

Spring/Summer 2018

# INSIGHT



## Keeping All Those Balls in the Air

**Raise your hand if you consider juggling part of your job.**

Ok, you can put your hand down (and take a moment to rest those arms). At Inceptia, we're making it easier for you to keep those balls aloft.

You'll find some great examples of how we do that in this issue. Our Financial Aid Management solutions, for example, are designed to lighten your load.

More and more schools are outsourcing time-intensive processes with an assist from our Verification Gateway, PJ Advisor and SAP Advisor solutions. We're also pleased to launch our new Award Letter Advisor and Forms Innovator solutions, both providing you greater flexibility in your financial aid office.

Read about our webinar series, where we've put a fresh focus on issues important to campuses across the country. That includes addressing the unique financial struggles of women and teaching students how to be their own financial advocates.

We also feature our new research brief that sheds light on the latest generation to arrive on campus. Meet Gen Z and find out how they're changing expectations about what's important to students today.

To every juggler out there, you have our respect. And you can count on us to help you keep everything in the air.

## INSIDE INSIGHT

- New Partnership Between Inceptia and Ellucian
- Three Helpful Loan Summary Reports
- New Research Brief
- New Webinars Educate and Inspire
- The Value of Outsourcing and the Tools We Offer
- Making the SAP Process Seamless
- Setting Financial Life Lessons to Music
- Great Advice for Grads is Live
- We'll be at NASFAA
- It's a Team Effort



**Sue Downing**

SVP, Marketing &  
Product Development



## Highlight: New Products and Features

### Inceptia Named Ellucian and Oracle Partners

See the latest in our product rollouts  
and enhancements!

Two new partnerships between Inceptia and technology solutions and service providers Ellucian and Oracle are making it even easier for schools to use Verification Gateway. Now fully integrated with Banner, PeopleSoft, PowerFAIDS and all Financial Aid Management (FAM) systems with an Oracle database engine, the streamlined process that transfers Verification Gateway data is faster than ever before.

Schools are now able to update their FAM system seamlessly with Inceptia.

It's one more way we're striving to make Verification Gateway even better for you!


### New Loan Summary Reports Insights into borrower activity

We've rolled out three new Loan Summary reports to help with auditing and tracking borrower activity.

These reports provide insight into the actions your borrowers are taking and allow you to confirm and verify the information you have provided to them.

- **Borrower Data Download:** This data (CSV) file, available for each loan summary letter batch created, can be uploaded into a Financial Aid Management (FAM) system. It contains loan history for each borrower letter in the batch and is available for the most recent letters.
- **Email Summary:** View stats on borrower emails — how many sent, how many recognized as opened, how many bounce, how many borrowers don't have an email address available and how many borrowers click through to the Student Knowledge HQ website. Administrators can also view.
- **Website Usage:** See which student borrowers have successfully authenticated into their Student Knowledge HQ account and when.

**Verification Gateway is now fully integrated with Banner, PeopleSoft, PowerFAIDS and all FAM systems with an Oracle database engine.**



## Default Prevention Outreach Adds Text Messaging Option and New Reports

Now, Inceptia can help borrowers resolve delinquencies by reaching out to them via text messaging. We'll send texts to these individuals when an acceptable mobile number is on file or to all applicable borrowers when you provide borrower consent.

Text messaging has been found to be a highly effective way to “nudge” students to take action, whether completing the FAFSA (2% gain), boosting grades (27% gain), improving persistence (10% gain) or increasing graduation rates (31%).

The effectiveness of these campaigns revolves around simplicity, timeliness, and meeting many students where they already are — on their cell phones. A quick text, sent at just the right time with the right information, can have greater impact than a lengthy email that may not be viewed immediately.

By adding our new text feature to default prevention outreach, our goal is to further reduce the confusion students face surrounding loan repayment, and empower them with the information they need in a way that appeals to them most. Texting is just one more tool we can use to enhance the personalized approach we provide to your students.

New and updated Default Prevention Outreach reports are available on your Inceptia Success Dashboard to help you understand the actions your borrowers are taking and plan for the future.

### **NEW! Cohort Projection**

See your school's projected Cohort Default Rate, using three calculation methods, for the cohort year in its third and final year of monitoring.


### **NEW! Delinquency Rate**

View the current delinquency rate for each cohort year in which placements were received at year opening. This report also provides a historical graph of those cohort years throughout the weeks of each cohort, allowing comparison to prior years at the same point.

