

Colleague Recognition Awards



Category	Ambitious Award
Nominee (s)	Jess Benzie & Alazne Amadoz
Individual or Team	A team
School / Service	Marketing and External Relations;
Nomination	<p>Jess and Alazne have developed the ambitious and multifaceted Every Action Counts campaign. The purposeful focus of the campaign is to enable and encourage students, staff and the wider University community to act on and reduce their personal environmental impact. The campaign is directly aligned to the carbon and wider environmental sustainability commitments embedded within the University Strategy. Jess and Alazne have developed the campaign with a very clear understanding that the strategic commitments can and will only be reached through embracing and encouraging change. They spotted a clear gap in our environmental sustainability progress and have done something about it!</p> <p>Within the initial stages of development, Jess and Alazne met with a range of colleagues to discuss best practice and potential blockers to change. They investigated, documented and planned materials covering all communication opportunities available at the University, from display screens and social media to newsletters and physical events. Through self-motivated action, they have developed the campaign with absolute and embedded consideration of how to actively encourage actual change, notably at a time of significant and competing priorities. Jess and Alazne have developed a campaign and suite of activities that have a clear and recognisable aesthetic. As a people organisation, they have focused the campaign on people. They have also developed materials that cover a broad range of environmental aspects. In fact, for the first time at the University, they have developed a campaign will span the entire 2023/24 academic year and beyond. Historically, campaigns have covered one environmental aspect (waste), one particular campaign (the WWF Earth Hour) or one particular time of year (spring). Developing an elongated and evolving campaign will ensure strong brand recognition to support change. The campaign was launched during the Scottish Government Climate Week in September 2023. Since then, the campaign has focused on areas such as responsible heating (when the heating systems were switched on) and Christmas and New Year switch-off. To ensure physical engagement on campus, Jess and Alazne worked with colleagues within the wider Marketing and External Relations team to organise Sustainability Week activities on campus the week beginning 11th March. With the help of a smoothie bike and support from a range of external partners including Home Energy Scotland, SHRUB and Lothian Buses, the events drew significant participation and action. In summary, Jess and Alazne have developed an interdisciplinary campaign that is now a clear and integral part of achieving the environmental sustainability commitments made by the University. The campaign will further encourage action that is interesting and purposeful rather than perfunctory. In terms of being ambitious, Jess and Alazne's enthusiasm, leadership and positive impact is exemplar.</p>

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Category	Ambitious Award
Nominee (s)	Mary Abboah-Offei
Individual or Team	An individual
School / Service	School of Health and Social Care;
Nomination	
<p>Mary has been awarded 1.468,810.00 from Medical Research Council to conduct a cluster of randomized-controlled trial of community based person-centred enhance care to people with HIV/AIDS in Ghana over 4years. She will be working with University of York, Kings College London, and University of Ghana.</p> <p>This is an ambitious award. Mary has made exceptional progress to succeed and make a positive impact, while aspiring to improve self, the university, and others. Her goal is stretching and ambitious. She applied for this award during 'Write Now' sessions and was successful. This is an exemplary achievement.</p>	

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Category	Ambitious Award
Nominee (s)	International Recruitment Team, Admissions Team, Visa and International Support Team, Enquiry & Applicant Experience Team
Individual or Team	A team
School / Service	International Operations and Student Recruitment;
Nomination	
<p>In September 2023, the team was faced with an incredibly challenging external environment for international student recruitment, having missed the enrolment target. They were tasked with adjusting tactics quickly to work towards a bumper January enrolment. Many ambitious actions were put in place within a matter of days, including:</p> <ul style="list-style-type: none"> ▪ A review of the admissions approach, reducing turnaround time and increasing offer making ▪ Increasing targeted scholarships ▪ Working closely with agents to incentivise enrolments through targeted schemes ▪ Holding agent retreats in Nigeria for the first time ▪ Working with suppliers such as studyportals to profile top courses globally ▪ Huge increase in conversion activity, including emails, phone calls, SMS ▪ Most active travel season for international recruitment ever ▪ New webinar and other online recruitment activity ▪ Exceptional increase in credibility checks for new students <p>This huge amount of activity resulted in receiving over 900 deposits for the January intake, roughly the same as the previous year, whereas sector surveys revealed an average decline in the UK of around 35%. The final enrolment number was lower than this due to visa delays in Pakistan, but with over 600 enrolments, ENU had the highest number of enrolments in the January intake out of all Scottish universities, a fantastic result that reflects the ambitious approach taken by the team during September-December 2023.</p>	