



N A S M A

National Association of Student Money Advisers

**National Student Money Week – Review
April 2011**

Special thanks must go to all those that supported National Student Money Week, and in particular to the members of the Project Group:

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Executive Summary

National Student Money Week (NSMW) was introduced for the first time in March 2011, and was organised and co-ordinated by the National Association of Student Money Advisers (NASMA).

The main aims for NSMW were to highlight the financial support and advice available in universities, colleges and students' unions across the UK, to encourage students to think about and apply for their funding as early as possible, and to improve the overall financial capability of students through provision of appropriate support.

Support was received from many external organisations, particularly the Money Advice Service (formerly CFEB). A range of resources were provided from supporters for use by those organising activities during the week, and resources were also drafted based on contributions from NASMA members and Money Doctors.

The majority of NASMA members and Money Doctors were able to engage with NSMW activity in a variety of ways, including through organising events, providing information, and linking with other services.

Based on feedback received and through studying available data we expect that in excess of 300,000 individual students and applicants were reached with information about funding, budgeting and support during the week, with many more reached both before and after the week using resources provided for NSMW. We also received positive feedback about the development of new skills and knowledge for staff within Further and Higher Education and beyond.

The NSMW 2011 Review provides a background to the development of NSMW, the key messages for the week, promotion and media engagement, and then considers the feedback taken from this inaugural year to assist in planning future NSMWs.

1 Introduction

The idea for National Student Money Week (NSMW) was developed by the National Association of Student Money Advisers (NASMA) at the start of November 2010. At that stage it was not clear whether a week organised during 2010-11 would be possible, given the short timescales. The overarching principle was that there could be greater promotion of the support available for students in individual institutions and across the sector if a national event was organised.

A number of institutions have held very successful money weeks in the past, but equally many institutions have struggled to run any money advice events due to a range of factors such as a lack of resources or support. In addition, if you have never run such an event before the idea of a blank sheet can be an obstacle to involvement. In pulling together the experiences of those that have held events previously, with the national promotion, it was hoped that many institutions would be able to engage and support their students in new innovative ways.

At a time when the obstacles to entry to Higher Education (HE) are particularly evident, and when the sector is struggling with a lot of negative press in relation to finance and funding, we hoped that through promoting the excellent work of advisers and fund administrators we could disseminate the positive message that support and advice is available for applicants, enrolled students, and those about to graduate.

Individual services throughout the UK were invited to get involved during the week. This involvement ranged from as little as advertising NSMW on websites and in meetings with students, right through to holding large scale events and delivering presentations. Many universities and colleges chose to hold a 'money week' in their institution during NSMW and linked to the national coverage. On the NASMA website we provided examples of resources that advisers have used in the past that have worked well, and also tips on how to improve things that have not worked so well. We posted details about what was happening across the week in different locations.

The objective of the week was to send out a positive message and highlight the wide range of support currently available.

2 Planning

The initial concept for NSMW was discussed and approved by the NASMA Board at their December 2010 meeting. A date was agreed for the week (7-11 March 2011). This date was selected following consideration of the academic year for current students (avoiding vacations and exam periods where possible), the position of prospective students, and the opportunity to also reach those about to graduate.

In holding the week in March we hoped we would be able to promote the important messages of the need to apply for funding for 2011-12 for prospective and continuing students, engage Careers Services in helping final year students with information about employment and postgraduate study,

and also link with student recruitment teams engaged with UCAS events commencing in March. For continuing students there was also the opportunity to highlight the need for budgeting when considering housing deposits, summer employment, and general money management skills.

Before finalising the date, checks were made in to the timing of key religious dates, and national events taking place in Spring 2011. In selecting 7-11 March we were able to avoid all such dates, with the exception of No Smoking Day. It was felt that this could be linked to some activity around financial savings and as such viewed as a positive addition to possible events.

We recognised at the planning stage that it would be important to have a Project Group specifically for NSMW, to consider what to offer in terms of resources, and to steer the direction of the week.

