



DIVERSITY AWARD

Change Agent States for Diversity **“TOOL FOR CHANGE”**



Description	<ul style="list-style-type: none"> • Annual recognition of individuals, teams, programs, or efforts that recognize work in any number of diversity areas
Strategy behind tool	<ul style="list-style-type: none"> • Recognizing and highlighting good practices, examples, and models for your system • Recognizing diversity as a valued issue for your system • Recognizing diversity skills as core competencies
Goals or outcomes	<ul style="list-style-type: none"> • Diversity work is recognized as having value • Diversity work is rewarded • Examples and resources for accomplishing diversity work in different ways are modeled and shared
Possible target groups	<ul style="list-style-type: none"> • Internal Extension employee recognition • Could include volunteers and Extension partners • Professional organizations and issue area work groups • Note: The national Cooperative Extension System has an annual Diversity Award! <i>Check out the contact information below for this award.</i>
Suggestions for initiating this project/strategy	
Who "buy-in" is needed from	<ul style="list-style-type: none"> • Leadership of system, professional organizations, etc. • Other colleagues working around diversity issues or program issues affected by the award • Need a reasonable sized "diversity choir" to support and sustain the award • People who can make/or break your effort
Who participates in development of award	<ul style="list-style-type: none"> • Often an existing Diversity Committee or Task Force develops award and selects recipients • Sometimes the award is initiated and given by an organizational leader or leadership of a professional organization or group • Change agents in the system who recognize the value of diversity
Time frames and steps for development/ implementation	<ol style="list-style-type: none"> 1) Identify group sponsoring award and who else needs to be included from the organization in the planning process? 2) Identify what you want the award to accomplish 3) What value can you build into the award (where it is awarded, who presents award, financial or other "prize", how winner is recognized and publicized throughout system, etc.) 4) Develop award parameters: purpose, criteria, eligibility, application, nomination process, "prize", presentation, publicity, selection process, timeline, etc. 5) Give plenty of time to advertise award. Use many vehicles for getting the word out. Have leadership reinforce participation in nominations and applications. Have sponsoring group call and encourage individuals or groups to nominate and apply. 6) Do it 7) Publicize winners and their accomplishments throughout system during the year
Barriers or issues to	<ul style="list-style-type: none"> • Will the award become an annual event that is worth the investment of time and effort?

consider	<ul style="list-style-type: none"> • How does this award compliment or fit in with other system awards?
Costs associated with project	<ul style="list-style-type: none"> • Costs to consider include printing of brochure/posters, postage, meetings or phone conferences to plan award and select recipients, prizes or other costs associated with recognizing recipient
Media/communication/promotion	<ul style="list-style-type: none"> • First few years need to lay foundation for making the award visible. Suggestions: use system e-mail and list serves, have "director" or key leadership send out messages and reminders about the award, promote by having award given at a well attended system event
Evaluation method	<ul style="list-style-type: none"> • Number and quality of applicants received • Recognition by entire leadership of the award and recipients • General awareness of and value for the award by people throughout the system
Other	<ul style="list-style-type: none"> • Keep and promote a list of past recipients and their contributions

Samples and contact people

Name/State e-mail/phone	Brief description of State's version of project	Click here to see samples of State's work
Patreese Ingram, Penn State, pdi1@psu.edu, 814-863-7875	<ul style="list-style-type: none"> • Penn State has 2 diversity awards <ol style="list-style-type: none"> 1. The Vice President's award for Diversity and Public Service-"the Marybeth Reese Award" 2. The College of Agricultural Science Diversity Achievement Award 	<p>Marybeth Reese Award</p> <p>College of Ag Science award</p>
National Subcommittee on Extension Diversity, Jose Vasquez, 414 227 3176	<ul style="list-style-type: none"> • An annual award for diversity sponsored by CSREES, ECOP, PODC, and the Subcommittee on Extension Diversity (SED). • Presentation made at the NASULGC annual meeting. 	<p>www.reeusda.gov/ecs/divers.htm</p>
Linda Couchon Cornell Cooperative Extension, lwc4@cornell.edu, 607-734-4453	<ul style="list-style-type: none"> • Cornell Cooperative Extension's first diversity award was given 10/01 to recognize efforts to effect organizational change to achieve and sustain diversity and pluralism or programs that connect CCE with our diverse audiences throughout NYS • Cornell University also has an annual "Perkins Diversity Award" for Interracial Understanding and Harmony at Cornell University. 	<p>Extension award: www.cce.cornell.edu/diversity/award.htm</p> <p>Cornell University Perkins Award: http://www.news.cornell.edu//Chronicles/4.19.01/Perkins_Prize.html</p>

NAE4-HA Diversity Award, State member recognition contact--see web site	Award to recognize outstanding effort and accomplishments at the state level, regional level, and nationally. State winners are recognized by state association. Regional winners are recognized at regional annual conference. National winner is recognized with a plaque and \$500 at the national annual conference.	NAE4-HA award http://www.nae4ha.org/ (click on Committees, then 2001 Award Booklet under Member Recognition) Contact for each state is listed on this page.
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Do you have samples of good diversity awards or ideas to add to this document?

Please contribute by contacting Linda Couchon at LCW4@cornell.edu

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