

**EXTENSION/OUTREACH COMMITTEE**

- **Phibro Extension Award**
- **PSA Early Achievement Award for Extension (odd years)**

[Kenneth W. Koelkebeck](#), Chair (2022)

Audrey P. McElroy (2021)

Paul H. Patterson (2021)

Richard D. Reynnells (2021)

Richard A. Blatchford Jr. (2023)

Jacqueline P. Jacob (2023)

Kenneth W. Bafundo, Phibro Representative

Darrin Karcher, Board Liaison

**BOARD OF DIRECTORS' LIAISON:**

**Darrin Karcher**

Purdue University

3034 Creighton Hall of Animal Sciences

West Lafayette, IN 47907-2054

Phone: (765) 494-4845

Email: [dkarcher@purdue.edu](mailto:dkarcher@purdue.edu)

**PHIBRO REPRESENTATIVE:**

**Kenneth W. Bafundo**

Phibro Animal Health Corp.

Glenpoint Centre East, 3rd Floor

300 Frank W. Burr Blvd. Ste 21

Teaneck, NJ 07666-6712

Work Phone: (201) 329-7380

Fax: (201) 329-7399

Email: [ken.bafundo@pahc.com](mailto:ken.bafundo@pahc.com)

**COMMITTEE CHARGES:**

- Develop the program for the annual extension workshop at the PSA annual meeting
  - Outline to be submitted for board approval by early January
- Develop guidelines and timelines for the extension workshop at the PSA annual meeting for future committees. Consideration for inclusiveness for international members interested in the US Extension model should be incorporated into the workshop.

**COMMITTEE CHARGES**

- The chair of the Extension committee serves an ex officio role on the PSA annual meeting committee.
- This committee oversees selection of a recipient of the **Phibro Extension Award** and the **PSA Early Achievement Award for Extension** (during odd years) according to the guidelines and schedules below.
- Actively solicit nominations (November through March). Special consideration for solicitations should be done to encompass the breadth of the PSA membership domestically and internationally.

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#### CONFLICT OF INTEREST:

- If a committee member or a current student of a committee member is nominated for either award or if a committee member has nominated someone for either award, the chair asks the committee member to step down until after the winner has been named and the Board Liaison serves as a voting member.

#### SUMMARY OF IMPORTANT DEADLINES AND INSTRUCTIONS:

**June and July:** First Vice-President contacts committee chair and names new committee members.

**August and September:** President charges committees.

**November and December:** *Committee members* under the direction of the chair should *actively recruit award nominees*.

**December 1:** *Chair provides* a written report to Board Liaison giving number of nominations received to date; this initial report to the Board is for information only and is not binding.

**March 1:** *Deadline* for posting nomination applications on electronic submission site. *Chair reminds* committee members to begin the review process.

**April 1:** *Deadline for Chair to submit* award recipient name and recommendations to Sam Shafer, Communications Specialist ([sam.shafer@poultryscience.org](mailto:sam.shafer@poultryscience.org)).

**April 15:** *Deadline* for approval of recommendations, and if an issue is forthcoming, the PSA Board of Directors will vote on Committee's recommendations; in most cases this is a *pro forma* action.

**May 1:** *Chair contacts winner(s) and nominator(s)* to determine if candidates accept. *Chair instructs* candidates to submit – *by May 15* – their Social Security Number (SSN), electronic biography, and digital picture for poster presentation at the meeting and for publication in *Poultry Science* to Sam Shafer, Communications Specialist ([sam.shafer@poultryscience.org](mailto:sam.shafer@poultryscience.org)).

- ***Format*** for digital photo: 300 dpi in Tiff or pdf. If a photo must be scanned, the original photo should be a clear headshot (of at least 2 x 3 in), labeled on the back with award and candidate name, mailed to the PSA office.

**May 1:** Once the recipient has accepted, *Chair notifies* all nominators of unsuccessful candidates and, where appropriate, encourages re-submission the following year.

**May 15:** *Deadline* for biography and picture to be sent by award winner. *Deadline* for final written report to Board Liaison for presentation at the summer Board of Directors Meeting.

