

# STUDENT HOUSING

== BUSINESS® ==



## INNOVATOR AWARDS



### 2018 OFFICIAL RULES & CATEGORIES

*Deadline for submissions is February 15, 2018. \$295 per entry.*

Winners to be selected by a jury of student housing industry executives and announced during InterFace Student Housing on Thursday April 5th, in Austin, TX. Winners to also be featured in a special “Innovator Awards” feature section of the May/June 2018 issue of Student Housing Business.

For entry information, please visit:

[www.studenthousingbusiness.com/awards](http://www.studenthousingbusiness.com/awards)

# RULES & ELIGIBILITY

The 2018 Student Housing Business Innovator Awards are designed to honor excellence in development, architecture/design, sustainable design and development, financing, marketing and promotion and amenities in student housing properties, on- and off-campus. Please read the rules and guidelines below.

***Please read the Rules and Eligibility section and Categories section carefully.***

## **RULES FOR ENTRY:**

### **• The Student Housing Business Innovator Awards**

contest is only for student housing projects located in the United States. Categories are open to any U.S.-based university (or housing-related department/entity of a university), university-oriented foundation, privately or publicly held student housing developer, private or publicly-held student housing owner, recognized third party management firm, architect, design firm, contractor, marketing firm, connectivity firm, furniture manufacturer/dealer, lender/financial intermediary, amenity provider, or advertising agency. Your connection to the property must be stated in your entry. Each category lists who is eligible to enter. Please make sure your firm is eligible to enter the category; SHB and France Publications reserve the right to disqualify incorrect entries and retain entry fees.

• ALL entries must be completed via Student Housing Business's online entry system, located at **[www.studenthousingbusiness.com/awards](http://www.studenthousingbusiness.com/awards)**. Most entries will require uploads or links.

• A narrative is required for every entry. The word count for the narrative is strictly adhered to and entries with overage word counts will be disqualified. Please refer to the category you are submitting to ensure that your description meets the objectives of the category. SHB and France Media reserve the right to disqualify incomplete entries and retain entry fees.

• Most entries will require digital photographs. Photographs should be 3 x 5 inches at 300 dpi in JPEG

format and should be of professional quality, if possible. If a credit is required for publication/submission, please enter that in your narrative description.

• The narrative and photos should be assimilated into a PDF document. DO NOT SUBMIT PowerPoint, MS Word, or other documents. Only PDFs will be accepted and viewed by judges.

• Please make sure your entry is complete and meets all of the requirements. SHB and France Publications reserve the right to disqualify incomplete entries and retain entry fees.

• **Eligible properties must have been completed (ready for occupancy) during the period January 1, 2016 and December 31, 2017.**

• There is no limit to the number of unique entries for a given category.

• If you believe a second party will enter the same project (such as a co-developer, joint venture partner, architect or contractor), we urge you to coordinate your entry. Credit for an award can be given to multiple parties, however one party will have to submit the entry. We encourage entrants in categories to give credit to other parties in the narrative portion of the entry, where applicable (such as developer listing other key players who assisted in the creation of the project). In the case of two entities entering the same project, Student Housing Business will honor the first submittal and refund the entry fee for the second entrant. One award statue will be awarded per entry; additional award statues will be available for purchase to co-winners.

# RULES & ELIGIBILITY

- Entries improperly submitted may be rejected. Reasons can include, but are not necessarily limited to: not following instructions; not providing requested information and materials (including online passwords where applicable); or submitting an entry in the wrong category. At the discretion of the judges, entries may be moved to other categories.

- If a password is required to access all or part of an entry, the entrant must provide a username and password to judges that will remain active until **August 1, 2018**.

- All entries become the property of **France Publications, Inc., d/b/a France Media, Inc.**, and all materials may be used in print or digital publications, and for display on-screen in video or slideshow format at an awards ceremony.

