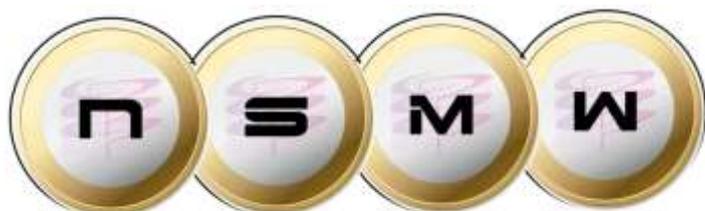


N A S M A

National Association of Student Money Advisers

**National Student Money Week – Review
June 2012**



NATIONAL STUDENT MONEY WEEK

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

Helen Abrahams, University of Brighton & NASMA Board
Alex Bairstow, HELOA & Sheffield Hallam University
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Clare Collett, Reading College
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June 2012

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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 second National Student Money Week took place from Monday 12 to Friday 16 March 2012 across the UK. Feedback suggests that the 2012 week was even more successful than 2011, reaching well over the 300,000 individuals reached during the 2011 week.

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 and guidance.

We were delighted with the level of interest from organisations outside further and higher education that were keen to link activities to NSMW 2012. Support was received from many organisations, including Zero-Credit and Experian who organised a series of credit check workshops for young people in Nottinghamshire, CCCS who provided advice, support and contacts for securing press engagement, Student Finance England, Credit Action, the NUS, and many others. 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 we are aware that many NASMA members and Money Doctors partnered with departments across their institution and with organisations in their local community as a direct result of the week. We also know that NASMA members participated in interviews and phone-in discussions on their local radio stations, had articles in local media publications, and we saw a great deal of online content about NSMW.

Based on feedback received and through studying available data we can demonstrate that in excess of 320,000 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.

This NSMW 2012 Review provides an overview of the ongoing development and reach of NSMW, the key messages for the week, promotion and media engagement, highlighting success and then considers the feedback received to make recommendations to assist in planning future events including NSMW 2013.

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 impact if the promotion of the financial support available for students in individual institutions and across the sector was organised at a national event.

A number of institutions had held very successful money weeks in the past, but equally many institutions had 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 and innovative ways.

NASMA organised and co-ordinated the first ever NSMW in March 2011. The week was a huge success, and highlighted the excellent work undertaken by practitioners and the range of support available for applicants, students and graduates. Across the week we reached over 300,000 individuals. From the outset, our hope in 2012 was that we could build on the success of 2011 and reach even more individuals with information about the funding and support available.

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 continuing to promote 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 from both within and external to further and higher education institutions across 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, through to holding fairground style games, offering wealth checks, delivering presentations, and running competitions to get students thinking about finances in new ways. 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 via the NASMA social media accounts and to members via the mailbase.

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

2 Planning

Based on feedback and experiences from NSMW 2011 it was decided very quickly that the week would be repeated in 2012. Following discussions amongst NASMA Board and Project Group

members, and having considered the NSMW 2011 feedback, in April 2011 we announced the 2012 date as being 12-16 March. It was hoped this would help people to plan their activities, and at the same time address the recommendation from 2011 that the date be released much earlier.

As was the case in 2011, before finalising the 2012 date checks were made in to the timing of key religious dates, and national events taking place in spring 2012. We were again successful in avoiding all such dates. At the time of setting the date it also appeared that we would avoid all conferences and key events that might impact on the opportunity for student money advisers and fund administrators to get involved in the week. Although some 2011 feedback suggested the week should be moved to the autumn term, the majority of respondents raised no issue with the timing of the week.

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 2012-13 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.

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, Money Doctors, and representatives from external organisations. Information was sent to both the NASMA and the Money Doctors jiscmail lists and via the NASMA social media accounts to request volunteers for the Project Group.

The external organisations represented on the Project Group were the National Union of Students (NUS), Higher Education Liaison Officers Association (HELOA), Consumer Credit Counselling Service (CCCS), and Zero-Credit Ltd. 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.

Addressing a concern from 2011, we ensured that the Project Group members had the opportunity to meet face to face to inform planning for the week. Following the first meeting it was then 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 sectors, as well as providing support throughout.

It was also suggested following 2011 that an FE representative be included in the Project Group. Following the initial call for expressions of interest in joining the group we had three potential FE representatives. Unfortunately due to their individual circumstances only one of these three was able to get involved as a member of the final Project Group. Their input was valuable in ensuring we took in to account the needs of as many different staff and student groups as possible.

4 Key Messages

We decided from the start that the aims of the week would continue as in 2011: 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, both through NSMW 2011 and in other ways such as via consultation responses and through training events and presentation delivery. Once this was completed we identified other organisations of relevance to the key aims for the week, and approached them.

Although we were successful in securing support from more external organisations than in 2011, we were again 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 again far greater than expected. 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 supporters 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 2013: Maintain an ongoing relationship with those supporters from 2012, and work to develop new links with those organisations identified across 2012-13 as possible partners for 2013.

Recommendation for 2013: Engage with additional organisations, such as AGCAS and NHS Student Grants, to cover more topics of relevance to students and increase our reach even further.

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, template press releases, template posters, links to external information, and resources provided by some of the NSMW supporters.

We drafted a series of press releases, based on suggestions from Project Group members. CCCS then helped to redraft these releases in to two; one to be used at the start of the week and the other to be released part-way through to maintain interest. The press release templates can be found at Appendix 3.

We had a series of template posters designed by students taking the Design Agency Advantage Module at Coventry University. This is an optional module that gives students the experience of working for real clients and helps them with their portfolio for when they have finished their degree. The students were given a brief which asked them to design a poster that could be used by universities to advertise the activities they were running during NSMW. They were given two weeks to design their posters in groups and support was offered after the first week.

The posters were judged by a representative from the university Student Funding Office, the Students' Union (SU) Welfare Advisor/Money Doctor, and the SU Marketing and Media Coordinator. The students were also asked to vote on each other's posters. The winning poster was chosen by both the judges and the students because they felt it was effective in delivering the message and could be used by any university. The posters were then made available to download via the NASMA website. Examples of the template posters created can be found at Appendix 4.

We prepared a series of 'How To...' guides, covering the sorts of activities offered by participants in 2011. The intention of these guides was to break activities down into small and manageable steps for those that had not previously attempted activities for a money week.

The resources prepared for NSMW will be reviewed and updated as applicable and will remain available for download from the NASMA website.

7 Sponsorship

We had hoped that following the success of NSMW 2011 we would be successful in securing external financial support for materials and promotion budgets for 2012. Unfortunately attempts on this were not successful and the week again operated with no budget available at a national level.

We have received a number of updates from NASMA members and Money Doctors that have operated NSMW activity on very small or no budget. One institution managed to reach over 7,000 students through NSMW activity with a budget of only £30. We are hoping that by promoting this budget friendly option it will encourage more to participate in NSMW 2013.

We are also optimistic that for 2013 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. 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 2013: Investigate options for external funding towards materials and 'giveaways' for use by institutions and organisations engaging with the week.

Recommendation for 2013: Investigate options for external sponsorship towards the promotion of the week.

8 Promotion

In order to achieve our key aim of the week we promoted NSMW as widely as possible. We hoped that in doing so we would be successful in informing people about the support available and at the same time encourage students to think about their finances as soon as they can apply for funding and before they encounter any financial problems.

Following the success of the 2011 week, we worked quickly to confirm and communicate the 2012 dates, and started to prepare materials for the website. We also used the NASMA social media accounts and direct messages to supporters to encourage a wider awareness of plans.

We had support from the NUS in promoting to student officers and students' union staff, support from HELOA to reach student recruitment teams, and support from NAMSS and AMOSSHE in disseminating information to student services managers in both FE and HE.

During the month prior to NSMW and throughout the actual week we posted Top Tips from the NASMA Twitter account, as this activity received positive feedback when used in 2011. 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. A Top Tips document remains available as a downloadable resource from the NASMA website for those wanting to use some of the tips for their own campaigns.

NSMW again coincided with the SLC Student Support Seminar, despite attempts following the 2011 week to ensure that this would not occur in 2012. NASMA offered to attend to provide information to delegates, but instead it was suggested that text be 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 to run events in their institution.

We included an article in the Citizens Advice Financial Capability Forum newsletter in late January about plans for the week, and again in April with a brief summary of the week and new partnerships created. This highlighted the work we do and raised awareness. We also prepared an article for inclusion in the APPG newsletter circulated to MPs and supporters in late January 2012.

Immediately prior to the week, and during NSMW we received support from CCCS for creation and dissemination of press releases, participated in a Guardian Money blog looking at student funding, received mention in an Experian 'Ask James' column, featured on the Confused.com website, appeared in the blogs of Blackbullion, Zero-Credit and other external organisations, and also received support from the Department for Business Innovation & Skills (BIS) and GuildHE.

Recommendation for 2013: 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 2013: Continue to promote the work of NASMA via social media accounts, 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 2013: Move the date of NSMW to avoid clashing with the SLC Student Support Seminar.

Recommendation for 2013: Draft a series of example tweets, including relevant short URL links and hashtags so that supporters can easily promote the week.

9 Showcase Partners

For NSMW 2012 we invited NASMA members and Money Doctors to submit proposals to work with us as Showcase Partners, highlighting activities they were organising for during the week. We received some excellent proposals, showing a wide range of plans for engaging students in financial capability activity during the week and beyond. From the proposals received six institutions were invited to feature as partners. Of these six, two had to withdraw their involvement due to other commitments. The following four institutions featured as our NSMW Showcase Partners in 2012, with each providing regular updates about their plans and then how things were going during the week:

- University of Birmingham
- Cardiff University
- University of East London
- Leeds Metropolitan University

10 Media Engagement

Thanks to support from CCCS and the Student Loans Company we were able to engage far more with the media in 2012 compared to 2011.

