

Mindy: Um, today we are gonna be doing, first a presentation for the first part of this. We're gonna introduce you to StudentAid.gov. We're also gonna highlight some of our new media websites. There is a more in depth session on new media that Nicole will be leading. What time is that tomorrow?

Nicole: It's tomorrow at 9:30, I believe. Session 28.

Mindy: Session 28 – Tomorrow at 9:30 but we'll just touch on those and then during the second half of this, we'll release your computers and really have you do some more hands on exploration of the new site. Then we'll take questions at the end.

Okay, so starting with the StudentAid.gov overview, I wanted to first just bring it up so you can see what this new site looks like before we talk about the background of why we did this. Who out there has already used this site? Okay. Good number. Thank you. That's great. So, hopefully, after today's session, you'll all be very familiar with it and can use it in your work with students.

So, what is it? Um, I'm sure many of you are also familiar with Student Aid on the Web, our previous site, we had up for about 10 years, I think. So, you might be asking, "Is this a new site? Is it Student Aid on the Web?" And the answer's, "Kind of both." We have for years, been looking to update our websites. And the still StudentAid.gov offers comprehensive information from the beginning – the awareness piece – to information about the application to information about your repayment options. But we do still link out, of course, to our other federal student aid websites – StudentLoans.gov and NSLDS, FAFSA.gov – for the time being. But actually, our target vision is to eventually have one place where students and borrowers will go on the web to do all of their interactions with federal student aid and we'll talk a little bit more about that later.

But we did release this site, StudentAid.gov, on July 15th of this summer and why – who is it for? It is really for everyone, potential and current students and borrowers. It should have information for parents, counselors, influencers – really, anyone at any stage of the process in understanding federal student aid should be able to benefit from this site. It is available in Spanish so it's also for Spanish speakers and we're really excited that it is mobile optimized so you can access it on a mobile phone or a tablet. Abraham will show you a little bit more on that later. And then finally, we really hope that it will be of use for you, financial aid administrators, to leverage in your work with students.

So, just a little bit more about the background. We've known for a while that we really need to update our digital properties. The content on our websites, it was confusing, it was redundant. It was spread across – and still is, to an extent – many different sites. We've also, as an organization, really tried to focus on customer service so we've kind of written it into our core values and our strategic plan. The three of us all work in our customer experience office which was created a little over a year ago and we're really just looking on how we can improve what it is we offer.

There are also a bunch of political drivers. There was an executive order on improving customer service in the government, so this was the department of education's answer to that executive order. The president issued – there was a presidential memo issued on June 7th of this summer asking us to consolidate our information on repayment options and so this was also our response to that.

There are a few other initiatives going on. The digital government strategy, the Plain Language Act – these are just different initiatives that have encouraged us in the government to really look at what we're doing in the digital space, to look at how we're talking about our programs and making sure that they're in plain language. And so all of those things played into this, but really, the most important piece was customer feedback. So, for years, we have surveys, we have emails, focus groups – we attend events, we hear feedback from you at conferences year after year and we knew that there was room for improvement to really update our digital properties and this is why.

Because in just as recently as last year, this is what a student or borrower would see when trying to interact with federal student aid. And so we know we can do better and we've known that for a really long time but like with everything, it takes time and resources and so with what we launched this summer, StudentAid.gov, we really see this as the first phase, again, in a multiphase process to really clean up what you're seeing right here.

So, throughout the year, these are the five websites that we decommissioned or retired so these no longer exist. Well, StudentAid.gov was what was called Student Aid on the Web and this is the revamped version. College.gov, if you were familiar, was a more motivational website. Students.gov a portal. I think it was one of our oldest sites that kind of contained a lot of links to different things. The Ombudsman website was where – included information about our Ombudsman group where borrowers could

file complaints and then the Federal Student Aid web gateway or FederalStudentEd.ed.gov, that was just more information about federal student aid. He contained our data center.

