



# STUDENT EXPERIENCE NETWORK AWARDS

## ASSESSMENT RUBRIC - Example

Each category of the SEN awards (excluding individual and Strategic Partner awards) will use a RUBRIC as a scoring guide against the criteria responses in your submission.

### Please note:

- *Criteria Responses that are a direct copy and paste from previous criteria fields in the same category submission will be marked as a Basic.*
- *Submissions that do not provide supporting evidence of the stated claims will be marked as a Basic.*
- *In order to be eligible to win ‘Best of the Year’, your application will need to achieve a score of at least 13 out of 15.*
- *In the event of multiple applications achieving equal scores, the award decision is at the discretion of the Awards Jury Panel.*
- *Applications submitting for ‘Best of the Year’ that do not meet the higher score ranking required to win can also be considered for an Award of Distinction at the judge’s discretion.*

| RUBRIC       |   | Basic   | Good  | Excellent  |
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|              |   | 1   | 2   | 3  |
| The Overview | <p><b>1. Describe the Initiative – THE WHY</b><br/>           (What was the reason for your initiative? What were you aiming for and why? What were the goals and objectives you were hoping to achieve?)</p> <p><i>(max 350 words)</i></p> | <p>The initiative <u>demonstrates a <b>basic recognition</b> of the need for the initiative and basic adaptability to the needs of students, staff, or the market.</u></p> <p>Provides a <b>basic explanation</b> of the initiative and some of the reasons for implementing it. Provides a basic description (or doesn't clearly explain) the initiative aims.</p> <p><u>Goals and objectives don't necessarily align with the initiative aims or aren't clearly defined.</u></p> <p>Insufficient detail and/or lack of supporting evidence to back up explanations.</p> | <p>The initiative <u>demonstrates <b>reasonable recognition</b> of the need for the initiative and moderate adaptability to the needs of students, staff, or the market.</u></p> <p>Provides a <b>good explanation</b> of the initiative including overall reasons for implementing it and several indications of the initiative aims.</p> <p>Provides a good explanation of several key objectives. <u>Goals and objectives are somewhat tangible and measurable and align with some of the initiative aims.</u></p> <p>Provides some supporting evidence to back up explanations.</p> | <p>The event <u>demonstrates <b>an astute recognition of the need for the initiative</b> and showcased excellent adaptability to the needs of students, staff, or the market.</u></p> <p>Provides a <b>thorough explanation</b> of the initiative including key drivers, reasons for implementing it and specific details about the initiative aims.</p> <p>Provides a thorough list of all goals, objectives, and desired outcomes, including pre assessments or surveys where relevant. <u>Goals and objectives are tangible and measurable and align with the initiative aims.</u></p> <p>Provides excellent supporting evidence.</p> |

