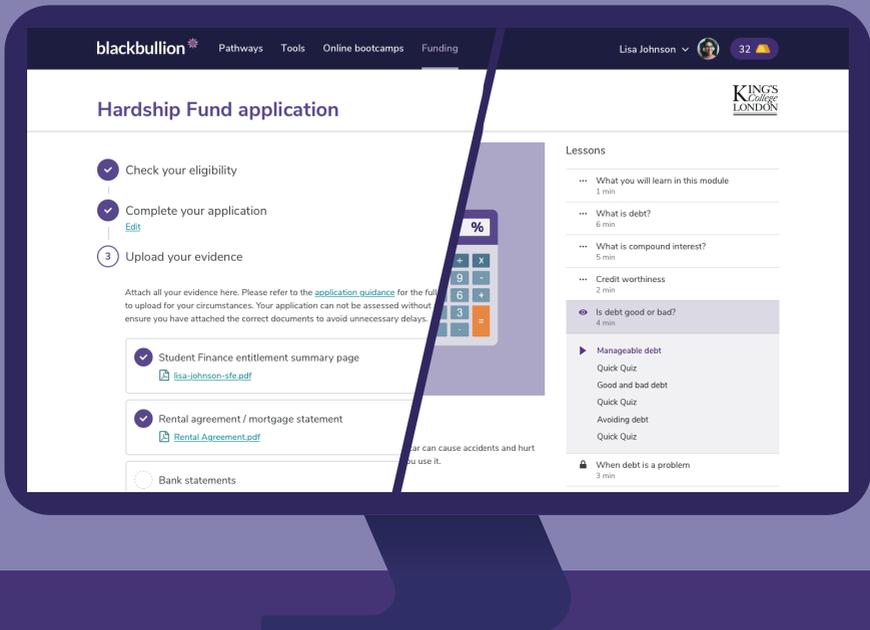


Workflow and education solutions for the Student Support Teams



“ I’ve watched Blackbullion develop and have been impressed by the growing impact their services and support has had on students across UK campuses.

- Lynne Condell MBE, Manager, Student Money Advice, Liverpool John Moores University



About Blackbullion

Blackbullion was founded with a single purpose - to help young people develop their financial skills for life. Fast becoming the financial and education solutions startup for leading universities, Blackbullion can currently be accessed by over 700,000 students, through partners including King’s College London, Nottingham Trent University, and Liverpool John Moores University.

A champion of tech for good, the platform is actively integrated into university student retention strategies, with a focus on widening participation students.

Our awards



Removing barriers for students experiencing financial hardship

Each year, millions of pounds is distributed in hardship awards, emergency loans, special funds, scholarships and bursaries to support a variety of student cohorts on their journey to a successful graduation. Whilst the survey finds over 79% of students worry about meeting ends meet financially, 43% of students aren't clear on all funding available, including additional university funding, grants and bursaries.

Student support teams play a crucial role in helping students in financial hardship get through difficulties, but the existing processes and lack of technology can make the process unnecessarily lengthy or difficult.

Blackbullion's Funding Tool has been developed to simplify this process, by introducing online application forms, freeing up university staff to support students more proactively and improve the overall student experience. By reducing the time taken to complete the funding process, as well as bringing transparency to students in regards to where they are in the process, Blackbullion is also helping improve retention, minimising uncertainty and removing barriers for students experiencing financial hardship.

The true game changer is the tool's ability to underpin financial support with education to help students gain valuable skills for life.

With the funding process varying across the sector, the Funding Tool enables a seamless, coordinated user journey for any type of fund. This means that universities can manage multiple funds and

track applications while speeding up the process. It also allows busy finance teams to encourage students to complete outstanding forms and provide the required evidence, preventing applications from stalling.

Vitaly, the platform can gather powerful analytics for university teams, to manage all applications, track progress and evidence, supporting measurement of impact and efficacy around financial education and capability.

“ The software is intuitive, and has helped with organisation, prioritisation and workflow management. The funding tool has provided a secure central hub for application information. We can now, if needs be, look at applications off-site (allowing for greater flexible working).

- Paul Beavan, Assistant Manager
(Exams and FSF), University of Suffolk

The Funding Tool: Benefits



Simplifies the process

Replaces manual and paper based application processes for both students and staff



Saves Time

Centralise and streamline the review and approval process of funding applications



Improves turnaround time

Track requests that previously needed to be routed through multiple departments



Measures impact & efficacy

Meet compliance and diversity requirements to improve internal reporting



Reduces student anxiety

Guides students through the application process with nudges and reminders



The Funding Tool is the next step in our plan to bring financial education into every touchpoint of a student's financial journey. It has been developed closely with our university community, with each feature designed to solve a particular challenge. It's a major step for our business as we continue to underpin financial solutions with education.

- Vivi Friedgut, Founder & CEO of Blackbullion

Impact of the 'just-in-time' learning approach

Financial education isn't sexy and although many students wish for better financial outcomes (and realise they often lack the essential knowledge and skills) they find themselves challenged by financial situations when it is often too late.

Blackbullion aims to engage students with financial subjects, inject practical tips and guidance as well as encourage further curiosity by embedding the learning process into the university journey.



I found Blackbullion learning very helpful to the funding application process. I never budgeted before and it was great to see how I was using my money. I found direct debits I didn't know about. It really helped me.

