

NWU MEDIA AND ORGANISATIONAL CITIZENSHIP BEHAVIOUR RECOGNITION AWARDS 2025

1 Purpose and objectives

The purpose and objectives of the NWU Media and Organisational Citizenship Behaviour Recognition Awards (hereafter referred to as *the NWU Media and OCB Awards*) is to -

- 1.1 Enhance, support, and promote the NWU's culture and reputation.
- 1.2 Recognise and reward staff and students' efforts that aim to promote the NWU, its strategy, and organisational identity both internally and externally at a both internal and external level, including campus and institutional level, and within the larger University community.
- 1.3 Reinforce brand ambassadorship among staff, students, and other stakeholders.
- 1.4 Motivate staff and students to live and demonstrate the values of the NWU as part of their everyday life.
- 1.5 Leverage the awards as a vehicle through which NWU values are entrenched into the organisational culture.

2 Scope and limitations

2.1 Scope

The awards aim to focus on staff and students who have been cited in the traditional, digital and social media, as well as those who have consistently promoted and demonstrated the values of the NWU. Activities that support the achievement of the university's strategy and clearly demonstrate the values of the NWU form the basis on which awards are conferred. Staff and students from the Mahikeng, Potchefstroom and Vanderbijlpark campuses, as well as students in the distance learning environment are eligible to receive an award, subject to meeting the relevant criteria.

2.2 Limitations

The following limitations are relevant to the NWU Media and OCB Recognition Awards:

- 2.2.1 No staff or student may enter for a category of which he or she was a recipient during 2024, meaning that a recipient of an award(s) may not again be a recipient of the same award(s) in the year thereafter, unless the entry is for a completely different project or field of expertise.
- 2.2.2 Only registered full-time students, enrolled in the contact or distance mode of delivery are eligible to receive an award(s).
- 2.2.3 Only permanent- and fixed-term temporary staff with a contract duration of at least 24 months, are eligible to receive an award(s).
- 2.2.4 The adjudication panel may resolve to not issue an award(s) for a specific category(ies) in the event that the nominated candidate(s) do not/does not satisfy the criteria. More than one award may however be issued in the same category for multiple recipients.
- 2.2.5 The adjudication panel maintains the right to apply its discretion in resolving on the recipient of an award, based on the nominations received.
- 2.2.6 The adjudication panel maintains the discretion to resolve to reallocate a nomination from one category to another and issue an award.

3 Award categories

3.1 Social Media Personality

The *Social Media Personality Award* may be awarded to a staff member and/or student who has through **social media** made an exceptional contribution towards the university's public reputation within the university, local, regional, national and/or international community. This includes social media coverage and engagement on aspects related to the functions of the University, including Teaching and Learning, Research and Innovation, Community Engagement, Student Life, and other university functions.

ELIGIBLE RECIPIENTS	NWU Staff NWU Students
NUMBER OF AWARDS AVAILABLE (2)	1 x staff award 1 x student award
ELIGIBILITY CRITERIA	
Minimum requirements	
Relationship with the NWU:	<ul style="list-style-type: none"> i. A staff recipient must be a permanent staff member, or a temporary staff member with a contract appointment duration of at least 24-months. ii. A student recipient must be a full-time student, registered for a programme leading to a qualification.
Recognised social media platforms:	<p>The following social media platforms are recognised for these awards:</p> <ul style="list-style-type: none"> i. Facebook. ii. Instagram. iii. LinkedIn. iv. Tik-Tok. v. X (formerly Twitter). vi. Youtube.
Portfolio of evidence:	<p>The following minimum requirements must be met by a nominee to be eligible for consideration:</p> <ul style="list-style-type: none"> i. The social media coverage must have occurred during the period: 01 January – 31 December 2024. ii. A minimum total audience of 5 000 users must have been reached, with this being inclusive of the cumulative audience of all the social media platforms used by the nominee. iii. The demographical composition of the audience must be representative of the wider University community, including both internal and external stakeholders. iv. The nominee must provide proof of social media engagement and statistics on their posts and interactions that confirm the social media coverage and exposure, including: <ul style="list-style-type: none"> a. Copies of the original post. b. Copies of the comments and interactions on social media related to the posts. c. Statistical overview of the number of social media users who engaged with the post(s). d. The exact role and impact the individual made to the programme, project or initiative.
Discretionary considerations of the adjudication panel:	<ul style="list-style-type: none"> i. Social media content must have been well crafted and responsible. ii. Social media content must have been accurate, balanced, and fair. iii. The extent to which it supports the university's strategy and values must be clearly discernible. iv. Whether the content fostered meaningful conversations that benefitted the NWU. v. The recipient's social media profile should be consistently irreproachable.