3 Project Group

The NSMW Project Group was made-up of NASMA Board members, NASMA members, and Money Doctors. Information was sent to both the NASMA and the Money Doctors jiscmail lists to request volunteers for the Project Group.

To ensure we had external input in to the planning for the week we invited representatives from external organisations to join the Project Group. These external organisations were the National Union of Students (NUS), Higher Education Liaison Officers Association (HELOA) and the Consumer Financial Education Body (CFEB). We were delighted to have input from each of these organisations, and their support during the week itself.

The Project Group members are listed at the start of this document, on page 2.

Both geographical and time constraints meant that it was not possible to arrange for the Project Group members to meet in person to discuss ideas. In future years, to ensure that Project Group members can make maximum input to planning, a face to face meeting of the group would be beneficial for all concerned.

Although the Project Group did not meet face to face, it was possible to discuss materials and ideas via email. Many Project Group members provided examples of materials they had used in the past, and also responded with comments to new documents created. The representatives from external organisations were proactive in promoting NSMW beyond the Further Education (FE) and HE sector, as well as providing support throughout.

Recommendation for 2012: Have at least one face to face meeting where all members of the Project Group can meet to discuss ideas.

Recommendation for 2012: Include a representative from an FE college in the Project Group to ensure issues specific to FE students can be incorporated fully for the week.

4 Key Messages

We decided from the start that the aims of the week would be to encourage students to think about their finances in relation to the stage they were at in their studies, promote the need to apply as early as possible for funding for the next academic year, and also to highlight the support available in universities, colleges and students' unions. The overall aim of the week was to make steps towards improving the financial capability of young people across the UK.

The Project Group and NASMA Board worked to draft key messages and consider the target audience for NSMW. We also considered at this stage the importance of evaluating the reach of NSMW and the engagement from practitioners.

An example of the document provided for supporters and practitioners can be found at Appendix 1.

5 Supporters

One of the key aims for NSMW was to promote the work of NASMA members and Money Doctors, and the support available to students. To do this successfully we recognised the need to reach organisations outside the FE & HE sector.

In order to disseminate the message as widely as possible about NSMW we decided that first we would contact those organisations and individuals that NASMA had linked with in the past. Once this was completed we looked at other organisations of relevance to the key aims for the week, and approached them.

We were disappointed not to be able to secure the support or involvement from everyone we contacted. Many organisations are specialists in topics of relevance to students, and it would be good to be able to provide information to both students and advisers about the services offered.

Overall, the level of support and interest received was far greater than expected for the first year of the initiative. It was terrific to receive so many positive responses from those organisations and individuals that we had contacted directly, and also to receive enquiries from supporters that we had not worked with in the past. Advice services that we had not linked with in the past included some local Citizens Advice Bureaux, Debt Advice Centres and Financial Inclusion Partnership teams, though we are aware that some institutions already had strong links in their local areas. A list of all supporters, including brief details of their input to the week can be found at Appendix 2.

Without the assistance of our supporters the week would not have received the profile that it did. We are grateful to them all for their enthusiasm and assistance.

Recommendation for 2012: Maintain an ongoing relationship with those supporters from 2011, and work to develop new links with those organisations identified across 2011-12 as possible partners for 2012.

Recommendation for 2012: Engage with additional organisations, such as AGCAS, NHS Student Grants and Student Tax Advice, to cover more topics of relevance to students.

6 Resources

We recognised that the availability of resources would be important in order to engage practitioners, and also to ensure that as many institutions as possible could get involved. To address this we drafted a number of documents for use by practitioners in the weeks before and during NSMW. Some of these documents, such as the *Top Tips for Students*, were compiled based on suggestions from NASMA members and Money Doctors. This document in particular received a great deal of positive feedback from those organising events.

In addition to the tips for students, we also provided documents covering tips for getting people involved, key messages, example template press releases, links to external info, and resources provided by some of the NSMW supporters.

We are grateful to CFEB for their support in drafting one of the example press release templates.

We provided an example poster, designed so that institutions could add their own information and logo whilst still maintaining a NASMA template design.

