

Independent Taskforce on Student Finance Information

Wes Streeting

Chief Executive of the Helena Kennedy Foundation, Former NUS President 2008 – 2010 and Deputy Head of the Independent Taskforce on Student Finance



Aims of the Taskforce

Communicate an unbiased information about the true cost of higher education in England from 2012

Sets its own agenda and is independent of government

 Supported by bodies across the education sector (NASMA, HELOA, NUS, universities, schools and colleges)



Student Finance Day

14th November 2011

Taking place on 14 November 2011

- Taskforce to act as a central resource hub and communications support
- National focal point on the key issue of student finance

 Nationwide campaign that is also designed for YOU to be able to run with the story locally and regionally



Student Finance Day

One simple, but crucial aim:

To ensure people realise that <u>ANYONE</u> can afford to go to university <u>IF</u> they really want to go



How do we want to achieve this?

•Encourage universities, schools and colleges to work together on this issue

 Improve awareness within universities, colleges and schools of the support available for students in England from 2012

•Help prospective students identify where they can go for help in accessing financial support



What WE can provide

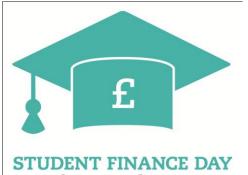
TUDENT FINANCE DAY 14th November 2011

.Student Finance Day branding

•A strong national media story on the day

Media quotes from Martin Lewis for you to use in your releases

•Experienced professionals who have managed similar sector wide campaigns previously – National Student Money Week and Universities Week



What WE can provide

14th November 2011

A comprehensive 'toolkit' of resources:

 Taskforce guides for parents, teachers, prospective students (full-time AND part-time)

 Student finance calculator developed by experts at MoneySavingExpert.com and renowned university academics

 Video guides for different audiences featuring Martin Lewis for you to embed on your websites and use at open days



What WE can provide

14th November 2011

A pool of experts from Higher Education Liaison Officers Association (HELOA) and the National Association of Student Money Advisers (NASMA) available throughout the year to come into schools and colleges.





What we need from YOU

Events and activities linked to the national campaign e.g. Road shows, open days, school visits

 Media relations from your organisation linked to the national story

 Activities could be bespoke or simply 're-badged' under the campaign umbrella



Some suggestions

 Embed some of the Taskforce resources on your website / use as part of your activities

- •Organise a roadshow, money day/week, open day or school visit
- Use our media materials to target local and regional press

Invite local figures to your events – show how you're working with the local community on this issue



Contact us

info@studentfinance2012.com

www.studentfinance2012.com

Sally Scott Tel no: 0207 348 9102