3.2 Traditional Media Personality

The *Traditional Media Personality Award* may be awarded to a staff and/or student who has through the **traditional media** made an exceptional contribution towards the university's public reputation within the university, local, regional, national and/or international community. This includes traditional media coverage and engagement on aspects related to the functions of the University, including Teaching and Learning, Research and Innovation, Community Engagement, Student Life, and other university functions.

ELIGIBLE RECIPIENTS	NWU Staff NWU Students
NUMBER OF AWARDS AVAILABLE (2)	1 x staff award 1 x student award
ELIGIBILITY CRITERIA	
Minimum requirements	
Relationship with the NWU:	<ul style="list-style-type: none"> i. A staff recipient must be a permanent staff member, or a temporary staff with a contract appointment duration of at least 24-months. ii. A student recipient must be a full-time student, registered for a programme leading to a qualification.
Recognised traditional media platforms:	<p>The following traditional media platforms are recognised for these awards:</p> <ul style="list-style-type: none"> i. Print and digital media including newspapers, magazines, and online news platforms. ii. Broadcasting media including, radio, television, podcasts, broadcasting interviews, etc.
Portfolio of evidence:	<p>The following minimum requirements must be met by a nominee to be eligible for consideration:</p> <ul style="list-style-type: none"> i. The traditional media coverage must have occurred during the period: 01 January – 31 December 2024. ii. A minimum total of 200 media mentions across print, digital and broadcasting media must have occurred. iii. The nominee must provide proof of traditional media coverage and exposure, including: <ul style="list-style-type: none"> a. Copies of the original articles, posts, interviews, etc. b. Statistical overview of the number of readers, listeners or viewers who were reached through each traditional media engagement. c. The exact role and impact the individual made to the programme, project or initiative.
Discretionary considerations of the adjudication panel:	<ul style="list-style-type: none"> i. Traditional media content must have been well crafted and responsible. ii. Traditional media content must have been accurate, balanced, and fair. iii. The extent to which it supports the university's strategy and values must be clearly discernible. iv. Whether the content fostered meaningful conversations that benefitted the NWU. v. The recipient's public media profile should be consistently irreproachable.

3.3 Exceptional Media Coverage

The *Exceptional Media Coverage Award* may be awarded to a staff and/or student whose work and/or contribution to the University has received extensive coverage in traditional media platforms. Such a nominee's media coverage must clearly demonstrate an **upsurge** in media exposure during a limited time related to their work and/or contribution to the University community.