So, StudentAid.gov did soak up all of the content on these websites but we really didn't just look at these sites. We looked at all of the content on all of our websites and all of our publications. There was really a big whole process behind this to rewrite all of the content, all of the ten ways that we talked about – Pell Grants or income based repayment or whatever it was – and we made sure that it was, again, just in plain language, easy to understand and written in one way on the new site.

So at this point, I'll turn it over to Abraham who's gonna walk through it a little bit and again, at the end, we'll then release the computers and have you explore.

Abraham:

Good afternoon. Really excited you guys could be here so we could showcase you some of our latest products that we have for you guys. So, as you can see, this is the home page. And we wanted to do is, as you can see here, this is not your traditional government website. We wanted to make this site elegant. We wanted to make this site inviting. We wanted to make sure that folks found the content. That's the primary purpose of the site. Find the content, get in and get out and go and I'm just gonna highlight some key features of the site.

One thing is, we simplified the URL. StudentAid.gov. You can use it in your publications. You can put that on your website and so hopefully, it's a simple URL that folks can remember that way they can always access this content. Another thing is that you can see that compared to last year, our branding is different. You see now, the federal student aid banner and the proud sponsor of the American mind and that's one thing we wanted to communicate to our students that we are here to help. We are here to provide you with the financial assistance for you to go to college.

Another thing you see here as Mindy mentioned is that our site is in English and in Spanish. So, no matter throughout the experience, if you start off in one section of the site, you could click that Spanish and it automatically renders in Spanish. So, whatever content that we have available in English; it's available in Spanish for those folks that need that type of resource.

Yes? Is that much better?

Audience: Yeah.

Abraham: Okay, thank you. Guys gotta give me feedback, come on.

Audience: [Laughter]

Abraham: All right. And as you see here, one of the things we wanted to do is make the content easy and digestible. Based on other feedback, we said, "Okay." Our customers want to get our content in five different buckets. As you can see here – and once we get into the site, it's a little bit blurry but – the main contents that we have is prepare for college, types of aid, who gets aid, the FAFSA and then repay your loans. We felt – and based on the feedback, that this is what students were asking for so we made it simple for them to get there in our menu bar.

Also, we do have search, so I mean, that's just typical with any website and whatever they search for, they should technically show up. And one last thing around the – a couple of things around the site. As you can see here, since we are the proud sponsor of American Minds, you can see kinda like the heads there. This mind would do this or how to prepare for college and I guess you see some of the videos in the general session – that's the type of thing we want to bring. Encouragement, motivation so folks can go to college and apply for aid.

In one of the types on the bottom right – you can't see here, but you'll see it in our hands on demonstration – has information about who we are. We have our data center data. As Mindy mentioned, we consolidated Federal Student Aid at aid.gov and we put their data center there and we have resources and we have event list, which I'll touch on a little bit later. Thanks a lot.

As you guys know, your students are always on the go. Mobile. And that's one things we had in mind when we started talking about this website and designing this website. We wanted to make sure that no matter what device you have, you could get access to your content. And I'm going a little bit technical here, but we try to do here and what we did is we used a technique called Responsive Design. So, that means, it doesn't say, "All right, iPhone, Android, render this." It's saying, "Whatever the device, whatever the screen size, the site automatically rebuilds itself." And later on, when we do a hand session, how to do this is you put it in, maximize window, you grab the little edge and resize it and you see the site automatically just rebuild itself. It's one of those things that we saw out there in private industry. You'll start seeing

that on a lot of federal websites are starting to use the responsive design approach because it's much easier than managing several applications. You have one site that no matter what device, it automatically tailors for itself. So, you see here, on the far left, the mobile version, the phone version and then on the right, you see the tablet version.

Also, talking a little more deep and now we're gonna do some deep diving in some of the areas of the site. You see the site menu and as we would – as Mindy mentioned, we wanted to make sure that the content that customers and students and borrowers were asking for, we made sure that it was available on the go. So, say for example, you get your cursor and place it over a content, then it'll show you the next level of content so students can go ahead and access that page. That way, they're not trying to fumble, “Where can I get this?” You hover over and you'll see the content that's relevant for that particular topic.