### **Borrower History Report**

Get borrower demographic, loan summary, and account history information:

- Demographics include SSN, name, date of birth, mailing addresses, email addresses, and phone numbers from each applicable source. If your information differs, now you can provide Inceptia with additional phone and email addresses directly online.
- Loan summary provides a record of each loan uploaded including servicer, days delinquent or resolved date, and loan amounts.
- History covers the last 200 contact actions performed on the borrower's account, including the date/time of the activity and the activity, such as phone calls made/received, emails sent, and letters mailed.



**Inceptia can now nudge borrowers to resolve delinquencies by reaching out to them via text messaging.**





## Inceptia Debuts New Website Design

You may have noticed a new look at Inceptia.org. We've put a fresher face on our site to make sure it evolves as our schools and their students do, too. The new responsive design is now mobile-enabled, making it easy to navigate on any device.

Next up is an update of the client portal. Share what you love or ideas for what could be improved — send us a note at [talktous@inceptia.org](mailto:talktous@inceptia.org).

To learn more about any of these new product features, contact your strategic business director or call 888.529.2028.

## Adapting to Gen Z: A Higher Education Guide

**Move over Millennials. There's a new generation on campus.**

Born between 1995 and 2010, Generation Z currently makes up 26 percent of the U.S. population — and that number will grow to 33 percent by 2020.

They're more connected (some say tech-addicted) than any other generation, but you can't blame them: They were born into a tech world.

Lump Gen Z in with Millennials, however, and you're making a mistake. This group has its own set of concerns: They worry about job prospects, don't partake in risky behaviors and worry about online safety and projecting the right image.

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“Although we see a lot of similarities between Millennials and Gen Z in terms of being so tech-forward, they couldn't be more different,” says vice president, student success Carissa Uhlman who's written a new research brief on the topic.

A must-read for every financial aid office, “Adapting to Gen Z: A Higher Education Guide” looks at how this group views their world and their expectations for their place in it.

Maybe the most misunderstood generation, Gen Z represents a big shift from previous groups. Namely, they take responsibility for their personal success, value skills over prizes, and look at money pragmatically.

In fact, more than 80 percent of this generation is concerned about college costs and nearly 20% rank it as their top social concern.

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“In a lot of respects, they’re more mature than previous generations were at that age because of the hard times they’ve had to live through,” Uhlman says.

Schools need to understand both the challenges and opportunities — in education, technology and communication, and financial concerns — that lie in working with these students.

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“They are very bright, very capable and very motivated,” Uhlman says, “but you have to be aware of their preferences in order to build good, effective working relationships with them. It’s worth your time and effort to become familiar with Gen Z.”

Request your free copy of “Adapting to Gen Z: A Higher Education Guide” at [Inceptia.org](https://inceptia.org) > Resources > Research Briefs



## Food for Thought

We think the best webinars should not only educate, but also inspire.

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“This year, we decided we wanted to cover very student-centric topics,” says Carissa Uhlman, vice president, student success.

“We see a lot of students who are struggling with different social issues and a number of underrepresented groups that we all need to learn more about.”

In conjunction with our guest presenters, we’ve developed content that brings important issues to the forefront — content that’s designed to start conversations with those in your office, with your students, and across your campus.

“We’ve found amazing speakers who have graciously agreed to be part of our webinar series,” Uhlman says, “and who speak to the research they have done and the expertise they have working with these populations to better inform our audience.”





## To view any of Inceptia's webinars on-demand, visit [Inceptia.org > Resources > Webinars](https://inceptia.org/resources/webinars)

Here's a look at our newest offerings.

### **The ABC's of Gen Z: Adapting Financial Aid Practices for Effective Outcomes**

Research and best practices to help colleges create effective communication outcomes by aligning their messaging with Gen Z preferences.

### **Teaching Them to Fish: Empowering Students Through Financial Self Advocacy**

A discussion of the top financial issues of which students must be wary and for which they must develop their own advocacy skills.

### **Handling Money Like a #GirlBoss: Empowering Women Through Financial Literacy**

Inceptia discusses what the financial education community can do to address the unique financial struggles that women face.

### **Full Minds, Empty Stomachs: Food Insecurity on Campus**

How food insecurity happens in such a food-rich environment, and how going hungry impacts every area of life for these students.