As already mentioned, we drafted a series of press releases, with support from CCCS. The first release was a general report about NSMW aimed at encouraging students to apply early for their funding, and including quotes from the NASMA Chair and from the Student Loans Company. The second release raised an issue of increasing importance to students around payday lenders targeting students, and included a quote from the NASMA Chair and from CCCS. A copy of the press releases was made available to NASMA members for them to download and use, and each was also added as a news item on the NASMA website and promoted via social media.

Using journalist and radio presenter contacts provided by CCCS we submitted the releases to national media and also targeted journalists in eight UK towns/cities identified as having a high student population. These targeted releases included specific mention of the target location in an attempt to increase interest.

Following this promotion we received some interest from national and local media and radio presenters, and were successful in getting some NASMA members on to their local and regional radio shows to talk about student funding. Through responses received to the online survey we are also aware of others that have featured in their local or regional media due to NSMW activity.

The press releases can be found at Appendix 3.

11 NSMW 12-16 March 2012

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

There were examples of new partnerships being created both within institutions, but also across towns and cities with local advice providers working with students' unions and university funding/advice teams.

Where we had been advised of an activity before the week we tried where possible to send information via the NASMA social media accounts to promote activity nationally, drafting many tweets in advance to ensure information was not missed. 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 six pages of links to NSMW activity.

Throughout the week we continued to receive updates about activity, and promoted these 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 received direct information to their Twitter account about what was happening. We also posted the social media messages from each day to the NASMA and Money

Doctors mailbases, so that teams knew what others were doing. This helped further to promote the work of those involved.

Other websites hosting information included *Save The Student!*, Zero-Credit, Brightside, CCCS, Credit Action, Money 4 Med Students, studentbeans.com, Gingerbread, and Guardian Money. 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.

Following our contact with regional and national journalists and radio presenters we were approached by the BBC, The Park radio station, Sunrise Radio, New Forest Radio, and a number of other local radio stations requesting information about student funding and asking for people to speak on breakfast and drivetime shows. Through this activity a number of NASMA members were able to engage with NSMW in a new way while at the same time promoting the support available to students and their own service.

Recommendation for 2013: 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.

12 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 end of NSMW and again at the start of the following week. A number of follow-up reminder emails were also sent via both the NASMA and Money Doctors jiscmail lists.

We received 73 survey responses, in addition to a number of direct emails regarding involvement. More detail of those responses can be found in Appendix 5.

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 |  Clothes, book, CD & DVD swaps |
|  Taste test challenges & food fayres |  Use of social media to reach students |
|  Promotion of need to apply for 2012 funding |  Talks at the start/end of lectures |
|  Budgeting tips & workshops |  Money saving & credit quizzes |
|  Promotion of hardship funds |  Money Trees & Money Toilets |
|  Creation of new & updating of old web pages |  Funfair/roadshows with stalls, games & freebies |
|  Energy saving tips |  Giveaways – gym in a bag, grow your own food |

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 academic departments, careers services, and library staff. External links included local supermarkets and other local businesses, Citizens Advice Bureaux, consumer councils, Shelter, debt inclusion partnerships, trading standards, credit unions, illegal money lending team, local authority 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 and benefit in engaging with NSMW:

-  Helped our profile. Enabled us to explain to a wider audience exactly what we can do for students. Helped us engage generally with students about money, and not just those with problems. Improved our partnership working with other depts in the university and outside. Encouraged us to update our resources!
-  It helps get us out into the university. It means we go to the students rather than they come to us. It also helps us promote key messages.
-  Logo was very useful. Gave us the momentum to do something different
-  Raised awareness of our services and working with SU Officer and SU advisors is good to bring new ideas to the table.
-  We saw a number of students who before had managed to not hear about our service. The location of the events also meant that we could promote where students could find us if needed in the future, which this helps due to the 'hard to find' location of the advice centre.
-  We saw an increase in website hits on the day of our student money Q&A as well as Facebook like increases. I feel it also benefits us to be part of NSMW because of its reputation.
-  A national, unified voice to approaching common issues and an identity to get behind to promote our work internally.
-  Being able to show students that the campaign was nation-wide and that all students are feeling the pinch but can actively do something about it!
-  Being part of such positive national activity and being able to promote our activities, which are on a non-existent budget, to colleagues in other institutions.
-  It's a great opportunity to get students to think about their finances, and promote our services to them. Also, good timing with regard checking current students have applied for next year's funding.
-  The fact it's different from your day to day work and you actually get a chance to get out there with the students. The fact it's a lot less formal means you have fun with it and it makes the subject of money seem a lot less tedious and boring to the students.
-  The Twitter activity and the quick response of tweeting the activities done by other universities by NASMA was great.
-  I think it is an excellent opportunity all round with knock-on benefits for staff and students afterwards.
-  NSMW is a fantastic initiative and a great opportunity for NASMA and its members to promote what we do.

13 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 478 followers at the start of NSMW, increasing to 508 by the Friday. 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 retweeted NASMA messages, we can identify a reach from Twitter as follows across each day of NSMW:

Monday – **2,704** (15,888)

Tuesday – **25,698** (4,528)

Wednesday – **11,826** (4,054)

Thursday – **5,593** (3,484)

Friday – **2,793** (15,611)

The figures in brackets show numbers for 2011

The 2012 figures above do not take in to account those using the #nsmw12 hashtag, which is factored in to the 2011 figures given. Even so, the figures above show a 12% increase in the numbers reached from Twitter when comparing 2012 to 2011.

Facebook

The NASMA Facebook account is used only for streaming NASMA Twitter posts to those that do not use Twitter. There are 97 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 Thursday of NSMW *Save The Student!* organised a question and answer session via their Facebook group. As well as promoting this through their website and Twitter account, it was also promoted via Facebook. The *Save The Student!* Facebook group has 4,879 followers.

NASMA Website

Comparing 2012 website hits during NSMW compared to those in NSMW 2011 shows an increase of 403%! March 2012 also saw the highest number of website visitors compared to any other month in the history of the NASMA site.

External Websites

Although it is not possible for us to study the website statistics for external websites, we do know that as well as featuring on many institution and students' union websites, coverage of NSMW was also provided on the following external sites during NSMW:



Brightside
CCCS
Confused.com
Credit Action
Experian



Guardian
National Union of Students
Save The Student!
Zero-Credit Ltd

Institution Feedback

Based on the responses to the online survey we can identify a reach of over 140,000 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 as we do not have access to the web stats required. 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.

Overall Reach

We can be confident based on the above information and other comments received as reported elsewhere in this review, that well over 320,000 students and applicants were reached with information about student funding, budgeting and support information as a direct result of the activities organised during NSMW 2012.

14 Summary of Recommendations

Within the review we have made a number of recommendations to be considered ahead of NSMW 2013. These are:

Recommendation for 2013: Maintain an ongoing relationship with those supporters from 2012, and work to develop new links with those organisations identified across 2012-13 as possible partners for 2013.

Recommendation for 2013: Engage with additional organisations, such as AGCAS and NHS Student Grants, to cover more topics of relevance to students.

Recommendation for 2013: Investigate options for external funding towards materials and 'giveaways' for use by institutions and organisations engaging with the week.

Recommendation for 2013: Investigate options for external sponsorship towards the promotion of the week.

Recommendation for 2013: 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 2013: Continue to promote the work of NASMA via social media accounts, 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 2013: Move the date of NSMW to avoid clashing with the SLC Student Support Seminar.

Recommendation for 2013: Draft a series of example tweets, including relevant short URL links and hashtags so that supporters can easily promote the week.

Recommendation for 2013: 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.

15 Planning for 2013

Whilst we received a number of requests for a change to the timing of NSMW for 2013, we also received many comments about the timing of the week being right when considering the aims for the week.

For 2013 we have elected to move the week to a date slightly earlier in the year. This is based on the timing of Easter, an attempt to move further away from the end of university terms and avoid students' union sabbatical elections, exam periods, and the SLC Student Support Seminar. It is hoped that by moving to February these will all be achieved. We recognise that in some areas this will mean that NSMW will clash with the school half-term, but this is not the case across all areas of the UK, and some NASMA members have suggested this might work well for NSMW regardless.

The February date was also selected as it provides a number of opportunities for linking to established national and international dates. In selecting 11-15 February for NSMW 2013 we can link activity to Shrove Tuesday and Ash Wednesday. We can also link to Valentine's Day. The weekend before NSMW 2013 is when the Chinese New Year will be celebrated, and we know that many universities organise activities around this time as an opportunity to reach many international students.

Work has already commenced in updating and revising some of the 2012 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 2013, as well as improvements to some of the promotional materials that will be offered again. Other ongoing work with external organisations is also likely to increase the range of resources available in 2013.

We have also started to consider possible sponsorship for NSMW 2013, to include provision of resources that can be used by services organising events. As part of the feedback survey we asked what resources would be particularly useful, and responses suggested that useful giveaway items would be most welcome as a way to get the attention of students. Specific items mentioned included waterbottles, mugs, USB sticks to include budgeting documents, keyrings, fridge magnets, tea towels, recipe books, and items that can be used in a practical way to encourage money saving.

We recognise that there is a need for us to gather feedback directly from students about their experiences of NSMW. This is something that we hope to introduce to our monitoring for 2013. Our intention is that we create a short online survey to be promoted to students by practitioners

involved in the week, with incentives offered for completion of the survey. We will also promote the survey via the NSMW and general student information pages on the website and using the NASMA social media accounts.

It is hoped that the 2012 feedback received and evidence of reach to in excess of 320,000 individuals will be helpful in encouraging external organisations to provide support for 2013, particularly as an opportunity for them to support the continued development of financial capability amongst young people in the UK and as an opportunity for them to promote their work and services in new ways to 7million UK students.

