

WHAT DOES SUCCESS LOOK LIKE?

A student + staff population that are aware of the concept of Financial Capability

OBJECTIVES

1. Raise awareness of BB as a tool + platform.
2. Establish Financial Capability throughout the institution, both non-academic + faculty staff.

KEY RESULTS

1. Student registration numbers to be at 3% of total population of institution
2. Run an awareness session for approx 50 staff members

TIMELINE



PROJECTS/CAMPAIGNS

- Pre-enrolment: Staff engagement; WP; teach students about managing money from a young age. Work with pre-arrival team, comms team, FB for halls of residence.
- Staff awareness / engagement
- Welcome Week / Freshers: "The Cash Circus"
- Halloween: Spider's web tied in with BB skills web. Work with careers.
- Christmas: Advent Calendar with tips; 12 videos of Xmas; Tree + baubles with money tips

WHAT DOES SUCCESS LOOK LIKE?

Students are prepared for the transition into private housing

OBJECTIVES

1. A decrease in Housing Deposit-related enquiries and deposit-related applications to university funds.
2. Increase proactive enquiries around around budgeting + planning.

KEY RESULTS

1. 10% increase in Budgeting Module completion.
2. Decrease of 10% in deposit-related applications to Hardship Fund from previous years.

TIMELINE

"I Wish I Knew" -
end of Jan

"New Year,
New You" - 1st
week of Jan

NSMW Housing - Mid-Feb

PROJECTS/CAMPAIGNS

- "New Year, New You": Promote 21 Day Money Bootcamp > Social media messages + content.
- "I Wish I Knew": Testimonials from students > Twitter campaign, Student Focus Groups, Competition (most likes / re-tweets is the winner).
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- NSMW Housing Workshops: Budgeting, Private Housing guidance (offer incentives to attend).
- Link to accommodation services' campaigns
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WHAT DOES SUCCESS LOOK LIKE?

We want to see students financially ready for the next academic year.

OBJECTIVES

Ensure students secure funds for the next academic year and compose a budget.

Students get housing deposits back and find a summer job.

KEY RESULTS

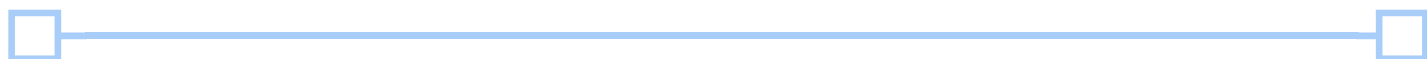
Increase student funding applications by 10%

Increase completion of Budgeting module by 50%

100 more students to use the Careers department

TIMELINE

"Before you hop off" - Easter



Summer Essentials Passport -
mid May

PROJECTS/CAMPAIGNS

- "Before you hop off" - Easter. Fill in your application to get an Easter egg
- Summer Essentials Passport - Poster with a student leaving for holiday, holding passport
- with pre-departure to-do list: Funding Application, Job, Budget, House Deposit, etc. Pop-up drop-in centres (with computer/tablet access) with an adviser on hand to help students
- complete pre-summer to-do list 6 weeks, different times and locations. Win chocolate or
- Nandos vouchers.