

# Challenges in Disseminating Student Finance IAG

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# Session Contents

This presentation will give an overview of how SFE/SLC approach the dissemination of student finance IAG, with a focus on;

- The Challenge
- The Policy
- The Strategy
- The Resources



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# The Challenge

Given the often complex nature of student finance, ensuring we provide relevant, clear and timely IAG is central to all of our marketing and engagement activities:

But what is the bigger challenge, communicating the key messages to students and sponsors or getting them to actually access and understand the information?

## **The Messages:**

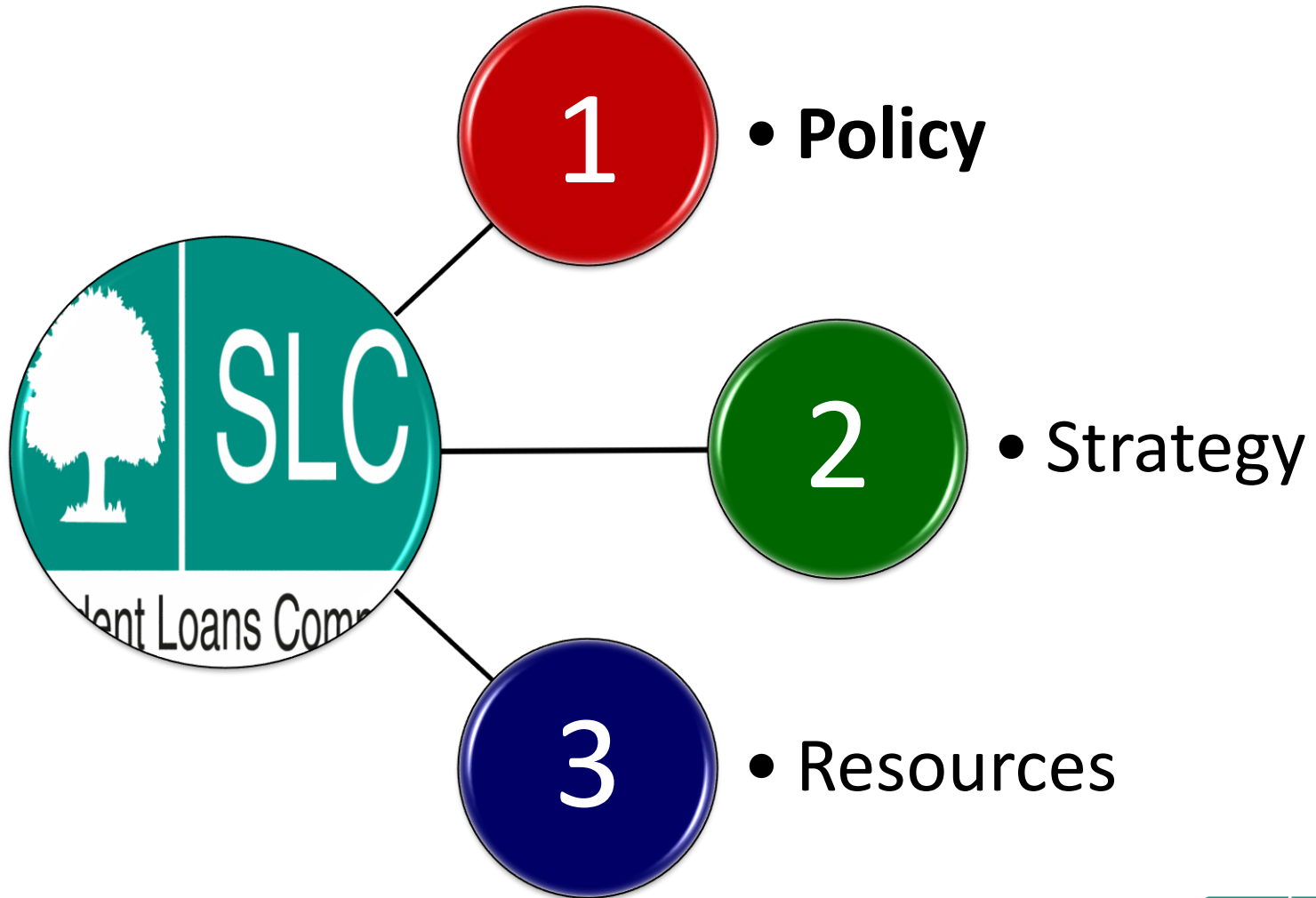
- Policy, Eligibility, Entitlement, Applications, Repayments

