

# SALT

Students are graduating with large amounts of indebtedness. The average amount of education debt for graduates of 4-year colleges is \$27,186, with 66.5% of students graduating with loans. At St. Petersburg College, lower division students borrow a yearly average of \$7,841. Upper division students borrow a yearly average of \$9,442. As of spring 2012, 13,926 SPC students have borrowed \$91.4 million. We expect to exceed \$100 million by the end of 2012-2013.

A study from the Institute of Higher Education Policy shows the impact of education debt on all borrowers and not just those who default. Two out of five students are delinquent at some point in the first five years after entering repayment. For every student that defaults, at least two more become delinquent. Only 37% of borrowers are repaying their loans on time.

St. Petersburg College has teamed with American Student Assistance, a non-profit organization with excellent student loan borrower results, to provide a FREE online financial literacy, loan management program. It helps students manage their money, repay their student loans, and develop long-term financial skills. The membership program and website, SALT, is easy, confidential and tailored specifically to each student.

“Student loan debt is at an all-time high, actually exceeding credit card debt,” says Michael Bennett, Associate Vice-President, Financial Assistance Services. “SALT provides a service for students to be able to successfully repay their student loans and manage their money. Students download their loan information, see the amount they owe, and plan their budget. By using SALT, they also have access to live, knowledgeable counselors who can walk them through the complex world of repayment.”



CREATED BY  
AMERICAN STUDENT  
ASSISTANCE

With SALT, students can:

- Keep track of their student loans
- Get loan advice from an expert counselor
- Look for a job or internship
- Search for scholarships
- Learn how to budget and manage money wisely
- Find out why credit and credit reports are so important

**SALT IS A MONEY COACH THAT INCENTS STUDENTS AND ALUMNI TO BE FINANCIALLY SAVVY.**

**WE HELP PEOPLE TAKE CONTROL OF THEIR MONEY AND MAKE SMART FINANCIAL DECISIONS BY PROVIDING EXPERIENCES THAT ARE SIMPLE, USEFUL AND MOTIVATING.**

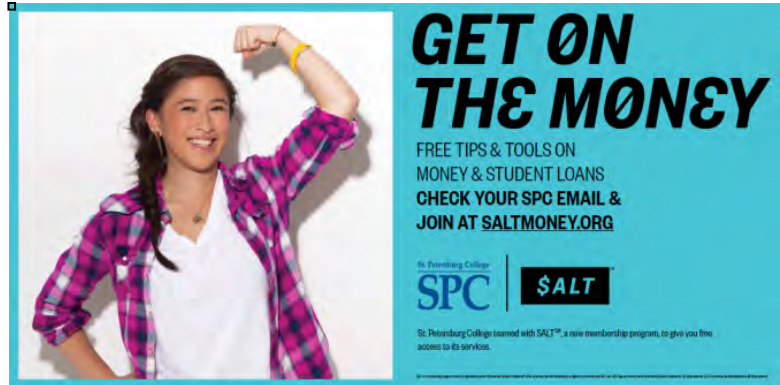


## Marketing – on campus

### *Hanging banners*

3' x 6'

Placed in 6 on-campus FAS offices



### *Buckslips*

Placed at front counters in high-traffic areas

### *Lapel Buttons*

Distributed to on-campus staff



### *Posters and flyers*

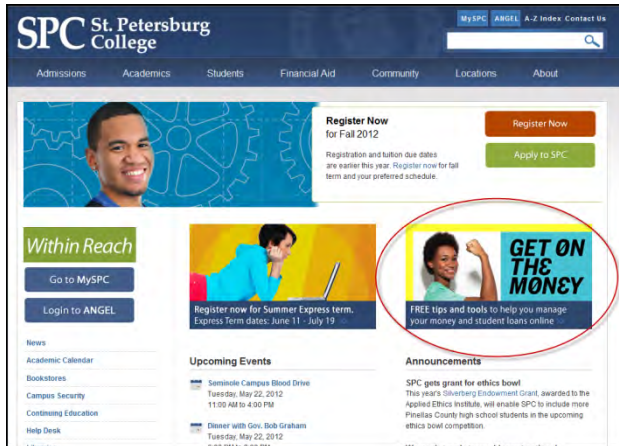
20" x 30" posters and 8.5" x 11" flyers placed strategically throughout all campuses