For NSMW we received support from Martin Lewis, Money Saving Expert, who provided a short video with funding tips for students. This was available on the NASMA website for people to use on stands and in talk to students across the week. In addition, NASMA Board members had worked with BIS in recording short videos with key messages and information about 2012 funding. These videos were released for use during NSMW and beyond.

Examples of resources drafted specifically for NSMW can be found at Appendix 3. These resources will now be reviewed and updated as applicable and will remain available for download from the NASMA website.

7 Sponsorship

As the 2011 week had initially been intended to be run as a small pilot event, we had decided that on a national level it would be delivered at zero cost and that as such we would not be looking for sponsorship directly related to the week.

We received a number of offers for sponsorship of the week, but took the decision that for 2011 this would not be appropriate. This was in part due to the timing of the offers, coming close to the start of the week. We expect that for 2012 we will be in a position to offer sponsorship and promotion

opportunities for external organisations wishing to get involved. Any income generated would be used to develop further resources for practitioners and students, and also to assist with the marketing of the week.

Many institutions incurred costs for their promotional materials. Looking forward it would be helpful to offer those involved free materials and/or prizes for competitions. The use of such items is often a first step in encouraging students to engage with services and talk about their finances.

Recommendation for 2012: Investigate options for external funding towards materials and 'giveaways' for use by institutions and organisations engaging with the week.

Recommendation for 2012: Investigate options for external sponsorship towards the promotion of the week, to include support for a media budget.

8 Promotion

We aimed to promote NSMW as widely as possible, to achieve the aim of informing people about the support available and to encourage students to think about their finances as soon as they can apply for funding or start to encounter financial problems.

Initial promotion of the idea for NSMW was sent to NASMA members and Money Doctors. Information was then added to the NASMA website, with a page created specifically for the purpose of NSMW. Information was also sent from the NASMA Twitter account. As the NASMA Twitter account is linked directly to the NASMA Facebook page anything posted on Twitter could be viewed by those that 'like' NASMA on Facebook.

We had support from the NUS in promoting to student officers and students' union staff, and to relevant media contacts. Many of our supporters sent information to their members or service users, to advise about the week, and in many cases to encourage direct participation and onward promotion.

During the month prior to NSMW and through the week we posted Top Tips from the NASMA Twitter account. This received more coverage as financial support teams started to retweet the messages, and some advice sector Twitter account holders also became aware of NSMW through these Top Tips. Any Top Tips not included in the original document will now be added so that we have an up to date summary of tips for people to access and use in their work.

In addition to this, we wanted to create a blog, so that NASMA members and Money Doctors could share their activities and promotion tips during the week, and upload example documents, photos and news articles. Having looked in to externally provided blogs it became clear that it would not be possible to create a low-cost blog that would do all that we wanted for 2011.

We had not been aware when setting the date for NSMW that Barclays would be running the first of their Money Skills Weeks from 7-11 March. These would run in FE colleges. We spoke to Barclays about possible links across the two activities, and were pleased to receive enquiries from a number of FE colleges keen for someone to attend workshops to speak about HE funding. This different

aspect of promotion for NSMW helped us to reach some young people that may not have otherwise received the information about student funding and support.

During NSMW three of the first 2012 UCAS fairs were held. We provided information to the SLC so that the Student Finance Consultants attending those events could promote the support available in universities and colleges. We also provided information for HELOA, who circulated to their members to engage those student recruitment officers attending the UCAS fairs to promote their institution.

NSMW coincided with the SLC Student Support Seminar. Text was provided to be delivered to delegates at the seminar, highlighting some of the activities planned for the week and the ongoing support available to students. As a number of NASMA members and Money Doctors were attending the seminar this unfortunately impacted on their availability for running events in their institution.

We included an article in the Citizens Advice Financial Capability Forum newsletter in late March, with a brief summary of the week and new partnerships created. This will highlight the work we do and raise awareness prior to us announcing the 2012 dates.

Recommendation for 2012: Look further at the options for creation of a blog or discussion forum where those involved can post details of activity, to include text, photos and example materials.

