

communications report

NATIONAL STUDENT FINANCIAL AID SCHEME

ONE OF THE EFFECTIVE TOOLS OF COMMUNICATIONS

is face to face. This is one of the strategies that NSFAS has implemented in the year under review.

This year NSFAS has become a member of the Careers Exhibitions and Information Association (CEIA) which hosts several careers exhibitions across the country. Most members of the Association are recruitment Officers of all the higher education institutions. The exhibitions are targeting the grade 12 learners.

This move has received special attention in all exhibitions from school principals and teachers who accompanied their learners. One teacher said, "Your presence in these careers exhibitions provides an opportunity for grade 12 learners to ask all questions that we cannot answer about the scheme as teachers. For me, I started to know about NSFAS at tertiary level at my second year. Thank you for attending the exhibition".

During the year under review the following key communications strategies we implemented as the way of creating awareness of NSFAS in different communities.

- Posters and brochures were distributed to all high Schools in the country accompanied by the letter from Chief Executive Officer.
- NSFAS was centrally involved in a number of career exhibitions that were hosted around the country in poor communities attended mainly by grade 12 students.
- There was participation in several community and regional newspapers and radio stations (eg. Radio Zibonele, CKI FM, Tobela FM and Kwana newspaper) and television programmes.
- Posters and brochures were sent to all Financial Aid offices in different institutions.
- NSFAS was involved in a variety of regional projects like "Take a girl child to work".
- A number of advertisements about NSFAS were placed, including one in a nationally distributed career guide, JumpStart.
- The NSFAS web-site which is rich in information, such as details

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of contact numbers and contact persons to whom interested parties could direct questions, was improved.

To reinforce the key communications strategies, the organisation arranged a series of workshops with all progressive Non-governmental organisations who work directly with young people in different provinces. The organisation has acknowledged some challenges that are faced by prospective students in rural areas, and we are in the process of addressing some of those challenges.

ngo partnerships report

NATIONAL STUDENT FINANCIAL AID SCHEME

NSFAS CONTINUOUSLY TRIES TO REACH ALL THE

prospective students in the peri-urban and rural areas to make access to information possible and affordable to those students who do not have money and access to technologies. NSFAS takes seriously its mandate to promote access to higher education for poor and academically able prospective students. In the year under review NSFAS has worked to consolidate existing partnerships and to extend further the reach of second and third tier partnerships.

fig 5. VALUE OF AWARDS & NUMBER OF STUDENTS

Awards for 2005			
NGO	Award Value	Bursary Value	No of Students
REAP	R 1,818,332.00	R 508,920.53	157
StudieTrust	R 1,733,145.81	R 466,217.54	120
ASSET	R 1,000,000.00	R 279,659.22	109
	R 4,551,477.81	R 1,254,797.29	386

Fig. 5 shows the number of students and the value of the awards for 2005.

Minister of Education, Mrs. Naledi Pandor speaking at a gathering to celebrate five years of student support from Rural Education Access Programme (REAP), said "You cannot succeed in transforming a society without organs of civil society". NSFAS has been in partnership with three NGOs in trying to reach more prospective students with a particular attention to rural areas and also to areas of scarce skills. These organisations, ASSET, StudieTrust and REAP, are involved in administration of bursaries and student support programmes, they also have potential to reach prospective students in these remote areas of the country.

Student support programmes include counselling and personal support and academic support. NSFAS values the partnership with the three organisations which have established relationships with NSFAS and recognises the contributions of their support and outreach programmes to meet the NSFAS mandate. These organisations have also supported the initiatives to extend the reach of partnerships and have generously supported the new partnerships with advice and practical administration.

In the year under review, NSFAS has organised a series of NGO workshops in three provinces with the aim of identifying more community based organisations with which to form partnerships. These provinces are: Limpopo, KwaZulu Natal and the Eastern Cape Province. All the new NGOs are categorised into second tier and third tier partnerships.

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SECOND TIER PARTNERSHIP

The second tier partnership is NGOs for that are going to be involved in the following areas:

- Select and refer students to the first tier organisation who administer NSFAS loans or to the Financial Aid offices of higher education institutions.
- Apply the National Means Test to all the students they have identified.
- Prepare an annual report for NSFAS.
- Liaise with NSFAS Communications Officer on a regular basis.

THIRD TIER PARTNERSHIP

These organisations are going to be involved in the following areas:

- Disseminate NSFAS marketing materials to all schools and youth organisations.
- Referral of students to first tier organisations and to Financial Aid offices.
- Liaise with NSFAS Communications Officer on a regular basis.

There is a programme of meeting and support for the new partners to consolidate the partnership process. The established partners continue to be involved and helpful in this process.

The remaining provinces will be visited during 2006 and 2007. All the above initiatives that NSFAS has engaged in are trying to make sure that no student who qualifies to study at higher education level should be excluded because of lack of money.



SOCIAL RESPONSIBILITY CONTRIBUTION

At the end of 2005 NSFAS staff put some money together for gifts for the children receiving treatment at Brooklyn Chest Hospital.

A small NSFAS team visited the hospital to see the children and get their different ages and sizes. The children were from the age of 6 months to 16 years. There were about 30 – 35 children who received gifts. NSFAS staff made sure that each and every child received something from what they have bought for them. The children were very happy to see that there are people who really think about them and love them. Some of the children cried as they received their new clothes and other gifts.

The management staff of the hospital thanked NSFAS staff for thinking about those children who come from indigent homes and underprivileged communities. They also hope that their quality service they provide to the children will make their long stay at the hospital bearable.