Also, as you see here, now this is what we call the interior page or the content page. As with any site, you have to have a design philosophy. As you saw on the homepage, we wanted to showcase the American Mind – that we're the proud sponsor of the American Mind and we showed that the content was readily available. But once you go into one of our content page, you'll see here a design that's carried out throughout the whole entire site. You see on the left side, that's where the content will reside. And we want to make sure – as Mindy said, one of our drivers, which is the Plain Language Act, that it was easy to read, not this government jargon, hard that you need a lawyer to understand. No, we made it easy that anybody can hopefully understand what the – you know, what we're trying to communicate.

Then on the right, we call those tiles. That's where we provide quick links, update from our Twitter feed and additional information like Stay Connected or some event steps. So, those tiles are dynamic depending on the site. It is relevant to the content – is relevant to whatever page you're going. So it'll automatically tailor itself for that particular experience.

So, some of the key features. As I mentioned, comprehensive information. We have a lot of financial aid information but the challenge is how do you make that digestible for the regular user to just understand, especially if you're 18 years old. This thing is gonna be like, “I don't want to deal with this.” So, we wanted to make sure that we provide you, as a financial aid administrator, the tools necessary so you can show them, “Look. You can look at it

on your smartphone.” It's hopefully easier to read and hopefully at least gives you some context, some background, so that way when they come to the office, at least have some knowledge on kind of what type of financial programs are available.

Another thing, as Mindy mentioned, we do link out. As she said, this is a multiphase project. Eventually this will be experienced when students come in, get aid, manage everything but for now, we are linked into our other properties that we currently have. Also, one of the key features that we have is repayment calculators. People want to know, “What's my payment plan for graduating? What's my payment plan for the standard?” And as of several weeks ago, we released a Pay as Year calculator, so again, we're trying to be responsive to our consumers, to our borrowers and make sure we provide the tools necessary so that while educating, and also provide the tools for you guys, to share that with them. And as we keep – you're seeing this then across, it's also available on the mobile site so pretty much every functionality that we have in the PC experience will be available on the smartphone and tablet experiences.

So, some of the key features. One thing with UI is that you have to make it flashy. You have to make the content inviting. And what we noticed with our audience is that if we provide videos and – how many know what info graphics are? Raise a hand. Well, info graphic is pretty much a way to provide data in a visual form and as we explore the site, you'll get to see that. And here's an example of the financial aid process in an info graphic. You kind of start from the top, work yourself to the bottom. And we notice that this resonates with students versus providing a page or just text, they're gonna blow over that like, “I'm not reading that.” But we provide info graphics, then it gets them at least engaged. Starts reading and then, “You know what? This is easy to understand.” Same thing with videos and we'll show an example of a video later is that, we want to make sure the videos were within about 90 seconds, but provides information and was visually appealing to students so they could at least sit there and take a look at that information.

Also, we have an event listing page where we provide any events that are relative to students and also relative to the financial aid community, so we have that there as well. And, our glossary page. I know some folks and some students don't understand what does a Perkins loan mean. They could go to a glossary page and they could understand. And also, this is a great resource for you guys because we have all the terminology on the one page.

And the last thing is resources. I doubt students will look at that page, but I think you guys will definitely benefit from that page and let me show you what that looks like. That's our resources page. You can simply bookmark that, StudentAid.gov/resources and it will take you to all the resources that we have or publications that we still have scattered in multiple sites, they're all now consolidated in one site, that way hopefully, it makes your lives a little bit more easier. You see there, once we do hands on, we have the college prep list, we have funding beyond high school and then we have our videos and what's cool about the site and our videos and our info graphics, it's 508 compliant. So, that way, like I said, we're serving all our audiences.

