

## **ANNOUNCING**

***2010 Extension Competition for Graduate Students***

***AAEA Denver, Colorado July 25 - 27, 2010***

***The Extension and Graduate Student Sections of the  
Agricultural and Applied Economics Association***

### **Overview**

The Extension and Graduate Student Sections of the Agricultural and Applied Economics Association announce a competition for graduate students for 2010. This competition, sponsored jointly by the Extension Section and the Graduate Student Section, provides graduate student competitors the opportunity to develop extension and outreach programs from their thesis research. The development of education materials and presentations suitable for a general public audience is expected.

We encourage all departments with graduate students in agricultural economics, agribusiness, natural resource economics, community resource economics, applied economics or similar programs related to agriculture and/or the food system to inform their students about this important competition.

### **Purpose for the Competition:**

To provide incentives to graduate students to learn to prepare and present appropriate analytical results for an extension (usually non-economist) audience. This can be based upon the graduate student's research for a thesis or dissertation. Participation in the competition is expected to enhance the professional growth of the participating students regarding extension programs.

### **Who's Eligible?**

Eligible applicants are:

- Graduate students currently engaged in agricultural economics, agribusiness, natural resources, community resource economics, applied or similar economics MS or PhD programs related to agriculture and/or the food system.
- Those who graduated from such programs in 2009 or later.

Note: Participants must identify and work with a mentor with experience in outreach or extension activities.

### **Competition Application Information**

Applications should be addressed to Margot Rudstrom and must include:

1. Student's name, university, department, address and contact information.
2. Title of the extension program to be delivered.
3. A summary of the proposed extension program. This should include target audience, delivery plans, communication methods and activities planned for distributing the information to the public such as with fact sheets, pamphlets, press releases, reports, web sites, streaming videos, spreadsheets, workshops, PowerPoint presentations and training activities to be conducted (4 page maximum).
4. A profile of the student applicant's background as well as the related thesis title and brief description of the research (maximum 1 page).
5. The mentor's name, address and description of the mentor's role in assisting the student with this project.

### **Submission Deadline**

Applications must be submitted **electronically** no later than April 15, 2010.

### **Selection of Finalists**

Finalists will be selected to make an extension/outreach presentation at the AAEA meeting in Denver Colorado, July 25, 2010, to a panel of judges. Selection of the finalists will be based on the material submitted and the criteria listed below.

### **Criteria for Selecting Finalists**

Criteria for judging the finalist and winners will include:

1. Identification of a target audience.
  - a. An explanation of the issue/problem/opportunity being addressed
  - b. An explanation on how this target audience was identified
2. Development of an extension program for the target audience that includes:
  - a. An outline of the goals of the extension program
  - b. A summary and an explanation of the main elements of the thesis or dissertation results to be included in the extension program. Include a description of how the research results will address the issue/problem/opportunity and benefit the target audience.
  - c. A summary of the program in an extension report, or extension PowerPoint presentation, or other appropriate extension communication media that the audience can take home. This summary should be an explanation that would be effective in accomplishing the extension goals as identified in step 2a. above.
3. An explanation of extension team development and responsibilities in terms of program development and delivery should be addressed, if appropriate.
4. Plans for evaluating the effectiveness of the extension program.

### **Extension/outreach presentation at the AAEA**

Each finalist must develop oral and visual presentations (15-20 minutes in length) for delivery at the AAEA meetings. The presentation should include the selection criteria described above.

The top three finalists will also be expected to make presentations during an AAEA Extension track organized symposium.

### **Awards**

Cash awards will be given to those judged to be the top three graduate students in this competition. Awards are:

**First Place: \$1,000 and a plaque**

**Second Place: \$300 and a certificate**

**Third Place: \$200 and a certificate**

Other finalists receive finalist certificates

The top 3 competitors selected will receive their awards at the AAEA Awards ceremony. All finalists are guests at the Extension Luncheon during the AAEA annual meetings. Luncheon tickets will be provided to all finalists.

### **Submit Entries to:**

Dr. Margot Rudstrom  
Competition Committee Co-Chair  
Agriculture Department  
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