



# **Wake Up, Check Smartphone, *Then* Shower**

Communicating with Students Today



# Topics for Discussion

- Understand Generation Y (Millennial) students
- Use mobile technology to communicate
- Create a social media program
- Engage students



# Generation Y Students

# Gen Y Students

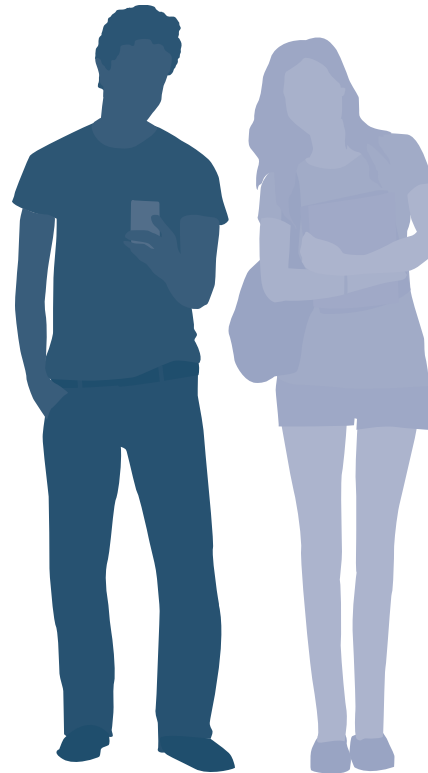
*Born after 1980*

Wanted

Sheltered

Confident

Team Oriented



Conventional

Pressured

Achieving

Tech-Savvy

2013

CASFAA

Conference

# Gen Y Students

*The way we interact and seek entertainment is different.*



Internet



Online shopping



Mobile phones



Social networking



iPods



Blogs

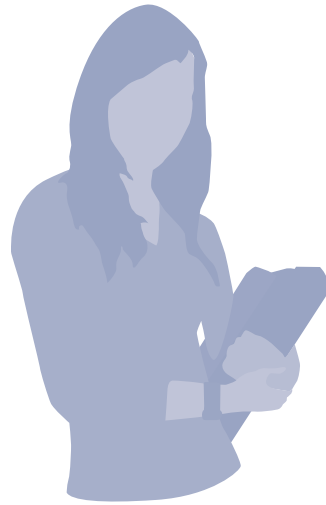


Videos



# 2012 Survey

*Findings for approximately:*



1,800 College Students and Workers  
Ages 18–30

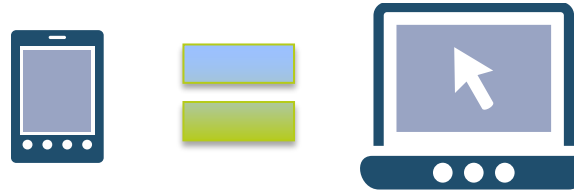


# 2012 Survey

- Translated and distributed in 18 countries to gain approximately 100 completed surveys for each subgroup in each country
- Countries: United States, Canada, Mexico, Brazil, Argentina, United Kingdom, France, Germany, Netherlands, Russia, Poland, Turkey, South Africa, Korea, India, China, Japan, Australia

# Survey Says

## *Smartphone Battles Laptop*



- If they had to choose one device, 1/3 of respondents preferred a smartphone or laptop.
- Smartphone was seen as most versatile and compact.
- Smartphone was twice as popular as a desktop computer.
- Smartphone was three times as popular as tablet.





# Survey Says

## *Part of the Daily Routine*

- 90% of respondents said checking smartphone is an important part of the morning routine.
- Three out of four use smartphone in bed.
- One out of three use smartphone in the bathroom.
- Nearly half use smartphone during meals with family and friends.
- Almost one out of five text while driving. Yikes!



# Survey Says

## *Glued to the Hip*

- 60% of respondents compulsively check their smartphones for emails, texts, or social media updates.
  - In the U.S., more than 50% check at least every 30 minutes. Two out of five check at least every ten minutes.
- Nearly 70% said that smartphone apps are important to their daily life.
- 42% would feel anxious, “like a part of me was missing,” if they couldn’t check their smartphones constantly.

# Survey Says

## *Social Media*

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

- 87% of respondents have a Facebook account. 1 in 10 have Facebook open all of the time.
- 41% update Facebook at least once a day. One in five update Facebook several times a day.

The Twitter logo, featuring the word "twitter" in blue lowercase letters followed by a blue bird icon.

- 56% have a Twitter account.
- 21% tweet at least once a day.

The YouTube logo, with the word "You" in black and "Tube" in white inside a red rounded rectangle, followed by a small trademark symbol.

- Almost 90% upload photos to share or store online.
- 62% upload videos to share or store online.



# Mobile Communication



# Mobile Usage

- 56% of American adults use a smartphone.
- 97% of Americans, ages 18-20, have a cell phone, and 80% of them have a smartphone.
- Of college graduates, 95% have a cell phone, and 70% of them have a smartphone.
- 65% of people ages 18-29 use mobile to access the internet.





# Mobile Usage

**By 2014, it is projected that more users will access the internet from their phone than from a computer.**



# What does this mean for you?

**Mobile isn't an option; it's a necessity.**



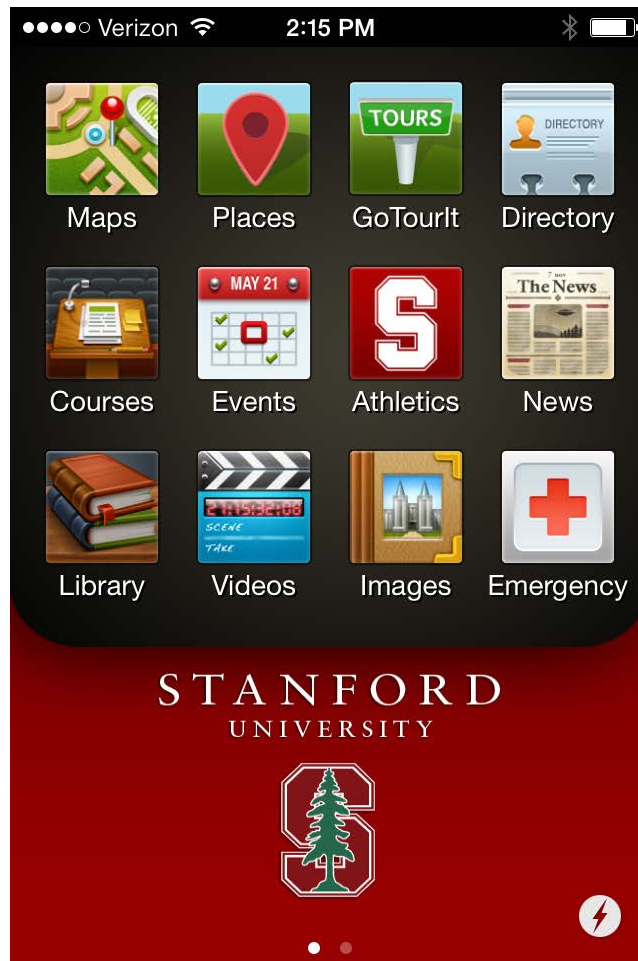
# What does this mean to you?

- Primary methods of communication have evolved. Online communication channels are as necessary as in-person contact.
- People now demand immediate access to information. The lines between personal life and school/work are blurring. Blended through the day and night.
- Your communication channels must be mobile-friendly.
  - Website
  - Email
  - Text messaging
  - Social media



# Website

- Your website should be optimized for mobile technology.



2013

CASFAA

Conference





# Email

- Email is not dead! It is one of the top activities on mobile devices.
- Target your messages. Do not send everything to everyone.
- Keep your subject line short and relevant.
- Keep body content concise and vertical.
- Limit design. Optimize for smartphones.
- Make a call to action clear.





# Text Messaging

- Text messages are received immediately and opened 97% of the time.
- Great way to communicate alerts, deadlines, events, emergencies, and links to important information.
- Consider a process for students to “opt-in” to text messages.
- Cost efficient and targeted.



# Relevance

- Information must be valuable so that users continue to engage.
- Be careful...if messaging is too frequent or too pushy, you risk losing your audience.
  - More likely to find such communication annoying since they always have their phone with them.





# Resource

- The Mobile Marketing Association [website](#) has many references to help you develop a mobile-friendly strategy, including best practices, research, and case studies.



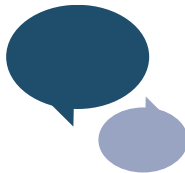


# Social Media

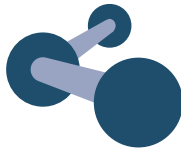
# What is Social Media?



Two-way communication vehicle



Interactive conversation



Sharing of user-generated content



# Did you know?

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

facebook

- Facebook has more than 1.15 billion users; 810 million are mobile users.
- There are more than 50 million Facebook pages.

The Twitter logo, featuring the word "twitter" in blue lowercase letters followed by a blue bird icon.

twitter

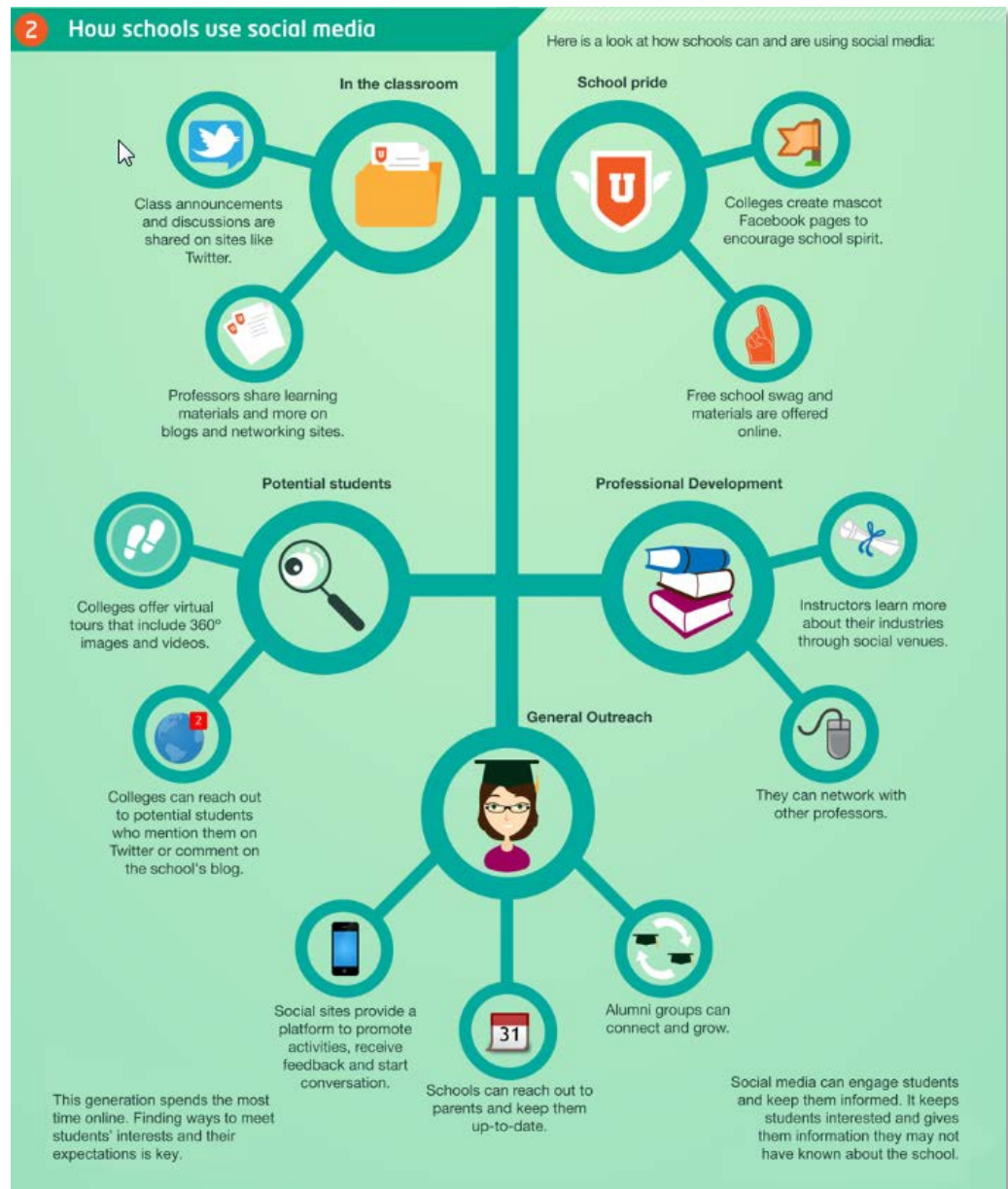
- Twitter has more than 550 million active users.
- 43% of Twitter users use their phone to tweet.

