



April 3, 2014

Dear Colleagues:

It is that time of year again to invite you to nominate an individual or program for consideration for an UPCEA Mid-Atlantic Region 2014 Award of Excellence. We know that you, your colleagues, and your institutions have been hard at work in developing and refining new practices, programs, and materials, and we want to recognize your work! We are looking forward to reading your submissions which are likely to reflect this year's conference theme, Leading the Charge.

We encourage all continuing, adult, and online education programs to submit nominations, regardless of age or size of your program or institution. As we state below, programs and individuals are judged on their own merits, not against a standard set by any other submission.

This year's awards will be presented at the 2014 Mid-Atlantic Region Annual Conference in Newark, Delaware. Please consider nominating the programs and individuals of which you are most proud. Winning a regional award is an opportunity to showcase your best!

The nomination forms and information detailing the award categories and criteria are included in this booklet. If you have any questions, please contact us. We look forward to hearing from you.

Best Wishes,

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*Committee Members:*

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**IMPORTANT DATES**

*2014 Mid-Atlantic Region Annual  
Conference*  
Newark, DE  
**October 8 - 10, 2014**

*Awards Presentation*  
Award winners will be recognized  
during the Awards Celebration on  
**Thursday, October 9, 2014.**

*Submission deadline*  
**Friday, August 1, 2014**

## **Award Application Categories**

Awards are divided between awards for outstanding programs and program-support activities (categories 1–7), and those that honor individuals for leadership and service (categories 8–12). Programs, activities, and services must be in the field of adult and continuing higher education. Memorials recognize colleagues who have passed away during the last year.

The awards committee reserves the right to move an entry to another category to ensure it is appropriately recognized. However, each award proposal must be submitted for only one category. Portions of award submissions will not be eligible for other award categories. Awards are not necessarily given in each category each year. Awards to individuals are designed to parallel national award criteria.

Programs and individuals are judged on their own merits, not against a standard set by any other submission. Program awards are given based on the qualities and virtues articulated in the nomination materials; the awards committee evaluates nominations as a program with circumstances unique to its own institution.

Nominations will be considered for work completed in the past year. Nominations must be from UPCEA member institutions or departments.

NOTE: If an individual is interested in submitting a nomination for a national UPCEA award, the packet must be submitted separately to the appropriate national award committees following the guidelines posted on the UPCEA website.

## Program Activities & Services Award Categories

- |  |   |
|--|---|
| <input type="checkbox"/> Partnership [Institutional and/or Business] | <input type="checkbox"/> Faculty & Staff Development                                      |
| <input type="checkbox"/> Engagement                                  | <input type="checkbox"/> Dorothy Durkin Award: Marketing & Promotions, Broadcast or Print |
| <input type="checkbox"/> Applied Research                            | <input type="checkbox"/> Marketing & Promotions: Electronic                               |
| <input type="checkbox"/> Program Development [credit or Non-credit]  |   |

Nominations will be considered for work completed in the past year (approx. between August 1, 2013 and July 31, 2014). Nominations must be from UPCEA member institutions or departments.

### 1. Partnership Award

This award is offered for programs that represent an effective collaboration between two or more higher education institutions or an institution collaborating with business, industry or government agencies to meet the needs of their joint continuing education constituents.

### 2. Engagement Award

This award recognizes an outstanding knowledge partnership between a member institution and one or more external constituents such as local communities, corporations, government organizations, or associations. The recognized partnership will demonstrate a mutually-beneficial exchange of knowledge and resources that has resulted in a measurable and sustainable shared impact in areas such as economic development, community development, workforce training, or capacity building. The Award will be awarded to both the UPCEA member institution/unit *and* the partner organization(s). Only one award will be given out in this category annually, and winner will be recognized at both the UPCEA Mid-Atlantic and national conferences.

### 3. Applied Research

This award is given to the author of an outstanding contribution to the theory or practice of continuing education demonstrated by basic or applied research in the field of lifelong learning, continuing education, teaching and learning effectiveness, technology, telecommunications, distance education, or related fields.

### 4. Program Development

This award is offered for an effective, innovative and exceptional credit or non-credit program.

### 5. Faculty and Staff Development

This award is given for the advancement of faculty and staff development programs including but not limited to conferences, instruction, academic support and/or other student services.

## **6. Dorothy Durkin Award: Marketing & Promotions, Broadcast or Print**

This award is granted for the development and implementation of new or improved marketing and promotion services in broadcast or print media. Award recipients will be invited to display their marketing efforts during the Mid-Atlantic region conference.