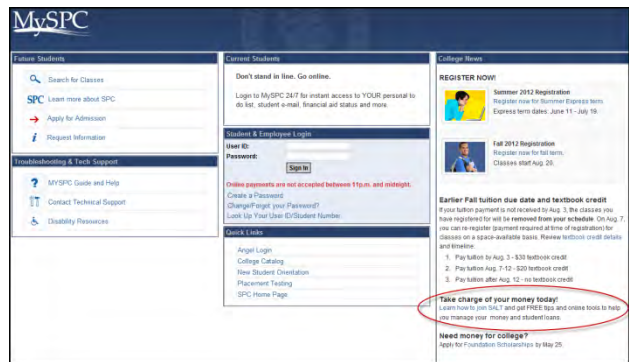
# Marketing – online

Each of the following pages link directly to the college's new **SALT** website, [www.spcollege.edu/salt](http://www.spcollege.edu/salt).

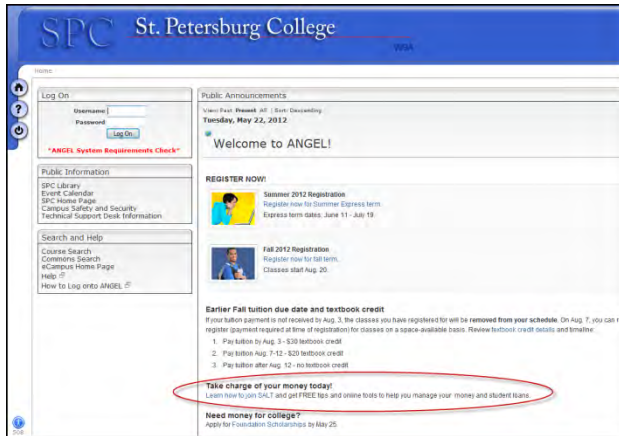
## SPC Homepage



## MySPC



## ANGEL



## FAS Homepage



## SPC Facebook



**SPC** St. Petersburg College

MySPC ANGEL A-Z Index Contact Us

Admissions Academics Students Financial Aid Community Locations About

Financial aid basics  
Tuition  
Grants  
Scholarships  
Student employment  
Loans  
Forms  
Money Management



**GET ON THE MONEY**

**FREE** tips and tools to help you manage your money and student loans online.

SPC > Financial Aid > Loans > **Take charge of your money - today!**

## Take charge of your money - today!



St. Petersburg College has teamed with American Student Assistance to provide a **FREE online program** to help you manage your money and student loans. The membership program and website, SALT, is easy, confidential and tailored specifically to you.

 Login to MySPC and check your student e-mail for an invitation. Then login to [saltmoney.org](http://saltmoney.org) to get started. Once you enter your Social Security Number, your outstanding student loans will be downloaded into SALT.

**Are you nervous about your student loan debt?  
Do you feel powerless in managing the money in your pocket?**

We can help! With SALT, you can:

- Keep track of your student loans
- Get loan advice from an expert counselor
- Look for a job or internship
- Search for scholarships
- Learn how to budget and manage your money wisely
- Find out why credit and your credit report are so important

Join SALT to get free tips and tools to take charge of your money during college and beyond. For questions, call 855-469-2724.

**Join Now**

**Contact Us**

SALT is also advertised throughout the *Loan* and *Money Management* sections of the FAS website, as well as the *Contact Financial Aid* section.