Now, how else do we engage? One thing is important and you guys know, your students are on Facebook, Twitter, YouTube, you name it. They're on social media. And one thing from the start, when we talking about reimagining this site, we want to make sure that we had outreach and engagement in the social media properties and I'll go into a little bit more detail around this but I want to plug Nicole **Canahan's** session tomorrow. She's awesome, so she'll go into detail about all the work that we do but I'm gonna touch this at a very high level.

So, Facebook. One thing, as we were branding this site, we wanted to make sure that all our social media properties had our brand even though when you click from our site, so you go onto an external site. Because we have to put that disclaimer there, we wanted to make sure that no matter what property go, that we manage, you'll see the similar branding. Before, you guys probably remember how she sold sites in 2011. Some sites had different branding, had a .com – it was just ridiculous. Well, hopefully, with this, folks know that if they leave our site – or students know when they leave our sites, they'll know that they're still engaging with Federal Student Aid.

And what's really cool here with our social media properties is that we're active. We're not like, “Okay, one post and we'll see you two years from now.” No, we try to engage the community. We want to outreach. If you really think about it, it's like Ask-a-Fed. You want to ask a question? Post it on Facebook and Nicole Canahan's team is definitely taking a look at that.

Another popular one with the kids these days, it's Twitter. And um, this is a screenshot when we did a presentation, I want to say, about a month ago and now we're about 11,000 followers so that's really good milestone for us and with Twitter, that's pretty much

the URL as you can see, the branding across social media properties. What's cool about Twitter is that we have a lot of content and we're posting about, like, three tweets or four tweets a day and we also answer questions. Again, Ask-A-Fed tool right here so you don't have to wait for Jeff Baker a year from now if you want to ask him a question.

And we also – one thing we started doing – and Nicole will explain later in our session and I'm gonna plug here our office hours – tomorrow at 5:00 PM. Please attend that session if you guys want to see what we do. Once a month, starting this past January, right? We started doing office hours where we just dedicate an hour to actually answer questions from the community, answer questions from the students, financial aid advisors, anybody. And what we do is probably about a week or so in advance, we post it on our blog and say, “Hey, if you want to ask questions, ask us and also tag it as 'Ask FAFSA.’” So, throughout the week, we aggregate all those questions and then we start answering those questions.

And then we also take live questions and what's cool about it is that we have really good guest speakers like Arnie Duncan, Martha Cancer, which is on the secretary, and we also have actual real live students based on their experiences and we also have financial aid administrators. So, we try to mix it up. We want to bring experts in because we're all here to help out students so we use that tool to engage once a month. So, again, stop by Nicole Canahan's session, and also in the office student's hours tomorrow.

And we also want to make sure that we provide tools for you guys to share so if you want to embed our tutor **time let** into your set, this is kind of how you do it within your site. You add it as a widget so that way students can start seeing our streams. If you guys have a dedicated financial aid page, we would love for you guys to showcase what we're doing so this is an example of how to do that.

YouTube. As you guys know, YouTube is a very powerful tool, social tool, I mean. They have cats, people jumping around doing crazy stuff, but for us, for us, we want to make sure we reach the audience. I don't know if you guys know that the majority of the teenagers, how do they get their music? It's not through iTunes or Spotify or Pandora. It's YouTube. That's their primary source of getting music. You know why? Because it's free. It doesn't require a parent's credit card to buy music or sign up for a subscription so YouTube is great for us because here's where we post all our videos around the financial aid process, FAFSA,

borrow repayment and we also have these videos embedded. So, we want to do now, just take the opportunity to show you just one video and I hope you guys like it.

[Audio from Video begins]

Male: So you want to go to college or career school. Maybe you started saving early. Maybe you'll discover some buried treasure. But more likely, you'll need another plan. So, if paying for college is gonna fall on your shoulders, the US Department of Education's office of Federal Student Aid is the best place to turn for assistance.