Recommendation for 2012: Continue to promote the work of NASMA via the Twitter account, to ensure that those new links created as a result of NSMW can be carried forward to future campaigns where collaboration may again be mutually beneficial.

9 Media Engagement

Due to other events taking place around the world during NSMW we were not able to get national media coverage. Whilst this is probably the most disappointing aspect of the 2011 NSMW, it is to a great extent something beyond our control.

We did however receive some regional media coverage, and individual services have sent examples of how they reached their local media. In addition we produced a NASMA press release, to compliment the template press releases provided, as possible resources for those organising and promoting their own events locally. A copy of this press release was made available to supporters and via the NASMA Twitter account. The press release can be found at Appendix 4.

We were contacted by 4Media Relations, who are specialists in multimedia campaigns. They had heard about NSMW and wanted to get involved with promoting the week nationally. Unfortunately in the absence of a budget for this we could not pursue the offer for 2011.

Experian were proactive in contacting the national media with information about NSMW, sending a press release to their media contacts which include Money Expert, Money Net, Telegraph, Guardian, Metro, This Is Money, Find a Property, LoveMoney, L & C, MBNA, Uswitch, Confused.com and Consumer Choices.

The editor of savvywoman.co.uk contacted us to discuss possible links to work she was doing on her website. She regularly appears on BBC Breakfast News, but unfortunately was not able to specifically

mention NSMW. We also received support from the NUS in promoting nationally, to their student media and national contacts.

In addition to this, we contacted a number of organisations directly. This included emails to BBC news teams and Calendar news, and also use of Twitter links before the week to contact as many journalists as possible with a link to money, education or general funding issues. We also contacted the BBC Radio Two breakfast show on each day of the week to try to promote NSMW and the support available for students.

Recommendation for 2012: Investigate options for a media budget, to allow us to recruit media agents to assist with promoting NSMW on a national level.

Recommendation for 2012: Contact journalists earlier in the year, for example at the start of term, and also more regularly, to ensure they are aware of the ongoing work of NASMA and any new initiatives.

10 NSMW 7-11 March 2011

During the week numerous events took place in institutions and organisations across the UK. These covered a wide range of things, including interactive games, roadshows, drop-in sessions, presentations, talks in lectures, pub quizzes, and many more.

There were examples of new partnerships being created both within institutions, but also across cities with local advice providers working with students' unions and university funding/advice teams. More examples of some of the NSMW activity are provided below in section 11, and in Appendix 5.

Where we had been sent details of activity before the week we tried where possible to send information via Twitter to promote that activity nationally. Where a service had a Twitter account that we knew about we ensured they were 'tagged' to aid the recognition of their work. We also spent time searching websites to enable us to promote NSMW involvement. On the Monday of NSMW the Google search engine had over five pages of links to NSMW activity.

Throughout the week we continued to receive updates about activity, and tried to promote activity as widely as possible. The NASMA profile on Twitter increased considerably across the week, and as such by the end of NSMW a lot more people would have received direct information to their Twitter account about what was happening.

We posted the messages from each day to the NASMA and Money Doctors mailbases, so that teams knew what others were doing, and also to promote the work of those involved. We also continued with the daily Top Tips. One respondent to the post-NSMW online survey states "I really enjoyed the emails with a breakdown of what each university was doing each day".

There are also examples of how some of our supporters got involved during the week. The NUS used the main page of their website through the week to promote financial support and budgeting information, and arranged a question and answer session via their Facebook page on the Friday.

Other websites hosting information included Money Made Clear, Student Cash Course, Zero Credit, BrightsideUNIAID, FINCAN, CCCS Money Aware, Money 4 Med Students, studentbeans.com, and savvywoman.co.uk. These sites all included information and links about NSMW, with many recreating the NASMA press release and also incorporating mention of NSMW in to articles about funding appearing on their sites.

Recommendation for 2012: In addition to the information about activities taking place across the week, it would also be helpful if individual institutions could provide data about website hits on NSMW or student funding specific webpages.

