



NATIONAL EXTENSION TOURISM NETWORK

2025 NET Awards

Application Procedures –[Read This Section First](#)

NET is currently seeking nominations for the following awards:

- NET Excellence in Tourism Collaboration Award
- NET Excellence in Tourism Programming Award: Individual or Team
- NET Career Achievement Award
- NET Emerging Leader Award

NET additionally will give awards to the following as decided on by the NET Design Team

- NET Local Champion

Who can nominate?

There are three types of nominations for the 2025 NET awards.

1- Either self-nominate or be nominated by someone else. This type of nomination is allowed for the NET Excellence in Tourism Collaboration and NET Excellence in Tourism Program/Project.

2- Only nominating someone else is allowed for the Career Achievement and Emerging Leader Awards. Self-nomination is not allowed for these awards.

3- The Local Champion award will be nominated by and decided among the NET Design Team to recognize valuable stakeholders for both the strength of NET and the success of the conference.

Because NET does not have a membership, involvement (e.g., presenting about projects, participating in virtual or in person events) is always a plus, but not required for any of the awards.

Self-nominations are **not** accepted for:

- NET Emerging Leader
- NET Career Achievement Award

Nominations are **not** solicited for:

- NET Local Champion

How do I prepare the nomination packet?

The nomination packet must:

- Adhere to applicable character/word limits
- Be Submitted with all the award criteria outlined below **as a single pdf**.

The uploaded document **should not exceed 6 total pages** and include the following:

- 2 pages max -
 - Collaboration/Tourism Programming awards - a **description** which includes the who, what, where, when, how, and the impacts of the program or effort.
 - Emerging Leaders/Career Achievement - **primary nomination letter** outlining individual contributions and impacts
- 2 pages max - **supplemental materials**
 - Collaboration/Tourism Programming (e.g., marketing materials, link to program resources, impact statements)
 - Emerging Leaders/Career Achievement - CV
- 2 pages max - **supporting letter(s)** that includes contact information from a partner organization, business, or community/destination that benefited from the program
- The file name should be **YourNomineeName.pdf**. Nominee name should be either person being nominated for individual awards or program, project name for team awards (e.g., Smith.pdf or NETAwardsCommittee.pdf).
- Comply with the page limits specified for each award. Pages must be single spaced, have 1" margins on all borders and fonts must be at least 11 points.

When are nominations due? By 11:59 PM Eastern Time, July 8, 2025

Where do I submit the nomination packet? Application materials are submitted via the links on this form : https://ncsu.qualtrics.com/jfe/form/SV_78rZcOUDt4ojNDE

Can programs/projects be submitted in more than one category?

Each program/project can be submitted in only one category each year. Please coordinate with other team members to ensure no duplication exists.

How are award winners determined?

All awards applications will be submitted to the central judging committee for review and evaluation. That committee will score all the submissions. For the NET Excellence in Tourism Collaboration and NET Excellence in Tourism Programming the highest scoring applications shall be the winner so long as they meet the minimum meritorious standards (a score of 35 points). In the event of a tie or near tie the awards committee will review applications and score again using the NET Chair as a tie vote breaker. For

the NET Career Achievement and the NET Emerging Leader Award the top three will be presented to the NET Design Team for further evaluation and a final decision.

When are awards presented?

Each national award recipient will receive recognition at the NET awards recognition event at the bi-annual conference. Applications will be posted online and used for other promotional materials following the conference to further showcase successful entries.

Where do I learn more about information specific to each award?

You can scroll through this document to read about each award or click on the links below to jump straight to one:

* Self nominations not accepted for these awards – requires a nominator.

**Not soliciting nominations for these awards

Awards & Descriptions

Submit nominations to the following awards here:

https://ncsu.qualtrics.com/jfe/form/SV_78rZcOUDt4ojNDE

NET Excellence in Tourism Collaboration Award

Award Description:

This award recognizes a collaboration or partnership that has made a significant contribution toward tourism development within communities and/or for businesses. This partnership may operate at/impact any variety of scales: community-based, regional, state-wide, multi-state or international.

Qualifications:

Nominees should be an original, creative, or innovative partnership or collaboration that has addressed a key area of need. The nominee should demonstrate how their efforts have engaged appropriate partners and collaborators in effective ways and how their efforts have the potential to make ongoing impacts or contributions. Candidates should share how their approach was designed and executed in a manner appropriate to the circumstances and situation the partnership or collaboration was established to improve and how their efforts incorporate the principles of [the triple bottom line](#) and level of community engagement.

