

December 7, 2020

TO: CALS Faculty and Staff

FROM: Doug Reinemann, Associate Dean for Extension and Outreach  
CALs Pound Extension Award Committee

RE: Nominations for 2021 CALS Pound Extension Award

The Pound Extension Award is presented annually to an outstanding Extension-funded faculty member of the College of Agricultural and Life Sciences, University of Wisconsin-Madison. Eligibility extends to persons with any percentage of a formal Extension appointment. We anticipate holding a virtual event to present CALS Awards on Wednesday May 5, 2021 at 3 p.m. Details will be forthcoming. Please note the eligibility requirements and the documentation guidelines which follow for potentially eligible candidates.

Guidelines for Pound Extension Award:

Each CALS department or administrative unit (including centers) within the college having Extension faculty is invited to nominate one individual based on selection criteria described below.

Each county Extension office or Division of Extension administrator is invited to suggest one individual to the appropriate department within the College of Agricultural and Life Sciences, University of Wisconsin-Madison for nomination by that department or administrative unit. These suggestions are best made through the department chair or center director.

Eligibility for Selection:

The individual nominated must: (a) hold a faculty tenure-track or tenured appointment in a department or administrative unit budgeted within the College of Agricultural and Life Sciences, UW-Madison; (b) be all or partially funded by Extension at the time of nomination; and (c) be currently engaged in Extension programming and delivery. Administrative activities are not to be considered pertinent in the criteria for selection. Previous recipients of the Pound Extension Award are not eligible.

**Criteria for Selection**

The following criteria emphasize the unique contributions that CALS Extension-funded faculty make to the overall Extension and CALS missions. Evidence of excellence and responsiveness in Extension programming shall consist of:

- **Effective integration of research and outreach.** The record should indicate that the nominee's Extension program is supported by a strong research base and that the nominee has led his/her own research efforts to fill voids and otherwise strengthen the research base through published work. Publications should include a sufficient quantity of original, applied research articles in peer-reviewed journals and the publication of scholarly work with a clear focus and programmatic theme. Applied research conducted by the nominee should be cutting-edge, focused on specific problems, focused in a way to have impacts related to issues and problems, address emerging issues, and also have a component of identifying and solving problems of importance to Wisconsin and its residents. The nominee's work should represent an integration of research and outreach/educational activities over time into a coherent body of work.

- **Demonstrated program reach through leadership, responsiveness, and engagement of appropriate audiences for maximum impact.** Excellence in Extension can be demonstrated through any one or a combination of delivery methods appropriate to the subject matter and program. These include “conventional” programming through county Extension educators and regional Extension specialists, partnerships with public agencies, private organizations and other specialists, and direct delivery to Extension clientele/users. Extension efforts by the nominee should clearly demonstrate focused leadership that effectively communicates the value of Extension work and that is responsive to the specific needs and issues of appropriate groups/individuals, including underserved audiences, in ways that best leverage resources and knowledge. A commitment to leadership in Extension should be further represented by leadership in service to a team/department/program area and in appropriate professional organizations.
- **Ability to attract funding.** Excellent Extension programs are designed around a resource base that can be sustained, enlarged, and improved by the infusion of other public funds and private support. Extension program funding can come from a variety of resources including extramural grants, program revenue, grants, contracts, etc. Funded projects of greatest value to Extension’s stakeholders are problem-focused and outcome-oriented.
- **National and/or international recognition.** The nominee’s Extension program should be recognized as excellent beyond the borders of the State of Wisconsin. Recognition may include international, national, or significant regional leadership roles, invited talks and technical presentations, and use of the nominee’s materials in other states’ Extension/outreach programs or by those in other countries.
- **Use of effective evaluation technologies that clearly demonstrate impact.** Accountability is a critical element of an outstanding Extension program and can be best demonstrated by quantitative evidence of behavioral, environmental, economic, or other condition change that enhances public and/or private well-being. Successful nominees should have some level of demonstrated/documented impact such as but not limited to: enhanced knowledge, changed industry practice(s), changes in client behavior(s), enhanced profitability, changes in surrounding environmental/social conditions, or assistance with regulatory development and/or compliance.

Documentation Procedures:

**New nominations for this award are requested every year. Previous nominations are not automatically carried over but can be resubmitted, provided they are appropriately inclusive and updated to reflect recent efforts.**

The documentation should reflect the nominee’s accomplishments since the initial date of their Extension-funded appointment in CALS. Each nomination should include:

- A nomination letter from the chair of the department or administrative unit which includes: 1) a brief description of the candidate’s Extension program; and 2) why the candidate’s performance is considered outstanding and effective. This letter should not exceed two pages. Please address the criteria for selection in your letter.
- The individual’s last two annual reports prepared for departmental review or Extension reporting purposes.
- A current CV.
- Up to three letters of recommendation from individuals who can attest to the influence of the nominee’s programming methods and impact. These letters should not exceed two pages each.

Please submit the nomination materials electronically as one PDF document to Erica Flyte at [erica.flyte@wisc.edu](mailto:erica.flyte@wisc.edu) by **Friday, February 12, 2021.**

## **Previous Pound Extension Award Recipients**

- 2020** Christelle Guédot, Entomology
- 2019** Damon L. Smith, Plant Pathology
- 2018** Mark J. Renz, Agronomy
- 2017** Amanda Gevens, Plant Pathology
- 2016** Jeffrey J. Sindelar, Animal Sciences
- 2015** Shawn P. Conley, Agronomy
- 2014** David Kammel, Biological Systems Engineering
- 2013** Russell Groves, Entomology
- 2012** Victor Cabrera, Dairy Science
- 2011** Carrie Laboski, Soil Science
- 2010** Eileen Cullen, Entomology
- 2009** Alvin J. Bussan, Horticulture
- 2008** Kent Weigel, Dairy Science
- 2007** Dan Undersander, Agronomy
- 2006** Paul M. Fricke, Dairy Science
- 2005** Pamela Ruegg, Dairy Science
- 2004** Roger Palmer, Dairy Science
- 2003** Gary Green, Rural Sociology
- 2002** John C. Stier, Horticulture
- 2001** Patricia S. McManus, Plant Pathology
- 2000** Chris Boerboom, Agronomy
- 1999** Joseph Lauer, Agronomy
- 1998** Douglas Reinemann, Biological Systems Engineering
- 1997** Teryl Roper, Horticulture
- 1996** William Wendorff, Food Science
- 1995** Susan Nitzke, Nutritional Sciences
- 1994** Bruce Jones, Agricultural Economics
- 1993** Randy Shaver, Dairy Science
- 1992** Larry Bundy, Soil Science
- 1991** Patrick Walsh, Agricultural Engineering
- 1990** Paul Carter, Agronomy
- 1989** Brian J. Holmes, Agricultural Engineering
- 1988** Richard Klemme, Agricultural Economics
- 1987** Scott Craven, Wildlife Ecology
- 1986** Keith Kelling, Soil Science
- 1985** John Wedberg, Entomology