11 Feedback Received

We have received very positive feedback about NSMW, prior to the week, during and afterwards. To gather as much feedback as possible whilst the week was still fresh in the minds of those involved we created an online survey and promoted the link to NASMA members, Money Doctors, and all those that supported the week. This was done at the start of the week following NSMW.

We received 110 survey responses, of which 87 were complete responses. More detail of those responses can be found in Appendix 6.

We also received some feedback prior to the week commencing, including the following:



“Great job in creating this initiative – it’s been really good for our service.”

“I wanted to convey my thanks for the tips, info etc. that you have posted through the emails over the last few weeks - been a huge help.”

What is clear from all feedback received to date is that those organising events found benefit in having a national focus and support, and that the involvement of external organisations was valuable in supporting and promoting activity.

Through the online survey we were able to get a much clearer idea of the range of activity taking place in institutions, as well as information about many of the new partnerships created as a result of engaging with the week. Activities included, but were not limited to:



Shopping basket challenges
Taste test challenges
Promotion of need to apply for 2011 funding
Budgeting tips & workshops
Promotion of hardship funds
Creation of new & updating of old web pages



Clothes, book, CD & DVD swaps
Use of social media to reach students
Information stands across campus
Talks at the start/end of lectures
Money saving & credit quizzes
Money Trees & Money Toilets
Funfair/roadshows with stalls, games & freebies

New partnerships included internal links between institutions and students’ union advice teams, new links with communications departments, discussions between student recruitment and student advice staff, and activities to include both careers and library staff. External links included local supermarkets, Citizens Advice Bureaux, consumer councils, debt inclusion partnerships, trading standards, local authority benefits teams, HMRC, utility companies, local media, and many others.

Having considered the responses from the survey, the following are examples of feedback received which highlight the value of engaging with NSMW:

-  “NSMW has helped us to raise our profile, it enabled us to focus on specific themes and it was nice for us to get out in to the student population rather than seeing students in our consulting room.”
-  “It created awareness for what we do as student finance advisers, internally and externally.”
-  “The best thing about NSMW was the help and support from NASMA and colleagues in other institutions with ideas about how to make the event a success.”
-  “We felt like we were a part of something.”
-  “Really great idea, brings together a lot of work that’s going on already and makes what we do part of a bigger and better initiative. Great at highlighting the work we do nationally too. I think next year it will only grow.”
-  “It really helped us promote ourselves as it was clear from the events that people still didn’t really know where we were based or who we were even if they had accessed our service.”
-  “Having it at the same time all over the country helps to highlight money and budgeting to students/education providers everywhere.”
-  “Brought more awareness to students about Money Doctors and financial capability. Enhanced working relationships with other departments.”
-  “We were so pleased about the number of students we managed to talk to over the week. It gave us the hook to speak to students for a reason.”

12 Evaluation

As well as collating information about experiences of NSMW, we felt it was also crucial to collate quantitative data about engagement and reach of NSMW and messages of the week. Prior to the week we had asked those participating to record the numbers of students attending events, or numbers on mailing lists if information was to be sent electronically, highlighting that this would not only be of use for reviewing NSMW, but also locally in highlighting the importance of their service in increasingly pressured financial times.

Both throughout the week and in responses to the online survey we received an idea of the numbers reached in individual institutions. We also studied the data sent via Twitter, looking at who had mentioned NSMW, NASMA or specific activity they were doing, and also those that had retweeted the messages sent from NASMA. There was evidence of some of the Top Tips sent before the week being retweeted, but we have concentrated on NSMW itself for providing statistics.

Twitter

The NASMA Twitter account had 171 followers during NSMW. Through other Twitter users sending on information sent from NASMA we were able to reach a much higher number than this. Having studied the number of followers for each of the organisations that we can track as sending on information we can get an idea of further reach. We are not able to identify all those that send on beyond that, and as such cannot provide additional data. We are also not able to track those that

posted information about NSMW without adding a tag. As such, the figures presented should be taken as an estimate only, with the real number reached likely to be higher than that stated here.