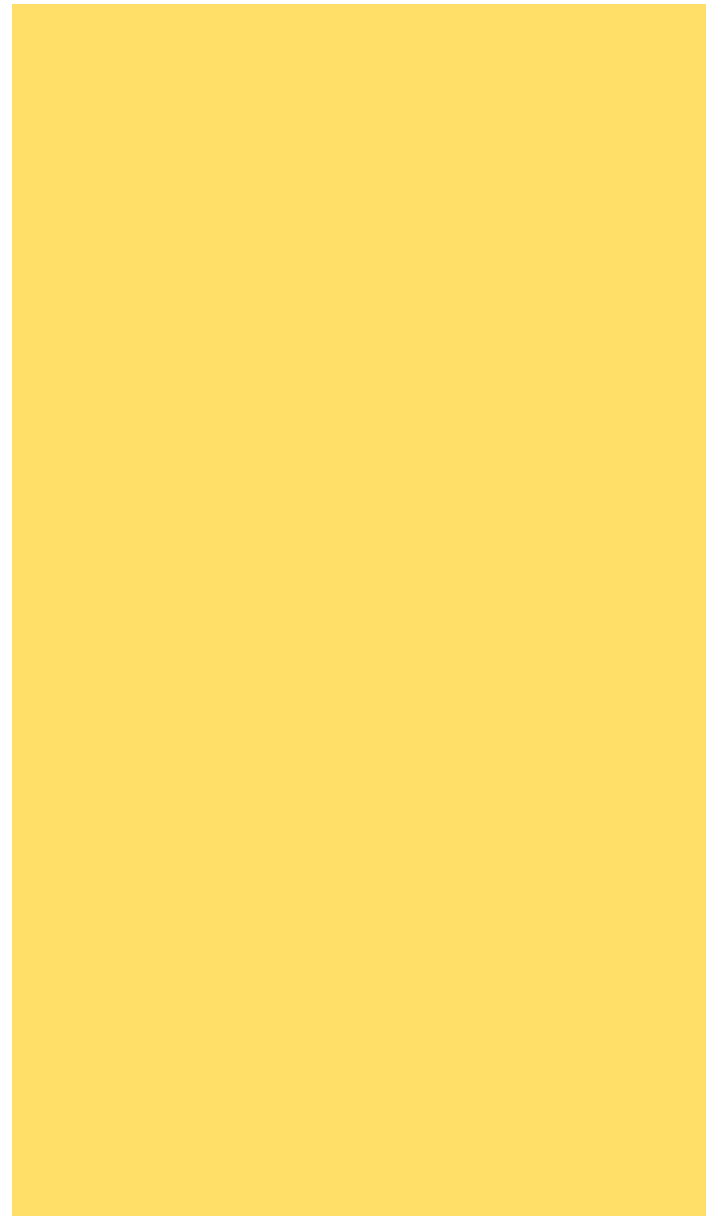
- Projects that have won an Innovator Award in 2017 and are still eligible for the 2018 Innovator Awards under the time window are **NOT ELIGIBLE** for the **SAME** category they won in 2016. However, if they meet other entry criteria, they can be submitted for other award categories. For example, if a project won “Best New Development” in 2017, and still meets the project time completion window of January 1, 2016 - December 31, 2017, it is eligible to enter another category in 2018 (e.g, Best Amenities, Best Design, etc.).

- **JUDGING:** Each award will be judged by a team with a minimum of five judges. Judges will review each entry according to specific criteria and award points based on a scale of 1 to 10. Judges will score certain characteristics of an entry, and the total scores of all judges will be averaged by the number of judges a particular entry has. For each category, the entry with the highest average score will be awarded. Ties are permitted and will not be re-voted. Judging decisions are final. Entry fees are non-refundable. Judges who are related to an entry will be recused from voting on that entry.

- **JUDGES:** There will be a minimum of five judges for each category. Judges will be chosen in February 2018. Judges will vote individually and independent of each other after reviewing the online entries. Student Housing Business and France Media, Inc., reserve the right to alter the composition of the judging groups and/or the number of entries each group judges.

**Entry Deadline: FEBRUARY 15, 2018.**

Entry Fees: \$295 per entry (\$295 rate applies for every entry submitted).



# AWARD CATEGORIES

## On-Campus

### **Best New Development by a College, University or Institution**

This category will be awarded to the best new on-campus student housing development completed during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the project solved a unique need for the university/college
- Architecture/design
- How the project fits into the campus fabric
- How the project performed relative to budget/timing

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 700 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, etc., in your narrative).

Entries may be submitted by: Universities/Colleges, Foundations.

### **Best Architecture/Design**

This category will be awarded to the best architecture and design used in the construction of a new on-campus student housing development completed during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the project blends form and function
- How the project fits into the campus fabric
- How the project uses green features to both serve the mission of the college/university as a forward-thinking institution as well as achieve operations and management cost savings
- How the project best met the needs outlined by the university.