The collage displays several pages from the SPC St. Petersburg College Financial Aid website:

- Loans Page:** Features sections for Federal Direct Stafford Loans, PLUS Loans, and Stafford Loans. It includes a 'How to apply' section and a 'GET ON THE MONEY' banner.
- Money Management Page:** Contains 'Money Basics' and 'Managing Your Money' sections. It includes a 'GET ON THE MONEY' banner and a video player.
- Financial Aid Contacts Page:** Lists contact information for the Financial Aid Office, including phone numbers and email addresses. A red circle highlights the 'SALT' contact information.
- Deferment and Forbearance Page:** Explains the benefits of deferring or forbearing on loan payments, including a 'GET ON THE MONEY' banner.
- Loan Repayment Page:** Provides information on how to begin repaying federal student loans, including a 'GET ON THE MONEY' banner.
- Consolidation Page:** Discusses the pros and cons of loan consolidation, including a 'GET ON THE MONEY' banner.
- Stafford Loans Page:** Details the Federal Direct Stafford Loan program, including a 'GET ON THE MONEY' banner.
- PLUS Loans Page:** Provides information on the Federal Direct PLUS Loan program, including a 'GET ON THE MONEY' banner.
- Private Loans Page:** Discusses private student loans and the importance of comparing offers, including a 'GET ON THE MONEY' banner.
- Financial Aid Dates Page:** Lists key dates for the financial aid process, such as 'Apply for Financial Aid' and 'Check your status'.

# Launch

TRIGGER DATE	COMMUNICATION
5/21	SPC sends an Announcement e-mail to students
5/23, 5/29, and 5/31	ASA sends an invitation & reminder e-mails to students
Upon registration	ASA sends a Welcome e-mail
Monthly	ASA sends monthly financial tips, reminder to activate (if needed), ASA contact information, and ability to opt-out
Summer	SPC sends Summer e-mail to non-graduating borrowers
At graduation	SPC sends Alumni e-mail to students
During grace	ASA sends a communication
End of grace	ASA sends a communication
Periodic for on-time borrowers	ASA sends communications
More timely and more often to delinquent borrowers	ASA sends communications

## 5/21 and 5/22

SPC sent out an *Announcement email* to over 80,000 students indicating they should check their SPC student email for an invitation to join SALT for free.

Students are asked the following:

**Do you feel burdened by heavy student loan debt?**

**Are you having trouble understanding your student loans?**

**Do you feel powerless in managing your student loans and the money in your pocket?**

We can help!



**St. Petersburg College**  
**SPC**

**SALT**

**RYAN, IT'S YOUR MONEY**  
Find and save more on fun with loans and tips from SALT!  
[Activate Your Free Membership From ASA University](#)

**GET STARTED**

**SALT IS SWEET**  
Ryan, take advantage of exclusive features that come with your SALT membership. Just click, login to sign up.

- Get extra cash for school with SALT's scholarship advice and resources.
- Track your student loans and borrow smart with a personal loan dashboard.
- Access nearly 50,000 internships from SALT's database of 23,000-plus employers.
- Become a savvy spender with members-only discounts.

**WHY SALT?**  
SALT was created by a nonprofit that has helped students successfully finance and repay their education for more than half a century.  
Now, we're using that knowledge to empower financial wellness across the nation. And here's the best part: Thanks to ASA University, SALT's services will never cost you anything.

**READY TO GET ON THE MONEY?**  
**YES, LET'S GO!**

**ABOUT SALT**  
ASA University gave you a free SALT membership to help you manage your money and pay student loans online.

**CONTACT US**  
Email: [MemberSupport@salt.org](#)  
Or call us: 855.459.2724  
Mon-Fri: 9:00 a.m. - 5:00 p.m. ET

**RECOMMENDED BROWSERS**  
Please use one of the following to activate your membership:

- Google Chrome
- Firefox
- Apple Safari

5/23

ASA sends an *Invitation email* to students inviting them to join SALT

5/29 and 5/31

If students do not activate over the weekend, they are sent reminder emails.

