder with clear cover.

**Internet Education Technology** - Educational web based program, web pages or website. Entry must include the web address (url) and any additional instructions needed for accessing the web pages such as login and password if applicable. Place signed online award application, program outline, and supplemental teaching and/or evaluation materials in a three prong report folder with clear cover. Include a printed copy of the opening page (one page only) of the web program, webpage, or website.

**JUDGING CRITERIA (100 total points)** *Judging sheets are available on website with other awards materials & information.*

**Newsletters – see judging sheet for additional judging criteria**

Program Outline - 15 points

Content - 30 points

Style - 25 points

Format - 25 points

5 X 7 photo – 5 points

**Written Press Releases - see judging sheet for additional judging criteria**

Program Outline - 15 points

Content - 40 points

Organization - 25 points

Style - 15 points

5 X 7 photo – 5 points

**Radio/Podcast - see judging sheet for additional judging criteria**

Program Outline - 15 points

Organization and Message - 30 points

Format - 20 points

Style/Presenter - 20 points

Technical quality - 10 points

5 X 7 photo – 5 points

**Television/Video - see judging sheet for additional judging criteria**

Program Outline - 15 points

Content - 35 points

Production techniques - 25 points

Presenter/style - 20 points

5 X 7 photo – 5 points

**Educational Technology - see judging sheet for additional judging criteria**

Program Outline - 15 points

Content - 30 points

Evaluation methods - 20 points

Appropriate use of technology - 15 points

Creativity - 15 points

5 X 7 photo – 5 points

**Educational Curriculum Package - see judging sheet for additional judging criteria**

Program Outline - 15 points

Content - 40 points  
Appearance - 25 points  
Evaluation methods - 15 points  
5 X 7 photo – 5 points

**Educational Publications - see judging sheet for additional judging criteria**

Program Outline - 25 points  
Content - 40 points  
Appearance - 20 points  
Creativity - 10 points  
5 X 7 photo – 5 points

**Photography - see judging sheet for additional judging criteria**

Program Outline – 25 points  
Composition – 25 points  
Photographic Quality – 20 points  
Story Telling Ability – 25 points  
5 X 7 photo – 5 points

**Internet Education Technology - see judging sheet for additional judging criteria**

Program Outline - 15 points  
Content - 40 points  
Appropriate use of technology – 20 points  
Creativity - 20 points  
5 X 7 photo – 5 points

**PROCEDURE**

1. Submit one (1) copy of the application package with the signed online entry form, communication program outline and the support materials as listed above for each specific Communication Award to the appropriate Affiliate chair by the Affiliate due date.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

**QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Marketing Package Award

## BACKGROUND

The Marketing Package Award recognizes NEAFCS members for outstanding marketing efforts addressing concerns and needs of children, families or communities.

## AWARD

One (1) award of a \$200 partial scholarship to Annual Session for the year the award is received will be presented.

## PURPOSE

The Marketing Package Award is presented to Family and Consumer Sciences Educators for the development of an outstanding marketing package promoting a class, program, workshop or pertinent Family and Consumer Sciences issues.

## ELIGIBILITY

1. Application may be submitted by an individual or a team.
2. Marketing effort must have been successfully used by the applicant(s) within the past three years.
3. The application must contain three or more of the following marketing pieces: brochure, flyer, news release, radio spots/podcast, television psa, exhibit or photograph.
4. The winner will participate in the Showcase of Excellence at Annual Conference the year the award is received.
5. If the recipient is unable to attend the Annual Session, the award is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline - limit to five (5) double-spaced typed pages.
  - a. Identify the issues or reasons for effort
  - b. Target audience
  - c. Where marketing efforts were used
  - d. Number of people reached
  - e. Marketing accomplishments
  - f. How Extension Service is identified
3. Supplementary materials - Submit the documentation required for each category included. (for example - actual flyer, radio spot/podcast, picture of exhibit, etc.) Please package appropriately for the types of supplemental materials submitted. See suggestions under Communication Awards for specific supplementary materials. Put all materials securely into clear page protectors in a clear cover three prong or slide folder or view binder.
4. Submit 5" x 7" action photo of applicant labeled on the back with name and award category.

**Brochure or Flyer** - Send a copy of the brochure or flyer.

**News Release** - A special feature for newspaper promoting the effort. Send a copy of the original as submitted to the newspaper or magazine, along with proof of publication. A "hard copy" of

electronically-transferred copy can be submitted.

**Radio Spot/Podcast** - A single spot announcement not more than 60 seconds in length. Submit on a CD labeled with name, state Affiliate, and award category.