ELIGIBLE RECIPIENTS	NWU Staff NWU Students
NUMBER OF AWARDS AVAILABLE (2)	1 x staff award 1 x student award
ELIGIBILITY CRITERIA	
Minimum requirements	
Relationship with the NWU:	<ul style="list-style-type: none"> i. A staff recipient must be a permanent staff member, or a temporary staff member with a contract appointment duration of at least 24-months. ii. A student recipient must be a full-time student, registered for a programme leading to a qualification.
Recognised media exposure:	<p>The following media platforms are recognised for these awards:</p> <ul style="list-style-type: none"> i. Print and digital media including newspapers, magazine, and online news platforms. ii. Broadcasting media including, radio, television, podcasts, broadcasting interviews, etc.
Portfolio of evidence:	<p>The following minimum requirements must be met by a nominee to be eligible for consideration:</p> <ul style="list-style-type: none"> i. The media coverage, and subsequent upsurge, must have occurred during a period of 07-14 days, falling within the period of 01 January – 31 December 2024. ii. A minimum of 10 media coverage instances must have occurred. iii. The media upsurge must be related to the student and/or staff member's work and/or contribution to the University, including research breakthroughs, impactful projects, initiatives, events, value-driven projects linked to the University functions, etc. iv. Level of exposure in media including university, local, regional, national, and international level. v. The nominee must provide proof of media coverage and exposure, including: <ul style="list-style-type: none"> a. Copies of the original articles, posts, interviews, etc. b. Statistical overview of the number of readers, listeners, and viewers who were reached through the upsurge in media coverage. c. The exact role and impact the individual made to the programme, project or initiative.
Discretionary considerations of the adjudication panel:	<ul style="list-style-type: none"> i. Media content must have been well crafted and responsible. ii. Media content must have been accurate, balanced, and fair. iii. The extent to which it supports the university's strategy and values must be clearly discernible. iv. Whether the content fostered meaningful conversations that benefitted the NWU. v. The recipient's public media profile should be consistently irreproachable.

3.4 Social Responsibility and Awareness Advocate

The *Social Responsibility and Awareness Advocate Award* may be awarded to a staff and/or student who has made an exceptional contribution to the University related to **social rights responsibility and awareness**. The recipient(s) of this award must have demonstrated the ethic of care through advocating for social rights and responsibilities through their work and contribution to the University. This includes social rights responsibility and awareness related to gender-based violence, social engagement, disability rights, substance abuse, mental health and awareness, social welfare projects, etc.

ELIGIBLE RECIPIENTS	NWU Staff NWU Students
NUMBER OF AWARDS AVAILABLE (2)	1 x staff award 1 x student award
ELIGIBILITY CRITERIA	
Minimum requirements	
Relationship with the NWU:	<ul style="list-style-type: none"> i. A staff recipient must be a permanent staff member, or a temporary staff member with a contract appointment duration of at least 24-months. ii. A student recipient must be a full-time student, registered for a programme leading to a qualification.
Recognised disciplines and themes:	<p>The following social rights responsibility and awareness disciplines and themes are recognised for this award:</p> <ul style="list-style-type: none"> i. Gender-based violence. ii. Social engagement and social welfare. iii. Psycho-social support and awareness. iv. Disability rights. v. Primary healthcare.
Portfolio of evidence:	<p>The following minimum requirements must be met by a nominee to be eligible for consideration:</p> <ul style="list-style-type: none"> i. The social rights responsibility and awareness initiative must have occurred or continued occurring during the period of 01 January – 31 December 2024. ii. A project plan and report describing the social rights responsibility and awareness initiative must be provided with the nomination. iii. A clearly defined target audience and/or recipient group must be provided. iv. Proof of the operational nature and/or execution of the initiative must be provided, including photos, videos, reports, survey data, media coverage, etc. v. The impact value and linkage with the University strategy and values must be clearly described. vi. The exact role and impact the individual made to the programme, project or initiative.
Discretionary considerations of the adjudication panel:	<p>The contribution of the nominee related to social rights responsibility and awareness should:</p> <ul style="list-style-type: none"> i. Have made a clear impact on the student and/or staff community, and/or the local communities of the NWU. ii. Be focussed on creating awareness and/or education on related matters. iii. Have a clearly defined impact on group and/or recipients. iv. Support the strategic objectives of the University, with a focus on enabling an ethic of care.