## Summer Communication

Students are reminded that summer is a great time to stop and think about financial wellness and financial literacy.

They are prompted to:

- Review how much you have already borrowed
- Create a budget
- Good credit matters

Subject line: **St. Petersburg College is on the Money!**

**How to spend your summer vacation!**

Summer is a great time to stop and think about financial wellness and financial literacy in your life. Find some time to review your financial picture before classes start in the fall!

- **Review how much you have already borrowed.** Include your mortgage, car loans, federal student loans, private student loans, credit card debt, and any other monthly bills.
- **Create a budget.** Gather your most recent paystubs and monthly bills. Use pencil, paper, and a calculator or find a free computer program or spreadsheet that works for you.
- **Good credit matters.** Be careful using credit cards, get a free copy of your credit report once a year to review for errors, and know your credit score.

The average debt for a student at a 4-year college is \$27,156, with 66.5% of students graduating with student loans. Now is a good time to review how much you have borrowed and determine if you really need to borrow more. **Only borrow what you need.** Remember that student loan repayment will begin six months after you graduate, withdraw, or drop below half-time. **We want you to avoid mortgaging your future!**

St. Petersburg College has teamed with American Student Assistance®, a nationally recognized leader who helps students understand how to manage their student loans and their money. Their membership program and website, SALT, is easy, confidential and tailored specifically to you, and it's **FREE!** Make sure to register if you have not already done so.

With SALT, you can:

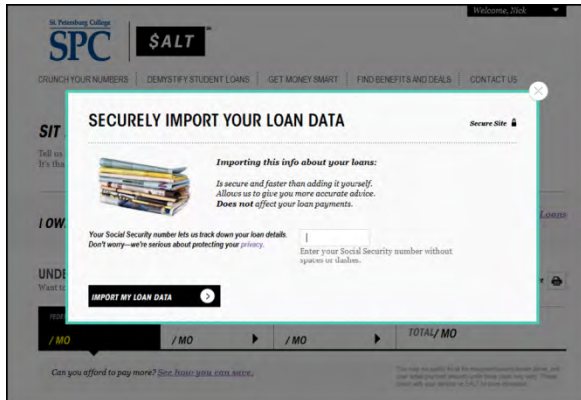
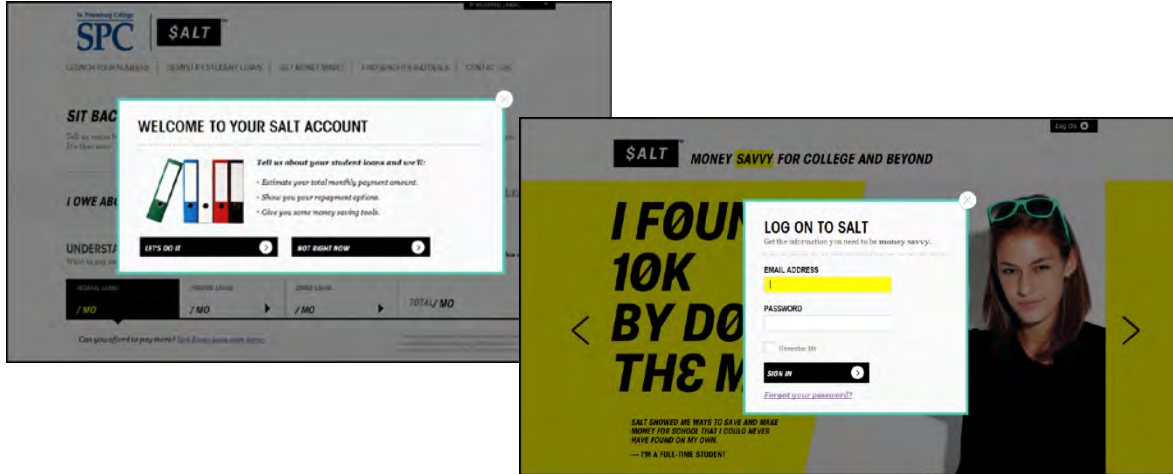
- Keep track of your student loans
- Get loan advice from an expert counselor
- Look for a job or internship
- Search for scholarships
- Learn how to budget and manage your money wisely
- Find out why credit and your credit report are so important

For more information, individual Loan Counselors are available at XXX-XXX-XXXX.

