



Improving Student Finance IAG

Finding the 'fun' in 'funding'

... like it is

Talking about finance



LIBOR

The **London Inter bank Offered Rate** is the average of interest rates estimated by each of the leading banks in London that it would be charged were it to borrow from other banks.

UNIVERSITY 2007-8

Alice Tarleton,
Anthony Leyton
& Ruth Bushi

in association with

**THE
INDEPENDENT**



... like it is



Push

Talking about finance



What we talk about when we talk finance

- Jargon
- Acronyms
- Numbers
- Details
- Process

Talking about finance



We ask one question:

- What do they need to know?

Talking about finance



How do we engage students?

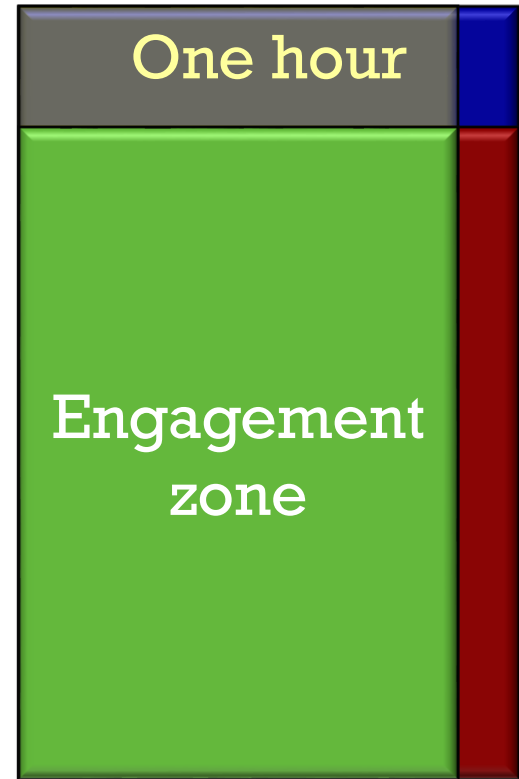
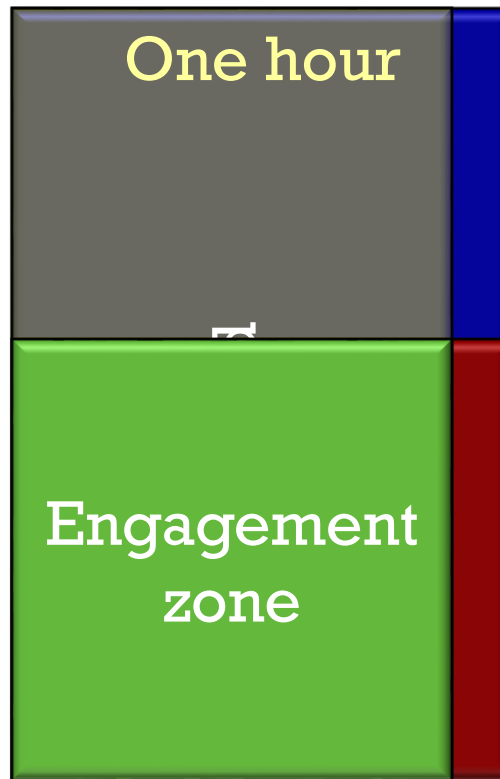
Engaging outreach in schools



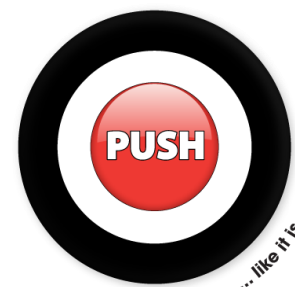
Engaging outreach in schools



Engagement



Reach out, reach deep



Push's approach



The 5 'I's ...or maybe 7

- Inspiring
- Independent/impartial
- Informed
- Informative/insightful
- Interactive

Talking about finance



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What we talk about when we talk finance

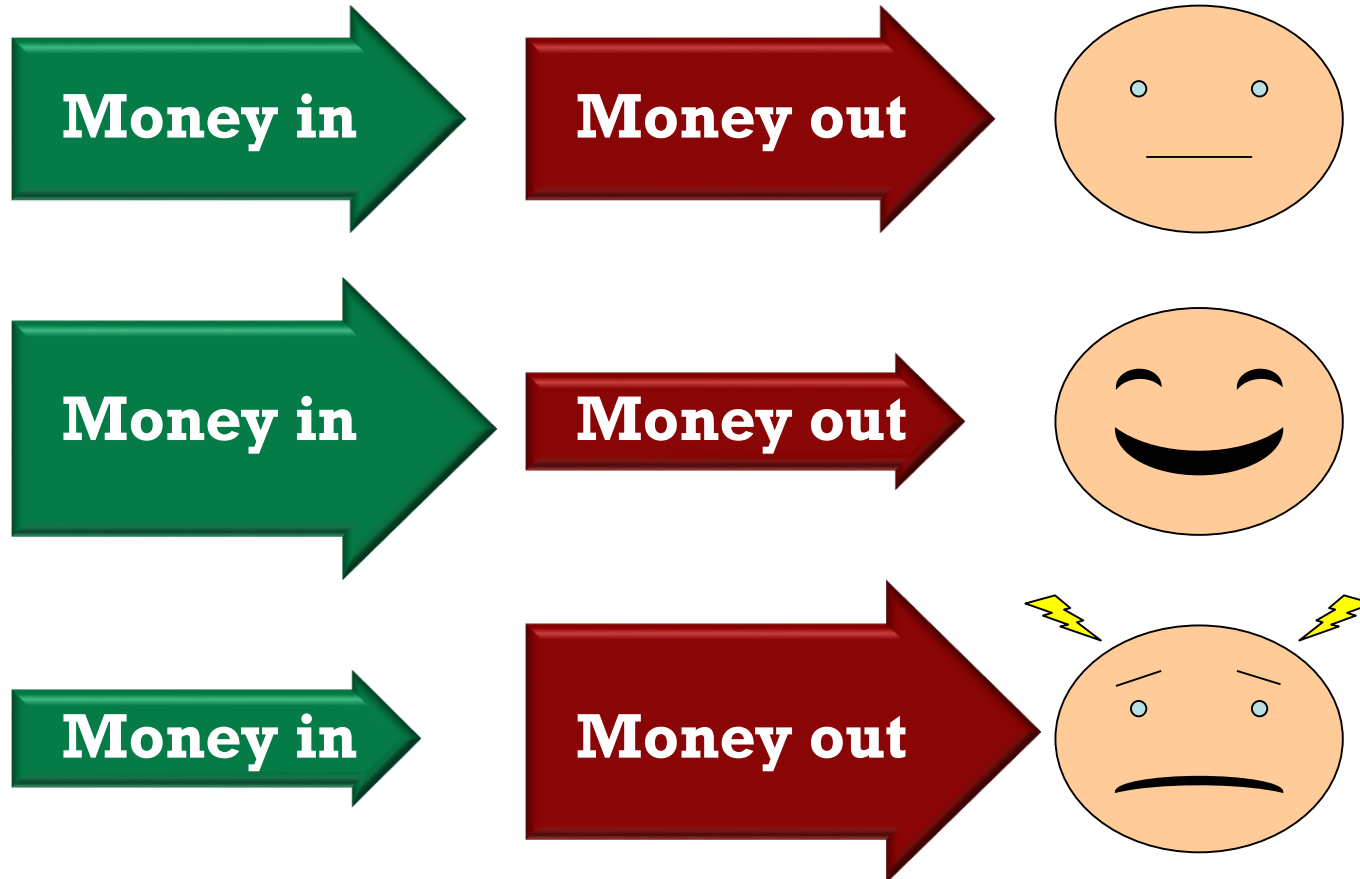
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- ~~Jargon~~
- ~~Acronyms~~
- ~~Numbers~~
- ~~Details~~
- ~~Process~~
- Plain English
- Stories and metaphors
- Principles
- Big picture
- Where to start

Push's approach



In and out

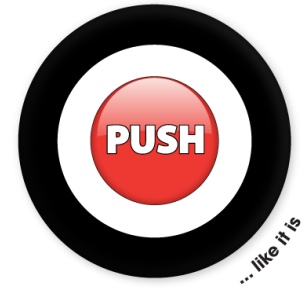


Living costs: a day in the life



- Wake up
- Breakfast & shower
- 1st lecture, coffee
- Buy new books (replace lost pens)
- New phone charger
- Lunch with friends
- Travel to 2nd lecture by bus
- Sports team (pay 'subs') & tube ride
- Dinner out (friend's birthday)
- Night out (another friend's birthday)
- Taxi home (4am chips, paracetamol from 24-hour shop, vomiting, etc)

Talking about finance



We ask one question:

- What do they need to know?

We need to ask three questions:

- What do they know already?
- What do they want to know?
- What do they need to know?

Talking about finance



What do they know already?

- Interaction
- Highlight misconceptions
- Highlight unknown unknowns
- Avoid over-simplification
- Avoid repetition

Talking about finance



What do they want to know?

- Is it worth it?
- Will I be okay?
- How?

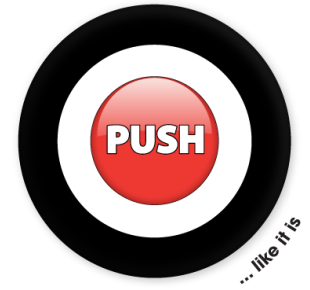
Talking about finance



What do they need to know?

- What does it all cost?
- How much will I get?
- Where to start

The aim of engagement



- Turn 'What they want to know...
...into 'what they need to know'
- Provoke questions
- Self-led guidance is the best guidance...
- ...particularly for details, numbers & processes

The final 'I'



Impact

Managing the follow-up



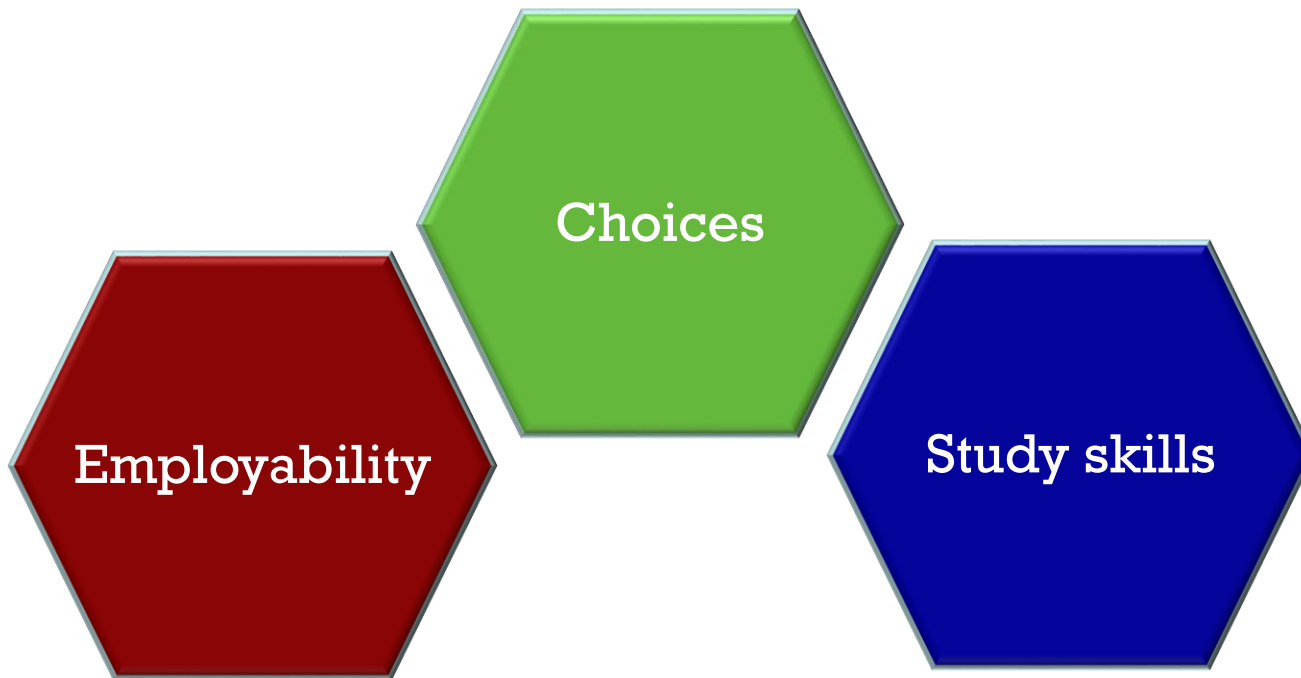
- Gather contact information
- Email support
- Website
- Matchmaking opportunities
 - Employers
 - Universities
 - Further support

What makes Push different?



- Work directly with schools or in collaboration
- Reaching wider and deeper
- Funny and engaging: spurs action
- Avoiding the drive-by
- Evaluation
- Targeted and tailored
- A menu of sessions

The menu



What is Push?



- Social enterprise
- Track record
- National Careers Award
- Website
- Research
- Outreach

Thanks for listening



Contact me:

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[i JohnnyRich](#)