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 700 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors

# AWARD CATEGORIES

## On-Campus

### **Best Use of Green & Sustainable Construction/Development**

This category will be awarded to the best use of green and sustainable construction in the development of a new on-campus project containing student housing completed during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the use of green and sustainable construction and development served the mission of the college/university as a forward-thinking institution
- How the use of green and sustainable construction and development will help achieve operations and management cost savings both short and long-term
- Specific LEED rating achieved (if applicable)
- Number and scope of green and sustainable construction and development features in the project

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 700 words, on the project's environmental sustainability and how it was inspired and implemented. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the green and sustainable development. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors, Universities/Colleges, Foundations, Developers

### **Best Renovation of Existing University Housing**

This category will be awarded to the best renovation of an existing project containing university student housing completed during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How it solved a unique need for the university/college
- How the renovation improved the look and living conditions of the property
- How the renovation helped the project better fit into its surroundings
- How the renovation helped the project become more in-demand by students
- How the renovation performed relative to budget/timing

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 1,700 words, on the renovation from conception to full renovation. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the renovation. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, etc.) in your narrative.

Entries may be submitted by: Architects, Contractors, Universities/Colleges, Foundations, Developers

# AWARD CATEGORIES

## On-Campus

### **Best Public/Private Partnership Development**

This category will be awarded to the best public/private partnership development containing student housing completed during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How it solved a unique need for the university/college
- How the project served as a “win-win-win” for the school, residents in the project and the developer
- Architecture/design
- How it fits into the campus fabric
- How it performed relative to budget/timing

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 1,000 words, on the project from conception to full development, with particular emphasis on the structure of the public/private partnership and the process of how it came together. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (university/college contact, architect, contractor, etc.) in your narrative.

Entries may be submitted by: Universities/Colleges, Foundations, Developers, Governing Boards

### **Best Public/Private Financing Solution**

This category will be awarded to the most creative public/private financing of an on-campus student housing project completed during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How this financing solution allowed the project to move forward
- What financing techniques and strategies were used to overcome obstacles in arriving at a financing solution that worked for all stakeholders

Entries should include a narrative, not to exceed 1,000 words, on the financing package used to make the deal happen with details on the obstacles to the deal and how they were overcome. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be used to highlight specific features of the financing. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (college/university contact, lender/financial intermediary, attorneys, etc.)

Entries may be submitted by: Universities/Colleges, Foundations, Developers, Lenders, Financial Intermediaries.

# AWARD CATEGORIES

## On-Campus

### **Best Implementation of Mixed-Use or Live/Learn**

This category will be awarded to the best implementation of a mixed-use into a new development or renovation of an on-campus project that contains student housing during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the introduction of the mixed-use benefits the living experience of the residents
- How the introduction of the mixed-use enhances the demand for the dorm by potential residents as well as the status of the dorm for the university/college

Entries should include one exterior photo; two interior photos of the mixed-use area; and one interior shot of how the mixed-use area integrates with its surroundings, and a narrative, not to exceed 700 words, on the implementation of the mixed-use element into the development or renovation. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the mixed-use element. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, developer, etc.) in your narrative.

Entries may be submitted by: College/University, Architects, Contractors, Developers, Managers/Operators

### **Best Vendor/University Solution**

This category will be awarded to the best vendor/operator solution that a provider or college/university introduced into an on-campus project containing student housing during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the vendor (and product/service) solved a unique need for the operator and its project.
- How the solution saved the operator money and time
- Return on investment of the solution

Entries should include a narrative, not to exceed 1,000 words, on the solution and what was involved in the situation. Include the background and objectives, implementation and execution, and a summary of the result. Specific quantitative results of net operating income, improvements in speed or service, should be discussed in the narrative. Separately, bullet points can be included highlighting specific elements of the solution. Please include the date (month and year) that the solution was implemented in your narrative. This category cannot be awarded for a public/private partnership.

# AWARD CATEGORIES

## Off-Campus

### **Best New Development > 400 beds**

This category will be awarded to the best new purpose-built off-campus development with more than 400 beds completed during the period of January 1, 2015 - December 31, 2016 based on the following criteria:

- How the project has distinguished itself in the marketplace to achieve strong occupancy and rental rates compared to other similar projects in the market
- Architecture/design that made the project stand out from the competition
- Evidence that the development fit the surrounding community as well as students' needs.
- Amenities and comforts surpassing those available in the market.

