



# Student Outreach Programs

Proactive communication to support student enrollment.



Personal contact is more challenging these days and even more important as students are making critical decisions about if, when and how they fulfill their higher education goals. Student Outreach Programs from Inceptia are designed to enhance your student reach to answer questions and help them progress through milestones, important dates and barriers that are holding them back.



Our overall mission is to extend the care you give to your students and offer support as critical decisions are being made about the next term.

## Addressing the Changing Environment

With the landscape of higher education changing with new student and school challenges next steps for students can be uncertain and full of anxiety. Connecting with them during pivotal times to encourage them and show your support of their challenges can make the difference in their college career and help you realize your enrollment goals.

## Extend Timely, Personalized Contact

Through a variety of methods, Inceptia student advocate counselors will reach out to the students you submit - allowing you control over which students and how many are contacted - to answer questions and help them progress by reminding them of their next steps including deadlines, registering for class and encouraging attendance.

## Collect Trending Data

Inceptia counselors will collect information about the concerns expressed by your students and reasons for actions taken, like if the student withdrew or is not returning to your school. This trending data will offer insight as you make determinations as to the need for increasing student support and future recruitment and retention efforts.

## Save Time & Money

Contacting students takes time and even in education, time means money. By leveraging the Inceptia team we can contact more students in a shorter amount of time and save you money per contact while addressing concerns and reporting findings for your future use.

## Knowledgeable Counselors

Upholding our mission as a non-profit organization, our team is dedicated to understanding the needs of your students and helping them take the next steps to managing their future.

Each member of the Inceptia student advocate counseling team goes through approximately 150 hours of extensive initial training, which include assessments and quality assurance checks. Staff members are required to pass specific quality assurance metrics prior to being able to manage student records. In addition, staff participate in five hours on average, per month, in on-going internal and external training to remain current with federal regulations and requirements.

Our team also implements soft skills practices to thoughtfully manage their student conversations for a successful outcome.



## Outreach to Help Your Students Get To and Through School

Connecting with students during critical decision making times can be the difference between if, when and how they take their next steps in their education career. Proactive outreach solutions can help you reduce melt and student anxiety while promoting school connections and enrollment.

### New & Returning Students

#### Keeping student enrollment on track.

Connecting with prospective and current students while they may not be thinking about school perpetuates a relationship that draws students closer to your school. Our counselors will determine if the student will be attending school and respond accordingly by promoting FAFSA completion, reminding of deposit deadlines, registering for class, responses and reasons for not attending school and encouraging attendance.

### Withdrawn Students

#### Supporting re-entry by addressing concerns.

Inceptia student advocate counselors will reach out to students that have recently withdrawn from your institution and do not plan to return. Counselors will help uncover the reason for the student's withdraw and provide supportive options to encourage re-enrollment with your institution.

### Verification Completion

#### Helping students manage the verification process.

Verification can be a daunting task. We will reach out to students that have listed your school on their FAFSA, have been selected for verification, but have not yet completed the process. Counselors will determine where they are in the process, answer questions they have and provide resource assistance when applicable.



## Program Overview

- Communications include a unique 800 number which will be transferred to the school at the end of the program, ensuring continued calls are received by the school.
- Students are contacted through telephone outreach along with emails, text messages and the opportunity to chat with our counselors. Telephone messages are left after each call.
- Students are sent follow-up email communications following a right party connection recapping resources dependent on what the student has indicated.
- Comprehensive reporting highlighting trending data about your students is provided through the Client Dashboard including:
  - Outreach attempts by student, by outreach mode
  - Contact rate — Voice mails left; live contacts
  - Email open rate
  - School attendance plans by student



## Secure Solutions

We're dedicated to protecting the security of all data and the privacy of student borrowers. All contacts and communication are monitored for accuracy, service and compliance. A secure website is used for uploading data and reviewing reports.

Inceptia is a TECH LOCK® Certified: Service Provider. Tech Lock Incorporated, a nationally recognized data security and regulatory compliance firm, has awarded its certification to NSLP for compliance with FIPS 200 (Minimum Security Requirements for Federal Information and Information Systems) and FISMA NIST SP800-53 rev 4 (Recommended Security Controls for Federal Information Systems).

## Summer School Attendance

**Promoting the benefits of summer school attendance.**

Summer classes can help students save money, stay on track, get into courses that are full during "regular" terms and can save them time from a full-term course. Promoting summer classes can reduce melt, helping students reach their goals sooner and stay connected with your school.

Our counselors will reach out to your students to promote the benefits of your summer programming.

## FAFSA Completion

**Helping students to overcome barriers and complete the FAFSA sooner.**

Connecting with high school students with a reminder to complete the FAFSA is critical. Inceptia wants to work with you to provide proactive outreach to students to increase the number that complete the FAFSA and help them see all the options they have available. By doing this we can help reduce financial barriers to attending school and help reduce student anxiety.

## Talk to Us

To learn more about the Student Outreach Programs, contact your business development representative, call 888.529.2028 or visit [inceptia.org](https://www.inceptia.org).

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## We uncomplicate financial aid.

Inceptia is a nonprofit organization committed to innovative, effective and uncomplicated solutions for verification, financial aid management, smart borrowing, financial education and repayment wellness.

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