



National
Graduate
Recruitment
AWARDS 2021

**STUDENT
PANEL AWARDS
Entry pack**

Closing date

Friday 26 February 2021

targetjobsawards.co.uk

#TJawards2021  @TJawards

About the student panel awards

Who is eligible to enter?

All graduate, apprenticeship and school leaver employers or their agencies may submit a nomination. You can submit work from 2019/20 or 2020/21 campaigns (unless otherwise stated).

How are the awards judged?

All student panel awards are shortlisted and judged exclusively by undergraduates and school students, making the TARGETjobs National Graduate Recruitment Awards a truer reflection of recruiters' standing with their audience.

When entries close on **Friday 26 February 2021**, we will host an independently adjudicated judging process in which carefully selected final-year undergraduates, apprentices and school-leavers shortlist and select winners for each category. Their decision is final and neither GTI, the adjudicators nor the student panel will enter into any correspondence on the decisions made. Please note the judges spend the same amount of time on each entry (usually between 15–20 minutes), so if, for example, you send a 10 minute video as supporting evidence it is unlikely to be reviewed in full.

In addition to the student panel awards there are sector awards, which are voted for by students in a national poll administered by our research partner Trendence UK, and the Graduate Employer of the Year Award, which you can enter if you are shortlisted.

What are the judging criteria?

Each award has specific judging criteria, which are outlined under each category in this pack. Please follow these criteria as these will directly correspond to the points awarded by the student judges. Please do not exceed the stated word count for each criteria.

How do I submit an entry/entries?

1. Complete an online booking form stating the category or categories you wish to enter.
2. Each award category has an online written submission form for you to complete. Any supporting evidence can be uploaded to this site.

Best social mobility strategy

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UNIVERSITY OF
LEICESTER

This award recognises organisations that have set out to widen participation in their early years programme(s) by identifying, targeting, attracting, selecting and recruiting students from lower socio-economic groups.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- Tell us how and why widening participation and social mobility are considered as part of your student recruitment activity. (200 words)
- Please outline your social mobility strategy and objectives. (200 words)
- How has your organisation defined, identified and targeted students from lower socio-economic groups? (200 words)
- What channels, tools and techniques have you used to attract, assess and recruit students from lower socio-economic groups? (200 words)
- Tell us about the impact of your social mobility activity. (200 words)

Apprentice of the year

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CLYDE&CO

This award recognises the contribution made by a recent apprentice. The person you nominate must have started an apprenticeship in the last three years. You may enter more than one apprentice for this award. A special price is available for five entries or more.

Please introduce your nominated apprentice. Tell us a bit about their personal and educational background and their current role. Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- How has your apprentice exceeded the expectations set by the organisation or manager and the performance of their peer group? (250 words)
- How have they contributed to the success and culture of their team, department, business area or wider organisation? (250 words)
- How have they made a positive impact on the working environment and on their colleagues? (250 words)
- How have they demonstrated their ambition and potential for future success? (250 words)

Best school leaver programme

This award recognises excellence in the design of your school leaver or apprenticeship programme, the buy-in from leadership, a clear proposition suited to the target audience and a positive experience for your school leavers or apprentices.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- What are the reasons why your organisation recruits apprentices or school leavers? (100 words)
- What is your specific programme offering to apprentice or school leaver candidates? (200 words)
- How has your organisation identified and targeted students for your programme? (200 words)
- What channels and tools have you used to attract, assess and recruit students for your programme? (200 words)
- What development programme do you have in place, including training, development and progression opportunities, to ensure future success in the organisation? (200 words)
- Tell us about the impact of your apprentice or school leaver recruitment. (100 words)

Best diversity and inclusion strategy

Sponsored by



This award celebrates organisations that are proactively increasing the diversity of their early years' intake through a more inclusive approach to attraction and selection.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- Tell us about how and why diversity and inclusion are considered as part of your student recruitment activity. (200 words)
- Please outline your diversity recruitment strategy and objectives. (200 words)
- How has your organisation identified and targeted students from an under-represented group(s)? (200 words)
- What channels, tools and techniques have you used to attract, assess and recruit students from these groups? (200 words)
- Tell us about the impact of your diversity and inclusion activity. (200 words)

Rising star

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This award recognises the contribution made by a recent graduate. The person you nominate must have joined the organisation within the last three years. You may enter more than one graduate for this award. A special rate is available for five entries or more.

Please introduce your nominated graduate. Tell us a bit about their personal and educational background and their current role. Judges will score your entry against the following criteria.

Please provide answers under each of the headings below.

