

# Session I: Navigating the Award Application Process

Step-by-step instructions about the awards application process designed to help alleviate any barriers preventing agents from completing applications and sharing their outstanding work!!

*By: Jason Phillips, Program and Recognition Council Chair*

- *Jessica Hopkins, Recognition & Awards Chair*
- *Traci Johnson, Communications Awards Chair*
- *Jessica Bessin, Search for Excellence Awards Chair*
- *Kristin Hildabrand, Professional Excellence Chair*

# Why Apply?



Showcase your  
outstanding work



Receive peer  
recognition for your  
accomplishments



Monetary incentives  
through KACAA



Strengthen application  
for Career Ladder  
Advancements



Sense of pride and  
confidence

# If At First You Don't Succeed...

- Continue to submit applications
- Some categories are very competitive
- Consider applying in areas that you would anticipate may have fewer entries if your time is limited
- Avoid procrastinating. This will allow committee chairs to reach out before the deadline if your entry is missing something.
- Don't get discouraged

# Communications Awards

- Details about how to make entries are located on the NACAA website at [nacaa.com](http://nacaa.com)  Communications Award   
Information & Instructions
- Also found in The County Agent magazine December issue “Professional Improvements and Awards Programs”
- Review categories to decide where your communications piece fits
- Review score card.

# Communications Awards Categories

## Communications Awards Categories

Communications are essential to the day to operations of County Extension Agents. For specific category entry details, please visit the [NACAA Communication Awards Information Page](#)

Audio Recording  
Published Photo  
Computer Generated Presentation  
Program Promotional Package  
Personal Column  
Feature Story  
Newsletter, Individual  
Newsletter, Team  
Video Recording  
Fact Sheet  
Publication  
Web Site  
Learning Module  
Bound Book

Deadline to Enter: March 15

# NACAA Webpage

- Login to the website in order to be able to submit an application
- Then select “Award Applications & Nominations” on the left-hand side of the screen
- Select appropriate category, search and select your name
- ALWAYS read and follow instructions to avoid disqualification

7. **Newsletter** – Submit PDFs of two different issues of a newsletter written and/or compiled by one or more members. Non-members may be a part of a team entry (i.e. NRCS). It may contain several unrelated topics. Entry may be a portion of a multi-county, area extension newsletter or multi-agency newsletter. In the abstract, indicate audience to whom newsletter was sent, and the dates and number distributed, and how distributed.

# Starting a New Award Nomination or Application

Award \*

Newsletter

Nominee \*

Jason Phillips

## NEWSLETTER

Nominee Name: Jason Phillips

Nominated By:

Printed Name to Appear on Award \*

Jason Phillips

Phonetic Spelling of Name:

Name to Appear in Abstract:

Phillips, J.

Extension Agent for Agriculture – University of Kentucky

FRANKLIN, KY, 42134

Program Title \* ?

# Every Entry Requires an Abstract

## ABSTRACT

Each entry must have an abstract. Include member's name, state and county (team entries should list all NACAA members who contributed to the entry); a short summary that includes objective, purpose (why, when, how, audience, audience number and results); and how the entry was prepared (i.e. recorded, edited, printed, or duplicated professionally or by field staff on field office equipment), how distributed and how many were distributed. The abstract should include the member's contribution to the final product. Abstracts for all regional and national winners will be published and posted on the NACAA website. See page 12 of the December edition of The County Agent or NACAA website for abstract example and format that must be followed.

**The abstract is written as a single paragraph.**

**Tip: Type your abstract in a word document, then copy and paste**

# Sample Abstract

**ALL ABSTRACTS SUBMITTED FOR CONSIDERATION - MAXIMUM WORD COUNT 350**

Sample FORMAT FOR ALL NACAA ABSTRACTS. The abstract is written as a single paragraph.