Sincerely,  
Financial Assistance Services

# Activation & Login

Students activate their account from clicking the link within the Invitation email or going directly to [www.saltmoney.com](http://www.saltmoney.com). Students will create a Password.



## SALT NSLDS Import

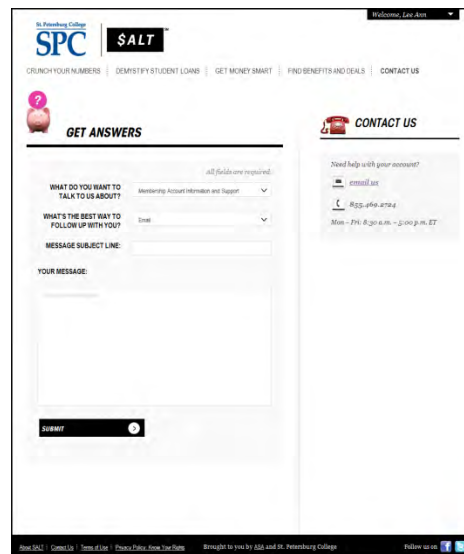
Borrowers are prompted to import their student loans from NSLDS (National Student Loan Data System). Those loans that entered repayment anytime on or after 10/1/2009 are securely loaded into SALT.

Future visits to the site will re-import updated NSLDS data.

## Contact Us

Students can contact a live trained counselor Monday-Friday from 8:30 am – 5:00 pm ET.

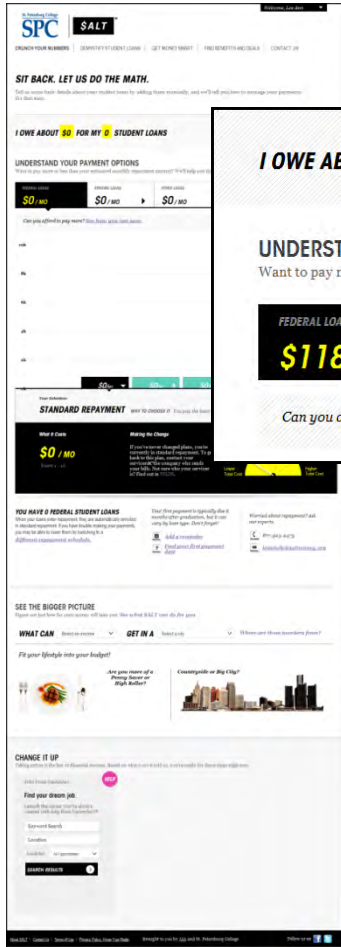
Students can also email questions.





# Crunch Your Numbers

Students can view their outstanding student loans. They also have the ability to enter additional loans, such as private loans that are not held on the NSLDS system.



I OWE ABOUT **\$9,000.00** FOR MY **1** STUDENT LOANS [Add/Edit Loans](#)

UNDERSTAND YOUR PAYMENT OPTIONS [Print this chart](#)

Want to pay more or less than your estimated monthly repayment amount? We'll help you through the options.

FEDERAL LOANS <b>\$118/MO</b>	PERKINS LOANS <b>\$0/MO</b>	OTHER LOANS <b>\$0/MO</b>	TOTAL <b>\$118/MO</b>
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Can you afford to pay more? [See how you can save.](#)

You may not qualify for all the repayment options shown below, and your actual payment amounts under these plans may vary. Please check with your servicer or SALT for more information.

**Demystify Student Loans**  
 Students can select a variety of repayment options to determine the best fit for their circumstances.