**July:** *Award sponsor (if not available, Committee Chair)* announces award winner at the Awards Banquet. The award announcement and presentation are *restricted to two minutes*.

#### **Director. of Business Operations**

Jon A. Cole  
4114C Fieldstone Road  
Champaign, IL 61822  
Work Phone: (217) 356-5285  
Fax: (217) 239-6644  
[jon.cole@poultryscience.org](mailto:jon.cole@poultryscience.org)

#### **Communications Specialist**

Sam Shafer  
4114C Fieldstone Road  
Champaign, IL 61822  
Work Phone: (217) 356-5285  
Fax: (217) 239-6644  
[sam.shafer@poultryscience.org](mailto:sam.shafer@poultryscience.org)

#### RELEVANT INFORMATION FROM THE APPENDIX TO THE PSA CONSTITUTION:

##### (p) **Phibro Extension Award**

- (1) The Extension Committee deals with extension-related activities and represents the Poultry Science Association, Inc. in matters related to extension. The committee also handles nominations for the Phibro Extension Award; at least three of the five committee members shall be from the field of Extension.
- (2) The Phibro Extension Award of \$1,500 and a plaque is awarded to a member of the Poultry Science Association for conducting an outstanding program of work in the area of poultry extension/ outreach. An extension worker will be defined as one who is employed by a nonprofit organization and who has devoted, each year, at least 30% of official work time to extension activities during the five-year period for which the award is made.
- (3) Any member of the Poultry Science Association deserving of winning the Phibro Extension Award is eligible to win the award without a limit on the number of times a nominee can be presented the award as long as he/she is the most deserving nominee. The nominee must have been a poultry extension worker on the last working day of the preceding calendar year in which the award is to be made. An extension worker who has been on official leave the previous year is eligible.
- (4) Nominations can be made by any individual knowledgeable about the nominee's accomplishments. Nomination materials should be submitted electronically via the PSA awards website no later than March 1 prior to the Annual Meeting at which the award is to be given.
- (5) Basis of the award. Nominations for this award will be evaluated by the Extension Committee according to the following outline:
  - a. Usefulness and timeliness of materials in serving the needs of the poultry industry.
  - b. Evidence of adoption of improved practices and their durability as well as originality and stimulation of interest.
  - c. Preparation, development, and publication/delivery of extension/outreach materials in effective ways.
  - d. Evidence of development or implementation of training programs for industry as well as other extension workers/stakeholders.
  - e. Implementation of new information and industry problem solving programs.
- (6) Information required. The following information is to be supplied in support of the nominee, and should focus on activity over the previous five years.
  - a. A nomination letter of not more than three pages outlining the extension/outreach programs and impact they have had in the past five years. The letter should recognize the application of the programs by the industry.
  - b. Not more than three supporting letters emphasizing quality, not quantity of extension efforts and informing the committee of exemplary performance by the nominee with at least one letter from an industry person. The salutation should be to the PSA Extension Committee.
  - c. A five-page (maximum) CV that could include: relevant publications, meetings, other communications, and any other supportive material important to the nomination.
- (7) Scoring: The following scoring system is used for judging:
  - a. Relevance of Extension/Outreach Efforts (outcomes) (35%): measurable impacts, examples of stakeholder relevance, applicability of findings, adoption of science, and behavioral/practice change(s) in stakeholders as a result of the extension/outreach program.
  - b. National and International Research Cooperations (5%): extent of cooperation with other scientists and extension/outreach educators, US and worldwide.
  - c. Education/Training/Mentoring (10%): demonstrated teaching and farm extension/outreach interaction with stakeholders/students/general public along with other extension/outreach educators.
  - d. Quality/Excellence (30%): general scope(s) of extension/outreach excellence including program development and delivery, depth of work, research, innovation, scientific

relevance and major findings.

- e. Quantity/Magnitude (outputs) (20%): publications in peer-reviewed journals, patents, proceedings, extension/outreach bulletins, presentations, abstracts, invited presentations, workshops/ seminars, program support, popular press, electronic communication (webinars, podcasts, etc.).