I bet you didn't know that we're the largest provider of grants, loans and work study funds, all of which are easy to apply for. And when it is time to apply for aid, head to your favorite spot to complete the free application for federal student aid or FAFSA. Each January a new FAFSA is available for the upcoming school year and completing it is free when you go to the official site F-A-F-S-A.gov.

Your selected colleges will use the information on your FAFSA to figure out how much aid you'll get so make sure your info is accurate, but if you need to, you can go back and make some changes.

If you get a grant or a work-study job, congrats – you won't have to pay the money back. However, a federal loan is borrowed money and you'll need to promise to repay it. Remember to borrow only what you need because a federal student loan is a real loan just like with a car or a home loan, it's important that you understand what you're agreeing to.

Although college financial aid and the prospect of an instant noodle diet can be a little overwhelming, you'll be putting yourself on the path to success when you take the time to plan out your options and let the office of Federal Student Aid help you along the way.

If you have questions and need more information, please visit StudentAid.gov.

[Audio from Video ends]

[Applause from Audience]

Abraham:

Thank you. As you see with the video, we wanted to – I mean, we're using stick figures here, but we wanted to make sure that folks really know – this might be visually appealing for the younger demographic, you know? Created that live info graphic, so to speak, so they can easily digest the content that we're trying to serve up. So, hopefully, again, hopefully this helps out for our audience and again, we want you guys to share our content so this is how you guys would embed these videos on your site. We think it's cool. We think it's helpful. Hopefully you guys can spread the message.

Another site that we use and it's on our social media properties is how many here in a room by raising – show of hands, know about Storify? All right. So, you guys really need to attend Nicole's session. All right, very quickly, Storify is a social media aggregator. As I mentioned, we do FAF office hours and we use, you know, Facebook, Twitter to get those questions in. So what this does is say for example, we have the office hours coming up on Wednesday, and we are posting tweets, responding to questions – people are asking us questions. So instead of you trying to go figure out in the timeline when this happened, this provides, at that point in time, that snapshot, all of the conversation that's happening at Twitter. So, if you guys go to our FAFSA __, you'll see all of our office hours that we've been having this past year with Arnie Duncan, Martha Canter, students, financial aid professionals – you could read the conversation, the questions they're asking and the responses that we're providing. So, that's another good tool that we use to kind of capture that moment so that way you could revisit it at your leisure.

Another one here is visually. This is info graphics and again, we want to share our content. So, wherever we can share it, whatever social media properties' out there that are relevant, we go ahead and participate in that particular community. So, visually, it's pretty much a social media site for info graphics. On top of our great info graphics, there's tons of info graphics on education, around automoto – I mean, it's just a breadth of really good information and putting data into some visual form so it's easily digestible so I encourage folks to check it out and as always, I'm gonna keep promoting, share our content. So, that's how you share. Embed the code on your website.

So, now this portion, I'll turn right over back over to Mindy and this is where we'll just let go and do our hands on session.

Mindy: And before we release the computers, I did just want to show a few of the questions that we're gonna help guide you through so here is a list of just some of the common questions that we receive. "Where can I get free money?" "Am I eligible?" "How do I add another school to my FAFSA?" "What are my repayment options?" I'm definitely also curious what other really common questions do you receive? Anyone have any that they receive all the time?

Abraham: Just shout it out.

Audience: How much in loans have I paid?

Mindy: How much in loans have I paid? Paid down. Okay. So, we'll take a look at these and others. Let me release your screens so you can go ahead and get started. Okay. Now you should have access to your computers. Correct? Okay. So I recommend using the Mozilla Firefox browser if you can or you can use Internet Explorer if you really like it but we kinda favor Firefox and Chrome, which is not on these computers.

Audience: It doesn't affect it in any way.

Abraham: No, no.

Mindy: It doesn't. No. But some things do look a little bit different depending on which browser you're using but if you click on the browser and then type in StudentAid.gov to go to the homepage. You don't have to use the www. You can just type in StudentAid.gov. And I just want you to take a few minutes to start looking around clicking through 'cause we've already gone over it a little bit so once you're there, hover over the menu and look through the menu options. Go ahead and click on a page that piques your interest. Read through the content. We'll just break for about a minute so you can start exploring.

