



## Annual Society Awards 2024

During the final term of each academic year, UCD Societies Council acknowledges the phenomenal contribution that societies make to student life on campus and to the overall student experience in UCD. Through their engagement with UCD's 80+ societies, the wellbeing and personal development of so many students is greatly enhanced. This is made possible thanks to the hard work, commitment, and dedication of hundreds of society officers and committee members who volunteer their team each week.

Many of these students deserve extra recognition for their efforts, and should be commended for the lasting impact they leave on UCD and its community. As part of this acknowledgement, the Societies Council has identified a number of award categories, namely:

- Society of the Year
- Small Society of the Year
- Society Event of the Year
- Social Media Presence of the Year
- Society Poster of the Year
- Photograph of the Year
- Publication of the Year

**The two *Society of the Year* categories are judged based on your mandatory End of Year Reports.** For all other categories, you should make individual submissions outlining the reasons for consideration. These submissions, as well as your End of Year Report, should be emailed to [elizabeth.cronin@ucd.ie](mailto:elizabeth.cronin@ucd.ie) by 6pm on **Tuesday April 23rd**. Any queries in the interim should be directed to the Societies Council team.

**This year, submissions will be shortlisted, and this shortlist will be put to all society members in an online vote. The ultimate winners of the awards will then be announced via UCD Societies social media channels.** The shortlisting criteria stipulated within this document is intended as guidance, and each society can lay out their submission according to individual preference.

### **SOCIETY OF THE YEAR**

- Your submission for this award is your End of Year Report. Generally, End of Year Reports should outline your society activity and financial management during the session. A suggested structure is below, with mandatory sections asterisked:
  1. **Introduction**
    - Usually a letter by the auditor
  2. **Society Committee**
    - Full list of committee members
  3. **Aims for the Session**
    - What were your goals?

4. **Summary of Activities \***
  - *Orientation & Freshers* - activity and recruitment
  - *Semester 1* - can categorise by event type
  - *Semester 2* - can categorise by event type
  - *Third Term* - any activity after spring break
5. **Financial Management \***
  - *Financial Plan* - your budget for the session
  - *Accounts* - usually an income & expenditure report
  - *Sponsorship* - if acquired
  - *Fundraising* - details where applicable
6. **Public Image**
  - *Branding & Postering* - physical and online
  - *Communications* - email, social media, etc.
  - *Media Coverage* - if any
7. **A.O.B.**
  - Any further developments or news
  - E.g. capital purchases, organisational changes
8. **Parting Words**
  - Can summarise your case for SOTY

- Reports can be of any length, but as usual, it is better to err on the side of too much rather than too little information.
- *Society of the Year* and *Small Society of the Year* winners will receive a monetary prize.

SHORTLIST CRITERIA	MARKS
<b>Overall Activity</b>	
<ul style="list-style-type: none"> <li>● Reflects the general activities of the society in terms of meetings, events, and services provided to members and others, participation by members, and how the aims of the Society are being realised by these activities.</li> <li>● Extra marks will be awarded for societies who have organised particularly innovative or successful events during the year.</li> </ul>	70
<b>Third Term Activity</b>	
<ul style="list-style-type: none"> <li>● Marks will be awarded for activity in the 3<sup>rd</sup> term of the academic year, with additional marks depending on the level of innovation or intricacy of organisation.</li> <li>● A 3<sup>rd</sup> term AGM will be awarded marks, however a fuller range of marks will as a corollary follow a fuller range of activity.</li> </ul>	30
<b>Financial Management</b>	
<ul style="list-style-type: none"> <li>● Evidence of financial planning/budgeting, fundraising, &amp; securing of sponsorship.</li> <li>● Evidence also of judicious and correct application of resources.</li> <li>● Societies should provide a detailed income &amp; expenditure account to be included as an appendix.</li> <li>● The society generally should have at least broken even for the session, or provide clear reasons for using any reserves.</li> </ul>	50

- Societies should achieve highly under each heading to be awarded marks here.

