

Inceptia Insight.

Summer 2015

Good Things Come in 3's

Whew! It's been a hectic several weeks as we've been preparing for (and now are recovering from) this year's NASFAA National Conference.

It was great to see so many of you in New Orleans. Thanks for stopping by our booth to say hello and to spend some time finding out about the latest ways Inceptia is helping students and schools.

The annual conference is a perfect opportunity to bring new ideas and innovations to our clients. We believe the three new products we launched at NASFAA are great examples of that:

- Already the definitive online financial education resource for schools across the country, we've debuted a new, enhanced Financial Avenue.
- Our award-winning Default Prevention Outreach program, featuring a new student-facing Borrower Portal, is even more effective and delivers a personalized approach.
- Thanks to our soon-to-be released Verification Gateway, one of the industry's first automated financial verification systems, you'll be able to focus more time on what you do best – meeting with students.

In this issue, you'll also find a recap of our own Carissa Uhlman's conference presentation about behavioral finance and identifying "money personalities." And if you'd like a demo of any or all of our new, enhanced solutions, let us know!



A handwritten signature in black ink that reads "Sue Downing".

Sue Downing
Vice President of Marketing

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- Introducing the Know!: Inceptia's Financial Guide for Students
- Exclusive Tips for Inceptia Clients: 4 Tips for Launching Your Financial Literacy Program
- Oh, and One More Thing... Remember to Order Your Know! Toolkit!

By finding innovative ways to help financial aid offices work with students more effectively, our intent is to take the burden off of educators so they can focus more closely on their students. Read on to find out how Inceptia is doing just that.



A division of NSLP

A Look Back at the Big Easy **NASFAA 2015**

"YEP is dedicated to helping at-risk youth develop better academic and life skills, improving their capacity to be successful as they enter adult life. Inceptia is pleased to contribute to this nonprofit's tireless community efforts."

Randy Heesacker
President and CEO of Inceptia

Inceptia made sure we gave visitors who stopped by our NASFAA booth a true taste of New Orleans treats — including local pralines and jumbo shrimp.

But most importantly, we offered our friends the chance to help us do something good for people in our host city.

For every photo taken in our booth, we pledged a total donation up to \$1,500 to support the Youth Empowerment Project (YEP) of New Orleans. This organization is home to the NOPLAY education program, which provides GED/HiSET and basic literacy instruction to out-of-school youth and young adults 16-24.



If you haven't already posted your pics, share them now using our conference hashtag **#InceptiaBig3**. And check out our gallery of photos at :

www.inceptia.org/nasfaa2015/gallery.

From NASFAA: Re-training the Brain in Personal Finance

Psychology of Money, an innovative new online course for Financial Avenue, introduces behavioral finance into the program. Students learn how to identify their own money philosophy and retrain their brains to make smart financial decisions.

Carissa Uhlman, Inceptia vice president of student success, was a featured speaker and moderator at the recent NASFAA conference alongside Tracy Austin, Joel Gardner and Elijah Herr. Here's an excerpt of their presentation, "Walking the Path: Behavioral Finance to Strengthen Financial Education Outcomes."

As it pertains to financial matters, we often find an illogical divide between knowing the path and walking the path; hence, informed individuals can make uninformed financial decisions. So, why do so few financial education programs address these deep-seated beliefs in order to promote behavior modification?

Behavioral finance is key to financial education

Before we can begin to practice desired financial behaviors, we must understand how our brains are set up to handle money decisions. The brain is hardwired to be lazy,

and tough decisions take up precious physiological resources. So our brain looks for shortcuts. By being aware of triggers, we can take steps to overcome these internal struggles through retraining our brain.

Our new Financial Avenue course, *Psychology of Money*, introduces an innovative way to partner behavioral finance with online financial education. Our Money Philosophy Assessment asks students to identify characteristics that describe who they are and how they view the world. Results indicate which part of the brain they use most, which determines their money philosophy type: the Defender, the Planner, the Pleaser, or the Spender. Identifying their money philosophy helps students to understand their financial choices based on which part of the brain they utilize most.

After learning about the link between emotion and spending, we provide tools and strategies for overcoming undesired habits by labeling emotions and reframing choices to be logic-based. Students learn to take action to identify undesired behaviors and employ strategies to choose a different path.

Implications for financial education programs

Our simple Money Philosophy Assessment can help your school realize all these benefits of introducing behavioral finance into financial education:

1. A-ha moment – By understanding why they come hardwired to make financial choices, students have an 'a-ha' moment, which can create buy-in for a financial education program.

2. Content before knowledge – Some students will never benefit from simply being shown how to budget. We must teach students the "why" of behavioral finance before we move on to the "how" of financial education.

3. People feel shame when they aren't proud of their finances. But if students understand that their brains' hardwiring is calling the shots, guilt and shame are replaced by an objective discussion on how to retrain the brain, which empowers students to ditch the guilt and take action.

