

## Whatuni Student Choice Awards 2020

### Application form - 'Prospective Student Engagement'

University:	
Department:	
Contact name:	
Contact email address:	
Contact phone number:	

We're looking for campaigns and initiatives that engage prospective students in new and exciting ways. What have you done that's improved the experience for potential applicants on their journey into university, from initial research through to enrolment?

**Below are a few examples to get you thinking along the right lines:**

- How have you helped prospective students make the right decision with regards to their choice of institution or course?
- Have you developed something to specifically help certain under-represented groups into university?
- How have you engaged with prospective students to support them on their journey into university?
- How have you ensured that the student voice is reflected in your marketing communications and campaigns to genuinely reflect the student experience?

**Judging criteria based on evidence for the below:**

- Innovation (out of 10 points)
- Usefulness to prospective students (out of 10 points)
- Impact for the university (out of 10 points)

Please specify the type/s (up to three) of the supporting information you have provided, eg. website screenshot, open day brochure, video etc:

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Please tell us, in no more than 600 words, why your university deserves the 'Prospective Student Engagement' award at this year's WUSCAs: