HELOA Best Practice: Access, Outreach and Student Recruitment Award 2022

How to Enter

Entering a project for an award is easy and free and is open to any HELOA member at any level, but please make sure you seek institutional approval before you apply.

1. Complete the HELOA Awards entry form using the entry guidelines, including a short written summary of the entry which will be included in the National Conference Programme. Entries should be submitted via the Google form by 11.59am on 12th November. Shortlisted entrants will be notified by 5pm on 10 December.
1. A panel of judges will shortlist up to four finalist entries for display at the National Conference. Finalists will be asked to create a more detailed overview or display presenting their entry on the Thursday of the National Conference in January 2022 and delegates will vote for the winning entry.
2. The award-winning entry will receive a trophy, and finalist institutions will also receive a certificate.

Entry Guidelines

The HELOA Best Practice Access, Outreach and Student Recruitment Awards are only open to HELOA members.

Judges will be looking for examples of best practice across the sector. This could be in any aspect of higher education liaison work, but may include:

- A special project;
- A specific marketing initiative;
- A new resource or intervention;

The entry must detail work that has taken place in the last three years or fewer. The work may be on-going.

Each member is entitled to submit one entry. Multiple applications from institutions are acceptable as long as they are led by a different HELOA member.

Submission form questions:
We recommend that you compile your answers to each question on a word processor and then copy and paste them into our online submission form on the website: https://www.heloa.ac.uk/awards/

Project title

Background - You might wish to discuss: the context of the project within the partner institutions, your region, and/or the sector as a whole; any research underpinning your work; the situation that led you to develop the project. (approx 500 words).

Project aims and objectives - What does your project aim to achieve? These can be short- or long-term goals and may still be ongoing. (approx 750 words).

Project description - You might wish to discuss: how you expect(ed) to achieve the aims and objectives; the project timeline; research undertaken; methodology used; resources used; challenges encountered; expected and unexpected outcomes. (approx 750 words).

Approximate budget - Please briefly explain how you calculated the project budget. (approx 250 words).

Innovative features - Please briefly describe any project features that are particularly innovative. (approx 500 words).

How impact has been/will be measured (approx 500 words).

Project impact - You may include both qualitative and quantitative information here. You might also wish to discuss whether the project impact met or exceeded the stated aims and objectives, or if there were any unexpected aspects to the project's impact. (approx 750 words).

Please feel free to provide existing feedback from project participants, such as quotes, or articles. (If you would like to submit any photos, please email these to training@heloa.ac.uk).

Please provide a summary of the project in no more than 100 words. Should your project be shortlisted, this summary will be included in the conference brochure and related communications.

Entries will be scored out of 20 with 5 marks being awarded for each of the following categories. Entries will be expected to show good use of available resources and value for money. Available budget will be taken into consideration when judging project outcomes.

Value for money	1 2 3 4 5
To what extent did the project deliver an appropriate return on investment? In your opinion, was the budget allocated to relevant and appropriate costs?	
Innovation	
To what extent was the project creative and innovative? Did the project represent a new idea, or present a new solution to an existing problem? Did the project demonstrate an innovative approach? Did the project respond appropriately to previous attempts to tackle the situation?	

Impact	
Was the intended impact achieved? Did the project have an appropriately wide impact? Who was affected by the project, and were these outcomes intended? Can you see ways in which the impact of the project could have been further optimised?	
Evaluation	
Do you think the evaluation methods chosen were effective and appropriate to the project? Were the outcomes of the project recorded carefully and thoroughly?	

5 - All aspects of the category were achieved to an excellent standard.
4 - Most aspects of the category were achieved to a good standard.
3 - Most aspects of the category were achieved to a satisfactory standard.
2- The category was mostly unsatisfactory.
1 - The category was poor.
0 - The category was not addressed.

Online submission form: https://forms.gle/STf5ZknzzGBo33im8

If you have any questions please contact the Training Team on training@heloa.ac.uk.