

## **UCL Communication and Culture Awards February 2014 – guidance for nominators**

These awards recognise the hard work that people at UCL put in to sharing their research, teaching, and learning through media and cultural partnerships. They cover activities such as television, radio, blogging, festivals, public events, arts projects (this list is not exhaustive and other similar activities will be considered).

Nominations must be submitted by **5pm on Friday 28th February**.

### **What are these awards for?**

These awards have been instituted to recognise the outstanding work done by UCL staff and research students in spreading awareness of the University, its work and its mission to audiences outside higher education. They recognise communication through print, broadcast and online media, participation in public events and festivals and collaboration with cultural organisations to communicate about UCL work.

Awards will be made primarily for projects and work carried out in the calendar year 2013, although the panel will take into account (especially in their responses to question 4) an individual's longstanding commitment to communication outside higher education.

The awards are organised jointly by the UCL departments of Communications & Marketing and Museums & Public Engagement.

### **Who and what is eligible?**

Staff employed by UCL are eligible for these prizes. Honorary, emeritus and visiting staff, and individuals not currently working for UCL (including contractors) are not eligible. Staff on fixed-term employment contracts, such as postgraduate researchers, are eligible for these awards. Postgraduate research students may also be nominated. If you're uncertain of the eligibility of an individual, or into which prize category they should be entered, please do get in touch with us at [publicengagement@ucl.ac.uk](mailto:publicengagement@ucl.ac.uk)

### **Who can make a nomination?**

Nominators can be UCL staff or students.

### **Choosing an award category**

We recognise that some people will be worthy of nomination in more than one category, and that some projects span more than one type of media (for instance new stories that turn into documentaries). If you feel that a nominee should be nominated in more than one category then please fill out a separate form for each nomination, so that work relevant to that category may be better highlighted. Projects or people that cross boundaries should be nominated in whichever category suits the work best, but with the panel's attention drawn (in the replies to questions) to the fact that this is a 'crossover' nominee. The panel will use their judgement to award prizes to the best practice, rather than looking to exclude people for falling between categories.

### **How should I answer the questions?**

#### *1) Information about the nominated person and the nominator*

Please give the nominated person's name, job title (staff), department, institute or research centre (as appropriate), and contact details.

In addition to this information, we will also ask for the nominator's name and contact details, as well as their relationship with the nominated person. Typical answers to the last question might be 'I am the nominated person's line-manager', or 'I am the nominated person's student'.

Nominators can be UCL staff and students.

We also request a short description of the main purpose of the nominated person's job if they are UCL staff (40 words max). This is to help the panel understand what was carried out above and beyond the duties required by their job. Staff of the UCL Department of Museums and Public Engagement, Department of Communications and Marketing and Development and Alumni Relations Office are not eligible for these awards. Staff in other departments whose primary job purpose is communications or cultural partnerships are not eligible for personal awards, but may be part of teams nominated for Cultural Project of the Year or Public Event of the Year.

Please check with the nominated person to ensure that they have been nominated in the correct category. Please note the eligibility restrictions above. People can be nominated in more than one category, but a separate form will need to be filled out for each nomination, so that work relevant to that category may be better highlighted.

Please note that the nominated person will be informed of the nomination and given the opportunity to withdraw the nomination if they wish.

Nominations in the categories Cultural Project of the Year and Public Event of the Year can be for more than one individual (for example a project team or department). In this case please use the space available to tell us (in maximum 40 words) about the main purpose of that team.

*2) Please describe the activities for which you wish to nominate this person*

Give as much information as you can, as concisely as you can, in this answer. Remember that the panel can only judge based on the information given in your nomination. Please include:

- A description of the activities the person has been involved in (or for Cultural Project of the Year or Public Event of the Year a description of the project the team was involved with)
- The role of the individual or team (for the two project awards) in the activities, including whether the nominated person has instigated activities or taken part in activities organised by others
- Links to webpages about the activities would be useful to the panel who will consult them at their discretion.
- Please note that although staff of, and projects run by, the departments that organise these awards are not eligible, nominees who have worked with these departments will not be penalised by the panel for doing so (for example, working with the UCL Media Office will be considered a positive part of a project).

Please remember to keep the completed document to no more than 2 sides of A4 paper (in 10pt Calibri). Nominations longer than 2 sides of A4 will not be considered. Please make clear when all activities took place.

The judges make their choice based only on the information on the form (including any weblinks they choose to visit). Nominations with relevant, full answers are more likely to secure a prize.

*3) What was the impact of the activities described beyond UCL (include reach and significance)?*

This question asks you to say more about the reach (the numbers of people the communications activity, project or event has reached) and significance (the effect that the communications, activity or project has had on those people) of the work. In terms of reach, the more information that can be supplied about who the audience was (were they communities that UCL doesn't normally communicate with?) the better. The more evaluation evidence you provide in this answer the easier it will be for the panel to award a prize.

*4) How does this individual stand out as someone committed to UCL's mission beyond its boundaries? OR how has this team contributed to UCL's communication mission in other ways (for Cultural Project of the Year or Public Event of the year)?*

This question is designed to help the panel understand the wider value of this individual's work and its strategic value. This is the question within which you should talk about the individual's communications or

events work over a number of years. For the team awards (Cultural Project of the Year or Public Event of the Year) this is the place to show how this team contributes to UCL's mission more widely and over a longer period of time.

### **How do the judges choose the winners?**

A panel of experienced judges, including academics and professional staff from across UCL, will choose prize-winners taking into account a summary of the guidance above, as well as the following criteria:

- The reach of the activities described, including not just audience numbers but the types of audience reached (greater weight will be given to audiences not usually reached by UCL communications and events).
- The quality of the activities described.
- The impact of the activities described on audiences and any partners.
- Any impact of UCL research delivered by the activities.
- Making clear UCL's unique contribution to society.
- Whether the activities and individual/team described have contributed to a culture of media and cultural partnerships in their department.
- Activities carried out in a collegiate fashion with colleagues at UCL will be given greater weight than work carried out alone.

### **How will prizes be awarded?**

Personal prizes are awarded to the individual winners (alongside their monthly salary if staff, as a cheque or bank transfer if students). It's important to note that the £1000 award may be taxed before arriving with the winners. Team prizes will be transferred to the team's department to be used as the team sees fit.

### **I have another question. How can I contact the organisers?**

The UCL Communications and Culture Awards are organised by the UCL Public Engagement Unit. If you wish to contact us for any reason, please email the Unit at [publicengagement@ucl.ac.uk](mailto:publicengagement@ucl.ac.uk)

Please note that no correspondence will be entered into regarding the selection process once the deadline has passed on **Friday 28<sup>th</sup> February**.