16 Summary

This review highlights the many positive aspects of NSMW 2012, 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 utilised support services via the usual channels. 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.

Many of those involved in NSMW 2012 reported enjoying doing something a little different to their day to day work, whilst still delivering important information and advice to students. Many also highlighted the advantages of getting away from the office to reach students that might not otherwise be aware of the support available.

With a reach of over 320,000 and considering that the majority of feedback received was very positive, it can be shown that NSMW 2012 was a huge success, building on the experiences of 2011 and cementing NSMW as a key date in the calendar for many advice services.

NSMW will be organised again for 2013, taking in to account the feedback received in both 2011 and 2012. The date has been confirmed for 11-15 February 2013 and promoted to NASMA members, Money Doctors and to those organisations that supported the 2012 week. We hope that NSMW will continue to grow and that it 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. Supporters
3. Press Releases
4. Posters
5. Online Survey Responses

Appendix 1 – Key Messages



National Student Money Week

| 12-16 March 2012 |

Key Messages

Key Messages for National Student Money Week 2012

Overview

National Student Money Week (NSMW) 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.
- Build on the huge success of NSMW 2011 and reach even more individuals.

Target Audience

- Those considering entry to Further or Higher Education in 2012 or 2013.
- 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, NSMW logo, 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 Manager at NASMA by emailing joigibson@nasma.org.uk or calling 07715 179498.

Appendix 2 - Supporters of NSMW 2012

All Party Parliamentary Group (APPG) on Financial Education for Young People
AMOSSHE: The Student Services Organisation
Blackbullion
Brightside
Bristol Debt Advice Centre
Citizens Advice Financial Capability Forums
Consumer Credit Counselling Service (CCCS)
Credit Action
Debt Advice Foundation
Experian
Family Law in Partnership (FLiP)
Financial Inclusion Derbyshire Partnership
Gingerbread
Higher Education Liaison Officers Association (HELOA)
Money 4 Med Students
Money Magpie
National Association for Managers of Student Services (NAMSS)
National Union of Students (NUS)
Resolution
Save The Student!
Sheffield Citizens Advice Bureau Debt Support Unit
Silk Family Law
Student Beans
Student Finance England
Student Loans Company
TV Licensing
Zero Credit

Appendix 3 - Press Releases

PRESS RELEASE

7 March 2012

National Student Money Week to urge students to take advantage of free advice and support

“Manage your money – don’t let it manage you” is the clear message to students during National Student Money Week (Monday 12 to Friday 16 March 2012). Organised by the National Association of Student Money Advisers (NASMA), the aim of the week is to ensure that students know about the advice and support that is available to help them manage their money – and to remind them that they should apply as early as possible for funding that may be available to them.

National Student Money Week is an annual event designed to ensure that students, parents, the media, politicians and the public get to know about and celebrate the financial support and advice offered in universities, colleges and students’ unions across the UK. The week provides a chance to take a positive message to the widest possible audience and contribute to the collective voice of those working to support and improve the financial capability of current and prospective students.

Events being held in Universities, Colleges and Students Unions across the UK include roadshows, competitions and prizes, drop-in sessions and training for staff and students. With the forthcoming student funding changes, the obstacles to entry to Higher Education are being discussed more than ever before. NSMW 2012 will play a crucial role in addressing the myths about student funding, at the same time as providing accurate and accessible information and top tips for students.

Lynne Condell, NASMA Chairperson, says:

“It’s fair to say that some students struggle more than others with their finances. Applicants and students often worry about whether their funding is enough for them to live on. It can be very confusing and people sometimes get into difficulty. I am pleased to say that the work of NASMA members and Money Doctors goes a long way to addressing these issues, and there is no reason for students to feel alone in managing their finances. National Student Money Week will provide proactive and engaging activity at institutions across the UK, to promote the support available.”

Nichola Malton, Assessment Manager at Student Finance England, said:

"It's crucial that students know that they should apply early for their funding. We want to encourage students to use National Student Money Week as an opportunity to find out more about loans and grants that are available, and to apply online to ensure their funding is in place at the start of term.

"Last year, many students waited until they had a confirmed university place before applying for funding but you don't need to – you can choose the course you're most likely to start and update it later if you need to. Arranging your student funding for the first time can be quite daunting and we will be taking part in online webchats during National Student Money Week and helping students understand what support is available to them."

ENDS

More Information

For more information, or to get involved, please contact NASMA using the details below:

Jo Gibson
Financial Capability Manager
National Association of Student Money Advisers (NASMA)

Tel: 07715 179498 Email: jogibson@nasma.org.uk Web: www.nasma.org.uk
Follow us on Twitter at www.twitter.com/nasma_uk

Notes

NASMA is the National Association of Student Money Advisers.

There are over 570 NASMA members in all four countries in the UK and collectively NASMA are recognised as the leading authority on all matters relating to student advice and funding.

NASMA is a registered charity in England & Wales, acting as a focus for information exchange between practitioners in the field of student funding, bringing together professionals from across the sector and encouraging the free exchange of ideas. They work closely with national decision makers and their influencers on student finance policy. In addition they work with other relevant sector organisations to promote the needs of students, student money advisers and fund and bursary administrators NASMA strives to relieve the poverty of students through the provision of advice, information and training. NASMA aim to provide for the public benefit, the profession of student money advice.

The first ever National Student Money Week (NSMW), which took place in March 2011, organised and co-ordinated by the National Association of Student Money Advisers (NASMA). You can read the review at www.nasma.org.uk/Student-Money-Week/NSMW-2011/.

NASMA are providing a range of supporting documents for practitioners around the country to help them support students. These are available at <http://www.nasma.org.uk/Student-Money-Week/> and include tips and resources. During the week NASMA will be providing details of what is happening at different locations around the country.

Student Finance England is part of the Student Loans Company and administers the entire student application process for students in England, from processing to payment. Student Finance England operates regular student finance surgeries on Facebook and Twitter.

PRESS RELEASE

12 March 2012

Students warned over payday loan risks

Students are being warned of the risks of taking out payday loans, as part of National Student Money Week (Monday 12 to Friday 16 March 2012) organised by the National Association of Student Money Advisers (NASMA).

In a week of activities and events in Universities and Colleges across the UK, money advisers are warning students to take advantage of the free help and support available to them if they find themselves short of funds before the end of term, instead of resorting to high-interest short-term credit.

Lynne Condell, NASMA Chairperson, says:

“There have been examples recently of payday loan companies targeting students with information about high interest money lending options. For some students both legal and sometimes illegal money lending can seem like an attractive route to additional funds. However, students taking this approach often realise too late that they are in serious financial trouble with no easy escape.”

Debt charity Consumer Credit Counselling Service (CCCS), which is supporting National Student Money Week, is warning young people of the dangers of responding to unsolicited text messages from loan and debt management companies. The charity is running a Twitter campaign to encourage people to tweet with the hashtag #debttext if they receive a spam text, to expose the scale of the problem.

Delroy Corinaldi, CCCS director of external affairs says:

“Students should be extremely wary of any text message offering them credit out of the blue. If you’re short of cash before the end of term, a text offering you a short-term loan might seem like a tempting offer – but this kind of borrowing can quickly lead into a serious debt problem.”

ENDS

More Information

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Appendix 4 - Posters

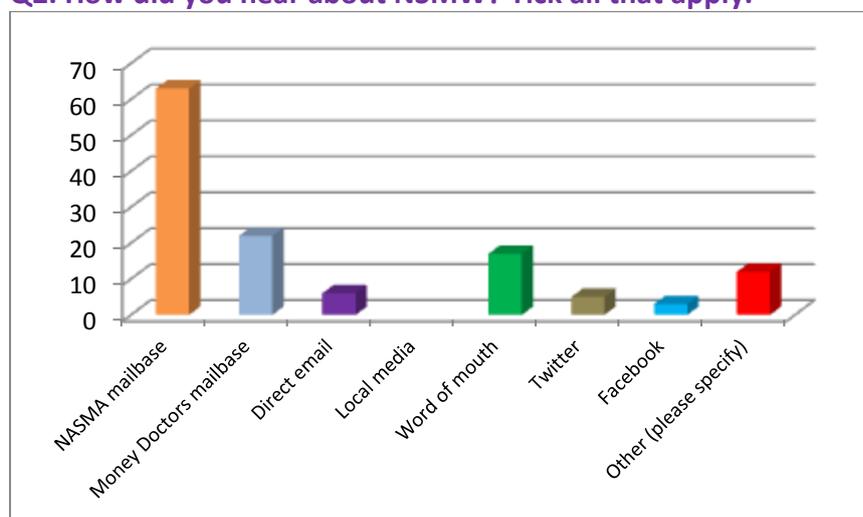


Appendix 5 - Online Survey Responses 2012

Q1. Name of institution/organisation

AUSA	The University of Sheffield
Bishop Grosseteste University College	UEA
Canterbury Christ Church University	University of Birmingham
Cardiff University	University of Bolton
Cardiff University Students' Union Advice and Representation Centre	University of Bradford
Glasgow Caledonian University	University of Brighton
Glyndwr University	University of Chester
Guildhall School of Music and Drama	University of Dundee
Keele University	University of East London
Kingston University	University of Exeter Students' Guild
Leeds College of Music	University of Glamorgan
Leeds Metropolitan University	University of Hull
Liverpool John Moores university	University of Liverpool
London South Bank University	University of Nottingham
Loughborough University	University of Nottingham SU
MMU Students' Union Advice Centre	University of Portsmouth
New College Durham	University of Salford
Newcastle University	University of St Andrews
Newcastle University Students Union	University of Stirling
Oxford Brookes Students' Union	University of the Arts London
Roehampton University	University of the West of England
Save the Student!	University of the West of Scotland
Sheffield Hallam Union	University of the West of Scotland, Hamilton campus
Sheffield Students' Union	University of Ulster
Southampton Solent University	University of Wales Trinity Saint David
St. Helens College	University of Warwick
Staffordshire University Students' Union	University of Wolverhampton
Sussex Coast College	University of Wolverhampton Students' Union
Swansea University	University of York
The University of Bristol	West Cheshire College
The University of Northampton	York St John

Q2. How did you hear about NSMW? Tick all that apply.