## **7. Marketing and Promotion - Electronic**

This award is granted for the development and implementation of new or improved marketing and promotion services in electronic media, including but not limited to website, podcast, and social media. Award recipients will be invited to display their marketing efforts during the Mid-Atlantic region conference.

Marketing and Promotion submissions (for both #5 and #6) may cover the following categories:

- Advertising
- Broadcast
- Campaigns (must include multiple activities or materials). Submit one sample from each portion of the campaign, including printed highlights of website. For entries in this category, please clearly mark each item with the title of the submission.
- Electronic (website—include URL and sample pages)
- Logo
- Print Publication (brochure, postcard, catalog, poster, newsletter, etc.). Materials that are revisions of old work or updates—such as an updated catalog format—should include two separate issues, one before the revision and one after.

## Individual Award Categories

- |   |   |
|---|---|
| <input type="checkbox"/> Alexander Charters Outstanding Continuing Educator | <input type="checkbox"/> Outstanding Faculty Service                  |
| <input type="checkbox"/> Outstanding Continuing Education Student           | <input type="checkbox"/> Outstanding Leadership/Distinguished Service |
|   | <input type="checkbox"/> Memorials                                    |

### **8. Alexander Charters Award — Outstanding Continuing Educator New to the Field**

This award recognizes the scholarship, leadership, and contributions to the profession of a person who entered the profession less than ten years ago.

Criteria and Eligibility: The nominee must be a UPCEA professional member, and have been in the field of continuing education for less than a decade. Upon request, the regional chair or chair of the region's award committee will forward the recipient of this award for national consideration.

### **9. Outstanding Continuing Education Student Award**

This award honors an adult, professional or continuing education student at UPCEA member institutions for excellence in the pursuit of educational and/or training goals. For the nominated students to receive the award, they must be present at the awards ceremony. The nominating institution should provide travel expenses for the student; however, in the event that the institution is unable to provide financial support, UPCEA Mid-Atlantic region may assist the awardees with the conference and travel expenses.

Criteria: The nominee must be an adult student who has met the challenge of an unconventional educational background and become an inspiration to others through individual growth accomplished in pursuit of his/her educational goals. The nominee shall have effectively managed multiple/significant commitments and responsibilities while engaged in his/her education and exemplify the best characteristics and standards of a student. The nominee must have been enrolled in an undergraduate, graduate, or non-credit program at a UPCEA member institution within the past 12 months, or have graduated no more than one year prior to the time the award is granted.

### **10. Outstanding Faculty Service**

This award represents outstanding faculty who have demonstrated a long-standing and exemplary commitment to their institution and continuing education through their advocacy, teaching, program development, research, and service to students.

Criteria: Nominee must be affiliated with a UPCEA member institution.

### **11. Outstanding Mid-Atlantic Region Leadership/Service Award**

This major recognition award is given to an individual for extraordinary contributions to the mission of continuing education on the regional, national, or international level or who has given outstanding service to continuing education at his/her institution and service of major significance to UPCEA or has fulfilled noteworthy assignments, written books of great significance to the field, or rendered long and distinguished administrative, legislative, or judicial services that have advanced the mission of continuing higher education.

**12. Memorials**

Continuing higher education personnel memorials are made in honor of deceased Mid-Atlantic colleagues who gave long and sustained service to UPCEA. The memorials are noted in the Mid-Atlantic conference program and are sent to the national awards and honors committee for publication yearly.

## **Evaluation Criteria for Program Activities & Services Award Categories, including Marketing & Promotion Awards:**

Each entry will be judged on the basis of its overall quality, innovation, effectiveness, financial efficiency, and contribution to continuing education. Primary emphasis is placed on the innovative nature of the program, activity, or service and its contribution to adult/continuing education.

To be eligible for consideration, a program must have completed at least one complete cycle before July 31, 2014. Programs that are in the planning stage or have not yet run will not be selected for an award.

### **Innovation**

Programs or processes must innovate in some way. For example, a program might incorporate new ideas, topics, technologies, instructional designs or methods, or delivery systems to make a program more accessible or effective in ways not previously seen in continuing education. A marketing submission might integrate new marketing techniques to invigorate the campaign, for example.

### **Contribution to Adult/Continuing Education**

Program or process should make a contribution to adult/continuing education. Submission should suggest how elements may be used as models and should detail the impact the program or activity has had on the submitting institution.

### **Quality/Effectiveness**

An effective program will be successful and have fulfilled stated objectives. For reviewers to know this, program objectives, evaluation criteria, and evaluation results must be outlined in submission.