They can see “Why you should choose it” vs. “Why you should keep looking.”

SPC SALT  
 REPAY, YOUR WAY  
 TYPES OF LOANS

Stafford	Perkins	PLUS	Consolidation	Institutional	Private
Stafford loans are federal student loans that are made to students who are enrolled in an eligible program at an eligible institution. They are made to students who are not receiving other federal student aid.	Perkins loans are federal student loans that are made to students who are enrolled in an eligible program at an eligible institution. They are made to students who are not receiving other federal student aid.	PLUS loans are federal student loans that are made to students who are enrolled in an eligible program at an eligible institution. They are made to students who are not receiving other federal student aid.	Consolidation loans are federal student loans that are made to students who are enrolled in an eligible program at an eligible institution. They are made to students who are not receiving other federal student aid.	Institutional loans are federal student loans that are made to students who are enrolled in an eligible program at an eligible institution. They are made to students who are not receiving other federal student aid.	Private loans are federal student loans that are made to students who are enrolled in an eligible program at an eligible institution. They are made to students who are not receiving other federal student aid.

FIND YOUR FIT  
 STANDARD Repayment

WHY YOU SHOULD CHOOSE IT  
 • You pay the least interest.  
 • You don't have to do anything—your loan automatically enters this plan when it goes into repayment.  
 • Fixed payment amounts AND no penalties. It's a winning combination.

WHY YOU SHOULD KEEP LOOKING  
 • You may need to pay less right now.  
 • There are many other repayment options that may be a better fit for you.

FIND YOUR FIT  
 STANDARD Repayment

WHY YOU SHOULD CHOOSE IT  
 • You pay the least interest.  
 • You don't have to do anything—your loan automatically enters this plan when it goes into repayment.  
 • Fixed payment amounts AND no penalties. It's a winning combination.

WHY YOU SHOULD KEEP LOOKING  
 • You may need to pay less right now.  
 • There are many other repayment options that may be a better fit for you.

FIND YOUR FIT  
 EXTENDED Repayment

WHY YOU SHOULD CHOOSE IT  
 • It decreases how much you owe each month.  
 • It lasts up to 25 years but you don't have to use that whole time.  
 • You can use it while you're struggling and then return to regular payments before your overall balance balloons.

WHY YOU SHOULD KEEP LOOKING  
 • You can't have a loan from before October 7, 1998.  
 • You must owe more than \$30,000 from a single federal student loan program.  
 • You'll likely pay more overall than with standard repayment.

FIND YOUR FIT  
 INCOME-BASED Repayment

WHY YOU SHOULD CHOOSE IT  
 • You pay the least interest.  
 • You don't have to do anything—your loan automatically enters this plan when it goes into repayment.  
 • Fixed payment amounts AND no penalties. It's a winning combination.

WHY YOU SHOULD KEEP LOOKING  
 • You may need to pay less right now.  
 • There are many other repayment options that may be a better fit for you.

**You have 3 Federal Student Loans**  
When your loans enter repayment, they are automatically enrolled in standard repayment. If you have trouble making your payments, you may be able to lower them by switching to a different repayment schedule.

Your first repayment is typically due 6 months after graduation. Don't forget!

Worried about your repayment? ASA can help.

1.800.343.8883

ASA@vcc.edu

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**THINK ABOUT THE BIGGER PICTURE**  
Start to think about what your budget might look like. Worry about your tuition (income or don't have a job? [Here are some tips.](#))

**WHAT CAN A** Student receive **GET IN** at a College **Where are these numbers from?**

Here's what your budget could look like as a **Coast Surfer in Boston**:

- Loan Repayment:** \$764/MO  
your loan payments to 48% of your total income
- Housing:** \$417/MO  
4 Rooms with Rooms
- Recreation:** \$160/MO  
Four dinners for two
- Food:** \$139/MO  
3 Dollars per meal with drinks
- Transportation:** \$96/MO  
Public Transportation

**APPROXIMATE MONTHLY PAY AFTER TAXES: \$1576/MO**

**COMFORT LEVEL: TIGHT**

It's going to be hard to live in a big city on this salary with your current debt. [Learn to budget!](#)

**HOT TIP:** If you're going to grad school, plan for scholarships the year before.

Get more tips, deals & financial help in Member Benefits

**SEE YOUR BENEFITS**

## Money Management and Budgeting

Students can select a potential income and size of city they plan to live in. From there, they can determine the “Comfort Level” of the choices they are making.

