

 **gradireland**

**Higher  
Education  
Awards 2018**

## **Entry form**

**Award categories open  
for submission**

**Monday 26 June –  
Friday 6 October 2017**

**Awards presentation  
& symposium**

**Friday 24 November 2017**

published by the



Higher Education  
Careers Services

and

 **IRELAND**

## Last years' winners of the *gradireland Postgraduate Course of the Year Awards* were...



Winners of the Postgraduate Course of the Year, Arts & Humanities: **University College Cork**, Masters in Youth Work with Community Arts and Sports Studies



Winners of the Postgraduate Course of the Year, Business, Finance & Management: **University College Cork**, MSc Corporate Finance



Winners of the Postgraduate Course of the Year, Computer Science & IT: **University College Cork**, MSc in Information Systems for Business Performance (ISBP)



Winners of the Postgraduate Course of the Year, Design & Innovation: **IADT**, Masters in User Experience (UX) Design



Winners of the Postgraduate Course of the Year, Health Sciences: **University College Cork**, MSc in Clinical Pharmacy



Winners of the Postgraduate Course of the Year, Law: **Ulster University**, LLM Clinical Legal Education



Joint-winners of the Postgraduate Course of the Year, Science: **National University of Ireland, Galway**, MSc in Biotechnology



Joint-winners of the Postgraduate Course of the Year, Science: **University College Dublin**, MSc Actuarial Science



Winners of the Postgraduate Course of the Year, Best New Course: **National University of Ireland, Galway**, MSc in Climate Change, Agriculture and Food Security



Winners of the Best Postgraduate Prospectus: **Law Society of Ireland**

...will you  
be next?

Best of luck!

→ gradireland

## Higher Education Awards 2018

# Awards categories

On Friday 24 November 2017 the *annual gradireland Higher Education Awards & Symposium* will take place. These awards, now in their seventh year, are the blue riband event for higher education professionals, postgraduate admissions officers and course providers across the island of Ireland. Combined with a unique learning Symposium, this daytime event is not to be missed.

You are cordially invited to enter to win one or more of the following nine awards:

### Postgraduate Course of the Year categories

- Arts, Humanities & Social Sciences
  - Business, Finance & Management
  - Computer Science/Technology
  - Design & Innovation
  - Health Sciences
  - Law
  - Science
- 
- Best New Course

### Marketing category

- Best Prospectus

All Award categories are FREE to enter

Award categories open for submission from Monday 26 June to Friday 6 October 2017.



# About the 2018 *gradireland* Higher

## Who can enter?

Every postgraduate course provider in Ireland, north and south, can enter regardless of size, annual intake or sector. The criteria for each award are clearly laid out on the following pages.

## HOW ARE THE AWARDS JUDGED?

### Postgraduate Course of the Year categories

Submissions for each course category will be shortlisted and judged by specialist panels put together for the purpose of adjudicating on submissions made for these Awards. Panels are comprised of experts in their field, drawn from industry, careers, education and other renowned professionals in each subject area.

Gold, silver and bronze awards may be made in all Postgraduate Course of the Year categories (subject to judging panel recommendations).

### Marketing category

#### Best Prospectus

Submissions will be shortlisted and judged by a specialist panel of design and marketing experts.

All submissions will be assessed purely against the criteria for each award.

For all categories, the judges' decision is final and no correspondence will be entered into regarding the outcomes of the judging process.

## How are the shortlists and winners decided?

Points are allocated for each submission according to responses to the stipulated criteria for that award. Quantified outcomes, hard evidence and data are particularly valued in the judging, and data on the career development outcomes for graduates is especially important where appropriate. The judges' scores are then collated, and the top submissions in each category are then discussed. Supporting material can be supplied but this will only be considered when differentiating between shortlisted entries, so your focus should be on your initial submission.

## Submission word limit

There is a strict **2,000 word limit** on all submissions. This is a maximum which will be enforced and any submissions which exceed this word count will be rejected (this does not include supporting material, although this should be kept to a reasonable minimum).

## How do I enter?

All submissions must be made via our online entry portal at **[highereducationawards.ie](http://highereducationawards.ie)**. All entries must be received before 5pm on **Friday 6 October 2017**, although early submission is recommended.

**Don't forget to read our  
Tips on Writing a Winning  
Submission on page 10 of  
this booklet!**





# Higher Education Awards

## Support material

You may supply supporting material with your submission eg marketing materials, photographs, charts. Supporting material can be uploaded via the submission portal at [highereducationawards.ie](http://highereducationawards.ie), or sent into the gradireland offices for eg the Best Postgraduate Prospectus category. Supporting material will only be used in the latter stages of the judging process when differentiating between shortlisted submissions, so your primary focus should be on your initial 2,000 word submission, although supporting materials are encouraged. Supporting material will not be returned.

