

# Northeast Extension Directors (NEED) Extension Diversity Award

New for 2016

Nominations are due May 1 no later than COB

## Meaning of Diversity and Pluralism

Beginning in 1991 with the distribution of "Pathway to Diversity: Strategic Plan for the Cooperative Extension System's Emphasis on Diversity," Extension forged a new commitment to expanding and reorganizing diversity efforts. **Diversity** is defined as differences among people with respect to age, class, ethnicity, gender, physical and mental ability, race, sexual orientation, spiritual practices 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 Presentation

The successful recipient of the Award for Diversity will be recognized at the Northeast Joint Summer Meeting held in July each year with a commemorative trophy and a cash award from NEED. The recipient will be asked to submit photos and a project summary for inclusion on the eXtension Diversity, Equity and Inclusion website. The award recipient will also be asked to submit an impact statement for the database which portrays Cooperative Extension impacts to the public. The award recipient's nomination will be forwarded for consideration for the National Diversity Award co-sponsored by ECOP and USDA-NIFA.

## Eligibility

The nominee can be an individual or a team or organization primarily composed of Cooperative Extension professionals. The Award for Diversity supports efforts that go beyond simply meeting EEO/AA program requirements. Extension efforts should support the creation of a diverse and pluralistic Cooperative Extension organization at the local, state or regional level. Such efforts could impact one or more of the following areas: Audience, Administration, Funding, Coalitions, Programs, Policies, Initiative, Staff, Advisory and decision-making groups, and Educational materials and delivery methods.

## Criteria for Nominations

Nominations can be submitted from any level of the Cooperative Extension system. Nominees can be individuals, teams or Extension organizations. Nominations can be made by anyone, including self-nominations. Only electronic submissions will be accepted by email submission.



Since the program is limited to one award recipient per year, it is recommended that previously submitted non-recognized nominations be resubmitted. When writing nominations, special attention should be given to efforts that have the potential to be sustained over time or can be replicated in other comparable situations.

The six following elements will be considered in the review process.

1. **Purpose:** Why was this effort undertaken? The nomination clearly describes efforts by a person, group or organization to achieve diversity/pluralism in Extension organizations, programs, and/or audiences. (Maximum 10 points)
  
2. **Basis:** Why is this effort worthy of recognition? The nomination clearly delineates reasons why the nominated person, group or organization deserves recognition. (Maximum 10 points)
  
3. **Effort:** Are actions and activities in support of diversity appropriate and educationally sound? Actions and activities in support of diversity are appropriate, educationally and organizationally sound. (Maximum 10 points)
  
4. **Positive Impact:** Have efforts led to positive, sustainable change? Evidence exists that efforts have led to positive, sustainable programmatic and/or organizational change. (Maximum 30 points)
  
5. **Scope:** How broadly did or likely will this effort affect the Cooperative Extension system? Evidence exists that the scope of impact is broad with observable state/regional impact or demonstrated/documented system-wide benefit and replication. (Maximum 20 points)
  
6. **Innovation:** How did or will this effort create new models for positive change? The effort is innovative in its application, methods, or approach in such a way that has led to new ways/models for positive organizational change in achieving diversity and pluralism in organizations, programs, and/or audiences. (Maximum 20 points)

**Total Possible (100 points)**



## Nomination Package Guidelines

Nominations must not exceed five pages and must contain the following elements. It is recommended to prepare the following, ready to cut/paste before browsing to the online nomination form. The form is found at.....

1. Name, title, address, phone number and e-mail of nominee(s).
2. Name, title, address, phone number and e-mail of person making nomination.
3. A brief synopsis of nomination (30 words or less)
4. A Nomination narrative organized with the following six headings:
  - a. Purpose of Program/Effort
  - b. Basis for Nomination
  - c. Nature of Efforts
  - d. Evidence of Positive Change
  - e. Scope of Impact
  - f. Innovation

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Northeast Extension  
Directors

**NEED**

*Presented to*

**William Woodrum**

*In recognition  
and appreciation of your  
service and support  
as a member*

October 2013

Northeast Extension  
Directors

**NEED**

*Presented to*

**Stephen Herbert**

*In recognition  
and appreciation of your  
service and support  
as a member*

November 2013

Northeast Extension  
Directors

**NEED**

*Presented to*

**Daniel Kugler**

*In recognition  
and appreciation of your  
service and support  
as a member*

January 2014