**TV PSA** - A single spot announcement not more than 2 minutes in length. Submit on high quality CD/DVD labeled with name, Affiliate, program title and award category.

**Exhibit** - Send a picture of the exhibit with a description of all components of the exhibit.

**Photograph** - Send the original photograph not more than 8 x 10 inches in size. If the photograph appeared in newspaper or magazine, send it in as it appeared with proof of publication.

### **JUDGING CRITERIA (100 total points)**

1. Issues or reasons for effort - 30 points
2. Accomplishments - 30 points
3. Supplementary materials - 35 points
4. 5 X 7 photo – 5 points

### **PROCEDURE**

1. Submit one (1) copy of the application package and support materials as listed above for the Marketing Package Award to the appropriate Affiliate chair by the Affiliate due date.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

### **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Community Partnership Award

## BACKGROUND

As collaborative work is encouraged at all levels of Cooperative Extension, the Community Partnership Award recognizes NEAFCS members for outstanding community partnership efforts in meeting the needs of families through collaboration with groups, agencies and consumers.

## AWARD

First, second & third place awards will be given for the collaborative efforts of a NEAFCS member or team of NEAFCS members with one or more groups or agencies in an educational effort to plan, coordinate and implement programs that benefit families or individuals. The first place national award will be a \$300 partial scholarship to attend NEAFCS Annual Session the year the award is received. Second and third place national winners will receive certificates.

## PURPOSE

The Community Partnership Award recognizes NEAFCS members for their efforts in building community partnerships to meet the educational needs and/or concerns of families.

## ELIGIBILITY

1. Application may be submitted by an NEAFCS member or a team of NEAFCS members.
2. The community partnership effort shall have been conducted within the past three years.
3. National winner will present a concurrent session at Annual Conference the year the award is received.
4. If the first place recipient is unable to attend the Annual Session, the award is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline - limit to five (5) double-spaced typed pages.
  - a. Description of community partnership
  - b. Program description
  - c. Accomplishments/Impacts
  - d. Role of NEAFCS applicant(s) in partnership
  - e. Future implications
3. Two letters of support from consumers, Extension faculty/supervisors, or agencies describing impact of community partnership on families or individuals.
4. Supporting material - limit to five (5) pieces. Please package appropriately for the types of supplemental materials submitted. See suggestions under Communication Awards for specific supplementary materials. Put all labeled materials securely in a three prong folder or view binder.
5. Submit 5" x 7" action photo of applicant labeled on the back with name and award category.

## JUDGING CRITERIA (100 total points)

1. Description of community partnership - 10 points
2. Program description - 15 points
3. Accomplishments/Impacts – 25 points
4. Role of NEAFCS member(s) - 15 points

5. Role of community partner(s) – 10 points
6. Future implications - 10 points
7. Support evidence - 10 points
8. 5 X 7" action photo of applicant – 5 points

## **PROCEDURE**

1. For each award, submit one (1) copy of the application package, letters of support, and support materials as listed above for the Community Partnership Award to the appropriate Affiliate chair by the Affiliate due date.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

## **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Extension Housing Outreach Award

## BACKGROUND

Housing education is a major emphasis of Extension programming. The Extension Housing Outreach Award was established by Montana State University Extension Housing Program to recognize NEAFCS members for outstanding housing educational programs conducted for families and/or communities. This award is co-sponsored by the Extension Section of the Housing Education and Research Association (HERA).

## AWARD

Three (3) \$300 national awards will be awarded to Family and Consumer Sciences county professionals. The monetary award is to be used by the recipient to further develop Extension housing programs.

## PURPOSE

This recognition honors outstanding Extension System programming which enhances housing outreach to communities and special need families. Housing program areas that can be recognized include: universal design education, home buyer education, energy efficiency and weatherization education, home environmental quality education, equity protection education, housing public policy education, and special needs housing for the aging population, Native American, migrant workers and families with language barriers.

## ELIGIBILITY

1. Application may be submitted by an individual or a collaborative team.
2. The outreach program or activity shall have been conducted by a County Extension Professional/Agent and implemented at the county/local level.
3. The outreach program or activity shall have been conducted in the past two years.
4. National winners will participate in the Showcase of Excellence at Annual Conference the year the award is received.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program Outline – limit to four (4) double-spaced typed pages
  - a. Introduction – purpose, goal and objectives, target audience reached
  - b. Program Description – content and materials, partnerships, leadership capacity, unique delivery methods
  - c. Program Impact – evaluation methods, results/impacts, transferability, marketing publicity
3. Supporting materials – program materials, photos, curriculum package examples, marketing materials, evaluation tool, – not to exceed 10 pieces. Please package appropriately for the types of supplemental materials submitted. See suggestions under Communication Awards for specific supplementary materials. Put all materials securely in a three prong folder or view binder.
4. Submit 5” x 7” action photo of applicant labeled on the back with name and award category.