## **The Audience:**

- Students (UK, Mature, EU, EEA Migrant Workers, RoW)
- 'Vulnerable' students (estranged, care leavers etc)
- Parents/sponsors
- Disabled students and students with dependants
- IAG practitioner network



# Student Finance IAG





# Changing Policy

Each academic year, fundamental changes are made to both higher and further education student finance policy which need to be communicated and understood:

## **Policy changes for AY 2016/17 included:**

- Removal of Maintenance/Special Support Grants
- Introduction of Postgraduate Loans (PGL)
- Expansion of 24+ Loans to Advanced Learner Loans

## **Key communication objectives for AY 2017/18 include:**

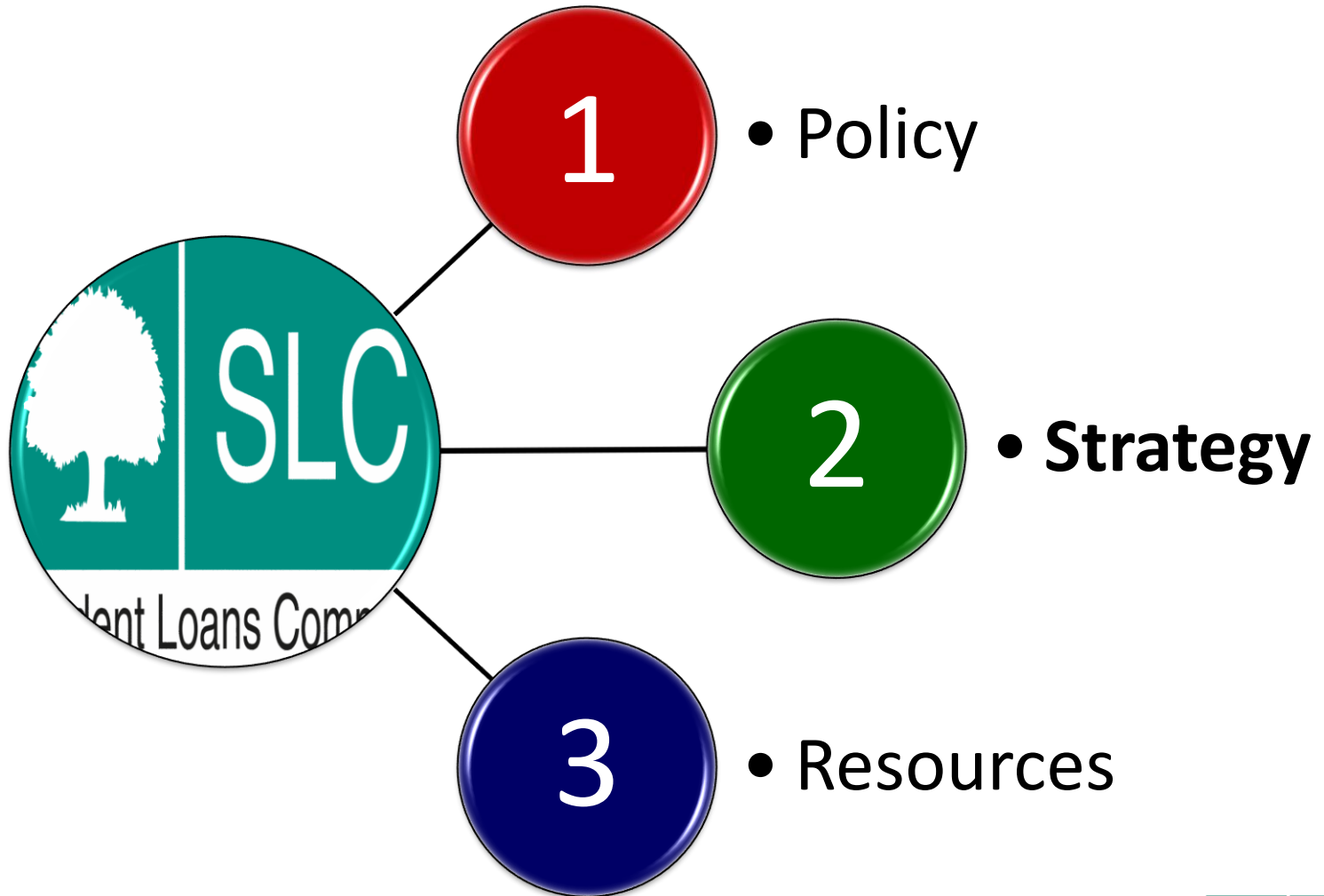
- Introduction of the TEF and Year One Tuition Fee increases to £9,250
- Reforms for NHS funded courses
- Raising repayment awareness for students exiting HE and FE