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| <p>The Strategy</p> | <p><b>2. What key strategies were identified to deliver on the goals and objectives of your initiative? – THE HOW</b></p> <p><i>What creative techniques, and effective use of resources were applied? Was there student/staff input and if so in what capacity? Did you engage with any external partnerships and if so, what was their input? How did you ensure your initiative was inclusive, accessible, and responsible? You can reference details such as diversity, inclusivity, accessibility/WGAC guidelines, use of environmental and sustainable materials/products/collateral, use of social/fair-trade/local suppliers as event partners, waste reduction factors, environmental packaging used, sustainable event guidelines. etc</i></p> <p><i>(max 450 words)</i></p> | <p>The strategy <u>demonstrates a <b>basic, or undefined plan</b></u>. There is <u>limited or inadequate use of creative techniques and resources to deliver on the goals and objectives stated</u>.</p> <p>Provides a <b>basic or limited</b> explanation of a few key strategies used to deliver on the goals and objectives mentioned.</p> <p>Provides a basic or limited explanation of creative techniques and resources used to implement the initiative and deliver on the goals and objectives mentioned.</p> <p>Demonstrates a basic or limited use of marketing techniques, designs and strategies to support the initiative.</p> <p>Demonstrated little or no student/staff input and/or external partnerships relevant to the initiative.</p> <p>Demonstrates basic or limited inclusivity, diversity, or sustainable considerations relative to the initiative.</p> <p>Provides basic or insufficient supporting evidence or examples of the key components of the initiative strategy.</p> | <p>The strategy <u>demonstrates an <b>adequate plan</b> and a good use of creative techniques and resources to deliver on some (or all) the goals and objectives of the initiative</u>.</p> <p>Provides an adequate explanation of <b>some</b> key strategies used to deliver on the goals and objectives of the initiative.</p> <p>Provides an adequate explanation of <i>some</i> creative techniques and resources used to implement the initiative and adequately deliver on the goals and objectives.</p> <p>Demonstrates a good use of marketing techniques, designs and strategies to support the initiative.</p> <p>Demonstrates <i>some</i> student/staff input and/or external partnerships relevant to the initiative.</p> <p>Demonstrates <i>some</i> inclusivity, diversity, and sustainable considerations relative to the initiative.</p> <p>Provides good supporting evidence and some examples of the key components of the initiative strategy.</p> | <p>The strategy <u>demonstrates a <b>well-executed plan</b> and an excellent understanding of the effective use of creative techniques and resources required to successfully deliver on most (or all) the goals and objectives of the initiative</u>.</p> <p>Provides a <b>thorough</b> explanation of the key strategies used to deliver on the goals and objectives of the initiative.</p> <p>Provides a thorough explanation of the creative techniques and resources used to implement the initiative and effectively deliver on the goals and objectives.</p> <p>Demonstrates excellent evidence of using multiple effective marketing techniques, designs and strategies to support the initiative.</p> <p>Demonstrates excellent evidence of active student/staff input and/or effective external partnerships relevant to the initiative.</p> <p>Demonstrates excellent levels of inclusivity, diversity, and sustainable considerations relative to the initiative.</p> <p>Provides excellent supporting evidence and multiple examples of the key components of the initiative strategy.</p> |
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| <p style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>The Outcomes</b></p> | <p><b>3. EVIDENCE OF SUCCESS - What was the outcome of your initiative?</b></p> <p>Which of your goals and objectives did you achieve? What was the overall engagement and experience factor of your initiative on students/staff and/or the campus community? What were the tangible and measurable positive impacts for your organisation and students? How have you determined the initiative's success?</p> <p>What were the financial results of your initiative? (applicable to some categories)</p> <p><i>(max 350 words)</i></p> | <p>The initiative was of <u>average</u> quality. Demonstrates <b>limited</b> measurable positive outcomes in meeting the needs of the organisation, students, staff, and the campus community, with basic adaptability to the ever-changing environment.</p> <p>Provides evidence of a basic marketing initiative.</p> <p>Provides basic or limited evidence of achieving or exceeding any of the goals and objectives set.</p> <p>Provides basic or limited evidence of any significant, tangible, or measurable positive outcomes and impacts for the organisation, students/staff/customers, and the campus community.</p> <p>Provides basic or limited evidence of engagement and/or positive experiences for students/staff/customers and the campus community.</p> <p>Budgets were not met and/or were exceedingly overspent and not used wisely.</p> <p>Provides basic or insufficient supporting evidence or examples that support the claims of success.</p> | <p>The initiative was of <u>great</u> quality. Demonstrates <b>some</b> measurable positive outcomes in meeting the needs of the organisation, students, staff, and campus community by adequately adapting to the ever-changing environment.</p> <p>Provides evidence of a good-quality, moderately successful marketing, initiative.</p> <p>Provides evidence of achieving or exceeding some of the goals and objectives set.</p> <p>Provides evidence of some tangible and measurable positive outcomes and impacts for the organisation, students, and the campus community.</p> <p>Provides evidence of a good level of engagement and a positive experience for students/staff/customers, and the campus community.</p> <p>Budgets were met or were slightly overspent, generally used wisely.</p> <p>Provides good supporting evidence and some examples that support the claims of success.</p> | <p>The initiative was of <u>excellent, high-quality</u>. Demonstrates <b>many</b> measurable positive outcomes in meeting the needs of the organisation, students, staff, and the campus community by successfully adapting to the ever-changing environment.</p> <p>Provides evidence of a high-quality, successful marketing initiative.</p> <p>Provides evidence of achieving or exceeding all, or most of the goals and objectives set.</p> <p>Provides evidence of significant, tangible, and measurable positive outcomes and impacts for the organisation, students/staff/customers, and the campus community.</p> <p>Provides evidence of a high level of engagement and a positive experience for students/staff/customers and the campus community.</p> <p>Budgets were met or were underspent and used wisely.</p> <p>Provides excellent supporting evidence and multiple examples that support the claims of success.</p> |
|  | <p><b>AWARD OF DISTINCTION SUBMISSION LEVEL</b></p>  |   |   |   |

