

Stakeholder & Partner Bulletin

NOVEMBER 2011



This bulletin gives you an update on the Student Finance England (SFE) service for AY 2011/12. There are also updates on Student Finance England practitioner resources for 2012/13 and the stakeholder working groups.

STUDENT FINANCE ENGLAND APPLICATIONS

As at 30 October, we have received over **one million** student finance applications, which is 96% of all the applications we expect to receive for academic year 2011/12.

A small number of students have not yet returned their signed declaration, so we can't complete the processing of their applications.

Can you help?

Please help us encourage students to sign and return their declaration form.

Nearly a quarter of calls we're receiving at the moment are from students wanting to check the progress of their application; please help us encourage students to log into their online account to check the status of their application before phoning.

STUDENT FINANCE LAB

We've launched an online customer research panel as a way of getting quick customer feedback which we can use to shape our student finance products and services.

We're inviting former, prospective and current students and sponsors/parents to sign up at www.thestudentfinancelab.com/register and give us their views on student finance services.

Customers will have the chance to win Amazon vouchers for taking part in short surveys and online discussions.

Please encourage students to sign up for this panel; the following message can be used in communications to students or on websites:

Sign up to the Student Loan Company's new online customer research panel to be in with a chance to win Amazon vouchers at www.thestudentfinancelab.com/register

SFE COMMUNICATIONS TOOLKIT

We're developing an online communications toolkit which can be used by stakeholders, schools, colleges and HEIs to communicate student finance messages to potential students. The toolkit will include:

- A range of ads with our key 'call to action' messages (including banner, web and print ads)
- Mobile student finance 'apps' and widgets
- Student finance calculator
- 'How to....' films
- Prospectus content on student finance (for 2013/14)
- Downloadable print materials

The toolkit will be available early next year and we'll be contacting all of our partners to ask for your help in using (and embedding) these tools on your customer facing communication channels. Together we can ensure customers have the information they need on student finance.

SFE PRACTITIONER RESOURCES

We're also creating a suite of online resources to help practitioners explain the 2012/13 student finance package, when they are advising or giving presentations to students. These resources for this year are now available on our [practitioners' website](#).

The new materials include a student finance film (dispelling the myths and presenting the facts), a [key dates checklist](#), outlining the key dates of how and when to apply for student finance, PowerPoint presentations and a range of fact sheets that can be printed to create a bespoke 2012/13 resource folder.

• Key dates checklist

Schools can now order print copies of the checklist for distribution to students via the 'order app' page of the practitioners' website. We'll update the resource section of the practitioners' website regularly with new information and materials.

Visit our practitioners' website to see what resources are available:

www.practitioners.studentfinanceengland.co.uk

SFE STUDENT FINANCE CALCULATOR LAUNCH

The SFE student finance calculator for academic year 2012/13 is being launched on Monday 7 November at: www.direct.gov.uk/studentfinancecalculator

The calculator will enable students from England considering going to university in 2012/13 to work out how much funding they can get based on university and course choice.

The Wales and Northern Ireland student finance calculators will be available early in 2012.

STAKEHOLDER CONFERENCE

Our Student Finance Stakeholder Conference is taking place on 22 November 2011.

Due to extremely high demand for places, registration for this event is now closed.

HEI MARKETING CONTACTS

We would like to develop our direct contacts in universities and colleges. If you work in one of the following areas, please send us your contact details so we can keep our contact data up to date:

- Social media
- Press & media
- Applicant communications
- Marketing
- Websites

Please email your name, job title, phone number, email address, institution name and the area you work in to: SLC_Stakeholder_CRM@slc.co.uk

FEEDBACK

If you have any comments on, or suggestions for inclusion in this bulletin please email us at: stakeholder_enquiries@slc.co.uk

STAKEHOLDER WORKING GROUPS UPDATE

STAKEHOLDER FORUM – 27 OCTOBER

- The Forum congratulated SLC on the successful delivery of the 2011/12 service to date.
- They discussed delivery of 2012/13 and stakeholder input into the design of the 2013/14 service.

OPERATIONS GROUP MEETING – 22 SEPT & WEEKLY TELECONFERENCES

- The group have continued to review 2011/12 processing MI, noting the strong position in processing, contact centre and communications and discussing and resolving issues affecting specific groups of students.
- The group discussed final aspects of 2012/13 policy and have a joint meeting with the HEI Services & Finance Stakeholder Group planned for 21 November to look at a summary of the 2012/13 service.

DISABLED STUDENT STAKEHOLDER GROUP MEETING – 8 SEPTEMBER

- The group discussed the interim high level findings of the research exercise, where 2010/11 applicants who have not proceeded to the assessment stage, are being contacted to understand their reasons for non-progression and to help move their application through.
- They looked at the findings of phase one of the non-medical help research project, including the initial draft of the banding of different NMH roles, which the group felt was an excellent start to structuring and bringing clarity to the different roles and services.
- They discussed the 2012/13 IAG campaign theme, rationale, approach and design concepts.

HEI SERVICES & FINANCE STAKEHOLDER GROUP MEETING – 24 AUGUST

- The group discussed in detail various administrative issues on aspects of the student finance service for 2012/13, including attendance reporting and fee payments, fee waivers and bursaries and part-time income assessments.