

## **CUBO Awards Categories & Judging Criteria 2019**

### **Best Residence Life Initiative**

This category recognises the growing importance of residence life and activities designed to support students living away from home at UK Universities. The judges are looking for a really special initiative which facilitates opportunities, events or activities that help to provide the best residential experience possible for students.

### **Best Marketing Campaign**

A campaign that shows delivery against objectives. This award covers all areas of marketing, from branding projects to digital marketing, market research, CRM, communications and information campaigns. Submissions should outline a recently successful marketing campaign from within the commercial/campus services area of your institution.

### **Excellence in Student Sport Experience**

A sports experience that draws students in to meet their needs in a fast-moving environment. This may include: increasing participation in sport, providing the best environment for sport, promoting health and well-being through sport, improving performance levels, or a range of other factors that have made a real difference to the sporting experience on offer for students.

### **Commercial University of the Year**

A University that shows they have significantly improved their commercial performance within the campus/commercial services function. The judges are looking for a large or small institution whose has out-performed their targets and made a substantially improved contribution to their institution both commercially and to the student experience.

Longer entries of up to 1,000 words plus 3-5 images are allowed for this category to allow for a full overview of the business. The CUBO Awards Panel should like to encourage entries that showcase the success of their whole commercial/campus services function. A higher word count is designed to make it easier to cover the whole area (including catering, residential, hospitality, sports and services) creating a broader picture of the work involved.

### **Best Student Housing**

A student housing complex that shows the innovations and high standards to enable students to achieve their best in a home from home environment. Entries to this award must be led by a UK University, but applications produced in conjunction with development partners are welcome.

### **Innovation in Catering**

A 'foodie' initiative that stands out from the rest by offering an innovative new food/dining concept. This may relate to the type of food, service, delivery, outlet, purchase method or facilities that offer something entirely new for customers.

### **Business Team or Manager of the Year**

In a change to this category, both teams or individuals can enter this award. The judges are looking for a team or manager who has performed over and above expectation in their work to enhance the student experience, or in their work to develop a commercial business at their institution.

### **Innovation in Student Experience**

This category welcomes entries from all areas of CUBO business at UK Universities. The judges are looking for an innovative product/service/campaign that has significantly enhanced the student experience or the development of commercial business in the university environment.

### **Business Partner of the Year**

The judges are looking for a business partner who shows they have fully integrated into the universities they work with, with marked outputs in the delivery of high-quality services to enhance the student experience.

### **Lifetime Achievement Award**

This award is chosen by the Chair of CUBO and not open for nominations.

### **Judging Criteria**

Judges will be looking for submissions that showcase best in sector and innovative working.

Results, finance, strategy	Submission should demonstrate that targets were set and achieved or surpassed, this may be in the area of finance, student experience, or University strategy.
Impact	Submission should demonstrate a measurable impact on the target audience, this may be staff, students and/or the wider community.
Innovation	Submission should demonstrate innovation, or adoption of new ideas, which may include the use of new technologies.
Sustainability, environmental and wellbeing	Submission should demonstrate a wider benefit in terms of either: sustainability, environmental impact, student wellbeing, broader integration, community.
Team work, people and skills development	Submission should demonstrate how team or individual skills, commitment and development has contributed to success.
Communication and connecting	Submission should demonstrate an increase in engagement, partnership working, communication and connecting to target audience.
Feedback	Submission should evidence feedback from core stakeholders, this may include staff, students, and the wider community.