The YouTube logo, with the word "You" in black and "Tube" in white inside a red rounded rectangle, followed by a small trademark symbol.

You Tube™


- More than 1 billion unique users visit YouTube each month.
- For every minute that goes by, about 100 hours of video are uploaded to YouTube.
- More than 25% of the world's YouTube views come from mobile devices.

# How Schools Use Social Media





# Create a Program



“It happens in the small, personal interactions that allow us to prove to each other who we are and what we believe in, honest moments that promote good feelings and build trust.”

- Gary Vaynerchuk





# Personal Interactions

- One-on-one
- Care more
- Be real
- Listen more
- Better content





# Steps to Create a Social Media Program

## Step 1

### Secure Internal Buy-In: State your case

Typical concerns:

- budget
- employee productivity
- security
- school reputation

## Step 2

### Develop a Strategy:

- Research the marketplace: *Where are your students?*
- Decide where to concentrate efforts
- Listen to what they're saying
- Plot your objectives and strategies
- Decide how to measure efforts

# Steps to Create a Social Media Program

## Step 3

### Appoint a Team:

- Find active users within your office
- Dedicate appropriate resources
- Decide who should represent your office
- Decide on employee participation
- Set parameters

## Step 4

### Create a Social Media Policy:

- Protect confidential and PII
- Explain personal responsibility
- Determine online representation
- Develop content and comments policy/approval process

# Steps to Create a Social Media Program

## Step 5

### Prepare Your Department:

- Conduct initial training
- Provide ongoing guidance and resources

## Step 6

### Manage the Program:

- Monitor the progress and success
- Watch for new developments
- Establish credibility
- Respond to public comments and complaints



# Utilize a Strategy

- Always keep your audience in mind.
  - Could vary by school (cosmetology school is going to be a little different from a seminary, for instance)
- Concentrate on platforms that will be best for your audience and objectives.
- Write posts that will help you achieve your objectives.
- Keep up with what's happening.



