

EDUCATION MAINTENANCE ALLOWANCE PARTNER TOOLKIT

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FOR



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WHAT IS THE EMA AND WHAT IS THIS TOOLKIT?

**THE SCOTTISH GOVERNMENT IS COMMITTED TO ENSURING THAT THE PROSPECTS
OF OUR YOUNG PEOPLE ARE NOT HAMPERED BY THEIR BACKGROUND AND
HOUSEHOLD INCOME.**

That is why the Scottish Government has retained the Education Maintenance Allowance (EMA) in Scotland, a fund to support students aged between 16 and 19 to continue with their learning. Over 33,000 school and college students in Scotland receive the EMA, and last year the government extended the eligibility criteria so more young people can get financial support to help fulfil their potential.

Now, as students return for the 2016/17 year, we want to make sure as many eligible students as possible are aware of the programme and receive this help. This toolkit outlines a national awareness-raising campaign taking place during September 2016, with promotional materials being sent to every Scottish secondary school and college, and word being spread via social media channels.

The toolkit also explains how you can take part and help make sure students and their families are aware of the help they are entitled to in order to continue learning.

Thank you for your support.

EDUCATION MAINTENANCE ALLOWANCE IS A PAYMENT OF £30 PER WEEK TO YOUNG PEOPLE AGED 16 TO 19 YEARS OLD FROM LOW INCOME FAMILIES TO REMAIN IN POST 16 LEARNING.

The Scottish Government believes the EMA helps support young people to make decisions about their learning that are based on their ability and aspirations rather than their financial circumstances.

Currently over 33,000 school and college students in Scotland receive the EMA. The government has expanded the programme so that an anticipated 22,000 more young people could benefit from the allowance. To that end, the financial thresholds for families have been raised and part-time college courses have been included to ensure more students are eligible.

Students from a family earning up to £24,421 a year with one dependent child - or up to £26,884 if they have siblings - could be eligible, depending on the course they're studying or if they are on an Activity Agreement as well as meeting the other eligibility criteria such as residency. The payment is based on attendance and on the student fulfilling any learning agreement they have.

In 2016, we're working in partnership with schools, colleges and others to raise awareness among students, guidance teachers and bursary offices, and families.

YOU CAN HELP US REACH STUDENTS AND THEIR FAMILIES

IN THE FOLLOWING WAYS:

- dissemination of campaign materials
- information in newsletters, websites and social media
- publicity in local papers and radio.

HOW YOU CAN HELP CAMPAIGN MATERIALS

EVERY SECONDARY SCHOOL AND COLLEGE IS RECEIVING POSTERS AND FLYERS TO DISPLAY AND DISTRIBUTE TO STUDENTS AND TEACHERS. THERE ARE THREE VERSIONS OF POSTERS FOR STUDENTS, FOR DISPLAY IN YOUR STUDENT-FACING AREAS SUCH AS NOTICE BOARDS, COMMON ROOMS AND HALLWAYS. THERE IS ALSO A VERSION FOR DISPLAY IN STAFF AREAS. ALL FOUR VERSIONS ARE PROVIDED IN BOTH A3 AND A4.

We have also sent you A5 two-sided flyers for students. We would appreciate it if you could distribute these to all students in the 16-19 age bracket, and in particular those you know to be eligible for the EMA. Please note that some students feel there is a slight stigma attached to receiving an EMA, so please be discrete and sensitive.

HOW YOU CAN HELP NEWSLETTERS, WEBSITES AND SOCIAL MEDIA

THIS TOOLKIT CONTAINS COPY YOU CAN USE FOR NEWSLETTERS, EMAILS, AND WEBSITES TO INFORM YOUR STUDENTS AND YOUR SCHOOL OR COLLEGE'S WIDER COMMUNITY ABOUT THE EMA AND WHERE TO FIND OUT MORE.

We have also provided suggested posts for your social media accounts, as well as graphics you can download.

We would be grateful for any support you can give us through your various channels for reaching students and families.