## Closing date

Entries can be submitted at any time after Monday 26 June 2017 via the portal at [highereducationawards.ie](http://highereducationawards.ie), but must be completed before 5pm on **Friday 6 October 2017**. Early submission is encouraged!

## How much does it cost to enter?

Absolutely nothing! There is no fee to submit entries to the 2018 *gradireland Higher Education Awards*.

## Confidentiality

All submissions are treated in the strictest confidence, and will be used solely for the purpose of adjudicating on the 2018 *gradireland Higher Education Awards*. All submissions are securely shredded at the end of the adjudication process.

## When are the winners revealed?

Awards will be presented at the 2018 *gradireland Higher Education Awards & Symposium* Friday 24 November 2017. Further details on venue and Symposium content will be available nearer the date of the event.

Enter via our online portal at  
[highereducationawards.ie](http://highereducationawards.ie)



# Postgraduate Course of the Year award

**Enter to win one or more of the following:**

**Postgraduate Course of the Year –  
Arts, Humanities & Social Sciences**

**Postgraduate Course of the Year –  
Business, Finance & Management**

**Postgraduate Course of the Year –  
Computer Science/Technology**

**Postgraduate Course of the Year –  
Design & Innovation**

## **Entry criteria**

**The seven Postgraduate Course of the Year award categories listed on this page recognise excellence amongst Irish postgraduate course providers. All seven share the same criteria as listed on this page.**

Entries are invited from relevant postgraduate courses. The judging panels will look for evidence in the following areas, and will score submissions accordingly (ie a final score will be derived out of a maximum 80 points):

### **Clear and measurable indicators of success, including:**

- 1 Career development – an excellent and consistent record of graduating students finding relevant work and/or career development opportunities in Ireland or overseas. (10 points)
- 2 Reputation – recognition of the course's quality either in Ireland or internationally, or ranking by external bodies. (10 points)
- 3 Innovation – in methodology, course content/ delivery or partnerships with key stakeholders. (10 points)
- 4 Research record of academic staff. (10 points)

## **Providing a quality experience for students**

- 1 Excellent resources for students, including innovative use of technology or new teaching practices. (10 points)
- 2 Good links with relevant industries and recruiters, including relevant placements. Can also include appropriate and/or unique alliances for research centres with external bodies; and access to guest speakers/lecturers. (10 points)
- 3 Detail how this course helps students acquire transferable skills eg presenting at conferences, opportunities for travel, knowledge transfer etc. (10 points)

### **Positive feedback**

Please include testimonial evidence from recent graduates and/or employers. (10 points)

All submissions must be made via our online entry portal at [highereducationawards.ie](http://highereducationawards.ie). All entries must be received before 5pm on **Friday 6 October 2017**, although early submission is recommended.

## Postgraduate Course of the Year – Health Sciences

## Postgraduate Course of the Year – Law

## Postgraduate Course of the Year – Science

### Tips on entering

The judging panels will be looking for evidence that a course:

- *is a best-in-class high impact programme*
- *has support and recognition from external stakeholders eg industry, professional bodies*
- *provides a high quality student experience with positive career and skills development outcomes.*

Support can include evidence of quality work placements for enrolled students which benefit the students, employers and the institution.

You should also make clear in your submission what you consider to be the USPs of this course, *what makes this course unique?*

**NB:** Judges particularly look for evidence of interactive teaching, collaboration and innovation around communication that enhances students' self-development alongside other key employability skills.

To help you decide which course(s) to enter into which category, certain categories are listed with their sub-categories below:

Arts, Humanities & Social Sciences	Business, Finance & Management	Science
<b>Also includes:</b>	<b>Also includes:</b>	<b>Also includes:</b>
Languages and culture	Advertising, marketing, PR, media etc	Agriculture & food science
Performing & creative arts	Hospitality, sport, leisure & tourism	Ecology, energy, environment & natural resources
Social, community & youth	HR & recruitment	Science & mathematics
	Supply chain	

## Best New Course

This award recognises the importance of developing new courses that meet the emerging needs of students, industry and institutions. It is open to all courses that have started in the last three academic years, ie since September 2014.

