William Campbell Felch Award for Research in Continuing Education

The William Campbell Felch Award honors Dr. William Campbell Felch, Alliance first Executive Vice President, architect of the Almanac, and past editor of the Journal of Continuing Education in the Health Professions (JCEHP).

Instructions
To ensure completeness, your application MUST include the following:
1. Applicant Information
2. Nominee Information
3. Award Narrative & Attachments
4. Verification statements that:
    a. Nominees represent the organizations referenced in the application.
    b. If applicable, commercial support was received in accordance with recognized standards (ACCME, ACPE, ANCC, Joint Accreditation, AdvaMed, PhRMA Code, OIG/FDA). Please include verification of disclosure to learners (page from brochure, syllabus, etc.).
5. Nominator Acknowledgment
6. Submission Agreement

Notes:
- The CE research must have been *initiated between January 1, 2023, and July 31, 2024*.
    - CE research may be about why a particular technique worked or under what conditions did it work best or may disentangle questions we have about how or why practice changes after being exposed to CE. It is defined as answering a question that goes deeper than the measurement of Moore's level outcomes driven by taking a(n):
        - deductive approach (considered to be structured and typically based on quantitative or mixed-methods data to support or challenge widely accepted theories, facts, etc.) OR
        - inductive approach (considered to be exploratory and typically based on qualitative or mixed-methods data to inform theories or to make inferences based on a smaller number observations, interviews, feedback, etc.)
- Published work will be considered if published, accepted, submitted, or submission ready within this time period.
- Verification that the initiative has not been nominated for another Alliance award given at the same annual conference will be done by the Alliance Awards committee.

Award Narrative & Attachments
The narrative is limited to eight (8) pages with 1' margins and 11 point font (Arial, Helvetica, Times New Roman, Calibri), single space with up to three (3) pages of attachments and the must include the following:

1. Brief introduction/summary of the research (with IRB reference # if applicable)
2. Identification and description of target audiences
3. Relevance to CE field, regional or national implications and results useful to CE providers.
    o Why and/or how does this research relate to, or impact the practice of CE?
    o How might this research contribute towards advancements in CE?
    o Describe the scope of research - i.e., limited in locale, populations, clinical setting? Are results limited by or can they be applied beyond the research's original scope?
    o How can CE professionals incorporate the research results? For example, does the research represent needs assessment, activity design effectiveness, adult learning implications?
    o Have the results led to enhanced practices, and/or uncovered any meaning or consequence?
    o Discuss lessons learned - recommendations for next steps, needs assessment of something uncovered in the research, educational activities/initiatives needed, more research needed and why?
4. Potential for direct application or use by other CE providers.
    a. Why and/or how can this research be applied by other CE providers?
    b. Advice for other providers to replicate this model of research, or how they might conduct their study?
5. Focus on planning, research, development, or evaluation issues.
    c. What guided the design of this research project? Was there an intended outcome?
    d. Was the project scope expanded, enlarged or refined during the planning or development?
    e. Did the outcomes match the intended results?
6. Description of research methodology and/or information on the validity of research methodology.
    o Include information (as relevant) on:
        - Scientific approach or applied methods
        - Change in, or impact on learners
        - Statistics
        - References
        - Where the lessons will be applied
7. Linkage of the research to the Identification of related Alliance's National Learning Competencies

Evaluation Criteria
In evaluating nominations in this category, the Awards Committee will consider the following aspects:
1. Research Question/ Scientific Method
    o Submissions should focus on hypothesis-driven or question-driven research projects, grounded in existing research and extending previously published evidence.
    o Submissions should answer the question of 'why' or 'how' change occurred, vs simply measuring change (i.e., simple descriptive outcomes report)
2. Completeness and Accuracy of Application:
    o Thoroughness and completeness of the application materials.
    o Accuracy and reliability of the information provided.
3. Relevance to CE, regional or national implications, and usefulness of results to other CE providers*
4. Identification and description of target audiences
5. Alignment with the Alliance's National Learning Competencies

6. Significant contribution to CE
7. Impact of research, either actual or anticipated (number of people impacted, data on impact of research, how healthcare was impacted and/or the potential for future impact)
8. Status as model approach (i.e., research that is worthy of being replicated, or a concept that can be utilized by others)

Criteria receive extra weight during review

Conflict of Interest Mitigation
Members of the Awards Committee shall recuse themselves from discussions and decisions involving nominations for which they are an employee of the nominee or financial supporter of the nomination.

Recognition
This award, if a submission is selected, will be presented to the winning qualified applicant at the Alliance 2025 Annual Conference (Jan 8-11, 2025). The winning applicant will receive a plaque, one complimentary annual conference registration, the opportunity to submit an e-poster, and the option to submit an *Almanac* article about the project.