Logistics:

- Nominations for this award are solicited.
- Self nominations are accepted.
- The awardee will be selected by the central judging committee

Criteria	Points
The collaboration or partnership is original, creative, and/or innovative	10
The collaboration or partnership addresses a key area of need	10
The collaboration or partnership engages appropriate partners and collaborators in effective ways	10
The collaboration or partnership has potential to make ongoing contributions and impacts	10
The collaboration or partnership utilizes an approach that is appropriate for the project/program and carefully designed and executed	5
The collaboration or partnership incorporates principles of the triple bottom line and level of community engagement	5

NET Excellence in Tourism Programming Award: Individual or Team

Award Description:

This award recognizes outstanding tourism program development, projects or initiatives impacts, or accomplishments, relative to innovative, creative, or scholarly activities.

Qualifications:

Nominees should showcase an original, creative, or innovative program that has addressed a key area of need. The nominee should demonstrate how the program has potential to make ongoing impacts or contributions. Candidates should share how their program's approach was designed and executed in a manner appropriate to the circumstances and situation the program was established to improve. The nominee should explain how the program incorporates the principles of [the triple bottom line](#) and level of community engagement.

Logistics:

- Nominations for this award are solicited.
- Self nominations are accepted.
- The awardee will be selected by the central judging committee

Criteria	Points
The program is original, creative, and/or innovative	15

The program addresses a key area of need	10
The program has potential to make ongoing contributions and impacts	10
The program utilizes an approach that is appropriate for the project/program and carefully designed and executed	10
The program incorporates principles of the triple bottom line and level of community engagement	5

***NET Career Achievement Award**

Award Description:

This award recognizes and honors an individual who has provided significant contributions to tourism-related outreach and education to communities throughout their career.

Qualifications:

Nominees for this award should have notable or unique contributions in teaching, scholarship, and/or industry work and shown a dedication to service. Candidates should have exhibited strong leadership and/or mentorship over their career and have demonstrated a strong commitment to community engagement and community-centered approaches.

Logistics:

- Nominations for this award are solicited and must include at least 1 and no more than 3 letters of support.
- Self nominations are not accepted.
- The awardee will be selected by the central judging committee

Criteria	Points
The candidate as made notable or unique contributions in teaching, scholarship, and/or industry work	20
The candidate has shown a dedication to service	10
The candidate has exhibited strong leadership and/or mentorship	10
The candidate has shown a strong commitment to community engagement and community-centered approaches	10

***NET Emerging Leader Award**

Award Description:

This award recognizes an individual who is an emerging leader in tourism extension and outreach programming. This award is presented to an extension professional who has been working in Extension for less than 6 years.

Qualifications:

Nominations should explain how their nominee meets the criteria of working for Extension for less than 6 years. The nomination should demonstrate how their nominee has employed unique, creative and/or innovative strategies and approaches within their role as an Extension professional engaged in tourism related activities.

Logistics:

- Nominations for this award are solicited and must include at least 1 and no more than 3 letters of support.
- Self nominations are not accepted.
- The awardee will be selected by the central judging committee

Criteria	Points
The candidate shows potential to create positive impacts upon communities, destinations, and/or specific audiences	15
The candidate shows potential to made notable or unique contributions in teaching, scholarship, and/or industry work	15
The candidate has employed unique, creative and/or innovative strategies and approaches in their work.	10
The candidate has shown a dedication to service	10

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****NET Local Champion**

Award Description:

This award recognizes an individual, organization, business, or entity located within a reasonable proximity to the current NET Conference location that has been a champion of innovative, inclusive, and progressive tourism related efforts. This award is intended to highlight and celebrate local efforts happening near the current NET Conference location.

Qualifications:

Nominees must be an individual, organization, business, or entity located within a reasonable proximity to the current NET Conference location. The nominee should have employed unique, creative and/or innovative strategies and approaches to improving or developing the local tourism market. These efforts should be aiding the local area in celebrating what makes it special and worth celebrating. The nominee should be/have demonstrated a commitment to principles of [the triple bottom line](#) and be active in community service, community engagement, community partnerships, and/or directly addressing community needs.

Logistics:

- Nominations for this award will be provided by the current conference planning committee and/or the Design Team members
- The awardee will be selected by the NET Design Team

Criteria	Points
Has employed unique, creative and/or innovative strategies and approaches	20
Has exhibited a principles of the triple bottom line	10
Has been active in community service, community engagement, community partnerships, and/or directly addressing community needs	10
Exemplifies characteristics of what makes this place special and worth celebrating	10