3.5 Diversity and Transformation Advocate

The Diversity and Transformation Advocate Award may be awarded to a staff and/or student member who has made an exceptional contribution to the University related to **transformation, diversity and inclusivity programmes and initiatives**. This can include work related to race, gender, sexual orientation, gender identity, cultural perspectives, multilingualism, etc.

ELIGIBLE RECIPIENTS	NWU Staff NWU Students
NUMBER OF AWARDS AVAILABLE (2)	1 x staff award 1 x student award
ELIGIBILITY CRITERIA	
Minimum requirements	
Relationship with the NWU:	<ul style="list-style-type: none"> i. A staff recipient must be a permanent staff member, or a temporary staff member with a contract appointment duration of at least 24-months. ii. A student recipient must be a full-time student, registered for a programme leading to a qualification.
Recognised disciplines and themes:	<p>The following diversity and transformation disciplines and themes are recognised for this award:</p> <ul style="list-style-type: none"> i. Race, gender and identity. ii. Cultural perspectives and knowledge systems. iii. Multilingualism and the development of African languages. iv. LGBTQIA+ related matters (Lesbian, Gay, Bisexual, Transgenders, Queer/Curious, Intersex, Asexual).
Portfolio of evidence:	<p>The following minimum requirements must be met by a nominee to be eligible for consideration:</p> <ul style="list-style-type: none"> i. The diversity and transformation initiative must have occurred or continued occurring during the period of 01 January – 31 December 2024. ii. A project plan and report describing the diversity and transformation programme or initiative must be provided with the nomination. iii. A clearly defined target audience and/or recipient group must be provided. iv. Proof of the operational nature and/or execution of the initiative must be provided, including photos, videos, reports, survey data, media coverage, etc. v. The impact value and linkage with the University strategy and values must be clearly described. vi. The exact role and impact the individual made to the programme, project or initiative.
Discretionary considerations of the adjudication panel:	<p>The contribution of the nominee related to diversity and transformation should:</p> <ul style="list-style-type: none"> i. Have made or continued to make a clear impact on the student and staff community, and/or the local communities of the NWU. ii. Be focussed on creating awareness and/or education on related matters. iii. Have a clearly defined impact on group and/or recipients. iv. Support the strategic objectives of the University, with a focus on enabling an ethic of care.

3.6 NWU Silver Wings Award

The *NWU Silver Wings Awards* are discretionary recognition awards awarded to staff and students of the university who have during the indicated period embodied the **spirit and character of the University, its culture and identity**.

ELIGIBLE RECIPIENTS	NWU Staff NWU Students
NUMBER OF AWARDS AVAILABLE (6)	3 x staff awards (Mahikeng, Vanderbijlpark and Potchefstroom Campuses) 3 x contact student awards (Mahikeng, Vanderbijlpark and Potchefstroom Campuses) Six awards are issued for this category, with one staff <i>and one contact student award conferred per campus</i> .
ELIGIBILITY CRITERIA	
Minimum requirements	
Relationship with the NWU:	<ul style="list-style-type: none"> i. A staff recipient must be a permanent staff member, or a temporary staff member with a contract appointment duration of at least 24-months. ii. A student recipient must be a full-time contact student, registered for a programme leading to a qualification.
Period under consideration	01 January – 31 December 2024
Limitations on nominees	<p>This award may NOT be awarded to:</p> <ul style="list-style-type: none"> i. A member of the University Management Committee. ii. A member of Senior Management, including appointments ranging from Peromnes levels 4-5. iii. Members who formed part of the Students' Representative Council or the Students' Campus Council during the period under consideration.
Discretionary considerations of the adjudication panel:	<p>The nominee must have a proven track record related to:</p> <ul style="list-style-type: none"> i. Pursuing the interests and values of the NWU. ii. Embodying the values and objectives of the University. iii. Demonstrating the nominee's contribution towards advancing and promoting the NWU brand, the values, and the underpinning behaviours. iv. Creating and inspiring others to demonstrate and promote the NWU brand and values.
Decision-making process	<ul style="list-style-type: none"> i. The adjudication panel must review the nominations received and put forward a maximum of 05 nominees per campus, for both the staff and student categories. ii. Based on the nominees identified by the panel, the staff and student communities of the respective campuses vote electronically (via the mechanisms provided by the coordinating team) for the nominees of their specific campus, to determine the recipients of the award. iii. Student and staff who are eligible for nomination are eligible to vote as part of this process and must be identified by means of their staff/student number. iv. The nominee who receives the most votes for their particular category and campus is regarded as the award recipient.