- Ameira, full time undergraduate, living with dependants

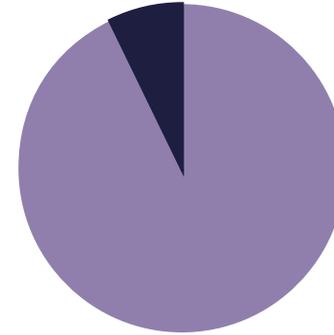
The Blackbullion platform blends cutting edge technology and competency-led pedagogy to deliver 3-4 minute shots of learning, using multimedia content. Our curriculum is designed to raise understanding of personal finance subjects such as budgeting, debt, investments, savings, financial risks, taxes, and university funding. 90% of our partner universities embed Blackbullion into student touchpoints from making the learning a mandatory part of funding applications, part of onboarding workshops for students, or at recruitment events.

“ Blackbullion has helped me thoroughly, far beyond just understanding definitions and concepts.

- MA student at King's College, UK

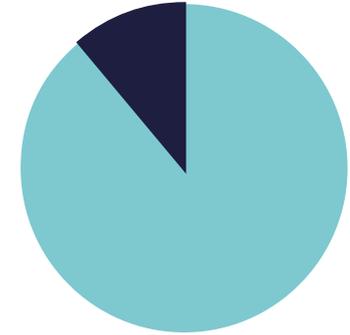
“ I use Blackbullion because there is no other website similar to it here in New Zealand. The content sounds and looks really nice, it's modern and attractive.

- First year student at Victoria University of Wellington, NZ



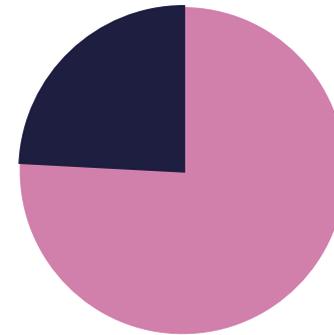
93%

Found the platform easy to use



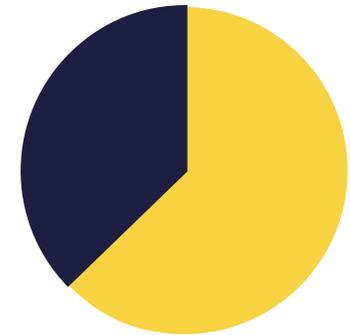
89%

Felt more confident about their finances



76%

Found the lessons engaging



63%

Improved their budgeting skills

Leveraging Blackbullion across different departments



1. Mental health



2. Widening participation



3. Money advisors



4. Staff wellbeing



5. Peer to peer



6. Retention



7. Recruitment



8. Workflow solution

www.savesthestudent.org/money/student-money-survey-2019.html#finance

1. Mental Health: addressing money worries

Liverpool John Moores University

At LJMU the student support team focus on the entire student wellbeing journey and it was clear that financially induced anxiety was often overwhelming and affecting students' mental health. By offering Blackbullion online courses, while providing counselling and support to students, they've managed to mitigate the impact of financial worries on student experience. *"It was clear that not only was a more effective and efficient solution to improving the financial skills of the students was needed, it had to be seen as an institution-wide initiative."* - University of West of England

2. Widening Participation: at the heart of social mobility

University of West of England

The university focuses on vulnerable WP students that need as much help as possible to manage their finances. *"We have had great feedback from students, saying that it is a useful tool and easy to use."* - Steffie Denton, UWE Cares Coordinator

Sheffield Hallam University

The WP outreach program at open days is supported by Blackbullion, providing a proactive approach to attract new talent from widening participation backgrounds.

6. Retention

Sheffield Hallam University

Sheffield Hallam's student support services are integrating Blackbullion into specific faculty workshops to engage students with developing skills outside of their course and encouraging students to self-develop via Blackbullion. We have recognised the changes required strategically in relation to financial education and its impact on retaining student for the duration of their studies. *"It is brilliant because we can sign students up and they can discover the value of the product on their own."* - York St John University

Sheffield Hallam University

Sheffield Hallam is leveraging the natural collaboration of the student services, recruitment, and admission department around Open Days. They are moving towards using Blackbullion to help prospective students and parents understand the university funding structure, and the skills they will need to thrive at university. *"Seeing our students developing the skills they need to thrive in the real world is very rewarding."* - Sheffield Hallam University

University of West of England

The University's marketing team found Blackbullion materials essential to build the value-add case for those looking to attend a course at UWE and played a key part with articles and pop-ups helping students understand the financial case for attending university.

7. Recruitment: Making the case for attending university



ARK Schools

We understand the importance of providing financial support to students before they land on campus and have recently started working with ARK schools providing pre-entry information to ensure students are prepared for University.

3. Workflow solution: streamlining funding applications process

University of Suffolk

The university introduced Blackbullion's Funding Tool to bring transparency to the process and improve turnaround times, removing frustration for students and staff. The Blackbullion funding tool has brought clarity to students and staff over the status of applications, which saves staff time that otherwise would have been spent chasing evidence and following up with students.

Goldsmiths University

The university was looking to move away from paper applications and introduced the Funding Tool to bring the process online. The ability to filter by specific cases was especially important to the Goldsmiths team and we worked together to develop the features fulfilling that requirement. Since the launch, the feedback about the application process has been overwhelmingly positive.



Our Partner Community

We work with institutions in the UK, Australia and New Zealand.



Get in touch

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