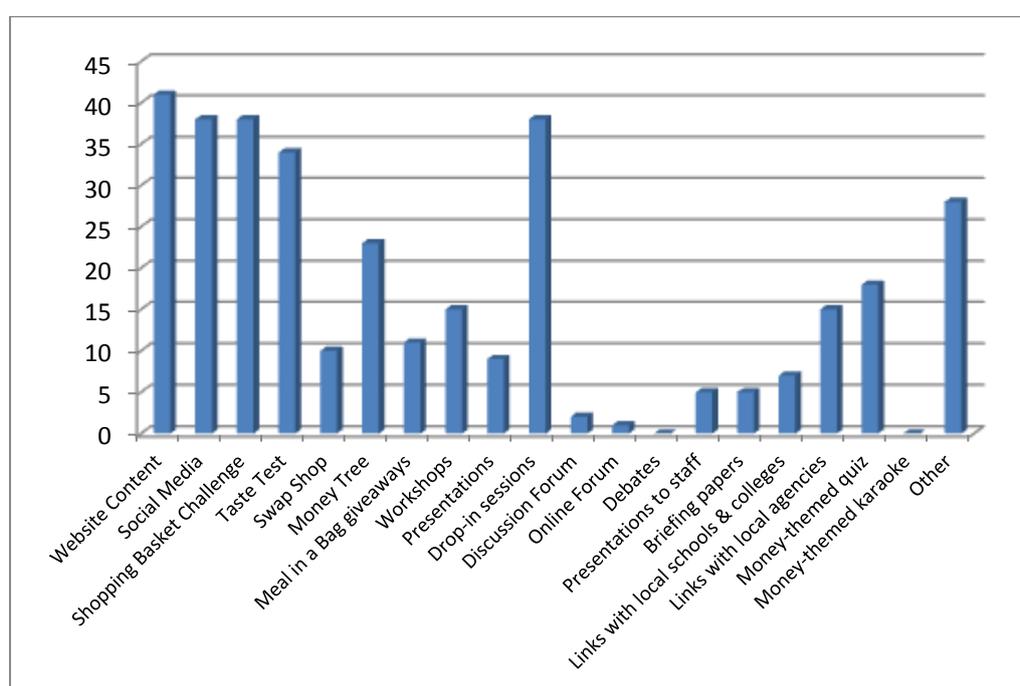


Detail behind 'other' responses:

- By being a NASMA member! :-)
- It is engrained upon my very soul

- NASMA board
- NASMA Board member
- NASMA website
- On project group
- Participating from last year; NASMA regional meeting.
- Regional meetings
- Regional NASMA rep
- Student Advice Co-ordinator
- Third year of taking part with National Skills Academy & Barclays
- This was highlighted in a money drs meeting
- Took part last year

Q3. In what way were you involved with National Student Money Week? If you organised events please give an idea of what those events were.



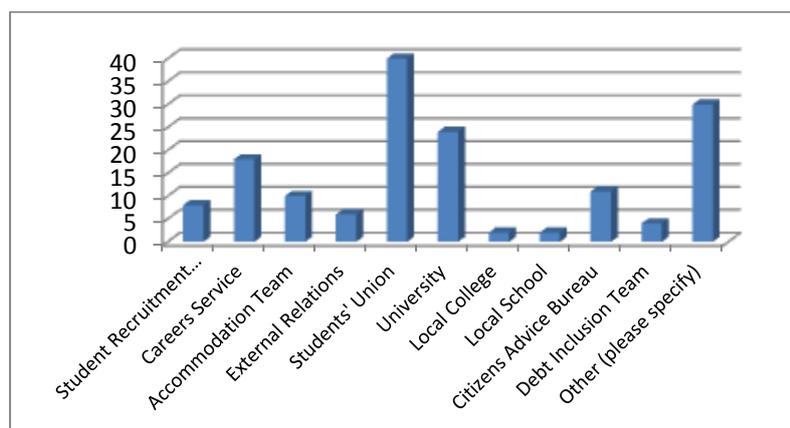
Detail behind 'Other' responses:

- "financial fortune telling"
- 2 full day drop ins held offering help with 2012 applications
- Budget cookery demonstration by our executive chef; "million pound drop live"; money survey
- Carnival of Cash: budget themed fairground style games / Webinars / Wealth Checks / Free raffle
- Design a Menu Competition & Accommodation & Employability Fayre
- Fashion Show - Style on a budget
- Food fayre with Accommodation & Catering for halls students. Touring stand giving out advice, freebies - joined by Tesco & Welsh Meat. Students Union filmed demos of cooking healthy, easy, budget friendly meals.
- Giveaways, grow your own food, green/cheap cleaning
- Gym in a bag giveaways, opinion poll
- Help with Student Finance Applications
- Hoopla, Ca\$h Phrase
- Info Stalls
- Lunch box display, Feeling the Squeeze poll, Share a Money Tip
- Lunchbox challenge to come up with ideas/tops for lunchboxes, entrants entered into a prize draw. Ideas will be collated and published on Money Doctors intranet page
- Mall Events, All Curriculum emails cascading information from tutors to their student tutorial and

lecture groups

- Money Day - stands (including external organisations) in main Uni area
- Money Roadshow every lunchtime and slides on plasma screens
- Money saving competitions for students
- NSMW stand over 3 days within various areas of uni each day
- One pot pledge, giving away grow your own kits, Great clothes give away (left over clothes from 3 years of swaps), stalls on both campuses, packed lunch comparison
- Pledges from students to say one thing they were going to STOP and one thing they were planning to START to save money - put pledges in a draw, and gave prizes to the 1st and 2nd drawn.
- Post its and stickers on monitors all over campus containing money saving tips/money doctors freebee giveaways
- Stalls in foyer
- Stand around campus, Cooking demonstrations
- Stand in Student Union reception with different theme each day
- Stands
- Student and staff net messages and email messages
- Student master chef
- Student Money Q&A
- Students/staff recipe book ideas launch
- Themed Information Stalls
- Top tips comp; offers in SU shop and bar
- Wall of money saving tips "Build your Finances" Kilowatt Challenge
- We did a guess the pennies in a jar competition. This was intended to draw students in so we could discuss reapplying for next year's funding. We also had a lot of MD's freebies to give away. We also did a leaflet drop round campus to get this info out to as many people as possible.
- We did an information stand based around 'Family Superscrimping'. Covering: food waste, cooking on a budget, cheap family days out /activities and childcare.
- We ran two events at our campuses, where we gave away food in which students could then use to create their own meals to save buying fast food and takeaways. Along with this we had cooking demonstrations from the universities catering department. At the events we also invited university departments including: student guidance, university careers service and the international student centre to build up knowledge of other services that students can access.

Q4. Did you work with any other organisations or departments (internal or external) during National Student Money Week?



Detail behind 'Other' responses:

- Bank in Union, USwitch, personal finance module coordinator
- Bristol Debt Advice Centre
- Colleges and academic departments within the University
- Communications

- Counselling Advisers, and Smoking Matters
- Credit Unions & HE/careers Adviser
- Disability Support Team
- Education and Library Board/ local bank
- Energy, Efficiency & Advice Project and local Credit Union
- Hospitality and Accommodation Services.
- Illegal Money Lending Team
- Local councils
- Local Money Advice Charity
- Local Tesco superstore, Welsh Meat Promotion, Lots of local business donated over £600 worth of prizes.
- Love Food Hate Waste
- LRC's
- Marketing Dept (internal)
- None- new member of staff not in post long enough
- Residential Managers; international student support officer
- Scottish Illegal Money Lending Unit
- Shelter Cymru
- Shelter Cymru Debt Adviser
- Student Centre (IAG)
- Student Liaison Officers, Financial Support, Marketing, Cares(Catering) Team
- Tesco, Halfords, and other local businesses gave us freebies to give away.
- Trading Standards, Credit Union, Tesco
- Uni Catering Services, Office for Fair Trading
- Uni Student Services Financial Support Team; SU shop and bar
- Warsash Campus 1 Day
- We did not really work with others. We tried but failed to get a representative from the Family Info Service so we displayed their leaflet on childcare and activities. We also used the CFEB booklets on budgeting and the Parents Guide to Money.

Q5. If you worked with other organisations/departments, as detailed in Q4, please provide an idea of how you worked with them:



Detail behind 'Other' responses:

- Accommodation allowed us to use the common rooms
- As above, we promoted the work of the Family Info Service as they provide info on childcare and activities and this fitted in with our family themed event.
- Free Draw of 3 £10 vouchers for ASDA when questionnaire completed
- Gave us 50 free gym classes and a competition prize

- Presented a budgeting seminar in their programme
- Provided UCAS advice
- They came on campus
- They provided an IT room for a drop-in online application surgery
- They provided information and a presence at our events
- They provided us with their literature and we promoted their service
- We provided financial backing to all activities as required.

Q6. How many people did you reach during National Student Money Week? It would be helpful if you can give an idea of reach through different activities (e.g. direct email, Facebook, drop-in, stands) if you hold the data.

[NOTE: Some of those institutions reporting 'unknown' have since emailed more data.]