If anyone needs help, Abraham will start walking around and Nicole. So, just raise your hand.

Audience: *[Inaudible discussion amongst themselves]*

Mindy: I'll just say, we're also continuing to make updates and enhancements as we can, so we're also kind of using this as a usability session and I would really love your feedback either during the question section or come up to me after because we're – we're still working on it.

Abraham, there is a question over there.

Audience: [Discussion continues]

Mindy: Okay, so if everyone's just had a minute already to look through, I'm just gonna go through a few specific examples, again, just thinking of the common questions that we receive from students and borrowers all the time, just to show you some of the different parts of the site. So, the first question that we get all the time, "Where can we get free money?" What I would recommend is going straight to our types of aid page. From the homepage, there are a few ways to get there. You can either click right on the menu bar, you can click right on the mind that represents types of aid and then also at the very bottom, we have this persistent footer menu and this doesn't exactly follow the same black menu that you see at the top. This is the really popular pages that we think people might want to click to right away.

So, I'm gonna go ahead and click on types of aid and this is our – really, our introductory page about not just federal aid, but you can see state aid, financial aid from their college or university, from private organizations, scholarships so you can just scroll through this page. You can see this is actually the video that we just watched and this page links down to more content about each of these subject areas.

As we mentioned earlier, the glossary terms are highlighted and you can hover over them to see the definition, but the glossary definitions are also always available on the right hand side of the page.

We also like to feature relevant resources so on the right hand side of the page, you can see a "Do you need money for college?" publication that we have. And click on that and the PDF opens.

Another question we receive all the time is, "Am I eligible? Do I – can I qualify for federal student aid?" So here, I would go to Who Gets Aid and then move over to the basic eligibility criteria page. And if you click on that, that goes through our general eligibility requirements. We try to include visuals and pictures where we can but this page was kind of hard to think of any fun pictures to go with it.

Another question we receive all the time, "How do I add a school to my FAFSA?" So, under FAFSA, if you hover over it in the

menu again, and then go down to Correcting or Updating your FAFSA, click on that. A lot of times, at the top of the pages, we have what we call anchor links. They have a little gray arrow next to them and that will link to something further down on the page if it's a little bit content heavy. So, this anchor link can take you right to adding or deleting a school and then of course, we link them to FAFSA.gov where it makes sense to.

So, as you can see on every content page, again, that footer menu is always available at the bottom and the black menu bar is always available at the top as well as search. To get back to the homepage, you can always just click on the Federal Student Aid logo.

So, one of the final things I wanted to show was how to get to a repayment calculator. So, again, there are multiple different ways. We have – we highlight different features in each section of the site so this is a link to repayment calculators. Click on “Learn More.” And we have received feedback and we agree that right now, we have multiple calculators for different repayment plans and we do want to eventually combine those so that they're entering their information in once and then getting all of the different options. But if you're on the repayment plan's page and you scroll down to Income Based Repayment, we have a big chart right now with the different plans.

We first always want to make sure that we're introducing the repayment plan before we lead right into the calculator. So, making sure that a borrower knows whether they're eligible or not and advantages and disadvantages and then finally we take them to an actual calculator and so if you see here, this is what our income based repayment calculator looks like. Our Pay as You Earn calculator also looks similar. The standard extended graduated calculator looks a little bit different. So, if everyone is on this page – I'm not sure if you were able to follow – another way to get right there, if you scroll to the footer, you see under “Repay your loans. Income Based Repayment.” So, I encourage you to play around in here for a minute or two with different values just to see what it's like to calculate a loan repayment option or you can follow me if you're not sure where I am on the site.

Audience: *[Inaudible discussion amongst themselves]*

Mindy: Does anyone need help finding where we are? Okay.