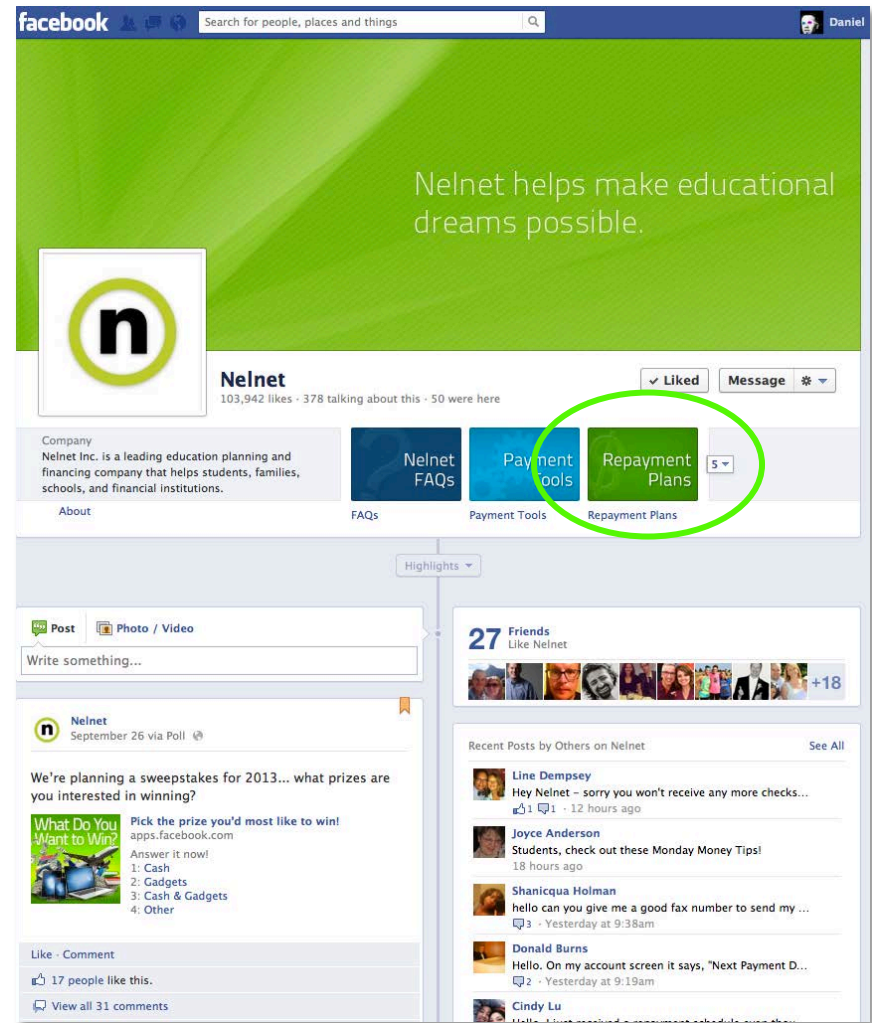
# Facebook Pages

- Create a page, NOT a profile.
- Including your office's contact information (phone number, email) in the "About" section.
- Adjust fan interaction permissions to wherever you're comfortable.
- Utilize page tabs to organize information.



