

Inceptia Insight.

Winter 2014/2015

New Solutions Are Coming Your Way!

Hello to 2015! At Inceptia, we're excited to be starting a new year and bringing you even more innovative solutions to help your students and school succeed.

In this issue, we'll profile some of these tools — like our Default Prevention Outreach enhancements, our free Default Prevention Toolkit, and our “soon to be released” updated default prevention marketing materials.

We're also reaching out to work with community organizations. Read on to learn about how we're bringing free online financial education via Financial Avenue to students across the country.

Remember that February is when your draft Cohort Default Rate (CDR) will be released. Make sure you review our tips for how to use your data to protect your CDR. It can make a big difference to your school.

Best wishes from Inceptia to you this year!



Sue Downing
Vice President of Marketing

A handwritten signature of Sue Downing in black ink.

Inside Insight ...

- Financial Avenue Partnerships
- Enhancements to Cohort Activity Report
- Updated Student Default Prevention Marketing Materials
- Year-Round Grace Counseling
- Inceptia Institute Website
- Tips for Using Social Media
- Toolkit for Default Prevention Services
- Inceptia Named Top Choice Product

Our priority continues to be working on behalf of financial aid offices, schools, and most importantly, for the success of students. Read on to learn more about our initiatives and ways you can stay in touch with the issues that are important to you.



A division of NSLP



Financial Avenue Partnerships

Helping Young People Boost Their Financial Literacy

At Inceptia, giving back is a big part of who we are and what we do. We're pleased to announce two new partnerships aimed at furthering financial literacy for young people:

Inceptia is working with the National Association for the Education of Homeless Children and Youth (NAEHCY) to provide homeless youth free access to Inceptia's online financial education program, Financial Avenue.

NAEHCY is the only professional organization specifically dedicated to meeting the educational needs of students whose lives have been disrupted by a lack of safe, permanent and adequate housing.

"This partnership is the perfect addition to our collective national effort," said Cykeia Lee, director of higher education initiatives at NAEHCY, "to ensure that all children and youth receive appropriate services for their academic success and enrichment so that no child experiencing homelessness is left behind."

We also recently formed a partnership with Financial Beginnings, an Oregon-based nonprofit.

Inceptia's Financial Avenue program and Financial Beginnings' in-class program provide Oregon high school students with free multi-faceted financial education tools to better equip them for adulthood.

As an added incentive, students, educators and schools in Oregon have the chance to win cash prizes as students complete courses and become better managers of their personal finances.

"This partnership comes at the perfect time," said Melody Bell, executive director and founder of Financial Beginnings. "We have had the goal of providing an online financial education format to complement our suite of programs. This will allow both Inceptia and Financial Beginnings to leverage our resources and spread financial literacy throughout Oregon."

Both partnerships offer students instruction in personal financial literacy that will benefit them with whatever their post-high school plans may be, from entering the work force, to attending college, to joining the military.

"As a nonprofit organization, Inceptia is passionate about educating young people on personal money management, accessing higher education, and supporting current and former college students in their quest for financial success."

Randy Heesacker
President and CEO of Inceptia

NEW! Enhancements to our Cohort Activity Report

We're never settled with the status quo. That's why we're always working to enhance our Default Prevention Outreach program — to have the greatest impact on your CDR and give you tools to help protect it.

We've recently made enhancements to our Cohort Activity Report, one of our available Default Prevention Outreach reports.

After uploading your NSLDS School Portfolio Report and/or CDR History report, and providing institutional data, you can now analyze your cohort borrowers by major, enrollment status and campus branch. In addition, you can compare your reported less-than-

halftime status for each borrower to what NSLDS is reporting to easily identify discrepancies.

All of this is in addition to viewing your cohort data and default rates for each cohort year uploaded and tracking the trend week to week. You can monitor and protect your CDR and make the changes that are in your control, when you have time to do them. Doing so can help control the "creep" that, over time, will increase your rate.

If you have questions about the Cohort Activity Report or how to utilize the new report features, contact a member of our Client Support Team for assistance.



CDR Challenges

For some schools, challenges are a necessity that can't be avoided — a make-or-break action that can have a positive impact on the all-important CDR.

Now is the perfect time to take a close look at your draft Loan Record Detail Report (LRDR). That data, for better or worse, forms the basis of your school's official CDR. This is your opportunity to note any inconsistencies and take action before they become part of the official report.

