

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.