## **JUDGING CRITERIA (100 total points)**

1. Introduction – 15 points
2. Program Description – shows evidence that program is meeting the needs and interest of the families/and communities being served – 40 points:
  - a. Content of program – 15 points
  - b. Partnerships – evidence of collaborations with other Extension workers as well as other agencies or organizations involved with housing – 10 points
  - c. Leadership capacity – evidence that the Extension Service has provided the leadership to establish, implement, and evaluate the housing initiative – 10 points
  - d. Unique Delivery Methods – evidence of using unique outreach methods to implement program, follow-up with program participants and document impacts of program – 5 points
3. Program Impact – evidence that the program met goal and objectives of effort and made a difference in lives of families and/or communities. Impact measures may include adoption of practices, behavior changes, money/energy saved, reduction of risks, etc. – 25 points
4. Program Transferability – evidence that program and support materials can easily be modeled and implemented by another Extension Program – 5 points
5. Supporting materials – 10 points
6. 5 X 7 photo – 5 points

## **PROCEDURE**

1. Submit one (1) copy of the application package and support materials as listed above for the Extension Housing Outreach Award to the appropriate Affiliate chair by the Affiliate due date.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

## **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Clean and Healthy Families & Communities Award

## BACKGROUND

For many years, Extension professionals have used consumer education materials produced by the American Cleaning Institute (ACI) to support grassroots programs. The Clean and Healthy Families & Communities Award was established by ACI to recognize NEAFCS members for innovative educational programs and outreach efforts that help families and individuals to understand the link between clean homes and good health.

## AWARD

Two (2) Family and Consumer Sciences county professionals or teams will be honored with a \$500 scholarship to attend NEAFCS Annual Session the year the award is received and a tabletop award. The award winning programs will be highlighted on the ACI website, [www.cleaninginstitute.org](http://www.cleaninginstitute.org), and featured in an issue of *Cleaning Matters*®, ACI's bimonthly newsletter that reaches more than 7,000 educators and the media.

## PURPOSE

The award will honor outstanding educational programming efforts that utilize any of ACI's educational materials and promote the connection between cleanliness and health. Programs must demonstrate innovative outreach efforts that impact the local community and raise the awareness of the proper use and/or storage of cleaning products. Program areas include but are not limited to food safety, emergency preparedness or response and any programming that raises awareness of safe and effective use of cleaning products in the home or community

## ELIGIBILITY

1. An individual or a collaborative team may submit an application.
2. The outreach program or activity shall have been conducted by a County Extension Professional and implemented at the county/ local level. The outreach program or activity shall have been conducted in the past two years.
3. National winners will present a concurrent session at Annual Session the year the award is received.
4. If the recipient is unable to attend the Annual Session, the award is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program Outline – limit to four (4) double-spaced typed pages to include:
  - a. Introduction – purpose, goal and objectives, target audience reached.
  - b. Program description – content and materials, partnerships, leadership capacity, unique delivery methods.
  - c. Program Impact –evaluation methods, results/impacts, transferability, marketing publicity.
3. Supporting materials – program materials to include copy of ACI material used (required), photos, curriculum package examples, marketing material, evaluation instrument – not to

exceed 10 pages. Please package appropriately for the types of supplemental materials submitted. See suggestions under Communication Awards for specific supplementary materials. Put all materials securely in a three prong folder or view binder.

4. Submit 5" x 7" action photo of applicant labeled on the back with name and award category.

### **JUDGING CRITERIA (100 total points)**

1. Introduction – 15 points
2. Program Description – shows evidence that program is meeting the needs and interests of the families/individuals and communities being served – 40 points.
  - a. Content of program – 15 points.
  - b. Partnerships – evidence of collaborations with other Extension workers as well as other agencies or organizations – 10 points.
  - c. Leadership capacity – evidence that the Extension Service has provided the leadership to establish, implement, and evaluate the program – 10 points.
  - d. Unique Delivery Methods – evidence of using unique outreach methods to implement program follow-up with program participants and document impacts of program – 5 points.
3. Program Impact – evidence that the program met goal and objectives of effort and made a difference in lives of families and/or communities. Impact measures may include adoption of practices, behavior changes, etc. – 25 points.
4. Program Transferability – evidence that program and support materials can easily be modeled and implemented by another Extension Program – 5 points.
5. Supporting materials – (must include copy of ACI materials used) - 10 points.
6. 5 X 7" action photo of applicant – 5 points.