HOW YOU CAN HELP LOCAL PUBLICITY

LOCAL NEWSPAPERS AND RADIO ARE GREAT WAYS TO INFORM YOUR LOCAL COMMUNITY, AND PARTICULARLY THE FAMILIES OF STUDENTS ABOUT THE EMA.

We have provided a template news release for you to adapt and send out to local media. You can also support this by giving interviews to local radio and newspapers.

- If you're 16 to 19 years old you could get £30 a week to help you continue learning, through the Educational Maintenance Allowance programme.
- Over 33,000 school and college students in Scotland receive the EMA, a Scottish Government fund to support young people from lower income families to continue with their studies.
- Find out if you could help yourself with the EMA. Speak to your guidance teacher or bursary office about how you get an application form, or find out more at www.emascotland.com
- If your family earns up to £24,421 a year - or £26,884 if you have siblings - you could be eligible, depending on the course you're studying or if you are on an Activity Agreement.
- The payment is based on attendance and on you fulfilling any learning agreement you may have.

KEY MESSAGES

FACTS AND STATS

THE EMA PROGRAMME WAS EXPANDED IN JANUARY 2016 TO SUPPORT MORE YOUNG PEOPLE. THE INCOME THRESHOLDS WERE RAISED AND PART-TIME NON-ADVANCED COLLEGE COURSES WERE INCLUDED.

Local authorities and colleges deliver the programme on behalf of the Scottish Government.

The weekly payment of £30 is based on 100% attendance and fulfilling the terms of learning agreements. Learning agreements give local authorities and colleges discretion to offer flexibility to some students based on their circumstances; for example, young carers.

In 2014/15 in Scotland 33,180 school pupils and college students received EMA payments, a decrease of 6% (2,290) from 2013-14

School pupils account for 68% of young people receiving an EMA, with college students making up the remaining 32%. In 2014/15, this translated to 22,530 school pupils and 10,650 college students.

COPY FOR NEWSLETTERS AND WEBSITES

APPLY TODAY FOR THE EMA

IS MONEY KEEPING YOU BACK FROM CONTINUING YOUR LEARNING AT SCHOOL OR COLLEGE?

If you're 16 to 19 years old you could get £30 a week to help you continue learning, through the Educational Maintenance Allowance programme. The EMA is a Scottish Government fund to support young people from lower income families to continue with their studies. Around 33,000 students in Scotland receive the allowance.

If you want to find out if you're eligible for the allowance speak to our guidance teacher/bursary office **DELETE AS APPROPRIATE** about how you get an application form. Or find out more at www.emascotland.com.

You could be eligible if your family earns up to £24,421 a year - or £26,884 if you have siblings - depending on the course you're studying or if you are on an Activity Agreement. The payment is based on attendance and on you fulfilling any learning agreement you may have.

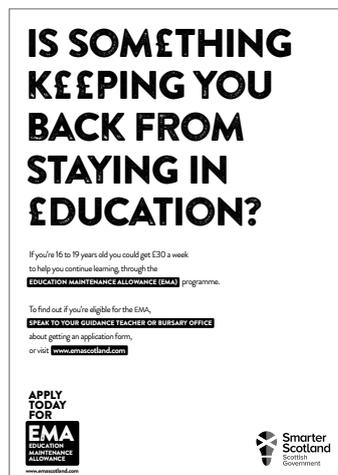
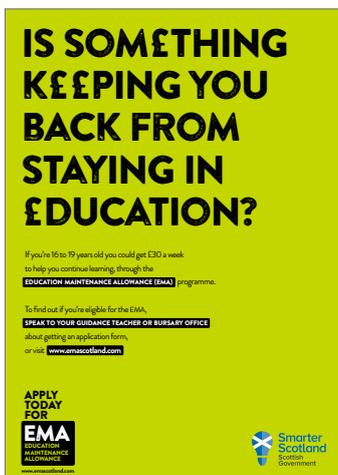
**ADD CONTACT DETAILS FOR THE APPROPRIATE PERSON
AT YOUR SCHOOL OR COLLEGE**

WE HAVE PROVIDED THREE VERSIONS OF A4 AND A3 POSTERS AND A5 FLYERS FOR YOUR STUDENTS, AS WELL AS A4 AND A3 POSTERS FOR STAFF.