- How has your graduate exceeded the expectations set by the organisation or manager and the performance of their peer group? (250 words)
- How have they contributed to the success and culture of their team, department, business area or wider organisation? (250 words)
- How have they made a positive impact on the working environment and on their colleagues? (250 words)
- How have they demonstrated their ambition and potential for future success? (250 words)

Best on-boarding experience

Sponsored by



This award recognises quality in the new joiner experience, from receiving an offer for a graduate position to their first six months in role.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- How do you ensure that your graduates remain engaged and become more engaged with the organisation between offer and joining? This can include details of any on-boarding software/technical infrastructure that is utilised during this process. (250 words)
- How do you ensure that your graduates are ready to join the organisation and be productive in their role? This can include details of any on-boarding software/technical infrastructure that is utilised during this process. (250 words)
- Please outline the induction process that takes place during the first six months of your graduate programme. (250 words)
- How do you deem your on-boarding process to be successful? (250 words)

Best internship or placement programme

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This award recognises industry-leading programmes designed for students to experience your organisation during a placement, internship or other period of work experience.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- How do you identify, target, attract and recruit students onto your programme? (250 words)
- Tell us about the design, structure and implementation of the programme, including how you interact with the business to maintain an excellent experience. (250 words)
- Please outline the quality of the work and opportunities made available to students on your programme. (250 words)
- How do you manage students on the programme and beyond so that successful students remain part of your talent pipeline? (250 words)

Best student marketing campaign (less than 50)

Sponsored by



(For organisations recruiting less than 50 hires a year)

This award examines how you have developed an integrated attraction campaign that has successfully led to the engagement and attraction of your target audience(s).

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- Tell us about your marketing campaign objectives and the measures you put in place to determine success. (200 words)
- Explain your delivery, execution and promotion through social and professional networking channels, what part these channels played in the campaign and how you used them to target and reach the right students. (200 words)
- How did you integrate your website into your overall campaign? Tell us what functionality you relied on here and how the user experience and design of your website fed into and complemented your overall marketing campaign. (200 words)
- Tell us about any other innovative/creative features, tools, channels or media you used as part of the campaign and how you measured their success. (200 words)
- Please outline your campaign success against your objectives. (200 words)

Best student marketing campaign (more than 50)

Sponsored by



(For organisations recruiting more than 50 hires a year)

This award examines how you have developed an integrated attraction campaign that has successfully led to the engagement and attraction of your target audience(s).

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- Tell us about your marketing campaign objectives and the measures you put in place to determine success. (200 words)
- Explain your delivery, execution and promotion through social and professional networking channels, what part these channels played in the campaign and how you used them to target and reach the right students. (200 words)
- How did you integrate your website into your overall campaign? Tell us what functionality you relied on here and how the user experience and design of your website fed into and complemented your overall marketing campaign. (200 words)
- Tell us about any other innovative/creative features, tools, channels or media you used as part of the campaign and how you measured their success. (200 words)
- Please outline your campaign success against your objectives. (200 words)

Best virtual attraction activity or campaign



This award recognises how you adapted to changing environments to reach and engage students.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- Tell us about your transition to virtual attraction this year. How did you adapt to and overcome limitations in your usual attraction programme? Roughly what percentage of your attraction was already virtual before 2020? (100 words)
- Please describe your objectives and what types of virtual events or activities you facilitated. (200 words)
- How did you decide on the mix of content or platforms for your virtual activity and how successful was this in terms of engaging students? (200 words)
- Explain how you targeted and identified students. (200 words)
- Tell us about the impact of your virtual activity (including some feedback from students) and how it will influence future attraction plans. (200 words)

Best virtual assessment experience



This award looks at the experience students had undertaking your assessment process virtually.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- Please outline the structure of your assessment process before and after the transition to virtual. Roughly what percentage of your assessment was already virtual before 2020? (100 words)
- Please expand on how you adapted elements that were previously undertaken face-to-face and/or introduced new, additional elements. (200 words)
- How did you communicate with candidates to keep them engaged and updated during the process? This can include details of any software/technical infrastructure that was deployed (200 words)
- How did you ensure that your candidates were prepared and informed about the process before each stage? How did you ensure that no one was disadvantaged? (200 words)
- How do you deem your virtual assessment process to be successful and what feedback have you received from candidates? How will this influence future assessment plans? (200 words)

Early careers professional of the year



This award recognises the contribution made by a member or head of a recruitment or talent development team.

Please introduce your nominated professional. Tell us a bit about their background and current role. Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- How has your nominee exceeded the expectations set by the organisation or manager and the performance of their peer group? (250 words)
- How have they contributed to the success of their team, department, business area or wider organisation? (250 words)
- How have they made a positive impact on the recruitment or talent development process for students/graduates/apprentices and on their colleagues? (250 words)
- How have they demonstrated their commitment and contribution within the early careers profession more broadly? (250 words)

Best university employability strategy

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This award celebrates the achievements of higher education institutions in ensuring that their undergraduates are best equipped to achieve their potential when searching and applying for graduate roles and transitioning to employment.

Judges will score your entry against the following criteria. Please provide answers under each of the headings below.

- Describe your broad approach to student employability. (100 words)
- How do you work with academics and other departments to ensure that students develop a broader range of skills throughout their time at university? (200 words)
- Describe the engagement/relationship you have with the senior management of the university in the design and implementation of your employability strategy. (200 words)
- Tell us about the activities and opportunities you provide for your students to ensure that they are equipped for future success, including involvement of alumni, parents and employers and innovations in this area. (400 words)
- How do you encourage students to make the best use of the careers service and participate in your activities? (100 words)
- How you measure and demonstrate success in employability, including your key achievements and progress in this area (200 words)