- Advisers interacted with approximately 150 students and staff at our lunchtime stands. Many more will have seen our slides around campus.
- Themed Information Stands and workshops = 321 The Student Support Centre Facebook = 410 The Student Support Centre Twitter = 306 Residences = potentially c.1000 Student Support Centre webpages at www.cardiff.ac.uk - number unknown. Noticeboard (information that pops up when all students and staff sign onto their university computer account) = potentially c.20,000. Video Screen Noticeboards in the Students Union and the Student Union website.
- In person approximately 300
- 20
- Direct mail - about 300 With the roadshow, difficult to estimate - about 500
- 500-600
- Shopping Trolley Challenge received just over 100 entries. Funding Advice Day joint venture with debt advisory group received approx. 70 enquiries
- We reached 994 students through a combination of fun activities and individual advice sessions.
- Approx. 320 visits to the stand through the week. Also information put around the cafes, bars and Advice Centre in Students' Union building
- Have not measured web stats yet but we gave away 5,000 fliers over the week so we know we reached this many people at least
- Meal in a bag: 400 Shopping basket challenge: 81 Drop-in / Wealth checks: 21 Raffle: 540 Carnival of cash: 150C
- Probably around 100
- do not hold the data
- don't have the data
- Competitions: 314 Merchandise: 1092 Home Page: All shef.ac.uk visitors NSMW Page: 686
- Approx. 700 students
- Gave out 600 Grow your own kits over the week, and Hull and Scarborough Campus
- 300
- All students via e-mail/website + student ambassadors were used to reach students on the days (ran 3 days only)
- Approx. 75-80
- 98 entries to our competitions and draws, but info sent to approx. 600
- All on campus students received an email with a one page information/tips leaflet = 2,200 drops
- Approximately 300 students, directly participated in discussions & competitions
- Social media - 60-70; information session - 100; school event - 120 young adults (average age 16) and 10 staff.
- Approx. 1000 although 500 of this was from the leaflet drop.
- 350 entries to competitions, news items posted on our Student Money website - 1,180 subscribers = 208 hits,
- On Paisley campus alone we reached over 700 students in person, more via web and social media.
- 100
- 700+ Three additional events to take place during April 2012. Numbers to be added to the 700.
- 66
- 7349 online poll 270 at the information stands? money matters website during the week

- 130 stands 60 Drop in
- 150
- Presentation - 30+ Money Tree - 70+ shopping basket - 100+ Facebook - 85
- 700 students approx. via emails, Facebook events, workshops, Drop in sessions & Stands / Fayre
- 188 face-to-face at Money Week stand
- Facebook - ~2,000 Twitter - ~1,000 Website - ~1,000
- 30
- At the event we managed to see over 150 students during the two events. We used Facebook to promote the event with pictures, news items and different articles. From our own Facebook page we reached around 100 students, although this will not be the complete reach as the information was also posted on others Facebook and twitter areas.
- 4 stands over two days on two different Union sites; 51 students seen.
- Roughly 200 to 250 at the joint events (taste test, baskets, applying for student finance, money tree) Only 15 to the Clothes Swap
- Not known
- Unknown
- We published updates on our Facebook page which we have 2,300 followers. Our website attracted 300 hits during the week,
- 66 students entered the Shopping Basket Challenge, 40 Students were reached through Money Advice Surgeries in selected Colleges (faculties) and approx. 50 students attended a Swap Shop event. Total reach approx. 150 students
- Twitter: 3140. Facebook: 471. Direct Email: 4000. Online Application Sessions: 75 (would have been more but for one of them there was no University IT network) General drop in advice: 450
- Monday 12th – Bitesize taste test (jelly babies/cheese crackers) 52 contacts. The online chat session participants were 9-11am: 0, 12-2pm: 12, 4-6pm: 21. Although low numbers many logged several questions to the advisors. Tuesday 13th – 24 contacts in Muirhead reception Wednesday 14th - Cooking on a budget demo (chilli prepared by Pedro the Chef) up at Shackleton was a huge success with 103 contacts and photos now on Facebook. Thursday 15th – Only 2 contacts in 2 hours due to Jewellery stand pitching up in our prearranged spot. Friday 16th – Moved stand to Great Hall reception as another Jewellery stand in Muirhead but 48 bottles of water given out (left over from registration) Wonga Wok entry numbers and taste test competition winner to follow News article to be submitted for next edition of Buzz (University magazine).
- 3 students took part in actual fortune telling activity, which was much smaller than we had expected.
- Facebook, no data. drop-in's, 5 all week.
- Stands - 200+; VLE & web - unknown, email - several 100 students
- Impossible to say. We had a presence in the Union and online every day. Had the Uni homepage, used FB and twitter daily.
- c.200
- 166
- Approx. 60 via contact at stands
- Alas, not known at this time
- Around 250 - we'll have final number when we count the quiz answers next week.
- 184 through drop in stands potentially all 20,000 students through student net message and email signature message
- Students did a quick survey to answer questions on their knowledge of ALF and payday loans, in return for a free gift (choc money; mug; highlighter or trolley coin). Approx 250 students took part over the 3 days.
- 350 at our stand over 2 days - Tuesday and Thursday (Around 70 more people than 2011)
- 500 leaflets given out on stand 238 competition entries
- 53
- Data not taken
- 250
- No data
- 76 in person 100's via the VLE 50 in group sessions
- 130
- Taste Test - 100 students Shopping basket Challenge - 80 Meal in a bag - 50 Money tree - 50 Facebook - 1000 students
- Workshop sessions; less than 50 Survey: Over 220 responses Info stands and drop-ins not quantified but at

least 2-300

- Email 300 Drop ins 30
- Around 350
- Not sure as we just chatted to whoever came along
- 110 students visited our information stand over a three day period.

Q7. How did you record the reach of your activities?

- A tally of students who engaged or were given fin cap materials
- All events were either done in accommodation blocks or centrally so we got a lot of passing trade other than residents at accommodation
- All the activities involved students entering their details into competition sheets.
- Bookings and general feedback
- By each person we spoke to or attended
- By how many surveys were done.
- By how much we gave away, but usually use click counter
- By monitoring the number of quiz responses we received.
- By number of people who entered the competition by leaving their emails.
- Clicker counting at events. Facebook figures: 11 posts; reaching 239 people.
- Clickers, Attendance @ workshops
- Competition entries are on paper slips so counted each day from each different location.
- Completed a stat sheet which records number seen and enquiry details.
- Daily stat sheets
- Evaluations
- Excel spreadsheet
- Gave up on 5 barred gates - too busy in main area. Have emails for those who did guess value of basket.
- Head count of students
- Head counts; feedback sheets
- In ALG guidance folder.
- Informally
- Internal stats, student newspaper
- Kept a tally of bodies at our physical stall
- Mainly estimate reach on leaflet distribution
- Monitoring at each event and marketing promotion. Agreed with partners at regular Money Doctors management meeting.
- Monthly stats activity spreadsheet
- No of entries to competition, number of hits on website. Also posted events news on the University's Facebook (20,000 subscribers) & Twitter (3,746 followers) accounts.
- Number of entries to our competition
- Number of people attending sessions; Number of twitter followers and numbers of followers for those who retweeted our top tip tweets
- Number of people who approached the stall
- Number of questionnaires completed and number of HC1s distributed
- Numbers of freebies given away
- Observation, participation in Money Tree Competition, 121 conversations and interest in stall and handouts available during the dedicated 2 hour-long Mall Event.
- Online poll records all responses 5 bar gate recording at the stands, not very accurate, underestimates if anything and we didn't record all those who took resources but didn't engage
- Only recorded those who had entered competitions/activities
- Paper form
- People who took part in the challenges
- Poster at the end
- Proformas Google Analytics Stock control
- Questionnaire
- Questionnaire with free draw which asked questions regarding Funding and also took the opportunity of

- advertising our office move
- Recorded numbers of people spoken to
- Shopping basket entry slips. Recorded full Money Health Checks and shorter conversations at Money Advice Surgeries. Swap shop is estimate based on footfall and how many people actually stopped to look and talk.
- Sign in sheets etc
- Tally sheets (4)
- Through monitoring and competition entries
- Took names
- Trolley Challenge, have retained entry slips. Funding Advice Day, 5 bar gate system.
- Used clicker counters
- We asked each student to complete a questionnaire
- We counted students who came to the stand to speak with us
- We didn't! (4)
- We manually recorded the number of student seen at drop in stands
- We recorded the numbers of students who came to the stand.
- We recorded the reach of activities through numbers of Facebook insights and also with a clicker on the stand its self on the event.
- We tried to use the raffle tickets as a guide to how many students we reached.
- We use a clicker to record the number of students we see during events and always record our drop in figures. We also printed 500 leaflets all of which were given out, the majority directly to students.
- We were unable to record numbers reached by slides on plasma screens. We estimated the number we interacted with over the week based on resources used and observation.
- Website and Facebook statistics.
- Website stats and social media interaction stats.
- YouTube

Q8. How did National Student Money Week help your service?

- Alerting students to our service
- Awareness of services available
- Created greater awareness of our service and other services within Student Services
- Doubling of students using 'Moneytools' Raised awareness of our services
- Encouraged budgeting and awareness of importance of good money management.
- Encouraged us to be more vocal about our service, get out into the Union and see the students and use Twitter!
- Focus for activities
- Gave it higher profile
- Got it out there for all to see. Allowed us to refresh students memory of what we did.
- Help create awareness of how we can support students and help them help themselves
- Helped get the message across about this month's payment has to last until October and the fact we are moving location.
- Helped our profile Enabled us to explain to a wider audience exactly what we can do for students Helped us engage generally with students about money, and not just those with problems Improved our partnership working with other depts in the university and outside. Encouraged us to update our resources!
- Helped raise awareness of the service, particularly among first years. It was particularly useful for helping students to see us as a preventative tool rather than a reactionary one.
- Helped to raise awareness of the team and the work we do.
- Helps promote what we already do, and helps market us as a service, where to find us etc. Helps promote other activities and services internally (to staff and students) and externally, local resources etc. Also helps inform us of the current mood and can direct future campaigns and awareness raising.
- Highlighted the help and support available
- Highlighted the service
- Ideas, encouragement, logo
- Improved student awareness of our service. Recognition from management. Positive feedback from students during the week. Student enquiries from those who would not usually use the service.

