

## **CUBO Awards Categories and Award Criteria 2018**

### **Best Residence Life Initiative**

New for 2018! 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 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/Manager of the Year**

In a change to this category, both teams or individuals can enter for 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**

The Lifetime Achievement Award is chosen by the CUBO Chair, with guidance from the CUBO Awards panel.

The nominee must be a CUBO member or recent alumni. The candidate should be someone who has made a continual and exceptional contribution to the HE sector. Someone who has devoted significant time and energy to the CUBO membership and their interests.