## We're Your Partner

Over the last decade or so, “outsourcing” has become a buzzword in business. But what does it mean to you and your staff in the financial aid office?

At Inceptia, we look at outsourcing as creating a partnership—one that's designed to bring you straightforward solutions to help you work more efficiently and foster better communication with your students.

We don't aim to replace your staff or eliminate your to-do list. Rather, we're here to amp up your capabilities with intuitive solutions that simplify complicated processes.

And whether you prefer “outsourcing” or “partnership,” here are some great reasons to go with Inceptia.

### **1 We've been in your shoes.**

Several of our own administrators have worked in the financial aid office, so they uniquely understand what you're up against. Our staff takes part in comprehensive training programs, earns certifications through NASFAA, and serves as presenters at state, regional and national association events.

### **2 We offer performance-based pricing.**

Call it WYGIWYP — What You Get is What You Pay. Your school is charged only for each student who completes the process from start to finish. So you pay only for the results we deliver.

### 3 We prove our value to your administration.

Transparency about our processes is key to getting everyone on board. We provide you with the reporting tools to demonstrate a return on investment and show results in a straightforward way.

### 4 We take your feedback to heart.

Our products are continually evolving because our schools tell us what they like (and what could be improved). We listen to your comments because we want to make our products meet, and exceed, your expectations.

### 5 We keep your students' data private and secure.

Protecting student data is our number-one priority. We maintain strict security protocols on a badged floor in our headquarters and have developed a FISMA-compliant, multi-tiered secure network segment for the processing and handling of sensitive data. Inceptia/NSLP is a TECH LOCK® Certified: Service Provider.

Interested in Inceptia being your outsourcing partner? Learn how we can put our Financial Aid Management solutions to work for your school. Contact us at 888.529.2028.

## Fabulous Five

### Meet Inceptia's Financial Aid Management Solutions

#### Verification Gateway

Free up time for your office with our full-service option to receive completed verifications faster or choose our SaaS option to complete verifications in-house. In turn, you can be first in line to offer students financial aid packages and disburse that aid more quickly.



#### Award Letter Advisor

Open the door to enhanced student communication early in the financial aid process with personalized digital letters delivered to your students' favorite devices. Branded with your own videos, banners, logos and messaging, these award letters are easy to understand and offer resources for continuing financial education in one consumable package.

#### Form Innovator

Gather information from your students in an intuitive, automated way. Flexible form options allow you to use Inceptia's pre-developed forms, create your own through a simple wizard-like tool or upload fillable PDFs. Students can access these forms through a single portal and all forms can be signed electronically. No more scanning and indexing!

The full suite of Financial Aid Management Solutions features universal log-in that enables students to log in only once to access the Inceptia solutions that apply to them.

Inceptia strives to make all of our organization's web-based services accessible for people with disabilities by following Web Content Accessibility Guidelines (WCAG 2.0) Level AA.

#### SAP Advisor

This fully automated online solution streamlines the Satisfactory Academic Progress appeal process, giving students, faculty, and your staff the tools they need. Manage the online academic plan, increase efficiency, improve student retention and simplify document management.

#### PJ Advisor

Our secure, mobile-friendly web interface allows students and their families to provide information and upload required documentation for a financial aid appeal. PJ Advisor gives your office easy access to download the data for review.





## Making the SAP Process Seamless

To say the SAP appeals process is a little stressful for students and financial aid offices is an understatement.

Keeping track of what stage each appeal is in, who has it, if it's been approved — and responding to students' calls, office visits or emails about their status — is like trying to put together a 5,000-piece jigsaw puzzle on a deadline.

Cindy Kohlman, vice president, financial aid operations, has firsthand knowledge of that kind of frustration during her time working in the financial aid office.

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“Everybody has so much to do that you don't want one more thing on your list or one more responsibility that you have to follow up on,” she says.

It further complicates the process that SAP appeals often involve the academic side of the house. Too often, that ends up in a that's-not-my-job back-and-forth where the student ends up in the middle.

SAP Advisor is here to help make the process much smoother. It provides schools with two important benefits that can bridge the divide.

### Transparency

Through the online portal, the financial aid director can give access to those on the academic side who are involved in creating and managing the Academic Plan. The student's advisor, for example, can provide input if the student has had a personal issue that has caused him not to perform as well as expected.