## **AY 2018/19 and beyond will see...**

- Introduction of Maintenance Loans for Part-Time students?
- TEF Year 2 and additional Tuition Fee amendments?
- Introduction of loans for PhD Courses?



# Student Finance IAG





# The Strategy

With such a wide reaching and diverse audience, it is essential our marketing strategies recognise and address their varying IAG needs and cover the key stages in the annual student finance cycle:

## **Our campaigns for academic year 2016/17 included;**

- Open Week Campaign
- Student Money Week Campaign
- Apply Now & Application Deadline Campaigns
- Repayments Campaign
- Clearing Campaign
- Payments Campaign



# Payments Campaign

One of our main drives for this quarter for Student Finance England was to inform students what they need to do to get payment and how the payment process works:

There were several communication methods used to get the messages out;

## **To Practitioners:**

- Exchange, our online practitioner magazine
- Partner services emails
- FI Partners Account Manager Team engagements

## **To Students:**

- Email sent via UCAS (to 287,964 students)
- Social media activities

All of this activity was to direct students to the SFE YouTube page and view the “Getting Paid 2016/17” video





# Campaign Analysis

Regular analytics reports are produced to show traffic and download trends across all SLC's main web channels and the audience impact for each campaign:

- Before any promotion, the “Getting Paid” video attracted 20-40 views per week
- On 7th September (date of UCAS email) it had 8,221 views; contributing to a total of 16,470 views for the week of 05/09/2016