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom/unit, and a narrative, not to exceed 700 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, etc.) in your narrative.

Entries may be submitted by: Developers, Architects, Project's Current Owner.

### **Best New Development ≤ 400 beds**

This category will be awarded to the best new purpose-built off-campus development of 400 or fewer beds completed during the period of January 1, 2015 - December 31, 2016 based on the following criteria:

- How the project has distinguished itself in the marketplace to achieve strong occupancy and rental rates compared to other similar projects in the market
- Architecture/design that made the project stand out from the competition
- Evidence that the development fit the surrounding community as well as students' needs.
- Amenities and comforts surpassing those available in the market.

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom/unit, and a narrative, not to exceed 700 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, etc.) in your narrative.

Entries may be submitted by: Developers, Architects, Project's Current Owner.



# AWARD CATEGORIES

## Off-Campus

### **Best New Development — Boutique (150 beds or less)**

This category will be awarded to the best boutique purpose-built off-campus development of 150 beds or less, completed during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the project has distinguished itself in the marketplace to achieve strong occupancy and rental rates compared to other similar projects in the market
- Architecture/design and amenities that make the project stand out from the competition

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom/unit, and a narrative, not to exceed 700 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, etc.) in your narrative.

Entries may be submitted by: Developer, Project's Current Owner.

### **Best Renovation of Existing Project**

This category will be awarded to the best renovation of an existing student housing development completed during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the renovation improved the occupancy and rental rates of the property
- How the renovation improved the look and living conditions of the property
- How the renovation performed relative to budget/timing

Entries should include four exterior photos (two before and two after renovation); one interior photos of common area/clubhouse; and one shot of a completed bedroom/unit, and a narrative, not to exceed 700 words, on the renovation from conception to full renovation. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the renovation. Please include the date (month and year) that the renovation was completed in your narrative, as well as the age of the project before renovation. Please list key team members (architect, contractor, developer, etc.) in your narrative.

Entries may be submitted by: Architects, Contractors, Developers, Project's Current Owner.

# AWARD CATEGORIES

## Off-Campus

### **Best Implementation of Mixed-Use in New Development or Renovation**

This category will be awarded to the best implementation of a mixed-use into a new development or renovation of an off-campus student housing project built or redeveloped during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the introduction of the mixed-use benefits the living experience of the residents
- How the introduction of the mixed-use enhances the demand for the project by potential residents as well as the status and use for the community.
- Success of retailers, restaurants, hotels and/or other use components.

Entries should include one exterior photo; two interior photos of the mixed-use area; and one interior shot of how the mixed-use area integrates with its surroundings, and a narrative, not to exceed 700 words, on the implementation of the mixed-use element into the development or renovation. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the mixed-use element. Please include the date (month and year) that the project was completed in your narrative. Please list key team members (architect, contractor, developer, etc.) in your narrative.

Entries may be submitted by: Architects, Contractors, Developers/Owners, Managers/Operators

### **Best Architecture/Design >400 beds**

This category will be awarded to the best architecture and design used in the construction of a new purpose-built off-campus development with more than 400 beds completed during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How it blends form and function while facilitating the needs of both the developer and student residents
- How the architecture and design of the project distinguished it in the marketplace to stand out from the competition and achieve strong occupancy and rental rates compared to other similar projects in the market
- How the architecture and design allowed the project to offer features (greater amenities, location of amenities, features within units) that helped facilitate leasing and student interest in the development

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 700 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the architecture/design. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors

# AWARD CATEGORIES

## Off-Campus

### **Best Architecture/Design ≤ 400 beds**

This category will be awarded to the best architecture and design used in the construction of a new purpose-built style off-campus development with 400 or fewer beds completed during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How it blends form and function while facilitating the needs of both the developer and student residents
- How the architecture and design of the project distinguished it in the marketplace to stand out from the competition and achieve strong occupancy and rental rates compared to other similar projects in the market
- How the architecture and design allowed the project to offer features (greater amenities, location of amenities, features within units) that helped facilitate leasing and student interest in the development

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom, and a narrative, not to exceed 700 words, on the project from conception to full development. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the architecture/design. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors

### **Best Use of Green & Sustainable Construction/Development**

This category will be awarded to the best use of green and sustainable construction in the development of a purpose-built student housing project completed during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the use of green and sustainable construction and development will help achieve operations and management cost savings both short- and long-term
- Specific LEED rating achieved, if applicable
- Number and scope of green and sustainable construction and development features in the project

Entries should include two exterior photos; one interior photo of common area; and one shot of a completed bedroom/unit, and a narrative, not to exceed 700 words, on the project's environmental sustainability and how that was inspired and implemented. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the development. Please include the date (month and year) that the project was completed in your narrative.

