

## Inceptia and NCAN Partner to Provide Free Financial Education

**Lincoln, Neb. (Dec. 10, 2012)** – Expanding college access and success through improved financial education is the goal of a new partnership announced today between National College Access Network (NCAN) and Inceptia. Effective January 1, 2013, the organizations will make available free online financial education, utilizing Inceptia's Financial Avenue solution, to NCAN school members and the students served by those institutions.

"Financial Avenue provides easy-to-use, relevant information for students about important financial literacy topics," Kim Cook, NCAN's executive director, said. "Not only is the product free to NCAN members, but they can track their students' use of Financial Avenue as well as their learning."

Financial Avenue offers an engaging, online environment to teach personal money management – information that will help start students on the road to wise financial management. NCAN will provide introductory webinars and signup information to member organizations in early January.

Randy Heesacker, president and CEO, Inceptia, said: "Everything we do at Inceptia is designed to support student success and this exciting partnership with NCAN provides us with one more way to get valuable resources into the hands of college students."

Inceptia's Financial Avenue program offers six, online financial education courses and 10 mini-modules to schools and organizations, as part of its mission to achieve 100 percent repayment among student borrowers. Each course takes about 30 minutes to complete, and each mini-module averages five to 15 minutes. Students are required to take an assessment before and after each course to measure their knowledge gain. More than 7,000 courses have been completed to date on credit cards, contracts, identity theft, paying for college, budgeting and credit history.

Mr. Brett Lief, who serves on the board of directors of both Inceptia and NCAN, helped to make this partnership possible.

For more information about Inceptia's online financial education program, Financial Avenue, visit <https://www.inceptia.org/success/financial-education/online/>.

### **ABOUT INCEPTIA**

Inceptia is dedicated to providing much-needed support to help schools effectively fulfill their roles and responsibilities. Our mission is to provide guidance to schools, along with the means to help their undergraduate, graduate and professional students succeed. Through comprehensive analytics, student success tools, financial education, default prevention and financial aid management, we are confident we can help all students, not just borrowers, become financially responsible adults. We are here to make it possible for more schools to launch brilliant futures. More information at [www.inceptia.org](http://www.inceptia.org).

**ABOUT NCAN**

Incorporated in 1995, NCAN's mission is to build, strengthen, and empower communities committed to college access and success so that all students, especially those underrepresented in postsecondary education, can achieve their educational dreams. With its members and partners, NCAN develops and supports programs and policy solutions that help more students aspire to, apply to, enter, and succeed in college or other postsecondary training. NCAN's hundreds of members span a broad range of the education, nonprofit, government, and civic sectors, including community-based nonprofit organizations, federally funded TRIO and GEAR UP programs, school districts, colleges and universities, foundations, and corporations.