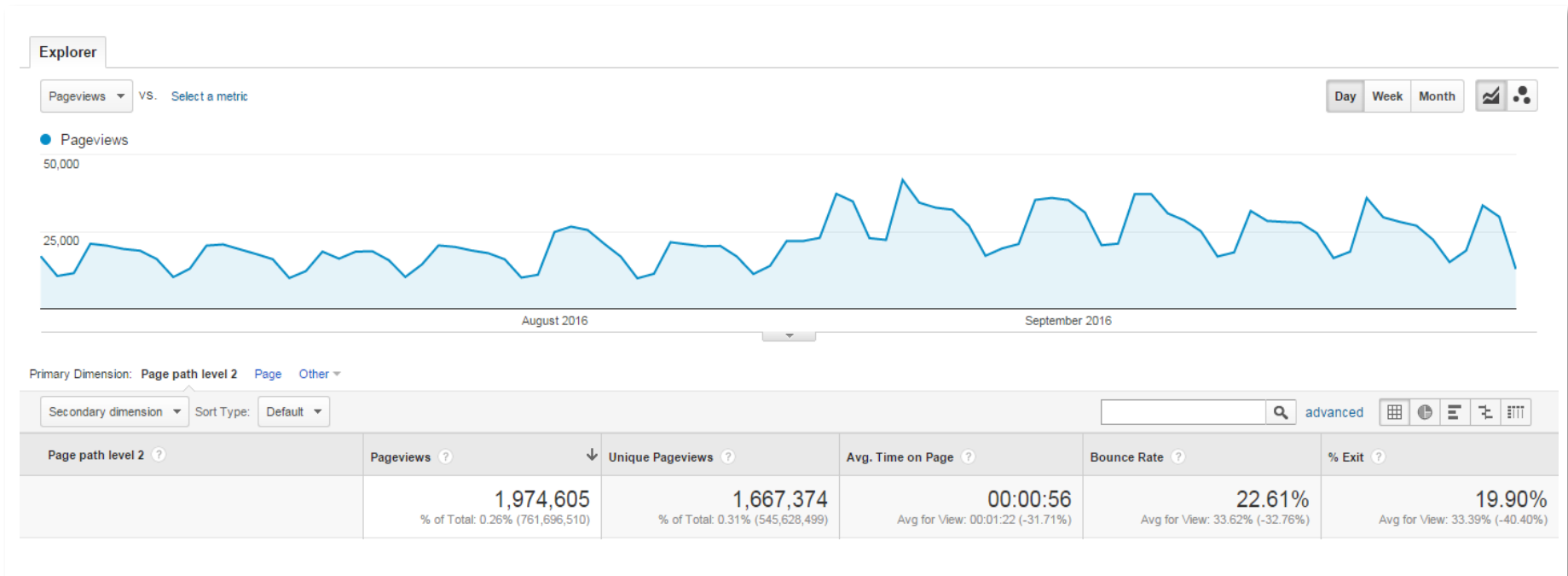




# Website Analysis

Analysis also looks at how campaign work (SMS, emails, promotion) impacts traffic to our websites, including page views and resource downloads, to identify if users are acting in the way we would anticipate:

## Gov.uk/studentfinance Page Views:

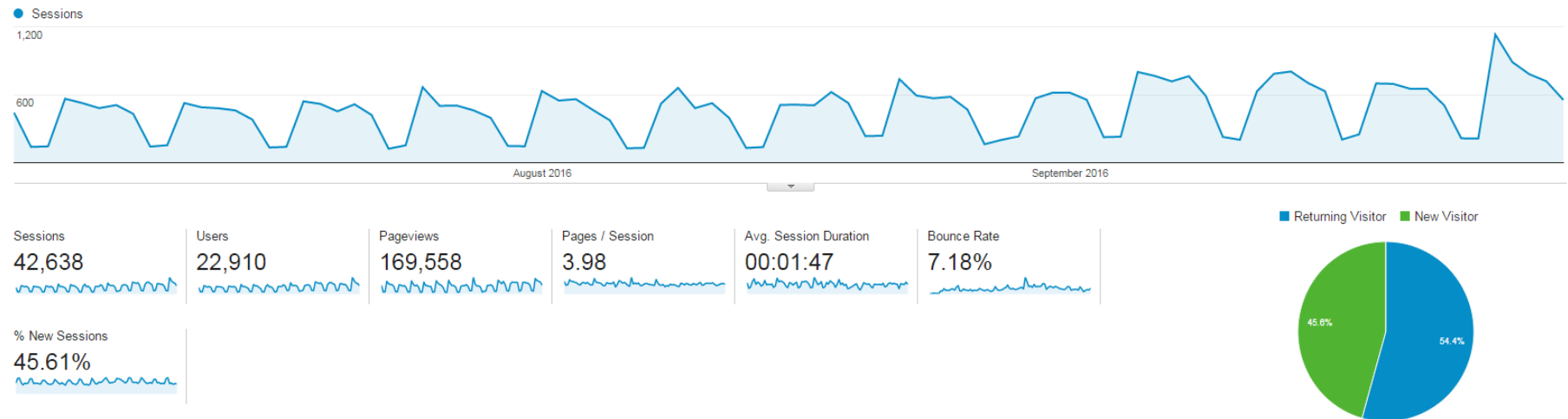




# Website Analysis

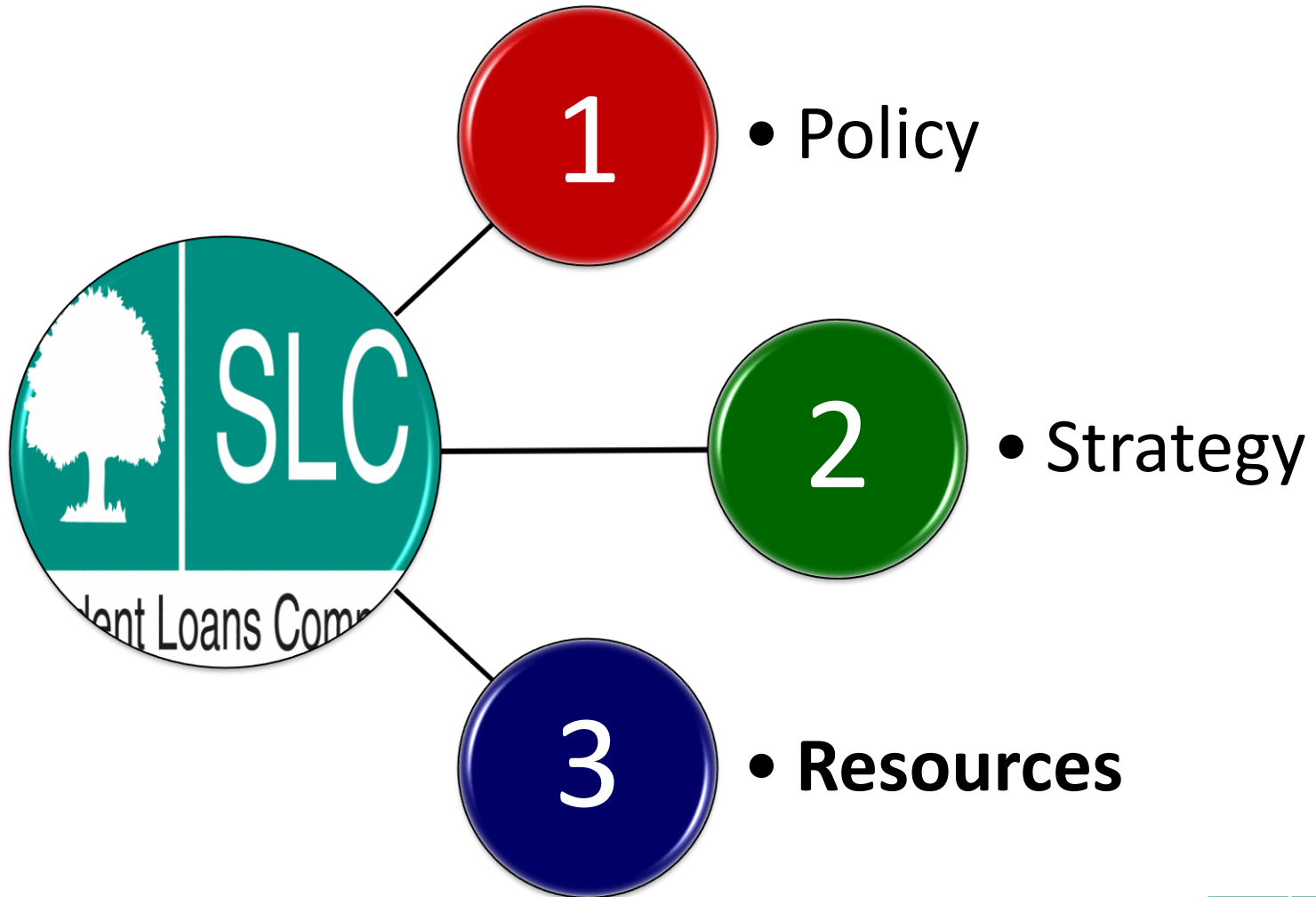
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## Practitioners Website Downloads:



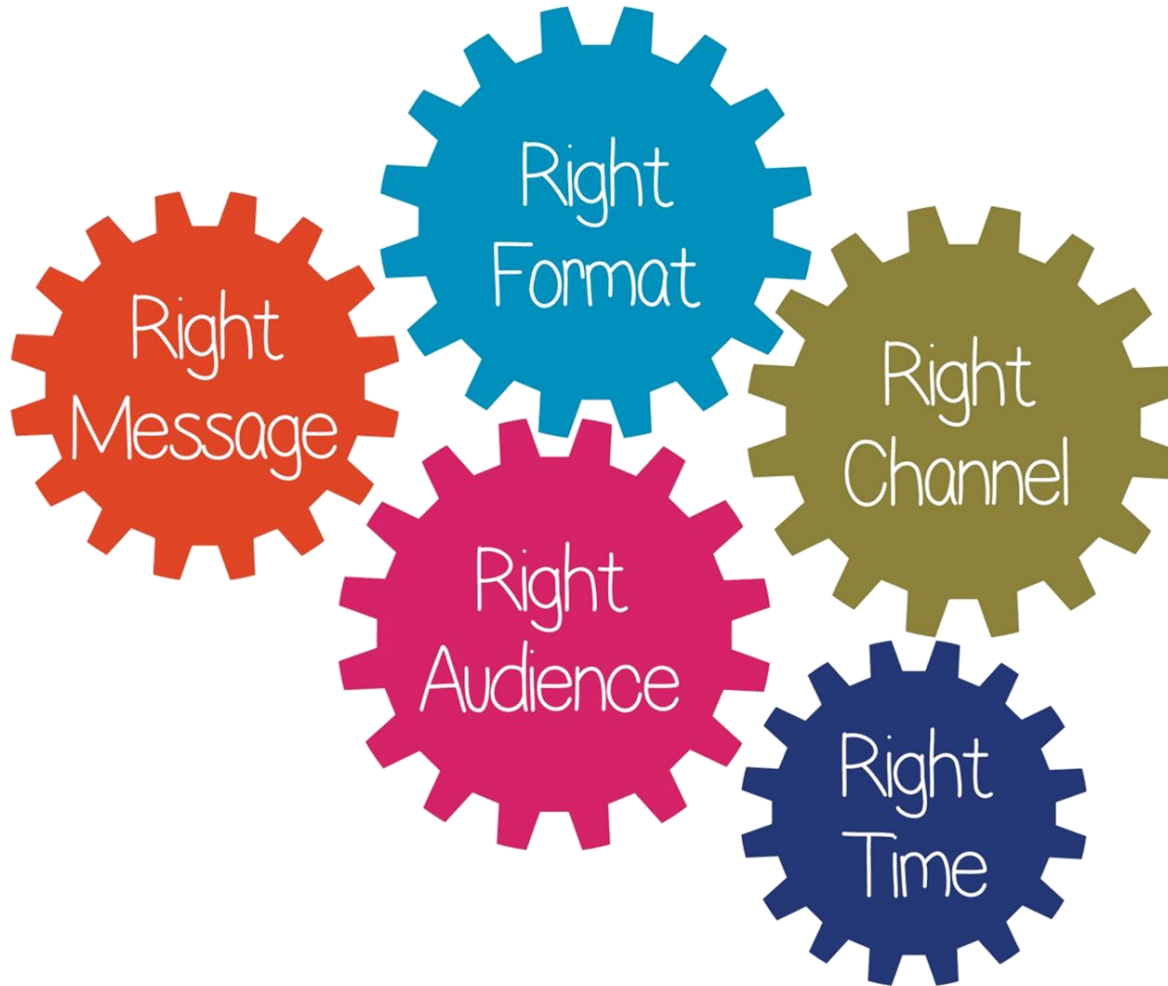


# Student Finance IAG





# SFE Resources





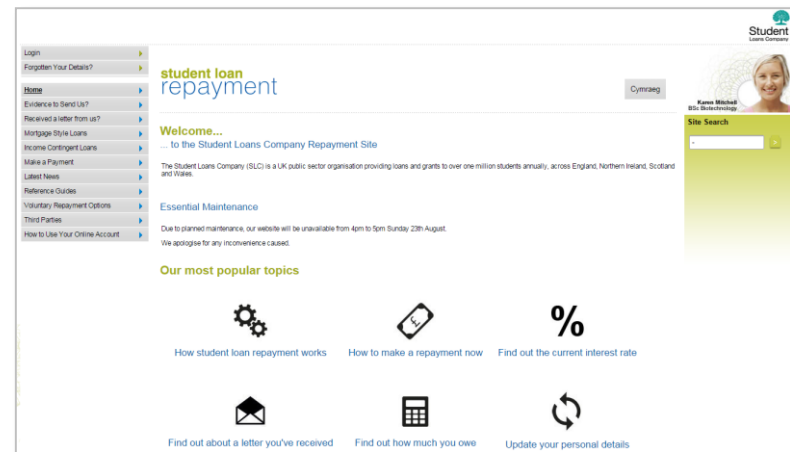
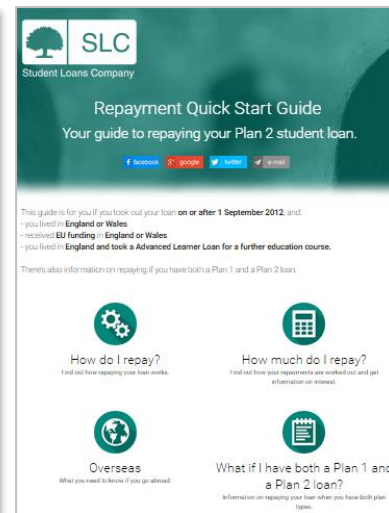
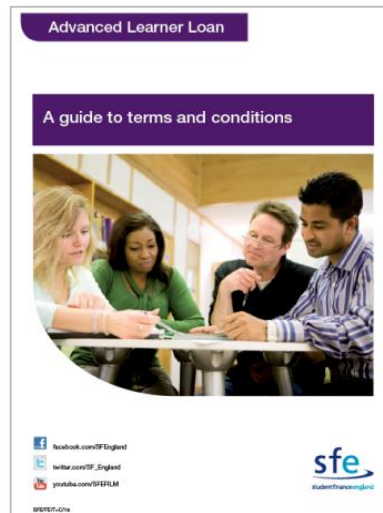
# SFE Resources

Targeted resources are produced to reinforce our campaign messages and strategies:

## Repayment Specific Resources;

- Repayment Factsheets & Guides
- SLC Repayment Website
- Online Repayment Quick Start Guide
- Social Media Q&A Chat Forums
- Dedicated Repayment Videos

[www.studentloanrepayment.co.uk](http://www.studentloanrepayment.co.uk)





# Practitioner Website



the student finance experts

[Home](#) [About us](#) [Resources](#) [SFE Products](#) [Further Education](#) [Policy Information](#) [FI Partner Support](#) [Exchange](#)

# LEXCHANGE

Student finance information, news and views

■ Read the new issue of Exchange now!

★ Includes important information about student finance changes for AY 2017/18 and help on understanding interest!