3.7 NWU Ambassador of the Year

The NWU Ambassador of the Year is awarded to a recipient of one of the awards contemplated under paragraphs 3.1-3.5 of the NWU Media and OCB Recognition Awards. This award is regarded as an overall award, awarded to a staff and/or student recipient in addition to an NWU Media and OCB Award already received.

ELIGIBLE RECIPIENTS	NWU Staff with an uninterrupted service period with the NWU since 2014.
NUMBER OF AWARDS AVAILABLE (1)	1 x staff award
ELIGIBILITY CRITERIA	
Minimum requirements	
Relationship with the NWU:	<ul style="list-style-type: none"> i. A staff recipient must be a permanent staff member, or a temporary staff member with a contract appointment duration of at least 24-months. ii. Movements between environments within the University, i.e. Teaching and Learning, Research and Innovation, and support departments, are permissible.
Period under consideration	01 January – 31 December 2024
Minimum requirements of the award	The recipient of the NWU Ambassador of the Year must have been a recipient of an award contemplated in paragraph 3.1-3.5 of the recipient(s) of an NWU Media and OCB Awards, in the period of time under consideration.
Discretionary considerations of the adjudication panel:	<p>The recipient of the award must have demonstrated their commitment towards the improvement and growth of the NWU over the past decade.</p> <p>The contribution made by the recipient, must on a balance have:</p> <ul style="list-style-type: none"> i. Made an extraordinary contribution to the University, its staff, students, and community; and ii. Advanced the strategic objectives and values of the University at the various stages of its existence. <p>In addition, the panel must consider:</p> <ul style="list-style-type: none"> iii. The existing and continuous track record of the nominee in continuously contributing to the University, its staff, students, and community. iv. The continued commitment to consistently deliver quality service and experiences to staff and/or students. v. The ability of the nominee to inspire others and act as change agent towards the achievement of the NWU's objectives, goals, and values-driven behaviour. vi. Promotion of the specific initiative(s) and the values within the NWU to both internal and external stakeholders.

3.8 Vice-Chancellor's Award

The NWU Vice-Chancellor's Award is a discretionary award awarded by the Vice-Chancellor to a member of the Senior Management of the University who, through their work and involvement in the University, has made an exceptional contribution towards the achievement of the NWU Strategy and values.

ELIGIBLE RECIPIENTS	NWU Staff forming part of the Senior Management cohort appointed on a Peromnes level 1-5.
NUMBER OF AWARDS AVAILABLE (1)	1 x staff award
ELIGIBILITY CRITERIA	
Minimum requirements	
Relationship with the NWU:	i. The staff recipient must be a permanent staff member, or a temporary staff member with a contract appointment duration of at least 24-months, appointed on a Peromnes level 1-5.
Period under consideration	01 January – 31 December 2024
Specific nomination and selection process for this award	<ul style="list-style-type: none"> i. Nominations for this category are put forward by members of the Senior Management staff appointed on a Peromnes level 1-5. ii. The adjudication panel reviews all nominations received and provides a recommendation to the Vice-Chancellor on the top three recipient candidates for the award. iii. Based on the advice of the adjudication panel, the Vice-Chancellor makes a final decision of the award recipient.
Minimum requirements of the award	<p>The work and involvement of the recipient whether still ongoing or concluded must:</p> <ul style="list-style-type: none"> i. Have occurred during the period of time under consideration. ii. Be related to the purpose of their appointment with the University. iii. Have made a considerable impact towards the achievement of the University strategy, strategic objectives, and/or values.
Discretionary considerations of the adjudication panel:	<p>In addition to the minimum requirements, the panel must consider:</p> <ul style="list-style-type: none"> i. The existing and continuous track record of the nominee in continuously contributing to the University, its staff, students, and community. ii. The continued commitment to consistently deliver quality service and experiences to staff and/or students. iii. The ability of the nominee to inspire others and act as a change agent towards the achievement of the NWU's objectives, goals, and values-driven behaviour. iv. Promotion of the specific initiative(s) and the values within the NWU to both internal and external stakeholders.