### **PROCEDURE**

1. Submit one (1) copy of the application package and support materials as listed above for the Clean and Healthy Families & Communities Award to the appropriate Affiliate chair by the Affiliate due date.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

### **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Family Health and Wellness Award

## BACKGROUND

The Family Health and Wellness Award was established in 2012 to recognize innovative programs that promote and improve the health and wellness of families.

## AWARD

One \$300 partial scholarship to Annual Session for the year the award is received will be awarded for first place national. Second and third place national winners will receive certificates.

## PURPOSE

To recognize innovative programs that promote and improve the health and wellness of families. Possible topics: nutrition, fitness, family meals, meal planning, time or stress management, healthy lifestyle and more.

## ELIGIBILITY

1. Application may be submitted by an individual or a team.
2. The program was conducted in the past three years.
3. National winner will participate in the Showcase of Excellence at Annual Session the year the award is received.
4. If the first place recipient is unable to attend the Annual Session, the award is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program Outline – limit to five (5) double-spaced typed pages:
  - a. Introduction: objectives, description of target audience
  - b. Description: activities, materials developed and/or resources used, partnerships or collaborations, and marketing
  - c. Impact: evaluation methods and results and visibility of the program (public relations)
  - d. Future sustainability, plans and implications
3. Supporting material – limited to five (5) pieces. Please package and label appropriately for the types of supplemental materials submitted.
4. Submit 5" x 7" action photo of applicant or team labeled on the back with name and award category.

## JUDGING CRITERIA (100 total points)

1. Introduction – 10 points
2. Description
  - a. Plan and Activities – 20 points
  - b. Materials developed and/or resources used – 15 points
  - c. Partnerships or collaborations – 5 points
  - d. Marketing – 5 points
3. Impact
  - a. Evaluation methods – 5 points
  - b. Evaluation & impact results – 15 points
  - c. Visibility of the program (public relations) – 10 points
4. Future sustainability, plans and implications – 10 points
5. 5 X 7 photo – 5 points

## **PROCEDURE**

1. Submit one (1) copy of the online award application, program outline, and supporting materials as listed above for the Family Health & Wellness Award to the appropriate Affiliate chair by the Affiliate due date. Put all labeled materials in a three prong folder or binder.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

## **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Human Development / Family Relationships Award

## BACKGROUND

The Human Development / Family Relationships Award was established in 2012 to recognize effective educational programs in the human development / family relationships arena.

## AWARD

One \$300 partial scholarship to Annual Session for the year the award is received will be awarded for first place national. Second and third place national winners will receive certificates.

## PURPOSE

To recognize innovative human development / family relationship educational efforts. Focus includes child care; parenting; relationships through the life span; marriage enrichment; communications (parent/child); retirement; aging; stress management; and related issues.

## ELIGIBILITY

1. Application may be submitted by an individual or a team.
2. The program was conducted in the past three years.
3. National winner will participate in the Showcase of Excellence at Annual Session the year the award is received.
4. If the first place recipient is unable to attend the Annual Session, the award is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Abstract – 150 words or less summarizing the program.
3. Program outline – limit to five (5) double-spaced typed pages.
  - a. Introduction – program objectives, target audience described
  - b. Program description – content, delivery methods described, material developed
  - c. Program impact – evaluation methods, results/impacts, marketing publicity
4. Supporting material – limit to five (5) pieces. Please package appropriately for the types of supplemental materials submitted (see communications awards for suggestions).
5. Submit 5 X 7 action photo of applicant or team labeled on the back with name and award category.

## JUDGING CRITERIA (100 total points)

1. Introduction – 15 points
2. Program description – 35 points
3. Program impact – 35 points
4. Supporting materials – 10 points
5. 5 X 7 photo – 5 points

## PROCEDURE

1. Submit one (1) copy of the online award application, program outline, and supporting materials as listed above for the Family Health & Wellness Award to the appropriate Affiliate chair by the Affiliate due date. Put all labeled materials in a three prong folder or binder.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

**QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# School Wellness Award

## BACKGROUND

The School Wellness Award was established in 2012 to recognize outstanding school-based programs to promote and improve physical, emotional, and/or social wellness of students, staff or families of students in the school community.

