

## How can I write an effective SEOTY nomination?



In 2018 NASES (National Association of Student Employment Services), received over 550 SEOTY nominations. So, it's important to make sure your nomination stands out by telling an eye-catching story about your student's achievements, using facts as well as narrative to help the judges understand the impact of what they have done.

The first stage of judging takes place at University level, the winners then go through to the regional level. After this, the regional winners are judged by the NASES board and Trustees who select the national winners. A well written nomination needs to leave a lasting impression and judges at all levels need to be able to understand it.

How can you write an effective nomination which demonstrates just how amazing your student employee is?

- Make sure your nomination is clear and concise. Avoid acronyms and remember to use language which can be understood by those outside of your industry.
- Capture the judges' attention early. Start your nomination by introducing the main reasons why your student employee is exceptional – you can then expand on these reasons throughout the rest of the nomination.
- Give specific examples of times when the student has excelled. Is there a specific instance which stands out to you? You can use the STAR technique (Situation, Task, Action and Result) to structure your example. Try to take the judges on a journey and create a lasting impression that will stay in the judges' minds during shortlisting.
- Use descriptive and emotive language. Think about how you want the judges to feel when they read your nomination.
- Use quotes from other people in the team. Does everyone in your organisation have something good to say about your student employee? Rather than submitting multiple nominations, compile them to create one really effective nomination.
- Use statistics to support your nomination. Data and statistics show the impact that the student employee has made in concrete terms – this is especially true if the student has helped increase sales, engaged new audiences or reduced costs and waste.
- Ask someone outside of your team to read your nomination. Remember you know your student employee well, but does your nomination truly explain to someone else why they are exceptional? Does your nomination make sense? Do they have any questions because they don't understand something which is obvious to you?



UNIVERSITY OF  
PLYMOUTH