4 Nomination process

- 4.1 Nominations are made by staff and students of the university, provided that:
- 4.1.1 A nominating staff member is a permanent staff member, or a temporary staff member with a contract appointment duration of at least 24-months; or
 - 4.1.2 A nominating student is a full-time student, registered for a programme leading to a qualification.
 - 4.1.3 Nominations for the NWU Silver Wings Awards must be made by the relevant staff and students of a particular campus for which the award is issued.
- 4.2 Nominations are made and received electronically, via the processes and mechanisms provided for by the coordinating team appointed by the Executive Directors of Corporate Relations & Marketing, People & Culture, and Student Life (EDs: CRM, P&C, SL).
- 4.3 Nominations, including the requisite portfolios of evidence and other supporting documentation must be made within the prescribed period as determined by the coordinating team.

- 4.4 Every nomination must be made by a nominator, and supported by a seconder, with both parties indicating such in writing via the mechanisms provided for in paragraph 4.2 above.
- 4.5 A staff or student nominee may not nominate themselves.
- 4.6 Nominations are subjected to a preliminary round of screening by the coordinating task team, which must:
 - 4.6.1 Ensure the completeness of the nominations received.
 - 4.6.2 Allow for period of corrections spanning a total of three (3) working days during which any administrative and/or formal corrections may be made to nominations and the supporting documentation submitted by the nominator.
 - 4.6.3 Following conclusion of the period of corrections, all nominations are consolidated and submitted to the adjudication panel for consideration.

5 Adjudication panel

- 5.1 An adjudication panel is annually appointed by the Executive Directors: CRM, P&C, SL.
- 5.2 With due sensitivity to race, gender and campus representation, the adjudication panel is appointed by the Executive Directors: CRM, P&C, SL comprised of the following persons:

Adjudication Panel Membership
Chairperson - a permanent staff member with at least the rank of senior manager (P06)
Two (02) permanent staff members forming part of the academic staff cohort
Two (02) permanent staff members forming part of the support staff cohort
Two (02) representatives from the Students' Representative Council

- 5.3 A staff member is further appointed by the Executive Directors: CRM, P&C, SL to provide secretarial services to the adjudication panel, in collaboration with the coordinating team.
- 5.4 The adjudication panel must resolve by means of a secret ballot majority vote who the recipients of each award are.
- 5.5 The adjudication panel may, based on the nominations and portfolios of evidence received, resolve to not issue the award for a particular category(ies), should the nominations received not satisfy the criteria and discretionary considerations of the panel. The adjudication panel may also award more than one recipient in any category.
- 5.6 In the event of a tie, the chairperson has a casting vote to determine the outcome of an award.

6 Prizes and trophies

- 6.1 Prize money as well as trophies will be allocated to each of the different categories, sponsored by the Executive Directors: CRM, P&C, SL.
- 6.2 The awards are given at the discretion of the North-West University, which reserves the right to cancel or withhold the awards for certain categories.

7 Conclusion

The annual NWU Media and OCB Recognition Awards recognise the valuable contributions made by staff and students towards the achievement of the NWU's strategic dream, subsequently improving the media profile of the institution. Through these awards, the NWU acknowledges the key influencers who are living the NWU brand and values through their work and contributions to the university.