



Delivering an effective support network since 1995



National Association of Student Money Advisers

National Student Money Week

| 7-11 March 2011

| Key Messages

Key Messages for National Student Money Week 2011

Overview

National Student Money Week has been organised to promote to prospective and current students the support available to them. It is also hoped that through the week activities and materials will be made available that will assist with improving the financial capability of students and young people in the UK.

Aims

- Improve the overall financial capability of students through provision of appropriate support.
- Encourage students to think about their finances, particularly in relation to the stage they are at in their studies.
- Increase awareness of the support available within universities, colleges and students' unions.
- Highlight for prospective and current students the importance of securing funding for their studies as early as possible.

Target Audience

- Those considering entry to Further or Higher Education in 2011 or 2012.
- Young people looking at current changes to student funding and thinking about whether university is for them.
- Current university and college students.
- Recent university and college graduates.
- Organisations with links to students or young people.

Key Messages

- You don't need to get in to huge debt to survive as a student.
- Apply early for your funding for each year of your course.
- Plan ahead for one-off events – freshers, tenancy deposits, Christmas, graduation.
- Manage your finances; don't let your finances manage you.

Communication Objectives

- Increase student awareness of support services available to them.
- Help current and prospective students identify where they can go for help in accessing support.
- Reduce the number of students falling into unmanageable levels of debt.
- Improve awareness across all departments in universities & colleges of the support available for students.

Support

The NASMA website will include a range of resources, including tips for getting involved, example press releases, and documents that can be downloaded and used during the week.

Evaluation

So that we can effectively assess the reach of National Student Money Week it would be helpful to know how many students you see during the week. This could be through specific events you have organised or the appointments arranged, or a combination of various interaction opportunities. It will also help with providing top tips for future events.

Centrally, NASMA will be recording expected activity based on pre-event feedback, and will also be closely monitoring statistics related to website use.

More Information

If you would like to discuss your involvement with National Student Money Week further please contact Jo Gibson, Financial Capability Project Manager at NASMA by emailing jogibson@nasma.org.uk or calling 07715 179498.