- Increased awareness of facilities/advice on offer, particularly to very young FE students who are often reluctant to access the Funding Service and to mainly mature/mainly part-time FE & HE students who mostly attend classes in the evenings when the Service may have closed.
- Increased promotion of the service: 'who we are and what we do'.
- It did not help our service.
- It gave a specified time that we should promote on, and helped management recognise that national involvement
- It gave us a frame work to promote activity
- It gave us the chance to reach people who didn't know we existed and give them our business cards and 'managing your money' booklets.
- It has helped raise awareness of our service among students and staff across campus.
- It helps to promote that it exists
- It helps get us out into the university. It means we go to the students rather than they come to us. It also helps us promote key messages.
- It made more students aware of the support available to them
- It raised our profile and solidified our working with external agencies.
- It raised our profile and was a great opportunity to promote money awareness and our service to students through a range of different activities- one to one advice, fun and games also.
- It raised the profile of our service across the university and even within our own department. It also gave our service a project to all get behind and support.
- Letter setting out aims and objectives shown to other departments and line managers was useful in getting people 'on board'. Money saving tips useful for students. Ideas for activities helpful. Nasma promoting it and talking about it at Regional Meeting helpful for confidence in events.
- Logo was very useful. Gave us the momentum to do something different
- Made students and staff more aware of our service and what services we provide
- More applications to ALF and appointments
- No noticeable increase in engagement, although we are hoping to improve on activities for next year.
- Not only did it promote our service it helped students either with money tips or gave them the information on where to come should they need help
- Only those few direct drop-ins, can't monitor link following etc.
- Possibly promoted it a little.
- Promote service (2)
- Promoted ALF and us.
- Promoted awareness of the service.
- Promoted awareness to students and also to staff in selected areas.
- Promoted my role, gained a new guidance info sheet to hand out in the future
- Promoted our services to students but also to staff and other departments in the university.
- Promoted what is available at Sheffield and encouraged students to think about their money positively.
- Promoting ALF and getting students to apply for next year's funding early
- Provided additional publicity for the service.
- Provided events that would not have been available
- Provided us with a national event to link to, helped with ideas and literature
- Providing us with ideas
- Raised awareness (3)
- Raised awareness and promoted support and funding available
- Raised awareness of our services and working with SU Officer and SU advisors is good to bring new ideas to the table.
- Raised awareness of the need to budget day to day and in the long term with regard to utility bills etc
- Raised awareness of the work we do with money.
- Raised our profile. Helped us improve our service via a Student Focus Group Opportunity to have fun and engage with our students in a different way to business as usual.
- raised profile
- Raised profile within institution and in local press
- Raised the profile of our office and services Made a good link with our local Debt Advice Service
- Raised the profile of what we do - the VC came one day!
- We had useful discussions with students regarding their financial situations and encouraged them to reflect on their relationship with their money.

- We hope it helped raise awareness of money issues.
- We promoted NSWM under the Money Doctors banner (in conjunction with Cardiff University Support Centre) and gave details of advice available at the University and Students' Union
- We saw a number of students who before had managed to not hear about our service. The location of the events also meant that we could promote where students could find us if needed in the future, which this helps due to the 'hard to find' location of the advice centre.
- We saw an increase in website hits on the day of our student money Q&A as well as Facebook like increases. I feel it also benefits us to be part of NSMW because of its reputation.
- We used the event to promote our service and our money drs work and raise awareness of what we do. The stand positioned in a centrally located busy university building so we were able to reach students who might not usually access our service.

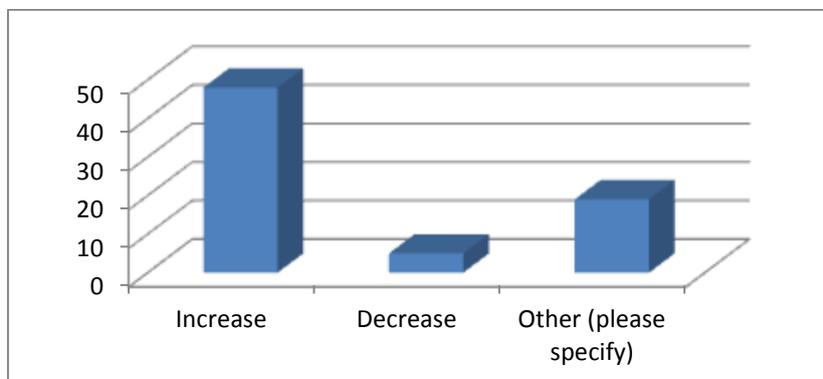
Q9. Did you use any of the centrally provided resources, and if so which ones? [These are the resources available from the NASMA website]

- Budgeting Hints and Tips sheet. Method of setting up Shopping Trolley Challenge
- I 'borrowed' the poster from Coventry with the coins that spelled out "National Student Money Week"
- I did use the nasma mailbase to gather ideas for a budget menu planner and recipe booklet.
- I don't think so although there were a number of us planning different parts of the week.
- Indirectly - for inspiration
- Just information from the site in order to complete a write up of our activities and those of the week as a whole.
- Logo Ideas for competitions
- Logo for posters and flyers
- Logo, excerpts from press release and info about supporters, used the link to NSMW page
- Logo, idea's for activities.
- Low cost living tips Credit Action Money Manual
- Meal in a bag. Coventry coins poster.
- Money Personality Quiz Posters
- Money Quiz
- Money saving tips
- No (25)
- No, as we made up our own posters and materials.
- No, Barclays provided the resources
- No, but we did review the resources that were on offer. As we work in partnership with our Students Union it was important for us to maintain the identity we have taken time to create, eg our own Money Doctors Logo.
- NSMW logo (9)
- Poster logos, Money Doctors material, web links
- Posters and web links
- posters/ recipes
- recipe book
- Swap Shop and Shopping basket how to sheets
- Taste test shopping basket quiz
- The Cash Phrase which we adapted was great fun
- The NASMA resources were useful.
- The Poster Template (NASMA version originally 2011)
- The winning poster template
- Used money tree idea used some of the news stories but made them more LJMU ish!
- Used the logo for kitkat wrappers
- We provided resources (md cash phrase, posters, ideas on how to run various games/stalls etc.)
- We used ideas from other NASMA members eg the money tree
- We used the cash catchphrase and also links to other publications such as credit action guides, etc.
- We used the logos and mixed herbs price comparisons!
- We used the Money Tips
- We used the NSMW logo on keyrings (that also had our tel no. and web address on them). We also used the

resources area for ideas of activities we could put on.

- We used the NSMW poster to advertise our events
- Yes-dependents calculator and loan repayment calculator

Q10. Compared to 2011, did you increase or decrease your involvement for 2012?



Detail behind 'Other' responses:

- About the same
- About the same, but last year no one attended workshops advertised.
- Did not complete last year
- Did not get involved in 2011
- First time we ran events
- I feel like we may have increased our numbers but decreased our overall presence throughout the week. The main issue is time! We seem to be so busy all of the time that a whole week away from the office is just not realistic. It's also something we do, but the university gives no recognition or extra support/publicity towards it which again makes it more difficult.
- Last year it fell on a reading week, so we put in a lot of effort for less attendance, this year we put in slightly less time, and ran smaller but more frequent events, and as it was not a reading week, attendance was better. I recommend having the week before Christmas, as we run our FYMD then, and there are a lot more students around to come
- Neither - just did it completely differently
- Not involved last year!
- Not sure as only started job in January
- Not sure until debrief meeting
- Probably the same
- Same (3)
- Stayed the same, as we have done Money Advice Week before, but we changed the date to match NSMW this year.
- This was our first year of involvement in NSMW.
- We changed our approach this year to more online-based activities as staffing was reduced due to attendance at SLC conference and our outreach officer had not long been in post.
- We took a different approach so it's difficult to say, we had less face to face involvement with students but the activity was very labour intensive

Q11. From your point of view, what was the best thing about National Student Money Week?

- A chance to get out and talk to students rather than waiting for them to come to us
- A good idea, next year we'll plan in advance.
- A national, unified voice to approaching common issues and an identity to get behind to promote our work internally.

- As above, a national focus on how hard it is to manage money as a student
- Assist in promotion of work that already goes on
- Being able to show students that the campaign was nation-wide and that all students are feeling the pinch but can actively do something about it!
- Being able to show students that there is help available to them
- Being part of such positive national activity and being able to promote our activities, which are on a non-existent budget, to colleagues in other institutions.
- Bringing our service beyond our normal office
- Chance to promote our service in a fun way, differently from how we would at other times.
- Collaboration with CAB
- Co-ordinating with Union staff and engaging with students
- Dialogue with students, and students talking to each other about ways to change what they're doing
- Engaging with the students - especially in our Focus Group
- Focus and reason for events and suggestions for themes.
- Gave us a focus
- Getting our message "out there" to students
- Gives us the impetus to go out and do something- having a set dates gives us a goal to work to.
- Having a chance to participate in it and raise our profile
- Helping to raise awareness, although this is a very busy time for the team so it is difficult to devote time to such activities.
- Interaction from students who did not know about our service
- Interaction with students
- Interactions with students
- It being 'national' allowed us to get press on board.
- It is a fixed date that we can plant towards and we can harvest ideas from others to adapt. It gives our department a higher profile in the University
- It provided a 'headline' for us to communicate with students
- It puts finances in the spotlight.
- It's a great opportunity to get students to think about their finances, and promote our services to them. Also, good timing with regard checking current students have applied for next year's funding.
- It's an opportunity to bring money issues to the forefront for students.
- Knowing that you had a pool of ideas to draw on if you didn't have time to come up with one on your own
- Making students and staff aware of money management. Local organisation involvement for example the Credit Union who promoted their services.
- Money saving tips
- National Involvement Being able to help other universities with ideas
- Not being alone.
- Opportunity of getting to more students
- Our cooking demonstrate, it attracted the biggest audience and highlighted the collaboration between departments generates results.
- Promoting our service, and ALF.
- Promoting support available to students
- Promotion of services in a positive way with students
- Provides a focus on student finance
- Publicity
- Raising awareness of our service
- Raising students awareness
- Raising the profile of student finances and generating commitment within the university to take time out from day to day advice work.
- Reaching students who didn't know we existed and talking to them about their funding.
- Seeing what everyone else is doing and getting out our message.
- Student involvement.
- Student's interest in using resources to help themselves
- That it is a co-ordinated week throughout most universities
- That it is a national week and that all Unions across the country are involved in promoting money.
- That it raised national awareness of the work that universities are doing around financial capability.
- The ability to educate as many students as possible about student finance issues and make them more

aware.