### Entry criteria

In addition to examining success against your own objectives, judges will also look for evidence in the following areas:

- 1 Innovation in course design, planning and implementation. (10 points)
- 2 Collaboration to create a world-leading course. This might be between academia and industry; and/or between different institutions. (10 points)
- 3 Evidence of avenues for some or all of the following:
  - knowledge exchange (eg input from other stakeholders as part of the course). (5 points)
  - knowledge sharing (eg of outputs/results from course work). (5 points)
  - knowledge transfer (incorporating transfer of intellectual property). (5 points)
- 4 That this course is of international quality and focuses on an area that is aligned with and supportive of national economic, social and/or cultural needs. (10 points)
- 5 Positive feedback from stakeholders and measurable outcomes/indicators of success (notwithstanding the newness of the course). (10 points)

### Tips on entering

- A focus on developing employability outcomes for graduates, alongside any stats and data to back up your claims, is an advantage in this category.
- You should also make clear in your submission what you consider to be the USPs of this course, what makes this course unique?
- Courses from any discipline or sector can enter this category.



Winners of the 2017 Best New Course award: **National University of Ireland, Galway**, MSc in Climate Change, Agriculture and Food Security



# Marketing category

## Best Prospectus

Submissions for this award can be made for a printed prospectus promoting Level 9 degrees and/or research opportunities.

NB: Prospectus entered must be either for the current year or last year. Prospectus entered must be to promote postgraduate programmes, either specifically as a stand-alone postgraduate course prospectus; or postgraduate courses can be covered within a general prospectus.

### Entry criteria

In addition to examining success against your own stated objectives, judges will also look for evidence in the following areas:

- **Branding objectives (10 points)**  
How does this prospectus meet your branding objectives?
- **Business and marketing objectives (10 points)**  
Show how this prospectus meets clear business and marketing objectives (e.g. increase in applications generally or from a specific audience, etc)
- For this category, **20 points** will also be awarded for design, production, aesthetics and content. These will be awarded by the judges on appraisal of the printed prospectuses you will have to send in for this category (see below).

### Tips on entering

- You will be expected to supply details of print run, circulation and distribution, alongside ROI metrics against this spend.
- State how you use your prospectus within your wider marketing strategy.
- Please send 5 copies of each prospectus you are entering in this category to: Alison Reddy, gradireland, 14–16 Lord Edward Street, Dublin 2. Tel: +353 (0)1 645 1500. Printed copies to be received as soon as possible following online submission.



Winners of the 2017 Best Postgraduate Prospectus: **Law Society of Ireland**

# How to write a winning gradireland Higher Education Award submission

## Here are a few tips on what you should be focusing on to maximise your course's chances of success.

In total, there are nine categories you can enter. Our first piece of advice is to take a step back and carefully consider the categories, criteria and tips on the previous pages. Making a strong submission can be time-consuming, so focus on the categories that you think truly reflect your strengths.

- 1 Each award specifies entry criteria. Make sure that your submission directly addresses each of these criteria – judges will award points to each submission against these criteria, so if you don't address them all you cannot gain the maximum number of points.
- 2 Stick to the point, and stick to the word limit. Any submissions which exceed the 2,000 word count will be rejected (this does not apply to supporting material, although this should be kept to a minimum). Supporting material is only viewed when the adjudicating panels are debating the top positions, so keep your focus on your core submission.
- 3 The judges are human and have to evaluate many submissions so be clear: and show them some wow factor where you can. Ask someone with an objective view to critique your entry. Graphics, charts and photos etc can be uploaded as supporting materials via the online submission portal.

- 4 Show results: submit relevant metrics, data and evidence of performance to prove and justify success in the judging year. Your mantra here should be: 'Facts Not Fluff'. The more detail you can provide, the stronger your case for winning.
- 5 Make it easy for the judges to score your submission well. Use headings so the submission is easy to navigate. Make your evidence stand out to support your claims.

## Some other tips for success

- **Start early!** Start preparing your entries today. Don't leave it all to the last minute... We will accept your entries at any date so don't leave it until the last week!
- **Proofread, proofread, proofread...** Now the boring bit: proofread and then proofread some more. It sounds obvious, but the more eyeballs you can get on your entry copy, the better your chances of submitting a strong, well-argued, well-worded entry.
- Check that each submission addresses each of the entry criteria specifically.

**Award categories open for submission from Monday 26 June to Friday 6 October 2017 – start writing your entries today!**  
**Good luck!**



[highereducationawards.ie](http://highereducationawards.ie)

The image features a dark blue background with a series of vibrant, wavy lines in shades of green, orange, brown, pink, and yellow. These lines flow from the left side towards the right, creating a sense of movement and depth. The lines are layered, with some appearing more prominent than others, and they all curve downwards as they move across the frame. The overall effect is a modern, abstract design that complements the text.