



Association of Natural Resource Extension Professionals

## 2021 ANREP Awards Program

[awards.anrep.org](https://awards.anrep.org)

**Nomination deadline February 19, 2021**

Welcome to the 2021 ANREP Awards program. This program is intended to foster high standards within the membership, recognize significant achievement, and expand the use of high quality, innovative materials and programs by honoring the outstanding members and partners who developed them.

### ELIGIBILITY

To be eligible to participate in the ANREP awards program, the nominator and nominee(s) must be paid **active**<sup>1</sup> members and in good standing for the year in which the award application is being submitted. There are some exceptions to this requirement for team or multi-author materials, as stated in the description of specific award categories. **Self-nominations are welcome in all categories.**

Educational materials and programs must focus on natural resources and/or natural systems (e.g., forest, wildlife, fisheries, water, range, watersheds, climate, human dimensions, recreation resources, etc.). Materials must be original works produced for use in an Extension program, although this requirement does not preclude their use by other organizations.

For judging in 2021, materials and programs must have been produced or received by the intended audience during January 1 to December 31, 2020. If not selected for an ANREP award during 2020, nominations for **Achievement Awards** may be resubmitted in succeeding years. **Outstanding Educational Materials** nominations may be entered in only one year and cannot be resubmitted unless significant changes have been made to the original product(s). Educational materials may be entered in more than one class if they meet class criteria. Award recipients may choose to hold the delivery of their award until the next annual meeting for presentation. The Awards announcement will be completed by March 24<sup>th</sup>, 2021.

### HELPFUL HINTS

- Most awards have a word count limit. Cutting and pasting from a formatted document will carry the formatting over to the text entry box on the awards website. This may affect the word count. Make sure to only paste unformatted text.

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<sup>1</sup> Active Members are currently employed by the Cooperative Extension Service (CES) or Sea Grant Extension Program (SGEP) with an appointment and/or responsibilities in natural resources extension (NRE). This includes employees of USDA-National Institute of Food and Agriculture (NIFA).

- You will not receive a “submission received” email. You can check with the award chairs listed at the end of this document if you need confirmation.
- You will not be able to print the document before- or after submission so please save a copy before submission.
- You will be asked to name the lead person for some submissions. You will not need to list the lead person again when listing members in the award category.
- Non university team members should be listed in application under members with their affiliation.
- We will no longer be able to add members after submission nor before awards so make sure you have all members listed.
- Each year we find submissions in the wrong category, these will not be adjusted so make sure you have the correct category and your application CLEARLY addresses all the judging categories. The Judging criteria are provided after the descriptions of the award categories.
- The awards chair and website IT support will be available to answer questions if you have trouble submitting your award nomination. However, if you wait until the very last minute to submit and have a problem we will try our best to address it, but we cannot guarantee we will be able to by the deadline. For this reason, please plan to submit your nominations early in case there is an issue.
- If you are submitting links to online material be sure that the judges are given only the direct link to what will be judged and that they are given login information if necessary. Check that the link works.

## **AWARD DESCRIPTIONS AND CRITERIA**

There are two award major award categories: **Outstanding Educational Materials** awards and **Achievement** awards.

### **Outstanding Educational Materials Awards**

These annual awards recognize outstanding Extension natural resources educational materials in nine classes. Judging will primarily focus on: target audience appropriate language, innovative presentation, usefulness of educational materials, and impact.

Any ANREP member may nominate item(s) for an Outstanding Educational Material Award. The materials must have been produced with significant involvement from an active ANREP member (e.g., performed at least one of these functions: overall coordination, technical content, graphics, photography, design and layout, computer programming, authorship or co-authorship, etc.). In the case of a team nomination, the lead author/creator must be identified, then additional co-authors/creators.

Up to three awards may be given in each class, including Gold (first place), Silver (second place), and Bronze (third place). Depending on the number and quality of materials and class, judges may give fewer awards and/or may give lower place awards without giving higher place certificates.

As noted above, materials must have been produced or utilized by the intended audience during the previous calendar year, **January 1 to December 31, 2020**.