## AWARD

One \$300 partial scholarship to Annual Session for the year the award is received will be awarded for first place national. Second and third place national winners will receive certificates.

## PURPOSE

To recognize outstanding school-based programs to promote and improve physical, emotional, and/or social wellness of students, staff or families of students in the school community. The use of partnerships or collaborations, evidence of program impact and sustainability are part of the evaluation criteria. Programs may include: nutrition, fitness, garden-based nutrition education, health, character education, self esteem, farm-to-school and more.

## ELIGIBILITY

1. Application may be submitted by an individual or a team.
2. The program was conducted in the past three years.
3. National winner will participate in the Showcase of Excellence at Annual Session the year the award is received.
4. If the first place recipient is unable to attend the Annual Session, the award is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline – limit to five (5) double-spaced typed pages.
  - a. Introduction – program objectives, target audience, description of school community
  - b. Description – activities, materials developed and/or resources used, partnerships or collaborations, and marketing
  - c. Program impact – evaluation methods, results/impacts, visibility of the program (public relations)
  - d. Future sustainability, plans and implications
3. Supporting material – limit to five (5) pieces. Please package appropriately for the types of supplemental materials submitted (see communications awards for suggestions).
4. Submit 4 X 7 action photo of applicant or team labeled on the back with name and award category.

## JUDGING CRITERIA (100 total points)

1. Introduction – 10 points
2. Description
  - e. Plan and Activities – 20 points
  - f. Materials developed and/or resources used – 10 points
  - g. Partnerships or collaborations – 10 points
  - h. Marketing – 5 points
3. Impact
  - d. Evaluation methods – 5 points
  - e. Evaluation & impact results – 15 points

- f. Visibility of the program (public relations) – 10 points
- 4. Future sustainability, plans and implications – 10 points
- 5. 5 X 7 photo – 5 points

#### **PROCEDURE**

1. Submit one (1) copy of the online award application, program outline, and supporting materials as listed above for the Family Health & Wellness Award to the appropriate Affiliate chair by the Affiliate due date. Put all labeled materials in a three prong folder or binder.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

#### **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.

# Social Networking Award

## BACKGROUND

The Social Networking Award was established in 2012 to recognize innovative online social networking efforts.

## AWARD

One \$300 partial scholarship to Annual Session for the year the award is received will be awarded for first place national. Second and third place national winners will receive certificates.

## PURPOSE

To recognize innovative online social networking efforts.

## ELIGIBILITY

1. Application may be submitted by an individual or a team.
2. The network has been created within the past three years.
3. The network must include three or more of the following applications: videos, educational links, events, photos, followers, or open forums.
4. First place winner will present a Concurrent Session at Annual Session the year the award is received.
5. If the recipient is unable to attend the Annual Session, the scholarship is forfeited but the winner will receive the award certificate.

## APPLICATION

1. Complete the Online Awards Application and submit one signed printed copy as the cover of the application. This page should be visible without opening the cover of the application.
2. Program outline – limit to five (5) double-spaced typed pages.
  - a. Identify web address (url) to access the social networking site
  - b. Identify the issues, reasons for networking efforts and target audience
  - c. Description: type of social networking site was used, links included, events are advertised, partnerships or collaborations involved, and marketing approaches utilized
  - d. Results and evidence of impact on participants/clientele/audience (people reached, event attendance, followers, subscribers and/or likes)
  - e. Indicate how Cooperative Extension was identified
3. Supporting material – limit to five (5) pieces (photos or screen shots)
4. Submit 5 X 7 action photo of applicant or team labeled on the back with name and award category.

## JUDGING CRITERIA (100 total points)

1. Program Outline – 15 points
2. Applications – 20 points
3. Appropriate use of technology – 20 points
4. Organizations – 10 points
5. Creativity – 10 points
6. Impact – 10 points
7. Marketing – 5 points
8. Partnerships or collaborations – 5 points
9. 5 X 7 photo – 5 points

## **PROCEDURE**

1. Submit one (1) copy of the online award application, program outline, and supporting materials as listed above for the Social Networking Award to the appropriate Affiliate chair by the Affiliate due date. Put all labeled materials securely in a three prong folder or binder.
2. Affiliate chair will mail the winning application(s) postmarked no later than February 15, 2012 to the national vice president for awards and recognition.

## **QUESTIONS?**

Contact your Affiliate vice president of awards or Maude Kelly, NEAFCS Vice President for Awards and Recognition by email at [kellyme@missouri.edu](mailto:kellyme@missouri.edu) or by phone at 573-438-2671.