CUBO Awards Categories & Judging Criteria 2020

Campus Experience of the Year

CUBO’s new flagship award. Our judges will be looking for an institution that can exhibit an outstanding overall campus experience across a varied portfolio. Size of institution does not matter. Entries can include both commercial and/or campus services activities: the services must demonstrate a strong performance in providing a commercial return for the university or delivering an excellent service throughout the year. There will be a clear commitment to cross-team working and collaboration in order to demonstrate that the institution that has made a real difference to students, staff and visitors.

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 would 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. Entries should include a citation from students, staff or visitors.

NEW FOR 2020: A site visit to the shortlisted institutions in this category will be arranged and the resulting report will be considered as part of the final round of judging.

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. Entries should include a citation from 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**

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. Entries should include a citation from sports participants.

**Best Student Housing**

A student housing complex and/or operation 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. Entries should include a citation from residents.

**Innovation in Catering**

A successful ‘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. Entries should include a citation from customers.

**Business Team of the Year**

The judges are looking for a team who have performed over and above expectation in their work to enhance the student experience, or 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. Entries should include a citation from service/product users.

**Business Partnership of the Year**

The judges are looking for a business partnership that shows integration between a partner and the university 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 is not open for nominations.
**Judging Criteria**

Judges will be looking for submissions that showcase best in sector and innovative working. Entries will be scored on points against the category description and the areas of impact below. Entries to Campus Experience of the Year will also receive a site visit, from which a report will be written and considered in the final round of judging.

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