**(r) Poultry Science Association Early Achievement Awards**

The Early Achievement Awards are presented as annual awards of \$250 and a plaque provided by the Poultry Science Association.

- (1) Purpose: The Early Achievement Awards will be given to recognize the achievements of PSA members in the early stages of their careers in poultry research, teaching, extension, or industry. The Research and Teaching Awards will be presented in even years. The Extension and Industry Awards will be presented in odd years.
- (2) Eligibility: Any PSA member, other than previous recipients of this award (same category), who have demonstrated excellence in one of the four areas of poultry research, teaching, extension, or industry are eligible. The nomination must be made prior to the nominee attaining their first 5 years of appointment to a faculty, government, or industry position. The award may be made to an individual more than once in different categories.
- (3) Nominations: Nominations can be made by any individual knowledgeable of the nominee's accomplishments. Each nomination should clearly indicate which category (poultry research, teaching, extension, or industry) the nominee is being nominated for. Nominations should be submitted electronically via the PSA awards website no later than March 1 prior to the Annual Meeting.
- (4) General Supporting Materials: A curriculum vita (maximum 4 of pages) including teaching assignments, research efforts (publications and grant activity), outreach activities, participation in professional organizations, and major accomplishments. Industry nominees should highlight their efforts in their particular industry area.
- (5) Category-Specific Supporting Materials
  - e. Extension
    - iv. The nomination must show the relevance of extension programs and materials, stakeholder adoption of improved practices, as well as effective written and oral communication.
    - v. A summary of the nominee's extension efforts including publications, meetings, conferences, other communication, and funding teaching philosophy (maximum of 3 pages).
    - vi. In addition to the nomination document, no more than 3 letters supporting the nominee must be submitted from colleagues, stakeholders, students, or administrators (department head or chair or dean, as appropriate) with unique perspectives of the nominee's extension effectiveness. A minimum of 2 letters must be from stakeholders. Supporting letters should emphasize quality, not quantity, of extension efforts and should inform the committee of exemplary performance by the nominee.
  - f. Industry
    - iv. The nomination must show the relevance of the nominee's efforts to the poultry industry.
    - v. A statement of nominee's accomplishments and major contributions to the poultry industry (maximum of 3 pages).
    - vi. In addition to the nomination document, no more than 3 letters supporting the nominee must be submitted from colleagues, clients, or administrators (immediate supervisor, department head, or company leader, as appropriate) with unique perspectives of the nominee's industry effectiveness. A minimum

of 2 letters must be from individuals external to the nominee's employer. Supporting letters should emphasize value as well as quality, not quantity, of the nominee's industry contribution.

- g. Research
  - iv. The nomination must state the nominee's distinctive contributions to poultry any field of poultry research.
  - v. A statement of nominee's research area emphasizing accomplishments, major discoveries, collaborations, and funding source (maximum of 3 pages).
  - vi. In addition to the nomination document, no more than 3 letters supporting the nominee must be submitted from colleagues, students, or administrators (department head or chair or dean, as appropriate) with unique perspectives of the nominee's research effectiveness. A minimum of 2 letters must be from individuals external to the nominee's employer. Supporting letters should emphasize quality, not quantity, of research and should inform the committee of novel research reflecting the performance of the nominee.
- h. Teaching
  - iv. The nomination must state how teaching is evaluated at the nominee's institution and how the nominee's performance compares with that of others at their home institution.
  - v. A statement of the nominee's teaching philosophy, including the nominee's view of teaching effectiveness, how best to evaluate instruction, and a description of how the nominee evaluates student learning (maximum of 3 pages).
  - vi. In addition to the nomination document, no more than 3 letters supporting the nominee must be submitted from colleagues, students, or administrators (department head or chair or dean, as appropriate) with unique perspectives of the nominee's teaching effectiveness. A minimum of 2 letters must be from students. Supporting letters should emphasize quality, not quantity, of teaching and should inform the committee of innovative methods or other special teaching assets reflecting the performance of the nominee.