You can also download electronic versions and of the posters and flyers, and PDFs for printing.

We have also included a flyer for staff for you to print as appropriate, and monochrome versions of the student versions of posters and flyers for use with students who have colour-blindness or related conditions.

These files are available at: www.emascotland.com/admindocuments.php



YOUR SOCIAL MEDIA ACCOUNTS ARE A GREAT WAY TO MAKE STUDENTS AND FAMILIES AWARE OF THE EMA. YOU CAN HELP SPREAD THE MESSAGE BY:

- posting about the EMA on your Facebook and Twitter
- using the [#ApplytodayforEMA](#) hashtag
- retweeting relevant tweets by others
- sharing relevant Facebook posts

There are some suggested posts on page 13. For the most impact, you should use graphics with your posts. Graphics for Facebook and Twitter can be downloaded at: www.emascotland.com/admindocuments.php

You can also download badges and banners for your webpages and accounts.

SOCIAL MEDIA

FACEBOOK

If financial matters are keeping you from staying in education, find out if you can get the Education Maintenance Allowance. If you're 16 to 19, you could get £30 a week to help you continue learning. Visit www.emascotland.com or speak to your guidance teacher or bursary office.

Aged between 16 and 19 and in school or college? You could be eligible to receive £30 per week. Visit www.emascotland.com or talk to your school or college.

If you're 16 to 19 years old you could get £30 a week to help you continue learning, through the Educational Maintenance Allowance programme: www.emascotland.com Speak to your guidance teacher or college bursary staff about getting an application form.

Do you want to keep learning but face financial barriers? If you're 16 to 19, you could get £30 a week to help stay in education through the Education Maintenance Allowance. Visit www.emascotland.com or speak to your guidance teacher or bursary office

TWITTER

What's holding you back from learning? See if you can get £30/week
[#ApplytodayforEMA](https://twitter.com/ApplytodayforEMA) <http://bit.ly/2ba5Pd8>

Need money to stay learning? Let us help
<http://bit.ly/2ba5Pd8> [#ApplytodayforEMA](https://twitter.com/ApplytodayforEMA)

Want to keep studying but can only see barriers?
[#ApplytodayforEMA](https://twitter.com/ApplytodayforEMA) <http://bit.ly/2ba5Pd8>

Aged 16-19 & at school or college? You could get £30/week
<http://bit.ly/2ba5Pd8> [#ApplytodayforEMA](https://twitter.com/ApplytodayforEMA)

APPLY TODAY FOR THE EMA

YOUR INSTITUTION is encouraging students to make sure they're getting the financial support they're entitled to in order to stay in education.

Thousands of Scottish secondary school and college students receive the Education Maintenance Allowance (EMA) each year, a Scottish Government fund to support young people from lower income families to continue their learning. Students aged 16 to 19 get £30 a week to help with their education, dependent on attendance and individual learning agreements.

Now, schools, colleges and local authorities across Scotland are working with the Scottish Government to ensure as many young people who entitled to the EMA as possible apply for the support.

YOUR SPOKESPERSON said:

“For all young people, education is crucial to improving their employment prospects and the quality of their lives. But many face financial barriers to continuing their learning and that's why we're acting to make sure they are aware of the support they're entitled to.”

“The EMA has already helped thousands of young people in Scotland stay on in education to build up their skills and employability. The allowance is a lifeline to those students, contributing towards books, travel costs and other expenses.”

Over 33,000 school and college students in Scotland receive the EMA. At the start of this year, the Scottish Government raised the income thresholds and also made some part-time college courses eligible. If a student's family earns up to £24,421 a year - or £26,884 if they have siblings - they could be eligible, depending on the course they're studying or if they are on an Activity Agreement.

