

QRCA Announces 2022 Award Winners

St. Paul, Minn. (June 2022) – [QRCA](#) is proud to announce the recipients of the 2022 QRCA Awards. These were presented at the Annual Conference in San Diego on May 18. The awards are split into four categories that reflect significant contributions to the qualitative research profession. Dating back to 2002, the awards have recognized contributions and leadership development for qualitative professionals from across the world.

“Our 2022 awards recipients selflessly share their knowledge and expertise of qualitative methods and practices worldwide and are dedicated to QRCA and its members,” said Roben Allong, president of QRCA. “As the global community of qualitative professionals that connects, educates and advances qualitative research, QRCA is proud to work with and support individuals who are so committed to their profession.”

The 2022 award winners are:

Impact Award Winners – Caryn Goldsmith and Abby Leafe

The Impact Award, first given in 2019, is given to a QRCA member or members for exemplary service to QRCA within the past year. Caryn Goldsmith and Abby Leafe, current QRCA Education committee leaders, Advance Members and qualitative research thought leaders, were selected by the board for their work on developing and implementing the QRCA Qualology Learning Hub. This qualitative content resource has been populated by Caryn, Abby and their team with professional development opportunities ranging from webinars to conference sessions to certificate programs, and all are categorized by the updated qualitative competencies

Maryanne Pflug Award – Jennifer Dale

The Maryanne Pflug Spirit Award is given to a QRCA member who demonstrates “spirit” in the association and upholds and celebrates QRCA’s cultural heritage of collegiality among members. Jennifer Dale is the current co-chair of the Industry Relations Committee and an active member. She was selected by a committee of former Spirit Award recipients as this year’s winner.

President’s Award – Janet Standen

The President’s Award honors the recipient for exemplary service and dedication to QRCA. Janet Standen, a 10-year active member of QRCA including roles as a board member, committee leader, and special interest group leader, was selected by the board for her significant and ongoing service to QRCA. This most recently includes co-leading the planning

and execution of the 2021 Flex Your UX Summit, finding featured speakers for the 2022 Annual Conference, and ongoing outreach to non-members about QRCA.

Rising Star Award – Frankie Lipinski

The Rising Star Award is given to provide recognition and incentive to QRCA members who have less tenure with the association, and yet have made significant contributions to QRCA. Frankie Lipinski is an active QRCA VIEWS committee member, is leading a Technology Task Force, and is a 2022 QRCA Young Professionals Grant recipient. Frankie was nominated by her peers and selected by the board for her contributions to QRCA.

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

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[QRCA](#) is the global community for qualitative professionals that connects, educates and advances qualitative methods, practices and standards on behalf of and with its members. QRCA members are professionals who design, conduct, analyze or support the conduct and analysis of qualitative research. They include independent consultants, in-house researchers, agency researchers, project managers, support services, field resources, academics, students and retirees – all passionate about maximizing the impact of qualitative research. The next QRCA Annual Conference and awards ceremony will be held March 22-24, 2023 in Charlotte, North Carolina.