

# Inceptia Insights.

Summer 2014

## It's Been Anything But a Quiet Summer

Welcome to the **Inceptia Insight**, Inceptia's source for news and industry insights. We're pleased to bring you this inaugural issue. As you'll read, we've been busy this summer — and we know you have, too.

Before your students come back to campus, we hope you'll take a few minutes to see how Inceptia is working on behalf of financial aid offices, schools, and most importantly, for the success of students.

In this issue and ones to come, we'll share new, innovative ideas along with success stories and insight we've gained from working with our school partners.

Read on to find out how Inceptia is bringing our Financial Avenue program to high schools in seven states. It's just the beginning for this initiative, and we'll definitely update you on its progress.

In this issue, we'll also talk about the ways we're helping schools stay on top of their CDR — and how you can take control of this number before it catches up with you.

The financial aid arena is changing every day, it seems. We believe it's important for you to continue to gain a new perspective and leverage best practices from schools across the country. We look forward to bringing you that and more in future issues!



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

Sue Downing  
Vice President of Marketing

### Inside Insights ...

- 7 State Campaign
- Student Advisory Board
- Advice for Grads
- Our NASFAA Rock Stars
- Fall Webinars
- Student-facing NSLDS Tutorial
- Reauthorization of the HEA
- Keep Tabs on Your CDR
- One More Thing

*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

# 7 State Campaign Shows Inceptia's Commitment to High Schoolers



We're rewarding our Financial Avenue participants. Three \$500 awards will be given per state to students randomly selected from those who complete a course or mini-module and a completion status shared via social media. One teacher or counselor from each state will win \$1,000 for their school for the most creative idea in implementing the program. An additional \$500 will be awarded per state to a teacher or counselor selected in a random drawing. Finally, cash awards will be given to two schools in each state to help prepare their students for the higher education and financial challenges of the 21st century. The first cash award will go to the high school who attains the largest number of students that complete at least one course and the second will go to the high school with the highest percentage of students enrolled that complete at least one course.

Well before they graduate, every high school student needs to know the role personal finances play in life. That's the idea behind an exciting new initiative developed by Inceptia to bring Financial Avenue — our proprietary online financial education program — to high school students in seven states.

Launched in April, the campaign was rolled out to all high schools in California, Nebraska, New Mexico, Michigan, Oregon, West Virginia and Wisconsin. The campaign, which runs through April 30, 2015, also gives students, educators and schools a chance to win cash prizes while students reap the benefits of becoming more informed consumers and better managers of their personal finances.

Inceptia plans to roll out Financial Avenue for free to high school students in the remaining states in a future phase.

This initiative is an important part of Inceptia's mission as a nonprofit organization and commitment to student success, says President and CEO Randy Heesacker.

"Today, young adults graduating high school are immediately faced with a multitude of personal financial decisions, choices that may impact the rest of their lives," he notes. "We are pleased to provide these high schools this award-winning program at no cost so their students enter adult life equipped to make the best financial choices for their futures."

*Know a high school administrator whose school could benefit from this Financial Avenue initiative? Please pass this information on! More information can be found at: [www.inceptia.org/FAchallenge/register](http://www.inceptia.org/FAchallenge/register).*



# It's Back! Student Advisory Board Offers Valuable Insight and Feedback

**Want a student's opinion?  
Just ask one — or in our case,  
ask six.**

The members of Inceptia's Student Advisory Board (SAB) provide a valuable student perspective on financial literacy and education topics. Our goal: to garner their experiences, observations, feedback, trends and resources to support our efforts.

These outstanding students, which include economics and finance majors, are nominated to serve on the SAB by faculty, administrators or other higher education professionals. The SAB meets via conference call at least twice a year. Members, who serve a one-year term, may be called on for additional participation or email discussions.

In return for their service, members receive reimbursement for textbook purchases and can, at no charge, take part in Inceptia's Financial Avenue and Personal Financial Management Certification programs.

Recently, the SAB was re-launched for the 2014-2015 academic year, says Carissa Uhlman, chair and vice president of student success.