4. Retraining the brain is mindful education, where we ask students to internalize the lesson and actively participate in an outcome that can be applied immediately.

All these factors add up to what we like to call "sticky learning," or financial education that has the power to stay with students long after they leave a class and increase the chances of behavior modification.

Missed the presentation at NASFAA? No worries! For more information or to view a Financial Avenue demo, contact **Inceptia Client Support**.

COMING
SOON!



Inceptia's Verification Gateway

For students, guidance will be provided through the necessary steps for financial aid verification in a secure and user-friendly environment.

For administrators, Verification Gateway will increase staff effectiveness and efficiency while reducing resources tied to verification.

Simplifying Solutions: Inceptia's Verification Gateway

We're all about simplification. Finding ways for financial aid pros to focus on students and not paperwork. Coming soon, schools will be able to utilize Inceptia's Verification Gateway, an innovative turnkey financial aid verification system that meets the data security standard required by the Federal Information Security Management Act (FISMA).

With our automated online verification process, students will be guided through the necessary steps for financial aid verification in a secure and user-friendly environment. This mobile-friendly portal will be available 24/7, and will provide detailed yet understandable guidance for students through text snippets, short videos and infographics. The goal is to simplify the verification process for students, parents and schools from start to finish.

For administrators, Verification Gateway will increase staff effectiveness and efficiency while reducing resources tied to verification. This solution will be turnkey, and will be able to be

rapidly deployed with minimal training from experienced Inceptia staff. Each school client will be able to customize their portal to fit their brand, as well as having the ability to send specific communications to students. Within the portal, staff will have access to view daily verification processing activity, run custom reports, and easily view and upload documents. All verifications will be processed in Inceptia's FISMA secure, corporate headquarters' office. One more thing: access to the school Student Information System (SIS) or FAM will not be required – isn't that nice!?

With Verification Gateway, we at Inceptia are working to streamline the sometimes complex (and ever changing) world of financial aid verification, to benefit both students and institutions. By helping to relieve the burden of processing for schools, and by creating a pleasant user experience for students and their families, this innovative solution will help create successful financial futures for borrowers. Contact us today to learn more.

Borrower Portal

New! Borrower Portal Guides Students on the Path to Financial Success

For student borrowers, speaking with someone about their delinquent student loan(s) can be intimidating. Often, they struggle to understand what options are available to them, and of those options, which are best for their unique financial situations. Welcome Inceptia's Borrower Portal. The Borrower Portal was really developed with one goal in mind: to simplify the process for delinquent student borrowers by providing a stress-free environment to research potential repayment solutions.

Our online Borrower Portal features:

- **State of the art logic.** Upon answering five simple questions, borrowers will be presented with repayment options which fit their unique situation.
- **Service when the borrower wants it.** Accessible when the borrower needs – 24 hours a day, seven days a week. Delinquent borrowers with Inceptia partner schools have the option of authenticating their identity and accessing their detailed loan and servicer information.
- **Borrower independence.** With their loan information organized and viewable within their personal profile, delinquent student borrowers can easily explore repayment options to formulate a workable repayment strategy.
- **Follow-up.** Borrowers also have the ability to set reminders through email or as a calendar appointment for each step they need to complete. This is especially helpful when complex multi-step solutions are required.

Inceptia strives to help students borrow wisely, resolve their delinquency issues and successfully repay their student loan obligations; while also helping schools reduce their Cohort Default Rates. With the Borrower Portal, delinquent student borrowers at Inceptia's partner institutions now have an additional tool to grant them the awareness and confidence needed to help them get on track toward successful loan repayment.



"With the release of Inceptia's Borrower Portal, we are providing students with another tool designed to help them understand the demands of their loans and the options available to them. By helping them become more financially aware, we're giving student borrowers the confidence to work with their loan servicers to achieve successful student loan repayment."

Dave Macoubrie
Inceptia Vice President of Repayment Solutions



Meet the Knowl!

Meet the Knowl, Inceptia's new money mascot. The Knowl — embodies all that millennials want. He's optimistic, but realistic. He's easy-to-understand, but never dumbed down. He's honest without being judgmental. He's not a smug know-it-all. And he's not a banker. He's like an older sibling who's got your students' backs, financially.

Introducing the Knowl Inceptia's Financial Guide for Students

Our mission at Inceptia is clear: to support schools as they help students create healthy financial futures. As part of this, we have worked hard to make our financial wellness products more relevant for today's students and borrowers. Following more than a year of research and discovery, Inceptia is excited to be empowering schools to better engage with the millennial audience, while also connecting effectively with adult learners and the up-and-coming Generation Z.