- The basis to promote our service
- The breadth of activities we and our colleagues were able to come up with and trial; the ability to be creative.
- The chance to promote our service, to get the word out to students 'hey, you need impartial money advice? Then come to us!'
- The collaboration with other University sections and community organisations
- The competition, as it encouraged a large number of students to think about where they shop and what they buy
- The fact it's different from your day to day work and you actually get a chance to get out there with the students. The fact it's a lot less formal means you have fun with it and it makes the subject of money seem a lot less tedious and boring to the students.
- The fact we were able to engage with so many students we would probably never normally get to see.
- The fun we had as a team with our students.
- The grocery basket was the most popular Raised the profile of our office and services Made a good link with our local Debt Advice Service
- The involvement of young 'dependant' students
- The media publicity
- The opportunity not only to promote the work of our own funding service at NCD but also that of others (explaining to FE students that if they go to other Institutions for HE study, similar Funding support will be available via our NASMA and other funding colleagues), drawing attention to the fact that student funding is regarded as noteworthy and important, contrary to what they might think from reactions elsewhere.
- The publicity it generated, good for team building and good for getting in touch with all students rather than just the ones who come or are referred to us.
- The Twitter activity and the quick response of tweeting the activities done by other universities by NASMA was great.
- We didn't use any national resources, but unfortunately the date clashed with our SU elections so we have less attendance this year.
- We had fun! It was nice to do something different and get out of the office and talk to people.
- We managed to promote our service to a wider audience, and this will now lead into more work to help students in the future.
- Working with other organisations
- Working with others (internally and externally) to create a bigger and better event.

Q12. What one thing did you do differently compared to 2011, and what would you do differently for 2013?

Did different from 2011

- Actually did something
- Actually took part
- Based on past experience we arranged for better times, locations and marketing
- Bigger event
- Changed the date from Feb to March
- Changed the date to suit our students
- Clothes Swap and more publicity along with planning early
- Collaborative events
- Did not do the shopping basket challenge this year - we have done it every yr since 2005 and wanted to do something different
- Did not plan so well in advance
- Didn't have the mannequins or food baskets but did have balloons!
- Different staffing so arguably different approaches.
- Drop in sessions
- First time ran events in 2012
- Got more organisations involved and more depts worked together
- Got more staff involved with doing more things, from the start of the process (planning etc) right up to

delivery on the last day.

- Gym in a bag, change from a fiver
- Had freebies to give away
- Had more volunteer involvement, and gave them more responsibility
- Had our stand in different locations
- Increased number of dinner in a bag
- Increased number of stalls
- Increased our use of social media
- Involved SU commercial services
- Lack of time to organise event
- Large tutorial groups
- Less organization of large scale events
- Meal in a bag
- Money Advice Surgeries in Colleges
- More activities (3)
- More activities at different campuses.
- More events throughout the week
- More events, more publicity, worked in partnership with other departments
- More freebies - we spent a lot more on USB sticks and Bean Tin money boxes
- More publicity and no workshops
- More staff where able to engage
- More structured
- More website and social media interaction
- New ideas, activities.
- No event last year
- Offered at more sites (we are a multi-site uni)
- One big event instead of small events each day
- Ran a Focus Group
- Ran a targeted debt session for final year students.
- Roadshow and more publicity for service
- Scale of operation
- Started organising earlier
- Taste test and basket challenge
- The competition
- Timing of events
- Unable to use posters to advertise events-less able to promote
- We concentrated on less themes. Last year we had too many events with different themes which clouded the messages we were trying to get across.
- We did not run an event in NSMW last year
- We didn't do the taste test or meal comp - less resources this year
- We held our own events instead of just promoting the campaign.
- We held proper events, rather than just a table to hold information.
- We promoted it via our caller management system, and ran electronic quizzes
- We ran our Money Week in November in 10/11 and this year we ran a week in November and again in March.
- Went into the canteen in evenings for those who are in catered Halls
- Were involved!
- Wider range of workshops (but no attendees!!)
- Worked closer with SU Welfare Officer
- Worked with several departments on producing materials

Would do differently in 2013

- Add more activities/involve more external agencies
- Advertise events more
- Advertise it further and possibly do a more fun activity.
- Advertise it more fully in advance of the week

- Advertise the event more and possibly work with other university departments
- Again look in to new ways of contact via social media
- Better advertising (locally not nationally)
- Better location - more promotion and planning
- Better promotion of online form filling workshops and need to work on how to capture attention
- Better publicity. More events in colleges
- Change location of main FYMD, into a busier area
- Choose week when all staff in college
- Depending on resources may consider a money related quiz
- Different location.
- Don't know yet - longer promotional period
- Don't know, but will do things differently as do not want it to get stale.
- Ensure commitment from external agencies
- Even bigger - budget allowing
- Even more activities
- Greater publicity using internal Uni/Union marketing teams.
- Have attractive freebie to give out.
- Have more external agencies involved
- Have more staff dedicated for the week
- I would like to involve students in planning to spread awareness further
- Increase involvement of elected officers and volunteer students
- Increased activities e.g workshops / follow up email shots
- Involve external companies to promote money saving offers/freebies to students
- It would be good to plan a more exciting high profile event (as only 110 attended this year)
- Larger scale events and better monitoring
- Look into getting more press coverage for the week and arrange offline activities as well as online.
- More activities, more involvement from Marketing maybe?
- More advertising, different activities
- More campus wide activity
- More collaborative events
- More dedicated events
- More engagement with academic staff
- More freebies and student involvement
- More promotion further in advance (2)
- More promotion, better communication to students, planning earlier again.
- More use of student helpers and less core staff on the stand
- More work on loan sharks
- No food tasting
- Not do workshops
- Not sure at this stage
- Offer at less sites - it was too stressful
- Plan further in advance
- Plan to get more investment from outside
- Publicise slightly earlier, and keep a closer eye on partners in other departments. Give out more freebies.
- Room 705, lev 7 LIC Towerfully by then we will have our social media in place so we can do more along these lines with discussion boards etc.
- Start planning earlier
- Start sooner, to get even more ideas going, to make it an even bigger success than this year (and this year is going to be hard to beat!)
- Structured appointments-as work alone
- Take more time to promote events
- Targeted talks to students from local organisations CAB, Credit Unions
- Timing of money week is not good for local situation
- Try & get more organisations involved
- Try and obtain additional resources

- Try to do a mixture of both
- Try to involve more university services
- Try to secure budget for resources specifically for money week
- Unsure yet
- Use students to attract students to our activity!
- We would look at the dates of the event to fit it better with the unions event programme
- We would probably only run one event as it is a lot of work. We would also try to encourage participation from other teams within the university and also external bodies.
- Wider variety of activities
- Would not have the same week as SU elections

Q13. Do you have any general comments relating to National Student Money Week (e.g. timing, resources, promotion) that will help to inform 2013 planning?

- Clashed with SLC conference again which limits activities/availability.
- Clashed with SLC conference co staff levels were low. Clashed with Student Union Elections - leaflet fatigue!
- Could we do it a bit earlier in the term?
- Earlier in the year
- Excellent imitative-timing spot on, resources sound and promotion good
- I am concerned that this is the second year that NSMW has coincided with the SLC conference. It meant I had a horrendously busy week and reduced the amount of NSMW activity our institution could offer. SLC conference is not something I feel I can miss because of its importance to students. This is particularly an issue in smaller HEIs where a small team - or in some cases an individual - is responsible for everything to do with money. There are a lot of small institutions. Sort it out, please!
- I didn't like the NSMW logo and did not use it. I appreciate some did and wouldn't want to exclude them. Loved the daily updates from Jo about what was going on through twitter. Timing suited me.
- I only had a budget of £10 to spend on prizes and ingredients for food display, it would be good to come up with ideas for small scale ideas for small institutions who only have a limited amount of time and resources to spend promoting NSMW
- I think it is an excellent opportunity all round with knock-on benefits for staff and students afterwards.
- I think that it was excellent this year but outside of those involved I did not see much coverage.
- I think the timing of the point in the year may not be ideal. I know we are very busy at the start of term, but maybe in November do NSMW?
- It fits nicely with advertising reapplying for next year's funding and also with working with careers for graduates
- It is right in our SU election period
- It was useful to get emails on the mailbase giving reminders and updates about what other institutions were doing for NSMW.
- It was very close to our end of semester - students were stressed with hand-ins, especially final year students whom we really wanted to target regarding repaying student loans, graduate accounts etc.
- It would be really useful to be able to pool together for resources, especially for small universities. We also have the additional problem that all our info must be bilingual Welsh/English so our use of the logo etc was very limited.
- It would help if it wasn't the same week as the SLC conference. Resources need to be made available earlier - idea's, details of others events should be available all year around.
- March can be a very busy time and some students have already got themselves into financial difficulty. We ran our Money Week in November and then another one in March (on a smaller scale) and although we reached a number of students, we reached far more during the November event. The resources provided by NASMA are very useful and time saving for the team.
- March is late for us. Semester 2 begins in mid Feb, that week would be ideal.
- NSMW clashes with the SLC annual conference, it would be helpful if the events could be separated out. There needs to be more national promotion, students should recognise the NSMW logo. An endorser (Martin Lewis, etc) might help!
- NSMW is a fantastic initiative and a great opportunity for NASMA and its members to promote what we do.

