



# DIVERSITY AWARD

*Change Agent States*

**“TOOL FOR CHANGE”**



<b>Description</b>	<ul style="list-style-type: none"> <li>The Diversity Award is an annual recognition of individuals, teams, programs, or efforts that recognize work in the area of diversity</li> </ul>
<b>Strategy behind tool</b>	<ul style="list-style-type: none"> <li>Recognize and highlight good practices, examples, and models for your system</li> <li>Recognize diversity as a valued issue for your system</li> <li>Recognize diversity skills as core competencies</li> </ul>
<b>Goals or outcomes</b>	<ul style="list-style-type: none"> <li>Diversity work is recognized as having value</li> <li>Diversity work is rewarded</li> <li>Examples and resources for accomplishing diversity work in different ways are modeled and shared</li> </ul>
<b>Possible target groups</b>	<ul style="list-style-type: none"> <li>Internal Extension employees</li> <li>Volunteers and Extension partners</li> <li>Professional organizations</li> <li>Note: The national Cooperative Extension System has an annual Diversity Award! Check out the contact information below for this award at <a href="http://www.ediversitycenter.net/staff_dev/awards.php">http://www.ediversitycenter.net/staff_dev/awards.php</a></li> </ul>
<b>Suggestions for initiating this project/strategy</b>	
<b>Who must "buy-in?"</b>	<ul style="list-style-type: none"> <li>Professional organizations</li> <li>Colleagues working on diversity issues</li> <li>People who can “make or break” your effort</li> <li>Organizational leaders</li> </ul>
<b>Who participates in development of award?</b>	<ul style="list-style-type: none"> <li>Diversity Committee, Catalyst Team, or Task Force</li> <li>Organizational leaders</li> <li>Professional organization</li> <li>Change agents</li> </ul>
<b>Time frames and steps for development/ implementation</b>	<ol style="list-style-type: none"> <li>1) Identify group sponsoring award and others who should be involved in the award process</li> <li>3) Identify ways to build value into the award (where it is awarded, who presents award, financial or other "prize", how winner is recognized and publicized throughout system, etc.)</li> <li>4) Develop award parameters: purpose, criteria, eligibility, application, nomination process, financial re-numeration, presentation, publicity, selection process, timeline, etc.</li> <li>5) Allow plenty of time to advertise award.</li> <li>6) Have administrators encourage participation in nominations and applications.</li> <li>7) Have sponsoring group call and encourage individuals or groups to nominate and apply.</li> <li>7) Publicize winners and their accomplishments throughout system during the year</li> </ol>
<b>Issues to consider</b>	<ul style="list-style-type: none"> <li>Will the award become an annual event that is worth the investment of time and effort?</li> <li>How does this award compliment or fit in with other system awards?</li> </ul>

<b>Costs associated with project</b>	<ul style="list-style-type: none"> <li>• Costs to consider include printing of brochure/posters, postage, meetings or phone conferences to plan award and select recipients.</li> <li>• Costs to include financial re-numeration , plaques or other costs associated with recognizing recipient</li> </ul>
<b>Media/ communication/ promotion</b>	<ul style="list-style-type: none"> <li>• The first few years are used to lay a foundation for making the award visible. Suggestions: Use system e-mail and list servs.</li> <li>• Have "director" or key leaders send out messages and reminders about the award,</li> </ul>
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>• Number and quality of nominations received</li> <li>• Recognition of the award and recipients by organizational leaders</li> <li>• General awareness of and value for the award by people throughout the system</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>• Keep a list of past recipients and their contributions</li> <li>• Share the list with others</li> </ul>
<b>Author</b>	Updated by the Communications Committee, 2006