## MyMoney 101

An interactive online learning experience equips students with the knowledge and tools to be in control of their finances

*Nine courses are available:*

- Banks: Pick the perfect one
- Budgeting: Find more money
- Credit Cards: Take Charge of Your Plastic
- Credit Score: Boost Your Number
- Identity Theft: Watch Your Back
- Financial Aid: Just Apply Already!
- Student Loans: Borrow Smart
- Loan Repayment: Repay Your Way
- Financial Goals: Make It Happen

*Students can:*

- Complete a pre-test (survey)
- Read or listen to the presentation
- Get helpful hints from the glossary
- Complete a post-test (Final Examination)
- Complete an Evaluation
- Print out a Certificate of Completion
- Select other MyMoney 101 courses

**YOU ARE ON THE MONEY**

**WELCOME TO MY MONEY 101**

Get financial savvy with the courses below.

**MY COURSES**

- Banks: Pick the Perfect One
- Budgeting: Find More Money
- Credit Cards: Take Charge of Your Plastic
- Credit Score: Boost Your Number
- Identity Theft: Watch Your Back
- Financial Aid: Just Apply Already!

**ASA** **SALT**

**MY MONEY 101 | STUDENT LOANS**

**BORROW SMART**

**STUDENT LOAN RESOURCES**

- ASA Loan Repayment
- ASA Repayment Calculator
- ASA Student Loan Servicing Guide
- Financial Aid and
- Financial Aid and Loans
- Student Loans

**TOPIC OUTLINE**

- 1 Student Loans Survey
- 2 Student Loans Presentation (audio version)
- 3 Student Loans Presentation (text version)
- 4 Student Loans Glossary
- 5 Student Loans Final Examination
- 6 Student Loans Evaluation
- 7 Certificate of Completion

**WORD OF THE DAY**

**DEFINITION:** Process of paying off your loans to regular installments over a period of time.

**MY COURSES**

- Banks: Pick the Perfect One
- Budgeting: Find More Money
- Credit Cards: Take Charge of Your Plastic
- Credit Score: Boost Your Number
- Identity Theft: Watch Your Back
- Financial Aid: Just Apply Already!
- Financial Goals: Make It Happen
- Student Loans: Borrow Smart
- Loan Repayment: Repay Your Way

**SUPPORT**

If you need any assistance with My Money 101, please contact Student Support at 800.343.8883.

## Find Benefits & Deals

Students can look for:

- Scholarships
- Internships
- Full-time jobs

[INTERNSHIPS](#)   [FULL-TIME JOBS](#)   [SCHOLARSHIPS](#)

**GET IN THE DOOR WITH INTERNSHIPS.COM**  
 I'm interested in  Located Within  Zip Code  [SEARCH](#)

## CareerArc

- Internships, Student, or Entry Level Jobs
- Location
- For Profit, Non-profit, Not Specified
- Paid, Unpaid, College Credit
- Full or Part time

## Scholarship Experts

- Create a profile including citizenship, major, high school, organization membership, affiliations, goals
- Receive customized current scholarship opportunities