Entries may be submitted by: Architects, Contractors, Private Developers, Project's Current Owner

# AWARD CATEGORIES

## Off-Campus

### Best Financing Solution

This category will be awarded to the most creative financing strategy and package used to bring an off-campus student housing acquisition or development transaction to a successful conclusion during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the financing strategies and package ultimately used were able to overcome obstacles in the transaction
- How creative thinking and an open-minded approach to looking at the deals and financing parameters helped get the transaction across the finish line

Entries should include a narrative, not to exceed 1,000 words, on the background of the transaction, the financing and other obstacles to getting the deal done, how those obstacles were overcome and the financing strategies and package used to get the deal across the finish line. Separately, bullet points can be included on specific aspects of the financing. Please include the date (month and year) that the project was completed in your narrative. Please include at least one photo of the project with your entry.

Entries may be submitted by: Lenders, Financial Intermediaries, Developers, Project's Current Owner

### Best Turnaround Project/Value-Add

This category will be awarded to the best turnaround of an underperforming off-campus student housing project during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- The occupancy and rental rate turnaround in the property from when the turnaround first began to stabilization to where the owner/manager wanted the property to be
- The obstacles overcome in achieving the turnaround, be they college/university-driven, competition/market-driven, or the condition or reputation of the property

Entries should include four exterior photos (two before turnaround, two after); two interior photos of common area (one before turnaround, one after); and two shots of a completed bedroom/unit (one before, one after), and a narrative, not to exceed 1,000 words, on the project from acquisition or beginning management contract to full turnaround. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific features of the turnaround. Please include the date (month and year) that the turnaround was both begun and completed in your narrative. As well, it is imperative to include leasing or NOI percentage growth results of the turnaround in your narrative.

Entries may be submitted by: Project's Current Owner, Managers/Operators

# AWARD CATEGORIES

## Off-Campus

### **Best Vendor/Operator Solution**

This category will be awarded to the best vendor solution that a provider or project owner introduced into an off-campus student housing project during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the vendor (and product/service) solved a unique need for the operator and its project (s).
- How the solution saved the operator money and time
- Return on investment of the solution

Entries should include a narrative, not to exceed 1,000 words, on the solution and what was involved in the situation. Include the background and objectives, implementation and execution, and a summary of the result. Specific quantitative results of net operating income, improvements in speed or service, should be discussed in the narrative. Separately, bullet points can be included highlighting specific elements of the solution. Please include the date (month and year) that the solution was implemented in your narrative.

Entries may be submitted by: Project Owner, Managers/Operators, Vendors.

### **Best Bandwidth/Connectivity Solution**

This category will be awarded to the best solution for bandwidth improvement or Internet connectivity enhancement that a provider or project owner introduced into an off-campus student housing project during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- How the vendor (and product/service) solved a unique need for the operator and its project (s).
- How the solution was cost efficient and improved amenities for the operator
- Positive outcomes of the solution

Entries should include a narrative, not to exceed 1,000 words, on the solution and what was involved in the situation. Include the background and objectives, implementation and execution, and a summary of the result. Specific quantitative results of net operating income, improvements in speed or service, should be discussed in the narrative. Separately, bullet points can be included highlighting specific elements of the solution. Please include the date (month and year) that the solution was implemented in your narrative.

Entries may be submitted by: Project Owner, Managers/Operators, Vendors.

# AWARD CATEGORIES

## Off-Campus

### **Best Package & Offering of Amenities**

This category will be awarded to the off-campus project that had the best package of amenities to offer to its residents during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- Breadth, depth and quality of amenities offered by project to residents
- Occupancy and rental rate success compared to similar projects in the market and the market overall
- “Wow” and ‘buzz’ factor generated for the project by the amenities package and offerings

Entries should include six pictures of various amenity offerings and a narrative, not to exceed 600 words, describing the package and amenity offerings and the impact they had on leasing and marketing. Include the background and objectives, implementation and execution, and a summary of the result. Separately, bullet points can be included on specific amenity offerings. Please include the date (month and year) that the amenities in question were being offered in your narrative.