With all this data available to you, it might be overwhelming to think about the next step. However, you can get started by asking yourself three simple questions prior to tackling the numbers —

1. How many errors do you have to find (and successfully challenge) to make a one percentage point difference?
2. Do you know the truncation rule?
3. Is a challenge worth your while?

school branch	major	enroll stat	cohortyr	file type	repayment	default	rate	year to date
cohortyr: 2013								
Not Provided	Not Provided	Not Provided	2013	Portfolio	552	34	6.16	
Not Provided	Not Provided	G	2013	Portfolio	172	7	4.07	
Not Provided	Not Provided	L	2013	Portfolio	326	21	6.44	
Not Provided	Not Provided	W	2013	Portfolio	57	1	1.75	
Not Provided	27.0101	W	2013	Portfolio	27	1	3.70	
01	13	W	2013	Portfolio	3	0	0.00	
01	13.02	W	2013	Portfolio	116	1	0.86	
01	27.0101	W	2013	Portfolio	99	7	7.07	
02	13	W	2013	Portfolio	40	1	2.50	
02	13.02	G	2013	Portfolio	1	0	0.00	
02	13.02	W	2013	Portfolio	6	0	0.00	
03	13	W	2013	Portfolio	21	0	0.00	
03	27	L	2013	Portfolio	1	0	0.00	
Totals for 2013:					1421	73		



Updated Student Default Prevention Marketing Materials

When you have Inceptia contact your students as you launch Default Prevention Outreach and/or Grace Counseling Outreach, we want to be sure we're a familiar name to them.

We're in the process of creating a whole new collection of promotional materials you can share with students to introduce them to Inceptia and let them know we may be contacting them.

These new materials are focused on the Millennial generation and helping students understand who we are and what we do. In turn, that makes each student we contact feel comfortable answering our call.

Look for these new and updated student default prevention materials, coming soon:

- Posters
- Flyer (for insertion in a 5x7 placard, which we'll also supply)
- Business cards to hand out to students
- Social media cards and suggested posts

Make an Impact with Year-Round Grace Counseling

It's a fact: Students who withdraw from school and don't get exit counseling miss valuable information about the repayment process. Too often, they panic and don't make a payment, which ultimately has a negative impact on your Cohort Default Rate.

But there's a way to help them. Inceptia's year-round Grace Counseling reaches students by email at 60, 120 and 180 days — the beginning, middle and end of the grace period — and with up to three attempts by phone. We make available helpful student loan repayment information, including providing access to a thorough Loan Repayment Overview website.

It's especially important to get in touch with students at the beginning of the grace period. Keep tabs on your list and identify those students who become less-than-half-time early on. Then, send your list to Inceptia every 30-60 days, so we can reach out and educate them on the repayment process early.

If you're not already utilizing Inceptia's Grace Counseling Outreach and believe your students would benefit from this service, contact your Strategic Business Director or a member of our Client Support team.



The Grace Counseling conversation should include:

- insight on what the borrower can expect when repayment begins;
- direction on repayment options;
- ensuring the borrower knows their rights and responsibilities;
- answering the borrower's repayment questions;
- providing a toll-free number as a lifeline for future questions; and
- discussing re-enrollment importance with borrowers (if applicable).

Join a Movement of Ideas at the Inceptia Institute Website

At the Inceptia Institute, we bring together all who want to contribute to vastly improving the way we approach helping students and schools. The site is a resource where articles, research and points of view serve as the access point to a movement.

Join us! Take a look at the top 10 articles of 2014 and others on the Inceptia Institute at <https://institute.inceptia.org>.

Inceptia Institute's Top Ten Articles of 2014

10. A Look Back on Financial Aid History Reflects Astute Perspective
9. A Home for the Holidays: Five Things Your Campus Can Do to Help Homeless and Foster Youth
8. Default Prevention Strategy: Envisioning Your Goals
7. Five Quick Steps to Navigating the National Student Loan Data System (NSLDS)
6. Credit Ratings & Reports: Do You Know the Basics?
5. The Campus Financial Aid Office Pressure Cooker
4. Why Katy Perry and Jay-Z Might Never be Friends
3. Virtual Identities: Five Myths of Social Media
2. A College Graduate's Ten Year Retrospective: What I Wish I had Known
1. How Financial Literacy Education Contributed to My Personal and Professional Success



Submit an Article to the Institute

Do you think you have an article that is appropriate for the Inceptia Institute? We are continually adding new and relevant articles and welcome you to submit an article that may be informative to other Inceptia Institute community members.

To submit an article, simply go to <https://institute.inceptia.org/submit-article> and complete the form (you will need to be logged in). All submissions will be reviewed by our Inceptia Institute Team before being posted. If you have any questions, please send an email to InstituteAdmin@inceptia.org.