### Communication

SAP Advisor aims to break down silos by enhancing communication between the FA office and academic departments. The tool is designed to be inclusive and put the focus not on the separate offices but on a streamlined process that promotes increased positive outcomes for the student.

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“This solution unites these two areas to work together, enhance their process, and make it more efficient for everyone involved,” Kohlman says. “SAP Advisor takes the SAP appeal process to the next level expected in today's collegiate experience.”

Find out how SAP Advisor can help your students and your school. Schedule a demo today — contact us at 888.529.2028.





## Setting Financial Life Lessons to Music

It's not just any concert where students can go for the music and come away with some advice about finances.

A nonprofit organization called Funding the Future (FTF) is bringing the two together at concerts around the country.

Inceptia, in partnership with the Nebraska Council on Economic Education, has sponsored several of FTF's concerts. In March, we supported a show at Lincoln (Neb.) High School with folk rocker Carter Hulsey and the band Me Like Bees.

After the performance, Hulsey talked with students about the importance of saving, how compound interest works, why to stay away from payday lenders, and how making wise financial decisions can help a person fulfill one's dreams.

For more about Funding the Future, visit <http://fundingthefuturelive.org>.

## SAY HEY, IN THE LONE STAR STATE!

The 2018 NASFAA National Conference is right around the corner and we're looking forward to seeing you. Stop by Booth #521 to meet our team, get product demos (hello, Verification Gateway!) and learn the latest about how we're helping students and schools. See you in Austin!

## Annual Great Advice for Grads Now Available

The class of 2018 is walking across the stage and into the next phase of their lives. Give them some wise words with Inceptia's annual Great Advice for Grads. This timely e-guide offers a wealth of information we've gathered with support from NerdWallet.

Every year, we feature fresh content designed to address what's on graduates' minds—but those still working toward their degrees will also get something of value on every page.

In this edition, readers will find firsthand stories from grads who have taken control of their loan payoffs, ideas on how to make the most of graduation cash gifts and reasons why it's smart to start contributing to a 401(k) right now — and much more.

Spread the word! Great Advice for Grads is live and ready to share with your students at <https://www.inceptia.org/GradAdvice>.







Front L-R: Schuyler Williams, Miguel Miranda, Greg Hall, Joel Lyons, Lindsey Barta, Christine Cook, Brandon Schrupp Back L-R: Ashley Goodrich, Chelsea Slotten, Jordan Reynolds, Alaina Currier, Anna Malone, Harley Kruger, Catherine Herzberg, Jessica Ware, Pam Beisner, Felix Rivas-Sanchez, Michael Iverson, Linda Butcher. Not pictured: Deana Unger, Seth Garnett, Rebecca Berrios

## Taking Pride in Their Work

### It's a Team Effort

Since it launched in 2016, Verification Gateway has been offering more and more schools relief from a time-consuming process — so much so that the team has grown more than threefold in two years.

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“This group is proud of the work they do to help students and their parents navigate the verification process,” says Deana Unger, vice president, financial aid operations.

“Our approach is to take the time we need to help them with the questions that they have. We’re not going to rush them through the process to get to the next call. Instead, we’ll help them feel at ease and comfortable with the process.”

A two-step secure quality control process means that a Verification Gateway specialist completes the initial review of the account and then sends it to a coordinator/supervisor who confirms that the account is verified.

After receiving the completed information from the student the team turns around each verification in just two business days — helping schools reach out to students with a financial aid package or disburse money quickly.

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“I think the biggest thing that sets this team apart is they genuinely want to help students and parents get through this process as quickly and easily as they can,” Unger says. “They take a lot of pride in their role of helping someone attain their goal of completing a higher education.”





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1300 O Street; Lincoln, NE 68508



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## About Inceptia

Inceptia, a division of National Student Loan Program (NSLP), is a nonprofit organization committed to offering effective and uncomplicated solutions in financial aid management, default prevention, and financial education. Our mission is to support schools as they launch brilliant futures for students, armed with the knowledge to become financially responsible citizens.

Since 1986, we have helped more than two million students at 5,500 schools reach their higher education dreams. Each year, we help more than 278,000 students learn how to pay for college, borrow wisely, resolve their delinquency issues, and repay their student loan obligations.

Our solutions are designed to support student success by helping financial aid administrators maximize resources, so they can spend more time focusing on students. More information at [Inceptia.org](http://Inceptia.org).

## Talk to Us

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