### Public Image & Impact of the Society

- Reflects how the society is perceived on the campus and to the wider public in terms of image, publicity, relations with relevant University personnel, and with the membership.
- Use of imagery, postering, and media coverage, within and without the University, will be taken into account. 50
- Also takes into account any competitive involvement/achievement by the society where this is a primary function.
- Societies should achieve highly under each heading to be awarded marks in this area.

### Quality of Submission

- Entry presentation to be looked at under the headings of:
  - Clarity 30
  - Layout
  - Information
  - Photographic content
  - Accompanying documentation

**Discretionary** 20

**TOTAL** **250 MARKS**

### **SOCIETY EVENT OF THE YEAR**

- Particularly innovative or original event ideas will be rewarded.
- Submissions can be of any length, but a suggested structure would be:
  1. Event Planning
  2. Event Promotion
  3. Summary of Event
  4. Income & Expenditure
- *Event of the Year* winners will receive a monetary prize.

### SHORTLIST CRITERIA

**MARKS**

#### Organisation

- Number of society members involved in organisation and number of people who participated 10
- Difficulty of organisation 40
- Originality and innovation 20

• Discretionary	10
	<b>80</b>
<b>Finance</b>	
• Income & expenditure submission	50
	<b>50</b>
<b>Promotion &amp; Publicity</b>	
• Inside University	15
• Outside University	25
• Discretionary	10
	<b>50</b>
<b>Presentation &amp; Overall Impression</b>	<b>20</b>
<b>TOTAL</b>	<b>200 MARKS</b>

### **SOCIAL MEDIA PRESENCE OF THE YEAR**

- Societies should highlight audience growth, innovative engagement, and use of multiple platforms where applicable.
- *Social Media of the Year* winners will receive a monetary prize.

<b>SHORTLIST CRITERIA</b>	<b>MARKS</b>
<b>Audience</b>	
• Identification	50
• Growth & development	
<b>Content</b>	
• Engagement	50
• Integration with other platforms	
• Specific campaigns	
<b>Innovation</b>	
• Audience engagement	50
• Use of content and communication techniques	
• New platforms	
• Existing and traditional platforms	

Discretionary	20
<b>TOTAL</b>	<b>170 MARKS</b>

### **SOCIETY POSTER OF THE YEAR**

- Societies may submit up to five posters or graphics for consideration.
- Graphics must consist of the version which was actually postered or uploaded to social media, with no alterations made after the fact.
- Graphics must be high quality and should be submitted in JPG format.
- *Poster of the Year* winners will receive a monetary prize.

SHORTLIST CRITERIA	MARKS
Clarity	50
Layout & Design	50
Innovative Use of Imagery/Source Material	20
<b>TOTAL</b>	<b>120 MARKS</b>

### **SOCIETY PHOTOGRAPH OF THE YEAR**

- Societies may submit up to five photographs for consideration.
- Images must be high-quality and should be submitted in JPG format.
- *Photograph of the Year* winners will receive a monetary prize.

SHORTLIST CRITERIA	MARKS
<b>Captures Moment</b> <ul style="list-style-type: none"> <li>• Intent of photographer is clear</li> <li>• Caption reflects image</li> </ul>	50
<b>Captures Society Spirit</b> <ul style="list-style-type: none"> <li>• Sense of community</li> <li>• Sense of contribution</li> </ul>	50

<b>Discretionary</b>	<b>20</b>
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<b>TOTAL</b>	<b>120 MARKS</b>

### **SOCIETY PUBLICATION OF THE YEAR**

- A PDF file of the publication should be submitted, alongside details on production, printing, and promotion.
- *Publication of the Year* winners will receive a monetary prize.

<b>SHORTLIST CRITERIA</b>	<b>MARKS</b>
<b>Layout &amp; Typesetting</b>	<b>50</b>
<b>Clarity</b>	<b>50</b>
<b>Imagery</b>	<b>50</b>
<b>Content/Relevance &amp; Level of Complexity</b>	<b>50</b>
<b>Binding, Printing, &amp; Production</b>	<b>50</b>
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<b>TOTAL</b>	<b>250 MARKS</b>

[Updated April 2024 - JM]