## **Class Descriptions and Submission Requirements - Outstanding Educational Materials**

### **Long Publication**

This class includes **single** publications with **seven** or more pages or multiple publications focused on a theme that collectively have **seven** or more pages. Submit one publication (PDF format). Do not submit books or entire program curriculum.

### **Short Publication**

This class includes **single** publications with **six** or fewer pages or multiple publications focused on a theme that collectively have **six** or fewer pages. Submit one publication (PDF format).

### **Book or Comprehensive Program Curriculum (online courses or in print)**

This class includes books or multiple publications that intentionally focus on a single theme with the intent to aid in delivering a program.. Submit one or more publication(s) (PDF format). Links to online programs are acceptable if login information is included.

### **Newsletter/Series of Articles**

This class includes newsletters (including digital/electronic newsletters) that are distributed to a targeted list of people on a planned schedule at least two times per year or a series of articles published in a newspaper, magazine, or newsletter not controlled by Extension. Submit **3-4** different newsletters or articles from the series. Submit the publication in PDF format, or a link to the publication, article or newsletter. Include a description of the publication name, type, and frequency.

### **Promotional and Marketing Materials (including social media)**

This class includes any materials (e.g., brochure, letter, video, newspaper, radio or television advertisement, magnet, cup, etc.) used to promote an educational event, product, or program. Submit one copy of a promotional material. If there are several promotional materials related to the same program or product, submit one copy of each and include an explanation about how this package of materials was used. Submissions may be in PDF format, or link to another online location.

### **Televised Conference/Videoconference/Webinar**

This class includes live or pre-recorded conference broadcasts, video conferences and webinars. The content of these materials include formal presentations of educational content or research. Submit one video of the televised conference, videoconference or webinar. Submit the content with a link to access an online version of the program. If there are several programs in a series, include a recording of (or link

to) one program and include a brief content description of the other programs. Include a description of how the program was promoted and its estimated audience size. Include copies (PDF format) of any supporting educational materials used by the audience during the program.

### **TV/Video**

This class includes live or recorded TV, Facebook Live, or Video broadcasts. The content of this material should incorporate entertainment value into presenting educational content. Submit one link to the program or upload the recording. If there are several programs in a series, include a video of (or link to) one program and include a brief content description of the other programs. Include a description of how the program was promoted and its estimated audience size. Include copies (PDF format) of any supporting educational materials used by the audience during the program.

### **Podcast/Radio**

This class includes live or recorded radio broadcasts and podcasts. Submit one link to the program or upload the recording. If there are several programs in a series, include a recording of (or link to) one program and include a brief content description of the other programs. Include a description of how the program was promoted and its estimated audience size. Include copies (PDF format) of any supporting educational materials used by the audience during the program.

### **Web sites/Apps/Educational Technology**

This class includes Web-based educational resources, including Web pages, blogs, application, and educational technology, including those formatted for mobile devices. Submit the link to the Web-based resource. Judges will access the site and evaluate it online. If a password is required, please provide a password or instructions to enter the site. If there is supporting written material necessary for online courses, submit one copy of each item (PDF format).

## **Judging Criteria - Outstanding Educational Materials**

1. Is the nominated material exemplary and worthy of national recognition? Yes or No

To be eligible for an ANREP award, the material must be exemplary. Average quality materials will not be considered.

2. Content (40 Points)

Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified? Is it presented in an innovative way?

3. Editing (20 Points)

Does the written text (or spoken narration, in the case of a webinar or video presentation) include vocabulary, grammar, and sentence length that will be understood easily by the target audience? Are spelling and punctuation correct?

4. Graphics and design (20 Points)

Are graphics (e.g., drawings, charts, photographs) used where appropriate, designed and labeled so their meaning is clear, and of high visual quality? Is the overall layout and design appealing and useful to the audience? Are there layout or design flaws?

#### 5. Evaluation and impact (20 Points)

Are there needs assessments and evaluation results? Do they demonstrate positive reactions and impact? Have evaluations been used to improve the material? Evaluation will be different for each category. Not all of these questions have to be answered to receive the full 20 points. For example in the social medial category evaluation can include “reach or shares”. Evaluation of a podcast can include # of times downloaded. Judges will be instructed to address evaluation based on the content of the material.