TEMPLATE MEDIA RELEASE NOTES TO EDITORS

**THE EMA PROVIDES AN INCENTIVE FOR STUDENTS AGED 16 TO 19
(UP TO THEIR 20TH BIRTHDAY) FROM LOW INCOME FAMILIES TO STAY
IN EDUCATION, EITHER IN SCHOOL OR ON A COLLEGE COURSE.**

The incentive is an entitlement and demand-led programme which is administered by local authorities and colleges on behalf of Scottish Ministers.

The weekly payment of £30 is based on 100% of agreed attendance and fulfilling the terms of learning agreements. Learning agreements give local authorities and colleges discretion to offer flexibility to some students based on their circumstances; for example, young carers.

THIS SHORT BURST OF ACTIVITY IS THE FIRST STEP OF WIDER MARKETING TO RAISE AWARENESS OF THE EMA AND ENCOURAGE STUDENTS TO RECEIVE THE HELP THEY ARE ENTITLED TO.

We intend carrying out research in the near future to help us better understand why some eligible students aren't applying for the EMA and how best to encourage them to do so. From there, we will consider whether further marketing activity is required and if so, what that would look like.

Timings are being finalised and we will soon come out to you to ask for your help.

You can get involved by helping us speak to students and also giving us your views on how the EMA system works, what are the barriers for students, and how we can encourage more students to apply. We also want to know how we can work with schools, colleges and local authorities to make the most of our marketing strategies.

If you have any suggestions on how to best promote the EMA or have students who would like to be case studies, please contact Simon Ebbett at the Scottish Government: simon.ebbett@gov.scot

USEFUL CONTACTS

To discuss marketing activity, please contact Scottish Government Marketing:

Simon Ebbett

simon.ebbett@gov.scot

To discuss the EMA and related matters, please contact
the Scottish Government policy team

Gillian Lacey

gillian.lacey@gov.scot

To download posters and flyers, please visit:

www.emascotland.com/admindocuments.php

Links:

www.emascotland.com

www.mygov.scot/ema

A5 Leaflets 1

IS SOMETHING KEEPING YOU BACK FROM STAYING IN EDUCATION?

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IF YOU'RE 16 TO 19 YEARS OLD YOU COULD GET £30 A WEEK TO HELP YOU CONTINUE LEARNING, THROUGH THE EDUCATION MAINTENANCE ALLOWANCE (EMA) PROGRAMME.

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To find out if you're eligible for the EMA

SPEAK TO YOUR GUIDANCE TEACHER

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A5 Leaflet 2

**WANT TO KEEP
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A5 Leaflet 3

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A5 Leaflet Mono 1

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A5 Leaflet Mono 3

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A4 Poster 1

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A4 Poster 2

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DO YOUR STUDENTS NEED HELP FUNDING THEIR EDUCATION?

If your students are 16 to 19 years old they could get £30 a week to help them continue learning, through the

EDUCATION MAINTENANCE ALLOWANCE (EMA) programme.

TO LEARN MORE ABOUT THE EMA VISIT www.emascotland.com

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A4 Poster 4

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A3 Poster 1

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A3 Poster 2

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A3 Poster 3

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A3 Poster 4

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TO LEARN MORE ABOUT THE EMA VISIT www.emascotland.com

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A3 Poster Print Versions

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WANT TO KEEP STUDYING, BUT CAN ONLY SEE BARRIERS?

If you're 16 to 19 years old you could get £30 a week to help you continue learning, through the **EDUCATION MAINTENANCE ALLOWANCE (EMA)** programme.

To find out if you're eligible for the EMA,

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IF YOU'RE 16 TO 19 YEARS OLD YOU COULD GET £30 A WEEK TO HELP YOU CONTINUE LEARNING, THROUGH THE EDUCATION MAINTENANCE ALLOWANCE (EMA) PROGRAMME.

Over 33,000 school and college students in Scotland receive the EMA, a Scottish Government fund to support young people from lower income families to continue with their learning.

If your family earns up to £24,421 a year – or £26,884 if you have siblings – you could be eligible, depending on the course you're studying or if you are on an Activity Agreement. The payment is based on attendance and on you fulfilling any learning agreement you may have.

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