# 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).

 The award process is as follows:
1. Abstract submission
2. The committee reviews the abstract and provides written feedback according to the rubric
3. Authors are notified if the abstract is accepted or declined, and given feedback, much like the peer review process
    - Declined abstracts have the option of opting into creating a poster for the Alliance poster session on night 1
4. Authors with accepted abstracts reconfirm attendance at the annual Alliance meeting
5. Authors take feedback and develop a 10-minute oral presentation with accompanying PowerPoint slides
6. Authors present during the Alliance 2026 Felch Research Session
7. Review committee scores against the rubric and awards the winner at the end of the session

**Instructions**
To ensure completeness, your application MUST include the following:
1. Author Information
2. Abstract – 500 words or less with the following elements (may also include 1 supporting figure and 1 table):
    - Rationale for the research with supporting evidence
    - Alignment with the [Alliance's National Learning Competencies](#)
    - Study goals
    - Methods, inclusive of study design, analysis strategy, any intervention info, and/or need for IRB
    - Sample
    - Results
    - Implications, inclusive of limitations and future directions
    - 1' margins and 11 point font (Arial, Helvetica, Times New Roman, Calibri), single space
3. Verification statements that:
    - Nominees represent the organizations referenced in the application.
    - 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.).
    - Generative AI use is permitted; authors attest to the accuracy of all content submitted.
4. Submission Agreement

Notes:
- The CE research (analysis, reporting) must have been *active between January 1, 2024, and July 31, 2025*. Primary data could be collected back to January 1, 2022.
- CE research can be observational (e.g., is variable x related to variable y?) or evaluating the impact of a CE intervention or process. Some examples include discerning why a particular technique worked or under what conditions it works best, or may disentangle questions we have about how or why practice changes after being exposed to CE. The work should dive deeper than the measurement of achievement of an outcome based upon Moore's outcomes framework 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 of observations, interviews, feedback, etc.)
- Published work will be considered if the timelines specified above are aligned.
- 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.

**Evaluation Criteria**

In evaluating nominations in this category, the Awards Committee will consider the following aspects:
1. Research Question/ Scientific Method
   - Submissions should focus on hypothesis-driven or question-driven research projects, grounded in existing research and extending previously published evidence.
   - 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:
   - Thoroughness and completeness of the application materials
   - Clear description of all elements in the abstract
   - 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](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 a 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 a financial supporter of the nomination.

**Recognition**

If a submission is selected, the content will be presented in a 10-minute oral presentation at a special research session at the Alliance 2026 Annual Conference (February 16-19, 2026). During the session, a

winner will be determined. The winning applicant will receive a plaque (mailed at a later date), recognition during the 2nd evening session or 3rd day opening, on complimentary annual conference registration, and the option to submit an *Almanac* article about the project.