Entries may be submitted by: Project Owner, Managers/Operators

### **Best In-House Management Innovation**

This category is designed to spotlight in-house management programs and policies that result in a great change in NOI for a property, project, or portfolio. This innovator will be awarded to the management company that can demonstrate via narrative positive change results created through an initiative created in-house that brought positive results to NOI at a single property or multiple properties during the period of January 1, 2016 - December 31, 2017 based on the following criteria:

- Need for the program, policy or change
- Effectiveness (change in NOI) of the program, policy or change.
- Any change in occupancy and rental rate success compared to similar projects in the market and the market overall
- Internal results and adoption of the program, policy or change by other properties.
- Trend-setting in the market or sector

Entries should include a narrative, not to exceed 700 words, describing the program, policy or change in operations and the impact it had on efficiency and/or net operating income. Include the background and objectives, implementation and execution, and a summary of the result. Please include the date (month and year) of the time period this change took place in your narrative.

Entries may be submitted by: Owners, Managers/Operators

# AWARD CATEGORIES

## Off-Campus

### Best Marketing & Lease-Up Program

This category will be awarded to the off-campus project that had the best success and most innovation with its attraction to residents and the results in its lease-up rate. The program should be for the 2016-2017 academic years during the period of January 1, 2016 - December 31, 2017. The award will be based on the following criteria:

- Breadth, depth and quality of amenities offered by project to residents
- Web site, social marketing, personal, e-mail and media campaign to students
- General 'word of mouth' buzz of the property among students
- Results showing occupancy improvement year over year.
- Occupancy and rental rate success compared to similar projects in the market and the market overall
- "Wow" and 'buzz' factor generated for the project by the campaign and/or amenities

Entries should include screen shots of any applicable web pages or social media campaigns/pages, photos of any campaign activities, brochures, etc, and photos of various amenity offerings, as well as one photo of the property, and a narrative, not to exceed 1,000 words, describing the marketing and lease-up program and its impact on occupancy. Include the background and objectives, implementation and execution, and a summary of the result. State the academic year this program was for and please include the date range that the program ran. If you are an outside vendor to the property, such as an advertising or marketing firm, please state your relation in the narrative.

Entries may be submitted by: Project Owners, Managers/Operators, Marketing Firms, Advertising Agencies

### Best Social Media Campaign

This category will be awarded to the off-campus project that had the best success and most innovation with its social media program. Since social media is ongoing, the time requirement is that the campaign must have started before December 31, 2017. The award will be based on the following criteria:

- Reason and purpose behind the social media campaign
- How well the campaign met its reason and purpose (measured results)
- Creativity, depth and breadth of the program's reach

Entries should include screen shots of any applicable web pages or social media campaigns/pages, photos of any campaign activities, as well as one photo of the property, and a narrative, not to exceed 1,000 words, describing the campaign and proving its objectives. Include the background and objectives, implementation and execution, and a summary of the result. Please include quantifiable results (numbers) of the program. State the academic year this program was for and please include the date range that the program ran or date that it began, if ongoing. If you are an outside vendor to the property, such as an advertising or marketing firm, please state your relation in the narrative.

Entries may be submitted by: Project Owners, Managers/Operators, Marketing Firms, Advertising Agencies

# AWARD CATEGORIES

## Off-Campus

### Best Mobile Marketing Campaign

This category will be awarded to the off-campus project that had the best success and most innovation with its mobile marketing campaign. The campaign must have taken place from the period of January 1, 2016 - December 31, 2017. The award will be based on the following criteria:

- Reason and purpose behind the mobile marketing campaign
- How well the campaign met its reason and purpose (measured results)
- Creativity, depth and breadth of the program's reach

Entries should include screen shots of any applicable web/mobile pages, photos of any campaign activities, as well as one photo of the property, and a narrative, not to exceed 1,000 words, describing the campaign and proving its objectives. Include the background and objectives, implementation and execution, and a summary of the result. Please include quantifiable results (numbers) of the program. State the academic year this program was for. Please include the date range that the program ran. If you are an outside vendor to the property, such as an advertising or marketing firm, please state your relation in the narrative.

Entries may be submitted by: Project Owners, Managers/Operators, Marketing Firms, Advertising Agencies



# STUDENT HOUSING

## BUSINESS<sup>®</sup>

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