Audience: Are we inspecting in the “I owe” section? Are we supposed to know how much they owe right now? [*Inaudible due other audience members*]

Mindy: Yes. Yeah, and actually, if you click on the information icons, well, it offers a little bit more information but we do, if you read above the calculator “Do you need information about federal student loans?” We link them to NSLDS.

Audience: [*Continued discussion*]

Audience: So, how do you get in the calculator?

Mindy: There's a calculator button.

Audience: [*Continued discussion*]

Abraham: So, we also wanted to show you what this looks like on a, in this case, a smartphone, iPhone. If you guys want to follow me, you can either pull out your Android or IOS device and follow through or you can go to the site that I use a lot, Ipadpeek.com. What it does, it renders a site for a particular device. So, you'll see here and obviously, since I have to use the cursors, not touch, you see –

Audience: I can't hear.

Abraham: Oh. What I'm doing now is going through the mobile optimized site, so if you guys want to follow along, you can either use your smartphone, your IOS device or your Android device and follow along or you can go to Ipadpeek.com. What this does is just simulates an experience on a smartphone device. So, I just want to highlight here and again, this is meant – our sites are meant to be touched, so the cursor thing at times might not work well, as a disclaimer.

But you'll see here that we carry the theme across the PC experience to the mobile optimized site and as we know and this technology matures, we'll get a little bit better and make the – oh, iPad is I-P-A-D-P-E-E-K.com. Ipadpeek. Are we there?

Mindy: Peek as in?

Abraham: As peek. There ya go. So, you'll see here the mega menu how we call our menu is the content is up front and once they touch it, it expands and it shows them the content relevant same way as they see with a PC. We know, going forward, we optimize a site and

make the usability a little bit better but for version one, this is what we have. And they could also scroll down and see the heads and again, we want to make sure that the content is available.

So, say for example if they touch this section right here, you see it automatically tailors the same content that you have on the PC experience. You will see it on the smartphone device and look, there's a video. So, they can click on the video and watch it on the smartphone. And again, they will scroll down, look at the content and if they need to get back, they just touch the top of the page or follow the bread cookie crumb we have here, takes them back home.

And the last, but not least, here's the iPad version, similar to the PC experience, but it's optimized for touch and students or borrowers can still access information no matter what device and this is what we call our responsive design StudentAid.gov site.

Audience: Isn't all the FAFSA ____ tablet or anything?

Abraham: Excuse me?

Audience: Can you fill out the FAFSA in its entirety on tablet?

Abraham: On the current site for FAFSA.gov – you guys know, it's not tablet optimized but yes, you can. We have tested it, so for the new release and even for the current release, we have tested it and it does work on an iPad. It works on an iPhone, but it's just very doubtful to want to do it on iPhone but we've noticed is that we do get a lot of traffic on mobile devices so folks may not be filling it out on the small phone but they're checking their status. We've seen that folks tend to use the iPad to fill it out and we are working on hopefully bringing those properties in a mobile optimized site that's easy for folks to complete the FAFSA, so we're working on it. It's just we're still not there yet.

Mindy: Just go back to the Power Point. Okay, we're just gonna quickly end with a few slides, open up to questions and then stick around for as long as we have the room to continue working with you as you explore the site. So, again, just the message we really want to convey here is all the work that we've put in to the videos, the content on new media, the website, the way we rewrote it, we really want you to use it, you know? It's already there and it's hopefully good to go and so we really hope that it will save you time rather than recreating – we all just, you know, take that video and show it to the students that you work with. Next slide.

Just a note on the URLs. This table shows our shortcut URLs so you don't have to remember StudentAid.ed.gov/repayyourloans/repayment these are some of our more popular pages. So you can actually just go to StudentAid.gov/IBR and that will take you right to the income based repayment page, the resources page – I mean, there are a lot on here so I just encourage you to use this list in your publications around your websites within your links.

Nicole: It's actually – I don't know if any of you received the __ but if you didn't, you can get it from ____.

