

QRCA Announces Finalists for the 2022 Qually Award

October 2021 (St. Paul, Minn.) – Since 2011, QRCA has honored qualitative research professionals who best demonstrate creative problem-solving with the QRCA Award for Excellence in Qualitative Research, more commonly referred to as the Qually Award. After a blind review of a competitive field of applicants, QRCA has narrowed the submissions down to the top two finalists. These two competitors will face off on Thursday, Jan. 13, during our [QRCA Virtual Summit](#), a new event which is part of the [2022 QRCA Annual Conference](#).

For the first time in the Qually Award's history, QRCA has teamed up with a local San Diego nonprofit, the [Agua Hedionda Lagoon Foundation](#) (located in Carlsbad, Calif). Each finalist will have 20 minutes to pitch their qualitative research proposal to the client, Agua Hedionda Lagoon Foundation, and their peers. Session attendees will vote at the conclusion of the presentations for the methodology they feel best supports the research objective(s). The client will ultimately decide the winner and then begin planning for the project execution.

QRCA uses a Request for Proposal process for submissions. For this year's RFP, the topic included introducing the Agua Hedionda Lagoon Foundation and three objectives for qualitative research consideration. Both finalists will be presenting solutions to help the non-profit decide on their next Discovery Center Exhibit. The Discovery Center provides environmental programs, access to trails and conservation.

Developing programs that inspire and promote connection are integral to maintaining community interest. The finalists will help the Foundation team understand what areas of the Lagoon experience are missing or need to be modified to ensure engagement and interaction remains high.

The two finalists are QRCA members:

1. *Cherri Christiansen and Lauren Isaacson (Team)*
2. *Sonya Shen (Individual)*

The winner will be awarded the research project and begin working with the Foundation on its execution in exchange for a publishable case study on their research methodology. In addition to a nominal budget, the Qually Award is supported by sponsor [Reduct Video](#) to help bring their results to life.

"This year's conference committee really wanted to highlight the local San Diego community and give back. We found the perfect way to achieve both of those goals with this new Qually Award execution. By partnering with a real end client, we're able to maximize our creative thinking for qualitative research services while encouraging a friendly competition for the greater good," said Kayte Hamilton, chair of

the Qually Award committee. “Our entire team is looking forward to seeing a successful project come to life.”

For more information, visit the [Qually Award webpage](#).

If you would like to donate to the Foundation (which is a 501c3) to assist project-related costs, please [submit a donation to their page](#) and use QRCA in the memo section at the end of the form.

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[QRCA](#) is a worldwide collaborative community that provides qualitative research professionals with unparalleled leading-edge education, thought leadership, and networking opportunities. Anyone involved in any aspect of qualitative research is invited to join.