

NSMW Review

Interactions

- Presence in heart of SU (12pm – 2pm) 5 days of the week x 2 Student Funding Advisers
- Between 30 – 70 students engaged each day
- 467 hits on web
 - 20 hit on videos
 - 15 visits via Student Union
 - 13 via Facebook
 - 26 via Insite
 - Remainder via Student Funding website
 - Give Up Save Up and Pancake hand-outs proved most popular online
- 80 competition entry's (online and in person)
- SARO and ARO articles in staff newsletters
- Piece on Insite/SU website

Giveaways

- Notepads
- Pens
- Key rings
- Rulers
- Various useful factsheets (Give Up Save Up and Pancake hand-out again most popular)
- Budgeting guide
- Calculator flyer
- Love Hearts

What worked well?

- Having a presence and contact in the SU
- Direct engagement with students
- Sharing money tips
- Highlighting budgeting tools

What didn't work so well?

- Timing, because of reading week footfall in the SU was reduced by half
- Participation from the SU was unfulfilled and disappointing, it was during SU elections with nominations closing during the week
- National press coverage/support or uptake on topic disappointing
- Lots of students didn't seem to want to engage
- Dismal weather kept students indoors

Ideas to take it forward for 2013

Have a Student Funding Money Awareness event during enrolment to engage with 1st year students. Give each student a budget starter kit (Budget Bag) to help them budget better and use as a sign post exercise; who we are, where we are and how we can help.

Student Budget Bag

- Budgeting guide, Worrying about money guide, Budget calculator flyer
- Trolley coin
- Fridge magnet shopping list
- Student finance payment dates