Meet the Knowl, Inceptia's new money mascot. He's an owl who happens to know a lot about money. In fact, the Knowl knows everything a college student needs to know about making smarter financial decisions. He's had his share of financial mishaps along the way, and he's hip to the specific issues facing millennials and Gen Z students.

The new face of Inceptia for student engagement, the Knowl, embodies all that millennials want. He's optimistic, but realistic. He's easy-to-understand, but never dumbed down. He's honest

without being judgmental. He's not a smug know-it-all. And he's not a banker. He's like an older sibling who's got your students' backs, financially.

The Knowl helps students grasp financial basics like budgeting, as well as taking on tougher concepts like student loan repayment, NSLDS, and the issues around delinquency and default. With the Knowl, each financial concept is broken down into relatable, knowledge-filled snippets, tips, and action-item lists. Whether he's sharing sage advice on student loan repayment, or offering up tips on saving and investing, the Knowl is here to connect with students and share the knowledge to build solid money management foundations.

Inceptia stands with students and schools to combat student loan delinquency and default. And with the Knowl as a guide, we have found a unique way to empower students to take charge of their financial wellness.

Just for Clients: *Exclusive Tips for Inceptia Clients*

4 Tips for Launching Your Financial Literacy Program

If you've gained buy-in for establishing a financial education program this fall, congratulations on accomplishing that critical first step! Now, it's time to figure out how you'll build and evaluate your program. With so many models and programs out there, it's easy to become overwhelmed with decision overload. We've worked with a lot of different schools who have launched successful initiatives, and we've been able to identify a few key basics that will ensure a solid foundation on which to build your program.

Here's our "best practices" crash course in four easy steps:

1. Identify your at-risk students.

If you haven't already, you should determine the risk factors that undermine student success at your institution. Will it be enrollment status? Academic level? Borrowing history? These factors will play a key role in deciding the most effective method and time to deploy your financial literacy program, and to whom.

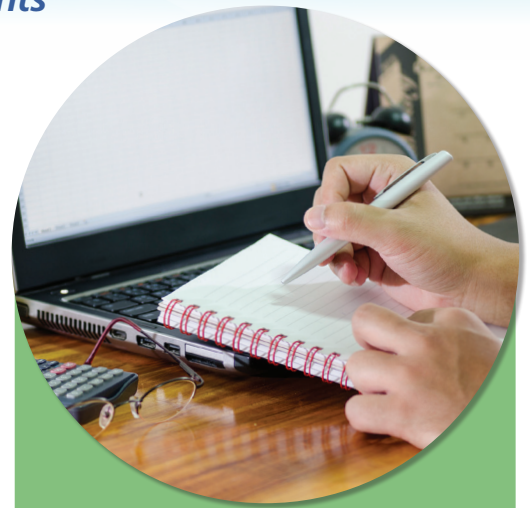
2. Establish a baseline. With an outcomes-based approach in mind, determine what level of financial knowledge your students have before program participation. The most effective way to truly gauge existing knowledge: have program participants complete a pre-assessment that encompasses the key points you'll cover in your program.

3. Determine knowledge gain.

As students progress through your program, there should be "temperature checks" along the way to keep them engaged and applying what they are learning.

Additionally, and most analytically, administering assessments at each checkpoint can further reinforce knowledge gain for a particular topic. And, of course, you'll want a final post-assessment at the program's completion to compare with the pre-assessment results; comparing these numbers will provide hard data regarding the effectiveness of your program.

4. Track your ROI. Capturing data requires a good deal of time and effort, but it's worth its weight in gold when it lends support to your financial literacy program. So continue to survey your program participants at predetermined intervals to assess changes in financial behavior. Examine your data to compare the borrowing habits of students before and after exposure to financial education. And finally, track your participants' retention, graduation and Cohort Default Rates to determine if your efforts have impacted any of these critical areas.



Inceptia has identified a few key basics that will ensure a solid foundation to build your financial literacy program.

1. Identify your at-risk students
2. Establish a baseline
3. Determine knowledge gain
4. Track your ROI



**For information about products
or services, contact us:**



Inceptia Client Support,
Inceptiacs@inceptia.org



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

Oh, and One More Thing

Remember to Order Your Knowl Toolkit!

We want to help your default prevention program by making the discussion about student loans a little more comfortable. That's why we created the Knowl Toolkit, an easy way to help you introduce your borrowers to Inceptia.

Your toolkit includes everything you'll need to communicate to borrowers on campus and online. You'll find wallet-friendly student loan repayment cards and Knowl-edgeable posters to hang in the financial aid office, as well as suggested website language, a social media guide with sample content, and our very own Student Loan FAQ website.

Ordering toolkit materials is easy. Simply log on to your online Success Dashboard and complete our Materials Order Form. Your order will be on its way to you within five business days.

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, financial education and verification. Our mission is to support schools as they arm students with the knowledge needed to become financially responsible citizens. 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.