

## Submission award – ‘Prospective Student Engagement Campaign’

*What are the judges looking for?*

This award will be judged by the Whatuni Student Advisory Board, a group of sixth form, college or university students and SU presidents. We’re looking for campaigns and initiatives that engage **prospective students** in new and exciting ways. What have you done that’s improved the experience for potential applicants on their journey into university, from initial research through to enrolment?

In the spirit of the Whatuni Student Choice Awards, the judges especially want to see campaigns that champion the student voice. Below are a few examples to get you thinking along the right lines:

- How have you helped prospective students make the right decision with regards to their choice of institution or course?
- Have you developed something to specifically help certain under-represented groups into university?
- How have you engaged with students to support them on their journey into university?
- How have you ensured that the student voice is reflected in your marketing communications and campaigns to genuinely reflect the student experience?

*Judging criteria based on evidence for the below:*

- Innovation (out of 10 points)
- Usefulness to prospective students (out of 10 points)
- Impact for the university (out of 10 points)

*Please provide both qualitative and quantitative evidence to support your submission.*

*Terms:*

- Awards will be judged by the Whatuni Student Advisory Board, made up of both school and university students.
- Application by submission of up to 600 words and up to three pieces of supporting information, for example website screenshots, videos, prospectuses.
- One application will be accepted per university. You are also free to enter the ‘Giving Back’ submission category with a **different** campaign/project.
- Please download a copy of the application form from <https://www.hotcoursesgroup.com/whatuni-student-choice-awards/>. When completed, submit the form and attached pieces of supporting information to [events@hotcourses.com](mailto:events@hotcourses.com). We will send confirmation that we have received your application.
- Deadline for entries is the 28<sup>th</sup> February 2019.
- A shortlist will be announced in March, with winners revealed at our awards ceremony on 25<sup>th</sup> April 2019.

**It is free-of-charge to enter all awards and categories.**