**Search for Excellence in Livestock Production**

**TURNING A PROFIT WITH BEEF CATTLE**

Covington, C.\*<sup>1</sup>

<sup>1</sup> Area Livestock Agent, Mississippi State University, Port Gibson, MS, 39150

The purpose of this educational program was to increase the individual profitability of the cow/calf producers in Mississippi. I accomplished this task by working with beef producers in identifying their effective production practices, diagnosing their inefficiencies in production, and prescribing corrective measures to ensure their maximum profitability through the optimum utilization of their farm resources. In order to achieve the overall goal of profitability, several smaller goals needed to be met. I utilized multiple program activities and teaching methods, recognizing that different producers learn in different ways. These educational activities included 129 newsletter/circular letters, 131 newspaper articles, and 135 group activities that reached 1,725 producers over the past three years. The producers participating in the program indicated the value of the information they gained from these educational activities in the form of savings or increased profits to their operations at over \$7.5 million. However, the increase in knowledge by these producers is a much more valuable indicator of its true success and effectiveness.

Abstract (350 words maximum): \*

Within this Abstract -make sure to indicate audience to whom newsletter was sent and the number distributed and how distributed.

In this abstract box - do not include a Title for the Abstract (it will be auto-generated from the Title box above that you just entered information for. Also - please do not include the author info in this box - it will be auto-generated from information you put on the next page for author info.

Source [Icons: Cut, Copy, Paste, Undo, Redo, ABC] [Icons: Bold, Italic, Underline, Strikethrough, Subscript, Superscript, Text Color, Bulleted List, Numbered List, Decrease Indent, Increase Indent, Quote, Link, Unlink, Flag, Image, Table, Horizontal Line, Omega]

Styles [Normal] [Reset] [Help]

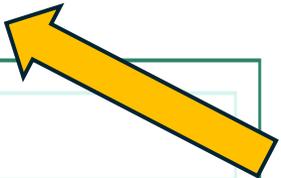
The All Farmer Newsletter is distributed every four months to disseminate information about agriculture, horticulture and natural resources to recipients. The newsletter consists of information about upcoming programs as well as research-based educational articles from the University of Kentucky. The newsletter is mailed to 789 recipients as well as distributed in local venues in Simpson County, KY. It is also available electronically on the Simpson County Extension Service webpage. The audience consists of anyone that signs up with the Extension Office to receive the free newsletter. The newsletter is prepared by the Simpson County Extension Agent for Agriculture & Natural Resources along with support staff. It is edited and printed at the Simpson County Extension Office. Many individuals attending educational programs have indicated that they learned about such opportunities as a result of the newsletter.

body p

Upload two issues of your newsletter

Description or title of this file

Choose File No file chosen



# Adding Additional Authors

## MANAGE TEAM MEMBERS

\*Members that are currently serving on the NACAA Board including Regional Directors, Officers, and the NACAA Policy Chair are not eligible for this award and should not be listed on the application. Attachments that include the Board Member's name because of that Board Member's involvement in the project can be included and will not affect the applications eligibility, but the Board Member may not be listed as an applicant, recipient, or share in any monetary awards.

**Drag to reorder Authors**

Email:	First Name:	Last Name:
<input type="text" value="jason.phillips1@uky.edu"/>	<input type="text" value="Jason"/>	<input type="text" value="Phillips"/>
Title:	Affiliation:	City:
<input type="text" value="Extension Agent for Agriculture"/>	<input type="text" value="University of Kentucky"/>	<input type="text" value="FRANKLIN"/>
State:	Zip:	
<input type="text" value="Kentucky"/>	<input type="text" value="42134"/>	
<input checked="" type="checkbox"/> Current NACAA Member		

ADD ANOTHER MEMBER



The submitted work was used by the member between March 16, 2025 and March 15, 2026

I understand that if I do not register (minimum 1 day registration fee) and attend the Communications Luncheon at the NACAA Annual Meeting and Professional Improvement Conference

# Follow directions. In this example...

Study requirements for the category

Pick the best two newsletters publicized between March 15, 2025 and March 15, 2026

Confirm upload of two newsletter issues to meet category requirements

Failure to enter two newsletters would result in immediate disqualification

Pay attention to maximum file size!!