Taking into account the numbers reached directly by NASMA, and then by those that either retweeted or tagged their own tweets, we can identify a reach from Twitter as follows across each day of NSMW:

Monday – 15,888
Tuesday – 4,528
Wednesday – 4,054
Thursday – 3,484
Friday – 15,611

Facebook

The NASMA Facebook account is used only for streaming NASMA Twitter posts to those that do not use Twitter. There are 29 people following the account. An event was created on the site to promote NSMW, but was not used by anyone organising activities during the week.

Many financial support services make effective use of Facebook to provide information and engage with their students, and as a result many services reached a high number of students through provision of information via Facebook. A number of respondents to the online survey have mentioned use of this as a tool for reaching students.

On the Friday of NSMW the NUS' Head of Social Policy held a question and answer session via the NUS Facebook group. As well as promoting this through the NUS website and Twitter account, it was also promoted via Facebook. The NUS Facebook group has 17,935 followers.

NASMA Website

The numbers that viewed the NSMW page on the NASMA website during March (up to 14th) reached 1,356 unique viewings. This is far higher than any 14-day viewing period for any NASMA webpage over the past 15 months. We can also see that between Monday 7 and Friday 11 March 2011 there were 1,074 visits to the website as a whole, an increase of 8% compared to the whole of March 2010.

External Websites

Although it is not possible for us to study the website statistics for external websites, we do know that coverage of NSMW was provided on the following sites during NSMW:

	BrightsideUNIAID
	CCCS Money Aware
	Money Made Clear
	National Union of Students
	Savvywoman.co.uk
	Studentbeans.com
	Zero Credit

HE Fairs

NSMW coincided with the first week of HE fairs co-ordinated by UCAS and attended by universities presenting information about their courses to school and college students. Three HE fairs were held during NSMW. Information was provided to the SLC for use by the Student Finance Consultants and also to HELOA for use by those attending fairs to represent their institutions. It is hoped that as a result of this the majority of students attending would

have received some information about the financial support available and the need to apply as early as possible for funding.

Institution Feedback

Based on the responses to the online survey we can identify a reach of over 175,000 through engagement with quizzes, information stands, competitions, presentations and all-student emails. It is not possible to quantify centrally the numbers reached through some of the online information delivered by universities, colleges and students' unions, or by external organisations. We are also aware through the online survey that many of those engaging with the week provided information directly to students and applicants through direct emails, social media, plasma screen presentations, and computer popup boxes at login. We do not have data about how many people were reached nationally as a result of this activity.

We would expect, based on the above information, that well over 300,000 students and applicants were reached with information about student funding, budgeting and support information as a direct result of the activities organised during NSMW 2011.

13 Summary of Recommendations

Within the review we have made a number of recommendations to be considered ahead of NSMW 2012. These are:

Recommendation for 2012: Have at least one face to face meeting where all members of the project group can meet to discuss ideas.

Recommendation for 2012: Include a representative from an FE college in the Project Group to ensure issues specific to FE students can be incorporated fully for the week.

Recommendation for 2012: Maintain an ongoing relationship with those supporters from 2011, and work to develop new links with those organisations identified as possible partners for 2012.

Recommendation for 2012: Engage with additional organisations, such as AGCAS, NHS Student Grants and Student Tax Advice, to cover more topics of relevance to students.

Recommendation for 2012: Investigate options for external funding towards materials and 'giveaways' for use by institutions and organisations engaging with the week.

Recommendation for 2012: Investigate options for external sponsorship towards the promotion of the week, to include support for a media budget.

Recommendation for 2012: Investigate options for a media budget, to allow us to recruit media agents to assist with promoting NSMW on a national level.

Recommendation for 2012: Look further at the options for creation of a blog or discussion forum where those involved can post details of activity, to include text, photos and example materials.

Recommendation for 2012: Continue to promote the work of NASMA via the Twitter account, to ensure that those new links created as a result of NSMW can be carried forward to future campaigns where collaboration may again be mutually beneficial.

Recommendation for 2012: Investigate options for a media budget, to allow us to recruit media agents to assist with promoting NSMW on a national level.

