



Virginia Cooperative Extension

Virginia Tech • Virginia State University

2016 VCE Programming Award Unit Extension Leadership Council Development

Purpose:

This award recognizes an outstanding local Extension Leadership Council (ELC) that has been highly successful in providing a critical link between the local unit and the community, enhanced VCE visibility, and attained one or more of the following:

- Conducting an extensive situational analysis to address local program needs;
- Conducting local issues forums or other events to promote education and highlight Extension accomplishments;
- Involving the citizenry and elected officials in the support and advocacy of Extension programs; and/or
- Facilitating successful collaborations with other groups or agencies to extend the reach of Extension's programs.

Award:

Nominees may be identified in each district and forwarded for state level consideration. The Virginia Cooperative Extension Leadership Council (VCELC) will recognize outstanding submissions in each of the following categories:

- **Advocacy** – activities that include engaging and educating elected officials and key stakeholders about the value and impact of Virginia Cooperative Extension to the community.
- **Marketing** – activities that involve marketing and promoting Virginia Cooperative Extension to the local community.
- **Membership** – activities that promote the creation, maintenance, and engagement of a local ELC within the community.

There is \$3,000 to be awarded at the discretion of the VCELC Communications and Marketing Committee for the programming awards and grants. The VCELC coordinator (Lonnie Johnson) will be responsible for notifying the CALS Business Office of the necessary funds transfers and ensuring the units receive appropriate confirmation.

Nomination Information:

Selection Procedure

- Local ELC volunteers and agents prepare their nomination and send it electronically to the Virginia Cooperative Extension Leadership Council coordinator (Lonnie Johnson - <mailto:lojohns2@vt.edu>) by Monday, Feb. 15, 2016.
- The VCELC Communications and Marketing Committee will select winning entries.
- The winning entries are recognized at an appropriate VCELC meeting and a document with winning entries is presented to each VCELC member to share in their districts.

Content and Format

- The efforts described in the nomination must take place during the previous calendar year (i.e. nominations due Monday, Feb. 15, 2016, reflect work carried out in 2015).
- The submission must be no longer than one side of one page, minimum font of 12 point, and minimum margins of one inch. Additional supporting information (newspaper clippings, photographs, etc.) may be attached.
- The nomination should include three sections: 1) the issue addressed by the ELC and why it was addressed, 2) what the ELC did to address the issue, and 3) what happened because the ELC addressed the issue.
- Roles and responsibilities of ELC volunteers and agents should be clear.
- Nominations will be judged using the criteria/score sheet on the next page.



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Award Criteria and Score Sheet

ELC Unit: _____

Category (circle one): **Advocacy** **Marketing** **Membership**

Name of evaluator: _____

Judging Criteria	Numerical Score	Comments
The program was effective at reaching its audience. (25 points possible)		
The program demonstrates collaboration between Extension staff and local ELC. (25 points possible)		
The program demonstrates collaboration with other local organizations. (25 points possible)		
The program was able to meet a demonstrated need. (25 points possible)		
The program demonstrates innovation and creativity. (15 points possible)		
The entry meets general criteria: format, grammar, spelling, completeness, scope, and depth. (10 points possible)		
Total Score: (125 points possible)		