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**"These students show a lot of interest and passion for financial education. They're sharing insight into financial issues important to students, like rising college costs and student loan debt."**

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Congratulations, and our thanks, to the members of the 2014-2015 Inceptia Student Advisory Board:

- Kevin Bass, Syracuse University
- Christina Carroll, SUNY Geneseo
- Quannah Cruz, Valencia College
- Samantha Piper, University of Minnesota
- Robert Dean Strouse, Indiana University
- Denali Wilson, New Mexico State University



## Great Advice for Grads:

### The Year's Most Popular Graduation Gift

Words of wisdom are a staple at commencement ceremonies. This year, we're adding our own two cents, with a brand-new e-guide for students.

"Great Advice for Grads" features original content and tips from the best contributors across the financial aid and education industry.

These smart, student-oriented articles are ideal to share with not only recent and upcoming graduates, but with all students as you advise them during their college career, and prepare them for life beyond campus.

Go to [www.inceptia.org/about/resources](http://www.inceptia.org/about/resources), access it from the *Student Resources* section and add this guide to your financial aid office toolkit today!



## We Salute Our NASFAA Rock Stars!

For four days earlier this summer, Nashville was the place to be, as thousands of financial aid administrators rocked the NASFAA Annual Conference.

Inceptia was proud to host a huge number of visitors at our booth. About 250 of you stopped by our Hall of Fame to play some air guitars, fill out your very own mini record award, have your photo snapped, and claim an iTunes gift card. Our thanks to everyone who visited!

For a peek at the newest inductees in the Inceptia Hall of Fame, visit <https://www.inceptia.org/halloffame/>.



The Inceptia booth provided a lively photo backdrop for NASFAA Annual Conference attendees.

# Talk the Talk: Learn How to Communicate with Gens Y and Z

Every generation of students has its own language. It's not only important to know how to talk to them, but also to reach them.

This fall, Inceptia will host a special two-part webinar series, "Connecting with Millennials," to help financial aid professionals better communicate with millennials and post-millennials.

In Part 1, our speaker will be professor and social media researcher Rey Junco. His work has been cited in news outlets including the New York Times, NPR, PBS, Time and US News & World Report. Rey will present his research on how social media affects student development, engagement, learning and success, and how it can be used for academic benefit.

In Part 2, we'll look at ways to communicate with Gen X and Y and how financial aid professionals can harness social media as part of the process. Guests from the University of Missouri, Loyola University Chicago and Rutgers University New Brunswick will share best practices. And brand idea company Agent from Lincoln, Nebraska, will share their research on millennials.

*Mark your calendar and  
make plans to join us!*

**Reaching Generation  
Hashtag: Leveraging  
Social Media to Support  
Student Success**

**Thursday  
September 18  
2:00 p.m. CDT**

**Developing a Social Media  
Program That Delivers:  
Practitioner Insights on  
Social Media Use within  
the Financial Aid Office**

**Tuesday  
October 21  
2:00 p.m. CDT**

Links to register for these two webinars and future webinars are available in the **Upcoming Webinars** section at [www.inceptia.org/about/resources](http://www.inceptia.org/about/resources).



## 5 Quick Steps to Navigating the NSLDS

Understanding all there is to know about financial aid can be like cramming for a big final. But Inceptia has developed a tool to make your students' lives — and your lives — a little easier.

Our new tutorial, "5 Quick Steps to Navigating the National Student Loan Data System," offers a helpful overview on the basics of the NSLDS website. There, students can view their profile and track their federal loan borrowing.

We encourage you to bookmark our guide and share it with your students. You'll find it at <https://institute.inceptia.org/p2942/>.



## Reauthorization of the Higher Education Act

### Ready – Set – Go

By Brett Lief, Director of Strategic Alliances, NSLP/Inceptia

At NSLP/Inceptia, in addition to honoring our commitments to students and schools, we share a responsibility with Congress, the U.S. Department of Education and other federal agencies to use our organizational expertise to recommend sound student/borrower based public policies and time-tested processes.

For the past year, we like most higher education related organizations, have focused on the upcoming Reauthorization of the Higher Education Act (HEA). The last few months have seen an acceleration of deliberations by the House and Senate Education Committees on Reauthorization of the HEA. Our initial thoughts on Reauthorization are outlined below:

- Reaffirm the Higher Education Act as the primary legislation for post-secondary education policies that determine access, affordability, quality and completion.