- NSMW was scheduled the same week as the SLC Conference, so it was very demanding on the staff within our service to cover the NSMW event and the conference.
- Pick a different week because Healthy Living and Money week is usually at the same time.
- Please have it in late November, as it will get more students before they have got into problems. By March, it's too late to budget their previous loan instalments, and students and volunteers have more demands on their time, so are less likely to attend or volunteer.
- SFW applications hadn't opened at the time of NSMW. We note the date has moved for 2012/13
- Simple template resources are very helpful such as the posters, press releases etc
- Some felt March is not an ideal time - would be better near the start of the academic year when students need more advice and awareness on resources.
- The date needs to be announced ASAP so we can put it in materials produced at the start of term. This means we need to know April/May as this is when we have our printing deadlines. Earlier would be quieter within the office so maybe Feb would be easier for us than March.
- The last two years it has clashed with the SLC Conference. This has made it very difficult as I am the only person in my role, so for most of the week I've not been here so could not plan to do many activities
- The national date not suitable for our student's we changed our date to maximise contact with student's.
- The timing coincided with our last week of term, which was unfortunate. I know it is hard to accommodate everyone's dates but this made it quite hectic for us.
- The timing of the event was not useful for us at Staffordshire due to other events that were occurring at this time. This means that for next academic year we are looking at changing the time to the second week of September. With regards to resources and promotions some of the resources were useful, but we already knew and had these ideas previously for the events. With promotion we did not use any of the NSMW promotional material as we used our own. This meant that we did not create a mixed message about the event.
- The week is difficult for us; it is the summer ball ticket sales, Student Finance conference and the week after elections (in which 9,000 students vote). It can be hard to get message heard amongst those messages.
- This year was very well planned and delivered from the NASMA point of view. I'd like to see a programme of 'harder' messages with factual content on social media alongside the promotional messages about events taking place - we're in a very good position to disseminate handy tips to students and advisers alike.
- Time is not brilliant for us at Nottingham as it is the same week as our SU elections for next year.
- Timing good
- Timing is an issue for us as 50% of our team attend SLC conference. This makes it difficult to organise large-scale events for maximum engagement. It is also the last week of term for us and student attendance is limited.
- Timing poor-staff at funding conference in Leicester for 2 full days this week
- Timing we have already talked about. It is a great event - it would be good if more organisations were involved such as the SLC - I know they say they are but they are not really!
- Unfort NSMW was during same Student Elections Week so the Union was focussed on that rather than NSMW.
- Was the same week as many many many other weeks - some local and some national. Perhaps could be considered next year as it made promotion difficult.
- We could ask students what they want?
- We have very little budget to put on these events and have greatly appreciated the freebies we have previously had from money doctors we work on a budget of £200 for all our events including fresher's so we have to be very inventive for anything we do. Timing was good we couldn't do it in the first term or just after Christmas.
- We wondered if the NUS could do more promotion to students, even pre-entry.
- We would prefer it if it was earlier (Feb not March)

Q14. Based on the success of NSMW 2011 and 2012 we are hoping to secure external funding for resources for 2013. Based on your experiences to date, what specific resources would you find most useful if we were able to provide these centrally from NASMA in 2013?

- A dedicated NSMW website or page for students to access - with money saving advice/links etc. Could this be a page on the moneysavingexpert.com website?
- A student-attractive freebie. We're thinking about what this might be. Moneydoctors water bottles were quite good.
- Any freebies to attract students to engage with us, or prizes we can use for competitions to encourage engagement would be brilliant.
- Any 'freebies' with the logo and perhaps some money saving tips on would go down well at our events. Pens seem to go down well here.
- Any kind of giveaways, tea towels were very popular when we had them a few years ago.
- Anything that is a give away attracts students once you have their attention you can talk business.
- Booklet of ideas
- Continue to add new and fresh ideas for us to use
- Current info on loan shark rates (Wonga, high street cash shops) Info on easy savings accounts, landlord warning info, budgeting related prizes Posters would be nice (for the stalls) maybe a game
- Current set of resources useful, and should continue to be provided - helps with planning. Nothing new, I think is required. Good examples from institutions?
- Did not receive any external funding but local shops - Sainsbury/ Tesco/ cinema etc were happy to contribute prizes/ vouchers
- Enhances finance calculators-if possible
- Food to give away to students, we had food given from Sainsbury's to give away to students which was useful. Or hints and tips and videos that we would be able to link into with our own logo to put onto our webpages, social media and screens around campuses.
- For me, it's not so much resources but advertising of this week. Getting NUS involved and making it a much bigger better represented and advertised campaign. If it's advertised nationally students will have a better idea of why we are out in the university doing these events and will be more likely to respond positively. At the moment we still feel like we are bribing students with freebies just to get them to listen to us. Was they are we generally do get our message across but it is getting them in that is the hard part.
- Free gifts, these are essential to get attention tip booklet- lots of tips but in a professional, good quality mini booklet, so students might keep them.
- Free giveaways/promotional material such as stationary
- Free stuff directly related to saving money, as money doctors did, is useful - e.g. the water bottle that tells you on the front how much you save by not buying water. Datasticks with budget planners on would be very good. A budget recipe book.
- Free things like key rings, fridge magnets or pens
- Freebie items (pens/ calculators/ piggy banks/ budget sheets)
- Freebies and giveaways (4)
- Freebies like NASMA water bottles or NASMA piggy banks
- Freebies to get the students attention or for good prizes to get them engaged
- Freebies to give away to attract students to the stand
- Freebies to help attract students to the stands are always helpful. We have found it is difficult to draw students to our desk unless we have some sort of giveaways.
- Freebies would be good to have - as there are restrictions on budgets.
- Freebies, NSMW website, publicity materials.
- Funding for organisations to apply for - we had a limited budget, and used it for printing a little recipe book, with quick and cheap ideas for busy students. It contained recipes, and ways to save money cleaning, shopping and cooking. Also maybe coin counting money jars (lots of young students think copper and small silver coins should be thrown out with receipts!
- Funding for prizes. We were only allowed a total budget of £50!
- Funding for promotional activities and being able to employ staff on a short-term basis.
- Give away items for students to draw people to stalls/to talk to staff about money. We found pens, money banks and stress pigs were useful.
- Giveaways - this always helps with engagement of students
- Giveaways! (2)
- Handouts
- I would appreciate financial contribution to printed materials. We had banners, posters, flyers, recipe

books etc and it would be great to have support for this. Also, freebies for students would be great. We had frisbees, bubbles, yo-yos, bags, drinking flasks, lunch bags, pens etc.

- It would be great to have NSMW goods to distribute! Having a freebie is a great draw and helps open up conversations about money.
- Leaflets Prizes - national competition with a "significant" prize; Text to use in publications (to save us all having to reinvent the wheel)
- memory sticks, pens - any small, useful giveaway item as they were all snapped up
- Money saving leaflets/recipe booklets/promotional posters/giveaways
- Money tree tips?
- More advertising ideas about engaging students.
- NSMW branded goods to give to students; could be as simple as sweets.
- NSMW Website
- Our College worked with Barclays who provided all the resources.
- Pens, USB sticks, Highlighters, money boxes - any freebie in general
- Possibly video's on Money Tips.
- Posters, Leaflets, templates, maybe a info pack
- PPoint presentations
- Presentation Aids, eg PowerPoint. Videos on themes like money management and psychology of money.
- Press promotion and/or towards a small sum for funding towards small NASMA Branded items for prizes, Goody Bags, and takeaway resources: i.e. keyrings/shopping trolley coin substitutes, NASMA Post-Its, fridge magnets, lollipops/boiled sweetie w, NASMA wrappers, stationery/pens/pencil-erasers.
- Prizes and freebies pens, light bulbs
- Promotional give-aways e.g. vouchers for students
- Promotional material / giveaways
- Resources on students with complex situations (mature students etc)
- Some freebies and resources to give away as prizes/incentives and possibly some centrally produced leaflets/flyers to reduce printing costs as budget is limited.
- Some freebies for students - maybe a piggy bank to encourage saving those pennies? The few remaining money doctors fridge magnets and highlighter pens also went down well.
- Some money themed freebies that we could give away to students to incentivise them to attend and engage in events.
- Things like pens (students love freebies), fridge magnets (like the ones that Money Doctors give out - the students love those), mugs maybe? If there is a demand for it, it might be a good idea to design some 'Swap shop' and 'basket challenge' and 'taste test' posters that we could download - so they look professional.
- Things to give away to students, e.g. pens, post-its etc
- Unknown at the moment. Balloons with NSMW logo; freebies with logo on - mugs, pens etc.
- Unsure - press publicity?
- Wallet-sized cards with signposting to websites.
- We find it easier to encourage students to the stand (enabling us to talk with them and answer questions) if we are giving away something free! Resources of free/subsidised pens or other give-aways would help
- Will think about it
- Without sounding daft - something actually useful - so not a frisbee or stress ball. If it is a tight budget - fliers or postcards. Pens would be fantastic - all students love a pen.