Status	Deadline Date	Scholarship Name	Category	Apply Online
New	2012-05-01	Equalize Top Talent Scholarship Program	National	<a href="#">Apply Now!</a>
New	2012-05-14	Agn Panel - Former Participants' Essay Contest	National	<a href="#">Apply Now!</a>
New	2012-05-15	The Society for the History of Discoveries Prize Essay Contest	National	<a href="#">Apply Now!</a>
New	2012-05-25	James "Whie" O'Connor Memorial Scholarship (8)	National	<a href="#">Apply Now!</a>
New	2012-05-31	Allen J. Cox Personal Scholarship	National	<a href="#">Apply Now!</a>
New	2012-06-29	Abbas Sabatella Memorial Scholarship	National	<a href="#">Apply Now!</a>
New	2012-07-15	ETRE Brian Butler 2011 Essay Contest for Graduate Students/Alumni Students	State	<a href="#">Apply Now!</a>
New	2012-07-31	Plett Family Scholarship Prize Essay Contest	National	<a href="#">Apply Now!</a>
New	2012-08-01	Foreign Affairs Student Essay Contest	National	<a href="#">Apply Now!</a>
New	2012-09-17	Agn Panel - Atlas Storage Essay Contest	National	<a href="#">Apply Now!</a>
New	2012-09-30	The General Fives Essay Contest	National	<a href="#">Apply Now!</a>
New	2012-10-07	AES Engineering Scholarship Program	National	<a href="#">Apply Now!</a>
New	2013-01-14	Crime A Covering Card Scholarship Contest	National	<a href="#">Apply Now!</a>

# Reporting

Reporting is provided back to SPC to monitor student engagement

- Activation Status Report
- Debt Management (Good Standing, Delinquency, Default)
- Communication Attempts
- SALT Course Activity & success (individual)
- SALT Survey results (aggregate)

## Goals

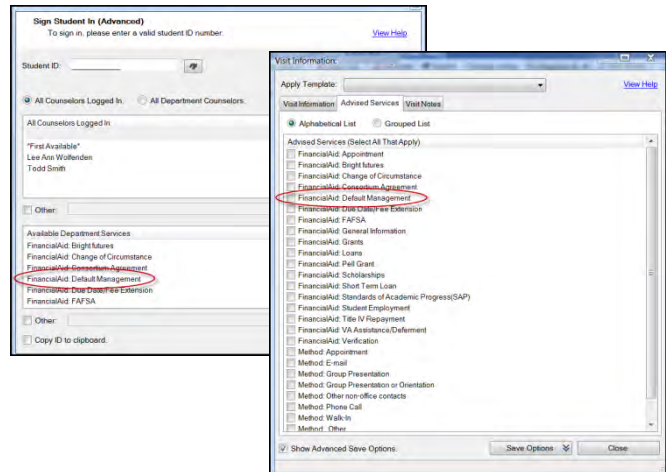
- Lower borrowing levels
- Lower delinquency and default
- Lower Cohort Default Rate

EDMS Portfolio Profile Snapshot													
Customer: ASA University													
EDMS Eligible Portfolio (Month/End Snapshot)	Customer Name	Cohort Year(s)	Loan Type(s)	Total Portfolio			In Good Standing		In Delinquency		In Defaulted		In Closed
				# of Borrowers	% of Total	# of Borrowers	% of Total	# of Borrowers	% of Total	# of Borrowers	% of Total		
2012-04 to date	ASA University	2010	ALL	2000	2000	100.0%	0	0.0%	0	0.0%	0	0	
2012-04 to date	ASA University	2011	ALL	2000	1700	85.0%	300	15.0%	0	0.0%	0	0	
2012-04 to date	ASA University	2012	ALL	2000	1800	90.0%	200	10.0%	0	0.0%	0	0	
2012-04 to date	ASA University	2013	ALL	2000	1900	95.0%	100	5.0%	0	0.0%	0	0	

# Student Engagement

## Who's Next?

When a student signs in, they can request Default Management. When a counselor signs a student out, they can indicate they spoke with the student about Default Management.



## Call Center

When a counselor completes a call, they can indicate they discussed SALT with a student.

Information about SALT will be added to Call Center hold messaging