- Delivery of a framework that provides students and families with a strong financial education foundation that begins with, and supports, making informed decisions from selecting a school through the successful repayment of student loans.
- Balanced school accountability through sound accreditation and regulatory processes.
- Encouragement of school innovation and reforms that recognize the diverse socio-economic backgrounds and academic preparedness of students.
- Implement an “after school” or “second chance” program for student loan borrowers before their loans become distressed.

While the HEA, last reauthorized in 2008, is set to expire at the end of 2014, the overwhelming consensus is that the legislative process will not be completed this year and will be extended until completed. This process could potentially take a few years.

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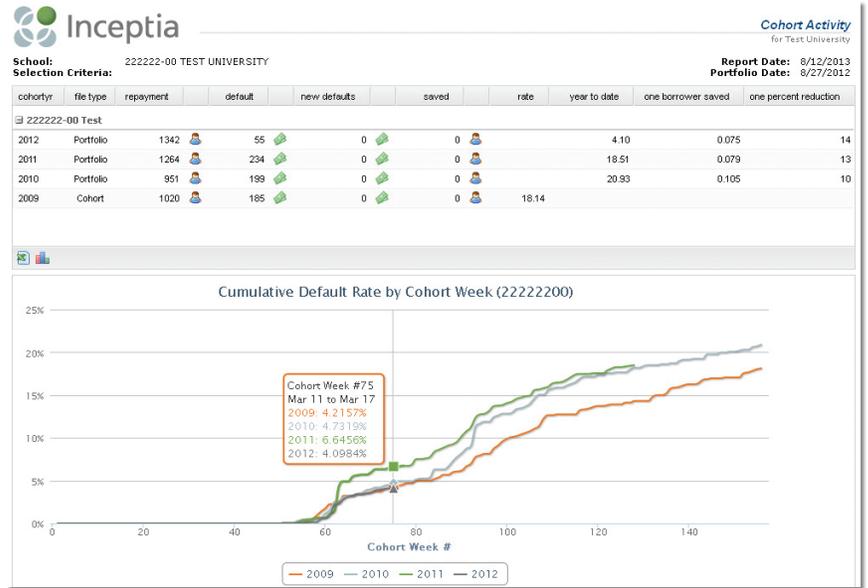
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# Keep Tabs on Your CDR with Help from Inceptia

Inceptia's Cohort Activity Report uploads the NSLDS School Portfolio Report and provides an ongoing look at your school's CDR. With the report, you can check your data when it's convenient for you and make changes in your control. It's a crucial way to control the "creep" that, over time, will increase your rate.

And that's not all: Once your school has the latest data, Inceptia will help you interpret the information to identify trends — and how to help student borrowers before they show up on the report. To view your report for free, go to [www.inceptia.org/cdr-tracking](http://www.inceptia.org/cdr-tracking).



“The Cohort Activity Report from Inceptia is one of the most valuable tools that schools can access. Schools can know day by day, week by week, where they stand with their CDR.”

Anne Barton, Senior Project Director

## Oh, and One More Thing ●

### 3 Basics About Grace Periods

Take a proactive approach to default prevention. Now's a great time to contact recent grads and those who've dropped to less-than-half-time status. Give them a tool to know the basics about their loans and details about their grace period. The Inceptia Institute makes it easy: Simply link them to our how-tos: <https://institute.inceptia.org/grace-periods-three-basics-borrowers-should-know/>





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

 Inceptia Client Support,  
**[Inceptiacs@inceptia.org](mailto:Inceptiacs@inceptia.org)**  
 call **888.529.2028**, ext. **6306**

## Just for Clients:

### *Exclusive Tips for Inceptia Clients*

#### On the Calendar This Month . . .

*Remember to submit your Demographic Report monthly.* Doing so provides us with additional contact information for student borrowers, which ultimately boosts our efforts to locate them. It's one more part of a smart default prevention strategy!

*Introduce Inceptia.* Make sure your student borrowers know who Inceptia is and help them understand our role in helping them. Remember, you have a wealth of tools available to educate students, including posters, flyers, website boilerplate message and QR code cards.

*Make Financial Avenue a have-to-have.* We recommend you make Financial Avenue a requirement for students, instead of leaving it up to them to complete at their leisure. That way, they're guaranteed to complete the program, and well positioned to be responsible borrowers.

### 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 120,000 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](http://Inceptia.org).