Mindy: It's on FSAPubs. They're an OP letter about our new resources and we also – do we have it posted anywhere else? I think – we'll look into just posting this on the website also but this, right now, is available within this presentation which is also available on our conferences website but right, it should be on – it's on FSAPubs or Ifab.

Nicole: It's on FSAPubs. It may go on Ifab but right now, it's just on FSA Pubs.

Mindy: Okay, it may also go on Ifab, but right now, it's on our FSAPubs.gov website. FSAPubs. Yes. And also, just a plug here, we're in the resource center, the Bay Hill rooms, demoing this, all of these sites and FAFSA for the rest of the week so please come by. We also have sample publications and all of this information there as well.

Just to kind of wrap up quickly, we've had over 10 million visitors to StudentAid.gov since July 15th so we're getting about 70,000 visits a day. We have over 18,000 fans on Facebook and Abraham, you mentioned a little bit close to 11,000 followers on Twitter.

Abraham: Yeah, 11,000 followers on Twitter.

Mindy: And so, we're getting about six percent more visits on the site than we had on Student Aid on the Web last year so hopefully, it's reaching a wider audience, but we do really encourage you to continue to share it. And just a note about the project itself. We're real excited that we actually were able to identify cost savings. So, we were paying money to host all of those other websites that we've decommissioned over the past year so, as taxpayers, we're

just really excited to be able to save money and also offer something new, which was really great.

But really, the most important impact we hope we're having is just really improving the customer experience and financial literacy about financial aid options. And then coming soon – so, as I've mentioned we did what we could with the resources we had, but we want to continue to make improvements and enhancements all the time but we also have a few larger features planned.

The career search tool, we're building – we're partnering with the Department of Labor. They offer a career database and so we think that will be helpful to help students connect the education needed to the career path that they're looking to do during school. A scholarship search – again, this is just a really important piece of the puzzle for allowing students to figure out how they're gonna pay for college.

NSLDS. We are – our next major release will be to incorporate the student access portion of NSLDS into the website. So, rather than sending students to NSLDS.ed.gov, we will be adding a log in and allowing them to view their federal financial aid information on the site. We are all very excited but we don't have an exact date yet. We hope by around next summer so we will keep you updated and let you know.

Abraham: It will have a mobile portion to it too, so...

Mindy: And it will be mobile optimized as well. And then – sorry. Stealing the microphone over here. Also, a professional's tool kit. If you're familiar with the website, FSA for Counselors at ed.gov, we're basically gonna be redoing that and really making it more resource friendly. So you'll be able to search – you know, if you're doing a financial aid night, then relevant resources, videos, publications, et cetera will be at your disposal once we redo that so again, just more information to come. We know we're not there by any means. We have a long way to go to really make this experience the best and again, would appreciate your input along the way.

Should we open it up to questions? Does anyone have any questions? Nicole can run around?

Nicole: Does anyone have any questions?

Audience: Yeah, I was wondering with NSLDS functionality, will they be able to directly import that information into the calculators?

Nicole: Not with our very initial release but we are looking to do that soon after. Yes. Similar to the fact – well, I believe – where you log in and all of your information becomes available. We do realize that that would be a great benefit to students so that is on our list.

Audience: With the NSLDS integration, is it gonna be on the StudentLoans.gov website?

Nicole: It's gonna be into StudentAid.gov.

Audience: Okay.

Nicole: Because this is where we are eventually going to be putting everything. No timelines yet. This will take a while but we do hope to direct everyone eventually to StudentAid.gov which is a little bit more comprehensive and we will include StudentLoans.gov functionality in this as well. Just step by step. Does anyone else have any questions? Okay, well, let's – are the computers already unlocked, so please continue to look around, raise your hand, ask questions and please let me know if you have questions. There's also a contact form on StudentAid.gov that I personally look at a lot so you can send your feedback that way too.

Mindy: And if you have suggestions, we'll be in the resource center, the StudentAid.gov/FAFSA.gov resource center for the rest of the week so –

Nicole: So thank you very much.