Social Media Webinars

Inceptia recently hosted two webinars on social media to help financial aid practitioners understand what millennials value in order to effectively communicate with them:

- Developing a Social Media Program that Delivers: Practitioner Insights on Social Media Use within the Financial Aid Office
- Reaching Generation Hashtag: Leveraging Social Media to Support Student Success

With fascinating insights from experts in the field, these sessions delve into examples in practice, as well as the framework, development and maintenance it takes to succeed. You can view these past webinars and others at www.inceptia.org/about/resources.

5 Tips for Using Social Media in the Financial Aid Office

The Millennial generation knows social media. It uses social media to construct personalized networks of friends, colleagues and affinity groups. In fact, more than 80 percent of this group's Internet users are members of at least one social network — with the average person joining 2.5.

Reaching this audience via social media is a must. Nearly two-thirds of millennials believe their experience should be the same when dealing with a company, whether they're online, on the phone or in a store. And 84 percent of them say that user-generated content on company websites has at least some influence on what they buy.

Based on sage advice from our recent expert webinar speakers, here are *five of the most salient tips for using social media in your financial aid office*:

- 1 **Conduct social listening** to tailor your social media voice.
- 2 **Your social media accounts need constant attention.** In this case, you can't just set it and forget it!
- 3 **Don't fear negative feedback.** It can provide a great opportunity to show you're listening and are willing to address concerns.
- 4 **Don't get discouraged if students aren't always engaging.** Recognize that students may be viewing your content and receiving value in that; it may be worthwhile to utilize a tracking program to determine what's getting viewed and where student interest lies.
- 5 **Know when to take your conversation offline.** Too personal? Go offline. More than four interactions? May be time to give a phone call. Make a determination that works for you, and make sure your social media team is on board, too.

Our Toolkit Will Help Build Your Case for Default Prevention Services

When you do small things right, big things happen.

More than ever, it's important to get your school started in default prevention. And Inceptia is here to help you justify the need for this program — with our free Default Prevention toolkit.

Not only do we care about our clients, but we also care about *all* schools working with students. Even if you're not an Inceptia Default Prevention Outreach client, you can access these tools to make sure you're managing your default prevention strategy and CDR the right way.

This free toolkit includes all of the elements you need to get decision makers to sit up and take notice:

- Presentation Starters
- Cohort Activity Report
- CDR Tool
- CDR Comparison Report
- CDR Impact Report
- Guide to Selecting a Partner

Since we launched the toolkit, we've seen a wonderful response. In fact, over 160 toolkits have been downloaded within the first few months. We're getting great results every day.

Build your case for default prevention services! Download your free Default Prevention toolkit today at <https://www.inceptia.org/toolkit>.

Have You Heard?

Inceptia's Default Prevention Outreach Service Named a University Business Readers' Choice Top Product

Inceptia's Default Prevention Outreach service was recently recognized a second year in a row for making a positive difference on college campuses by the higher education leaders who named it to University Business magazine's "Readers' Choice Top Products" for 2014. Thank you for the trust you have placed in us day in and day out to service your borrowers, ultimately helping them take action to resolve their delinquency and get back on track for repayment success. We continually strive to work in the best interest of both student borrowers and our school partners.

Selected by University Business' editors from hundreds of nominations, the winners were products that received the highest number of nominations and best descriptions from higher education leaders.

Thanks again for your continued support!





For information about products or services, contact us:



Inceptia Client Support,
Inceptiacs@inceptia.org



call **888.529.2028**, ext. **6306**

Just for Clients:

Exclusive Tips for Inceptia Clients

- ***Make sure students know who Inceptia is*** — Use our cards, posters, flyers and website boilerplate and reminders during exit interviews, as well as other ways you can think of that work for your student population.
- ***Provide the best contact information you can pull for your students*** — Think of creative ways your students can keep this information up to date.
- ***Provide ongoing financial education*** — Striving to make it mandatory means you'll have students who are better able to handle money and less likely to become delinquent.

About Inceptia

Inceptia, a division of National Student Loan Program (NSLP), is a nonprofit organization providing premier expertise in higher education access, student loan repayment, analytics, default prevention and financial education. Our mission is to support schools as they arm students with the knowledge needed to become financially responsible adults. Since 1986, we have helped more than two million students achieve their higher education dreams at 5,500 schools nationwide. Annually, Inceptia helps more than 156,000 students borrow wisely, resolve their delinquency issues and successfully repay their student loan obligations. Inceptia educates students on how to pay for college, guides borrowers through loan repayment counseling, and provides default prevention strategies and services to schools. More information at Inceptia.org.