Recommendation for 2012: Contact journalists earlier in the year, for example at the start of term, and also more regularly, to ensure they are aware of the ongoing work of NASMA and any new initiatives.

Recommendation for 2012: In addition to the information about activities taking place across the week, it would also be helpful if individual institutions could provide data about website hits on NSMW or student funding specific webpages.

There were also a number of recommendations and suggestions that can be taken from the responses to the online survey:

-  Release the date for NSMW 2012 as early as possible to allow people maximum time to get this in their annual work schedule.
-  Arrange NSMW to fall in the first term, to target students when they arrive at university/college and before they are having financial difficulties.
-  Have a NSMW logo that services can use on their materials.
-  Provide more resources that people can adapt and use for their work.
-  Offer freebies that services can access to engage their students.

14 Planning for 2012

Having taken the opportunity to gather feedback and consider those responses, the following will be investigated during planning for NSMW 2012:

It has been suggested that we introduce a logo for NSMW 2012. We will begin discussions around how we might do this, and who should be involved in its design. One option for this is that we produce a design specification and invite university/college students to submit bids to design a logo as part of their coursework.

Whilst we received a number of requests for a change to the timing of NSMW, we received many comments about the timing of the week being right when considering the aims for the week. The Project Group and NASMA Board have considered the 2012 calendar, taking in to account term dates, key religious dates, and other national events, and have agreed that the 2012 National Student Money Week will take place from Monday 12 to Friday 16 March. In responding to the requests that something be organised during the first term, we are looking at options for an additional national event. We will also ensure that the resources on the website remain available and are updated as appropriate so that they can be used outside the main NSMW dates.

Work has already commenced in updating and revising some of the 2011 NSMW materials, so that they can be used throughout the year. Consideration is also being given to additional materials that

will be made available for 2012, as well as improvements to some of the promotional materials that will be offered again.

We have also started to consider possible sponsorship for NSMW 2012, to include provision of resources that can be used by services organising events and to allow for a media budget to increase the national coverage of NSMW.

15 Planning beyond 2012

Although possibly not achievable for 2011-12, we would like to see NSMW extended to include schools and also those young people not in education, employment or training. In addition we would like to add another week or specific day in November, to target specifically those that have just started university or college and also those that are just beginning the UCAS application process.

This may be something that would be attractive to an external funder. It would certainly require recruitment of a NSMW Co-ordinator to ensure that a week of this size could be a success. It would also involve important partnership working with a number of organisations who have experience of services available for young people prior to entry to FE/HE.

16 Overall Summary

This review highlights the positive aspects of NSMW 2011, whilst at the same time taking recommendations for things to consider in organising the week in future years.

Undoubtedly NSMW raised the national profile of the work undertaken by NASMA members and Money Doctors, and others working to support students in applying for and managing their finances as applicants, when enrolled on their course of study, and beyond to graduation. The activities of the week also supported students, and in particular those that might not otherwise have received support. Although many events had a 'fun' theme, all had a serious message, and through advisers taking the message more widely across campus and using new ways to engage individuals more students could be reached.

The positive aspects of NSMW provided everyone with a positive 'boost'. This included staff, many of whom reported enjoying doing something a little different to their day to day work whilst still delivering important information and advice to students.

With a reach of over 300,000 and considering that the majority of feedback received was very positive, it can be shown that NSMW 2011 was a huge success, particularly considering this was the first year that such an initiative had been run and the relatively late notice to institutions about the dates for the week.

NSMW will be organised again for 2012, taking in to account the feedback received from this first event. Dates have been released to NASMA members, Money Doctors and to those organisations that supported the 2011 week. We hope that in 2012 NSMW will be even bigger and will reach more prospective and current students with the message of the support available, as well as reaching wider society who may be considering entry to FE or HE on a full or part time basis.

17 Appendices

1. Key Messages
2. List of NSMW Supporters
3. Template NSMW Poster
 - Top Tips for Students
 - Top Tips for Practitioners
4. NASMA Press Release
5. Examples of materials used
 - Examples of website coverage
6. Online Survey Responses