## **Achievement Awards**

Achievement Awards recognize exceptional ANREP members who exhibit outstanding leadership and program excellence individually and in teams. An Extension program is a set of educational materials and events aimed at **creating impact within** a particular audience over a short or long time period. One award will be presented in each Achievement Award category.

### **Class descriptions and submission requirements: Achievement Awards**

#### **Early Career Leadership**

This award recognizes achievements of an ANREP member with less than **ten** years of Extension service who exhibits outstanding leadership and excellence in planning, designing, delivering, and evaluating Extension natural resources programs. **In addition to a description, nominations for this class require a maximum of three letters of recommendation from professional colleagues and/or stakeholders.**

#### Judging Criteria

1. Does the nominee exemplify strong leadership skills at the state, regional, national, or international levels that are exemplary for an early-career professional? (25 Points)
2. Does the nominee show outstanding efforts to define issues, identify target audiences, plan and administered educational programs, and use multiple resources and delivery methods? (25 Points)
3. Do the nominee’s programs play an important role in preparing people and/or communities to address critical social, economic and/or environmental issues? (25 Points)
4. Did the nominee evaluate their programs, highlighted results and demonstrate significant impacts on people, communities, or natural resources, and implications for future programs? (25 Points)
5. Comments, Suggestions or Recommendations

#### **Distinguished Career Leadership**

This award recognizes achievements of an experienced ANREP member who exhibits outstanding leadership and excellence in planning, designing, delivering, and evaluating **high-impact** Extension natural resources programs throughout their careers. **In addition to a description, nominations for this class require a maximum of three letters of recommendation from professional colleagues and/or stakeholders.**

Judging criteria

1. Does the nominee exemplify strong leadership skills throughout their career delivering exemplary Extension programs at the state, regional, national, or international levels? (25 Points)
2. Does the nominee's play a critical role throughout their career in identifying resources, involving key people, agencies/cooperators, funds, supplies or equipment and identifying appropriate target audience(s)? (25 Points)
3. Throughout their career, has the nominee's programs played an important role in preparing people and/or communities to address critical social, economic and/or environmental issues? (25 Points)
4. Does the nominee evaluate their programs and highlighted very significant impacts on people, communities, or natural resources, and implications for future programs? (25 Points)

### **Innovative Program**

This award recognizes an especially innovative Extension natural resources program including a set of educational materials and events aimed at a specified audience to address a particular issue. It recognizes unique, cutting edge, risk-taking programs that succeed in meeting their objectives. If a team, at least one ANREP member must have a significant role in conducting the program.

Judging criteria

1. Does this unique program identify relevant natural resources issue(s), resources (people, agencies/cooperators, funds, supplies or equipment) and appropriate target audiences? (25 Points)
2. Was this program a unique, cutting edge, risk-taking effort? Judging from the description of the issue being addressed, do the program objectives and educational methods implemented demonstrate a high degree of innovation? (25 Points)
3. Did the nominee evaluate their program and provide highlights of significant impacts on people, communities, or natural resources, and implications for future programs? (25 Points)
4. Is there potential for this program to expand, be replicated, or lead to changes in other programs that would benefit from this innovation? (25 Points)

### **Outstanding Team**

This award recognizes achievements of interdisciplinary, interagency, and/or other teams that exhibit leadership and excellence in planning, designing, delivering, and evaluating a high impact Extension natural resources program. A team must be composed of at least 3 people but not more than 15. At least one ANREP member must be a team member.

#### Judging criteria

1. Did the team identify critical natural resources issue(s), resources, involvement (people, agencies/cooperators, funds, supplies or equipment), and target audience? (25 Points)
2. How well was the program planned and administered by the team to address critical issues? (25 Points)
3. How successful were the delivery methods and educational materials used by the team to launch this program? (25 Points)
4. How well did the team evaluate the program and highlight significant impacts on people, communities, or natural resources, and provide implications for future programs? (25 Points)

#### **National Partner or Friends of ANREP Award**

At the discretion of the ANREP Board of Directors, a national partner and/or a Friend of ANREP award may be awarded to an organization or individual that, in an exemplary manner, supports ANREP programs and goals. This award is not part of the annual award nomination process, although the Board of Directors may from time to time solicit ANREP membership for suggested organizations or individuals worthy of this honor.