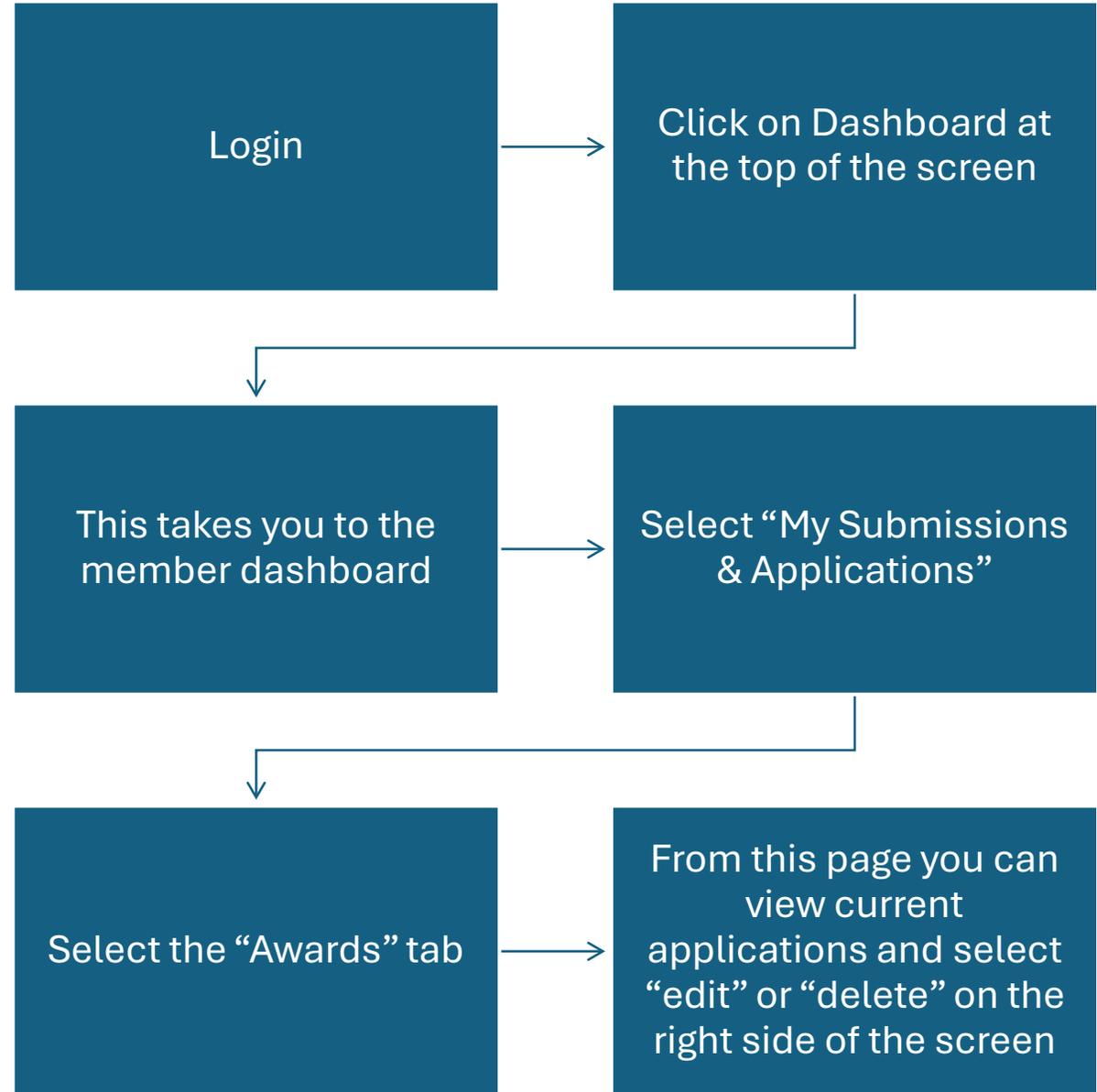
\* indicates a required field on your application

Proofread your abstract

**Check It.  
Double-Check It.  
Then Re-Check It Again.**



# Editing an Existing Application





# Common Mistakes

- Abstract – 1 paragraph, 350-word max
- Abstract – Include Requested Info
- File type for uploads
- File Size
- Educational Video – indicate portion to be judged if over time limit
- Spelling & grammar



# State Committee Chair Review - Discretionary

- Communication Award entries reviewed when possible (state level only)
- Award Applicant Contacted by Email if mistakes or missing info noted
- Entries turned in right at deadline ...
- Goal = Represent Our Association Well
- Ask questions if you need help