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| <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Innovation</p> | <p><b>4. What was innovative about your initiative?</b> (How does it stand out from other initiatives you have offered? What did you incorporate in your initiative that has not been seen or done before? How was it coordinated or promoted in a completely different manner to anything you have done before?)</p> <p><i>(max 350 words)</i></p>   | <p>The initiative showcased <b>limited</b> innovation that <u>incorporated minimal elements of adaptability, OR strategic and creative techniques, OR resourcing that was new, inventive or outside the square. A limited innovative approach to engagement via a unique initiative.</u></p> <p>Provides limited evidence of innovation for an initiative.</p> <p>Provides limited evidence of new and/or innovative engagement, strategy or promotional techniques not seen in an initiative. before.</p> <p>Provides limited or insufficient supporting evidence and/or examples of the initiative.</p>             | <p>The event showcased <b>some</b> innovation that <u>incorporated several elements of adaptability, OR strategic and creative techniques, OR resourcing and promotions that were new, inventive or outside the square. A relatively fresh and innovative approach to engagement via a unique initiative.</u></p> <p>Provides some evidence of innovation for an initiative.</p> <p>Provides some evidence of new and/or innovative engagement, strategy or promotional techniques not seen in an initiative. before.</p> <p>Provides some supporting evidence and/or examples of innovation.</p>  | <p>The event showcased <b>excellent</b> innovation that <u>incorporated multiple elements of adaptability, strategic and creative techniques, and resourcing, that were new, inventive or outside the square. A uniquely fresh and innovative approach to engagement via a unique initiative.</u></p> <p>Provides much evidence of innovation for an initiative.</p> <p>Provides much evidence of new and/or innovative engagement, strategy or techniques not seen in an initiative before.</p> <p>Provides excellent supporting evidence and multiple examples of innovation.</p>  |
| <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Leadership</p> | <p><b>5. How does this initiative provide meaningful and significant outcomes for your organisation, students or campus community and within the sector?</b> (How is it positively influencing other organisations in the sector? How is the initiative replicable and are you offering support to develop it at other organisations? Have you received official recognition for your initiative within your own organisation, within the sector or broader industry fields?)</p> <p><i>(max 350 words)</i></p> | <p>A <b>basic</b> example of leadership, providing <u>limited meaningful or significant outcomes for the organisation, campus community, or the sector via a unique initiative.</u></p> <p>Provides limited evidence of the replicability of the initiative, positively influencing and/or providing support of developing it at other organisations.</p> <p>Has received official recognition for the initiative within their own organisation, OR within the sector, OR broader industry fields.</p> <p>Provides limited or insufficient supporting evidence or examples that support the claims of leadership.</p> | <p>An <b>adequate</b> example of leadership, providing <u>some meaningful or significant outcomes for the organisation, campus community, or the sector via a unique initiative.</u></p> <p>Provides some evidence of the replicability of the initiative, positively influencing, and/or providing support of developing it at other organisations.</p> <p>Has received official recognition for the initiative within their own organisation, OR within the sector, OR broader industry fields.</p> <p>Provides some supporting evidence and examples that support the claims of leadership.</p> | <p>An <b>excellent</b> example of leadership, providing <u>multiple meaningful and significant outcomes for the organisation, campus community, and the sector via a unique initiative.</u></p> <p>Provides thorough evidence of the replicability of the initiative, positively influencing <b>and</b> support of developing it at other organisations.</p> <p>Has received official recognition for the initiative within their own organisation, and/or within the sector, and/or broader industry fields.</p> <p>Provides excellent supporting evidence and multiple examples that support the claims of leadership.</p> |

**BEST OF THE YEAR SUBMISSION LEVEL**