#### **Regional Collaborator Award**

This award recognizes achievements of ANREP members who collaborate on a Regional multi-state level. This collaborative effort should exhibit leadership and excellence in planning, designing, delivering, and evaluating a high impact Extension natural resources program. Collaborators should be comprised of at least two ANREP members. Each Region (Southern, Western, North Central, North East – [Click here for a map](#)) is able to grant one award.

#### Judging criteria

1. Did the collaborators identify critical natural resources issue(s), resources, involvement (people, agencies/cooperators, funds, supplies or equipment), and target audience? (25 Points)
2. How well was the program planned and administered to address critical issues? (25 Points)
3. How successful were the delivery methods and educational materials used to launch this program? (25 Points)
4. How well did the collaborators evaluate the program and highlight significant impacts on people, communities, or natural resources, and provide implications for future programs? (25 Points)

#### **Service to ANREP Award**

This award recognizes contributions to the ANREP organization. At the discretion of the ANREP Board of Directors, a service award may be awarded to an individual that, in an exemplary manner, supports ANREP programs and goals. This award is not part of the annual award nomination process, although the Board of Directors may from time to time solicit ANREP membership for suggested individuals worthy of this honor.

## **JCEP Creative Excellence Award**

Often, the most creative and innovative ideas - the ones that advance the science and art of Cooperative Extension - come not from committees, but rather from individuals or small teams who see something at first that the rest of us don't. Through their insight, passion and persistence, their "wild" ideas gain acceptance, enabling all of us to excel. This award recognizes those individuals or small teams and their unique contributions - whether they are early in their Extension careers, mid-career, or late career.

For the purposes of this award, innovation is an approach to emerging issues or addressing existing issues in exceptionally creative or novel ways that get results, and that others want to emulate.

### Eligibility

Candidates must be a member of ANREP in good standing.

### Judging criteria

ANREP Awards Co-Chairs along with the ANREP President will review all applicants and will select one individual or small team (2-5 members) for recognition as the overall recipient of the JCEP Creative Excellence Award. Each individual nominee or team will receive recognition and a \$250 stipend (1 award) to be presented at the ANREP Conference.

All of the honorees' innovative and creative achievements will be highlighted on the JCEP website and in JCEP communications. Judging will be based on the following criteria:

- 1) Do the nominee's efforts address emerging issues or current issues in unique ways?
- 2) Are the innovative efforts new, that is, not widely conducted previously in the state or region?
- 3) Does the nominee exhibit a pattern of innovative and creative efforts extending beyond a single program or product?
- 4) Are the innovative and creative efforts highlighted in the nomination leading to change in individuals and communities?
- 5) Are other Extension or outreach professionals adopting the innovative and creative approaches developed by the nominee?

## **JUDGES**

Judges are recruited annually from ANREP membership in all regions of the United States and evaluation of all materials is completed online. A minimum of two judges will independently judge each submission. Judges scores are averaged for all categories. Call for judges will begin December 1<sup>st</sup>, 2020 and ends on February 1<sup>st</sup>, 2021. Judges will have from March 1<sup>st</sup> to March 19<sup>th</sup>, 2021 to complete their score sheets.

## **AWARD NOTIFICATION**



Notifications of awards will be emailed to winners by **March 24, 2021**. Award winners will be also be announced on the ANREP Web page and in its newsletter. Award winners will be eligible for early bird registration discount for the bi-annual conference.

## **APPLICATION DEADLINE**

To apply for ANREP award, please complete the online application form at [awards.anrep.org](http://awards.anrep.org), in its entirety. **All awards must be submitted online.** Please email any questions regarding electronic submission of your entry to [anrepweb@anrep.org](mailto:anrepweb@anrep.org).

The deadline for the receipt of award submission is **February 19, 2021 5:00 PM EDT**. Late nominations will not be accepted.

For further information, please contact:

Tim Daly or Victor Blanco ANREP Awards Co-Chairs

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