Resources



Policy information



Further Education



LIBRARY  
Contact us

[www.practitioners.slc.co.uk](http://www.practitioners.slc.co.uk)




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# Student Websites



[Home](#) > [Education and learning](#) > [Student finance](#)

## Student finance

- [Overview](#)
- [New full-time students](#)
- [Continuing full-time students](#)
- [Part-time students](#)

### 2. New full-time students

#### Courses starting in the 2016 to 2017 academic year

If your course begins in the 2016 to 2017 academic year, you can apply for a Tuition Fee Loan and Maintenance Loan.

- [EU students](#)
- [Extra help](#)
- [Eligibility](#)
- [Apply](#)

### Student finance

[Student finance login](#)

[Apply online for student finance](#)

[Student finance: how to apply](#)

[Student finance forms](#)

[Student finance calculator](#)

[Contact Student Finance England](#)

[Student finance if you started before 1 September 2012](#)

[More](#)

### Elsewhere on the web

[Student finance data protection](#)

[www.gov.uk/studentfinance](http://www.gov.uk/studentfinance)





# FIP Account Managers

## The Funding Information Partners Account Manager Team:

‘Working with partners across England and Wales, the team has responsibility for establishing/managing the relationships with admissions, outreach and recruitment staff from across the HE and FE sectors’

- Work collaboratively with student and learner facing colleagues to support the journey of students and learners from application to repayment
- Our high level service offer is to communicate key student finance messages through bespoke IAG staff training sessions and via timely remote updates
- Be an accessible point of contact for any IAG related student finance queries and help resolve or find answers to long standing/complex issues surrounding policy, processes or assessments

[www.practitioners.slc.co.uk](http://www.practitioners.slc.co.uk)



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# FIP Account Managers

Examples of partnership work (in addition to HE, FE and PGL providers)...

## **Collaborative working with a wide range of partner organisations including;**

- HELOA, NASMA, NASCITT, NHS, NEON, DSA Working Groups and OFFA
- Our partnership work with HEFCE has seen agreement on a Memorandum of Understanding between their NNCO partnerships and SLC, ensuring the use of our resources in their outreach and IAG activities

## **Matrix Accreditation:**

- The Funding Information Partners Account Manager Team have been awarded (and maintained) Matrix accreditation in recognition of the high standards of information, advice and guidance we provide to our partners

[www.practitioners.slc.co.uk](http://www.practitioners.slc.co.uk)

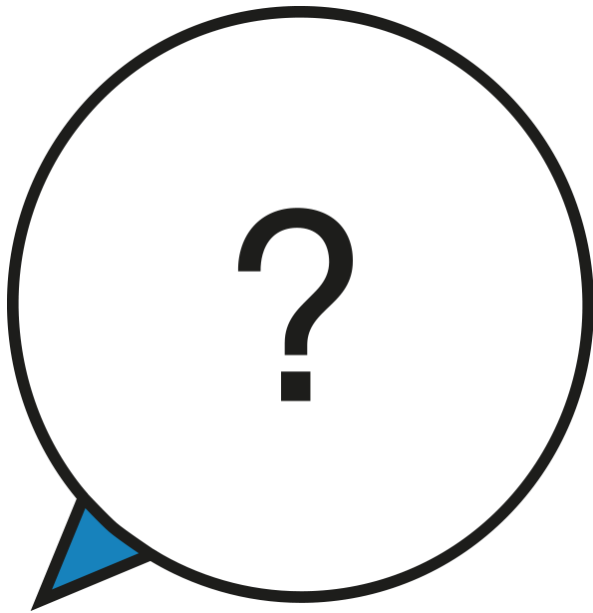


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# Questions..?

Hopefully this session has provided an insight into how we work on meeting the challenges of 'Disseminating Student Finance IAG', but what else can be done?



- What can be done to make student finance more 'real'? (Early applications, Repayments etc)
- Are there any gaps in our resource offer?
- Do younger cohorts need to be targeted?
- Are there other IAG channels or partnership opportunities that could be better utilised?
- Does the government place enough emphasis on promoting student finance?



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## Contact Details

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