### **Efficiency/Financial Effectiveness**

The submission should consider the time, effort, cost/benefits, or results of the program/activity, and these elements will be evaluated in relationship to their impact on the stated objectives.

### **Presentation**

Nominations will be judged on presentation as well as content.

## **Evaluation Criteria for Individual Award Categories**

Individual awards will be judged on the quality and content of the vita and supporting documents.

## Submission Instructions

You should complete the Awards Form on the UPCEA Mid-Atlantic Region Web site to submit your awards, which is located here: <https://upcea.wufoo.com/forms/midatlantic-region-awards-nomination/>. The online form allows you to attach additional documents as files. Required files include:

Program Activities and Service Awards:

1. Written narrative (see page 9 for instructions)
2. Budget analysis form (see page 10 for template)
3. Additional documentation to support nomination (e.g., website pages, awards won, any additional relevant information). *Additional documentation should not exceed 10 pages.*

Individual Awards:

1. Current vita of the nominee (except memorials).
2. Letters of recommendation, nomination, or support (a minimum of two letters is required for all applications with the exception of the Alexander Charters Award, which requires a minimum of *four* letters). Letters should be from colleagues, deans, directors, students, or college/university officials who can attest to the nominee's qualifications as appropriate to the award.
3. Additional documentation to support nominee's qualifications (e.g., description of awards, achievements, community involvement, description of courses taught, effectiveness of instruction, supporting recommendations, etc.). *Additional documentation should not exceed 10 pages.*
4. *Outstanding Continuing Education Student Award*: One to two page statement by nominee describing his/her achievements and challenges met while enrolled as a student.
5. *Outstanding Continuing Education Student Award*: One official transcript. (Nominators should receive official transcript and then scan to an electronic document.)

If you have documentation available via a link (for example, a Web site or a YouTube video) please use a word processing document or pdf to paste your links with a brief description and then attach that document to the online form.

All submissions are due by **Friday, August 1, 2014.**

**Note: All submissions will be confirmed electronically. If you do not receive an acknowledgement within 2 business days, please contact the awards committee chairs.**



# **Program Activities and Service Awards Required Documentation Information**

## **2014 UPCEA Mid-Atlantic Award Written Narrative Description**

Program Activities & Services nominations, including Marketing & Promotions nominations, must include a narrative description that addresses the ten points below, as appropriate.

Narrative must not exceed three double-spaced, printed pages using no smaller than 11-point font with one-inch margins.

1. Describe the objectives of the program, service, or activity.
2. Describe the target audience and participants.
3. Explain how the program was marketed.
4. Explain how the program met stated objectives.
5. Describe the evaluation procedures. Include methods, results, and how results will impact future activities at your institution, the community, or for the participants.
6. Explain how this program is innovative.
7. How did this effort contribute to the body of knowledge of the continuing education profession? Can it be replicated or can specific elements of the program be used as models by other institutions?
8. Explain how this program contributes to adult/continuing education: the profession and/or the overall offering of programs.
9. What impact did this effort or project have on your organization, outreach mission, or faculty and staff?
10. Explain budget elements.

## **Award Nomination Tips for Program Activities and Awards**

- Include information about the institution to provide a sense of how the nomination fits within the context of the institution's structure and mission. What is commonplace in one organization may be groundbreaking in another, but the committee cannot make assumptions about the environment and challenges of each organization.
- Be sure that statements about the innovative nature of the program are real and meaningful.
- Articulate the contribution the program makes to continuing higher education to help inform the committee about successes in strengthening the field.
- The assessment of the program should relate to how it successfully met stated objectives.
- Address the impact of the programming or effort on the target audience.
- Review supporting documentation to be sure that all attachments are relevant to the focus of the nomination.

## UPCEA Project/Activity Budget Analysis Form

(Please complete this form and submit with your nomination)

<b>Budget Item</b>	<b>Amount</b>
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**Income Sources:**

Tuition:	\$
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Please specify other income (fees, grants, corporate sponsorships, etc.):

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

**Expenses:**

Continuing Education Program Administration	\$
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Instructional salaries

Supplies and materials

Equipment & presentation technology

Telecommunications

Travel expenses

Food services

Marketing & promotion (specify different elements)

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

Advertising

Facility usage fees

Institutional surcharges (overhead)

Reproduction/copying

Other (please specify)

a) \_\_\_\_\_

b) \_\_\_\_\_

c) \_\_\_\_\_

d) \_\_\_\_\_

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**Total Income**

**Total Expenses**

**Number of participants or people served:**