# Facebook Page Tabs

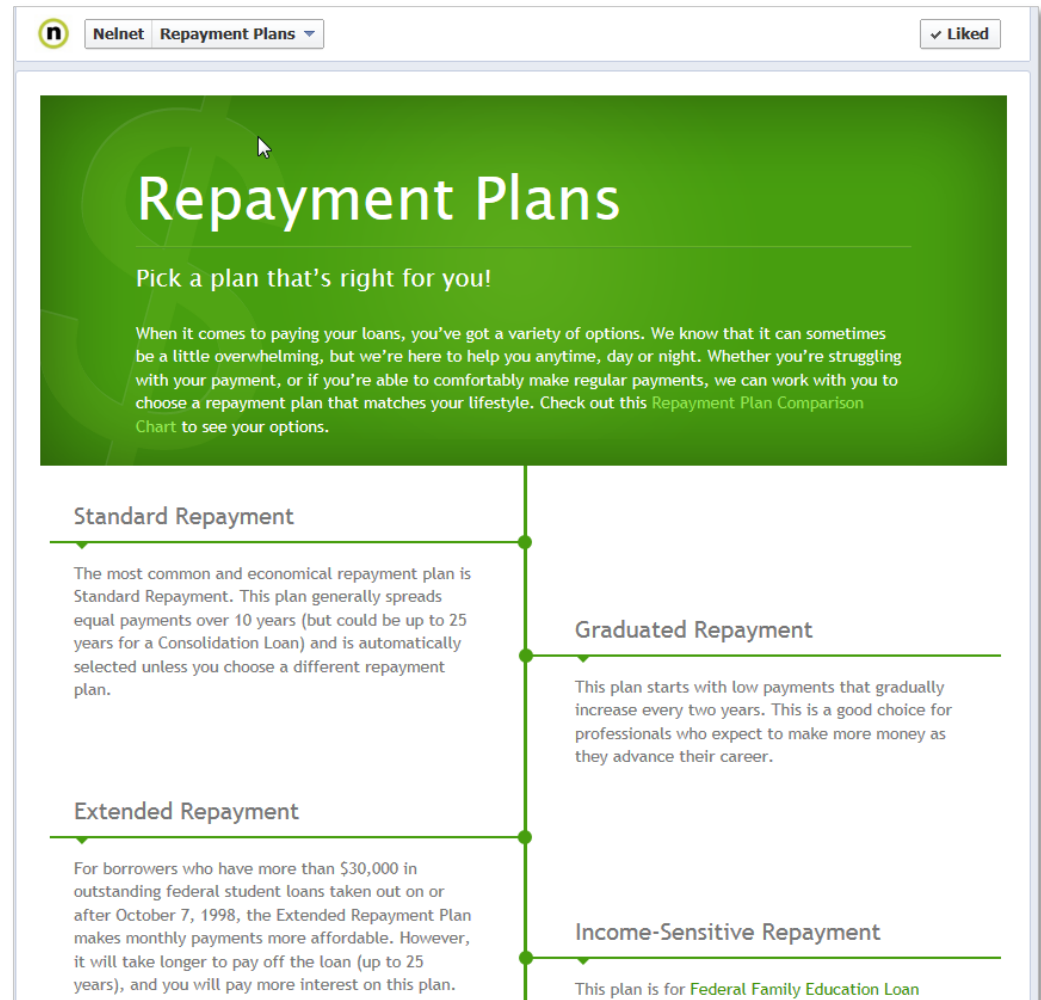
Nelnet example:



For an in-depth tutorial,  
click [here](#)

# Facebook Page Tabs

Nelnet example:



The screenshot shows a Facebook page for Nelnet with the 'Repayment Plans' tab selected. The page has a green header with the title 'Repayment Plans' and a sub-header 'Pick a plan that's right for you!'. Below this is a paragraph of text explaining the variety of options available and a link to a 'Repayment Plan Comparison Chart'. The main content area is divided into four sections, each with a title and a description: 'Standard Repayment', 'Graduated Repayment', 'Extended Repayment', and 'Income-Sensitive Repayment'. A vertical line separates the first two sections from the last two.

**Repayment Plans**

Pick a plan that's right for you!

When it comes to paying your loans, you've got a variety of options. We know that it can sometimes be a little overwhelming, but we're here to help you anytime, day or night. Whether you're struggling with your payment, or if you're able to comfortably make regular payments, we can work with you to choose a repayment plan that matches your lifestyle. Check out this [Repayment Plan Comparison Chart](#) to see your options.

**Standard Repayment**

The most common and economical repayment plan is Standard Repayment. This plan generally spreads equal payments over 10 years (but could be up to 25 years for a Consolidation Loan) and is automatically selected unless you choose a different repayment plan.

**Graduated Repayment**

This plan starts with low payments that gradually increase every two years. This is a good choice for professionals who expect to make more money as they advance their career.

**Extended Repayment**

For borrowers who have more than \$30,000 in outstanding federal student loans taken out on or after October 7, 1998, the Extended Repayment Plan makes monthly payments more affordable. However, it will take longer to pay off the loan (up to 25 years), and you will pay more interest on this plan.

**Income-Sensitive Repayment**

This plan is for [Federal Family Education Loan](#)





# Facebook Page Tabs

School Financial Aid example:

facebook  [Netnet Loan Servicing](#) [Home](#) [Create Page](#)

**UCMERCED**  
Office of Financial Aid and Scholarships

Follow us on Twitter @ucmofas

Nov 1 - Nov 30  
new undergraduate students apply for UC Admissions!

JAN 1  
FIRST DAY TO SUBMIT FAFSA!

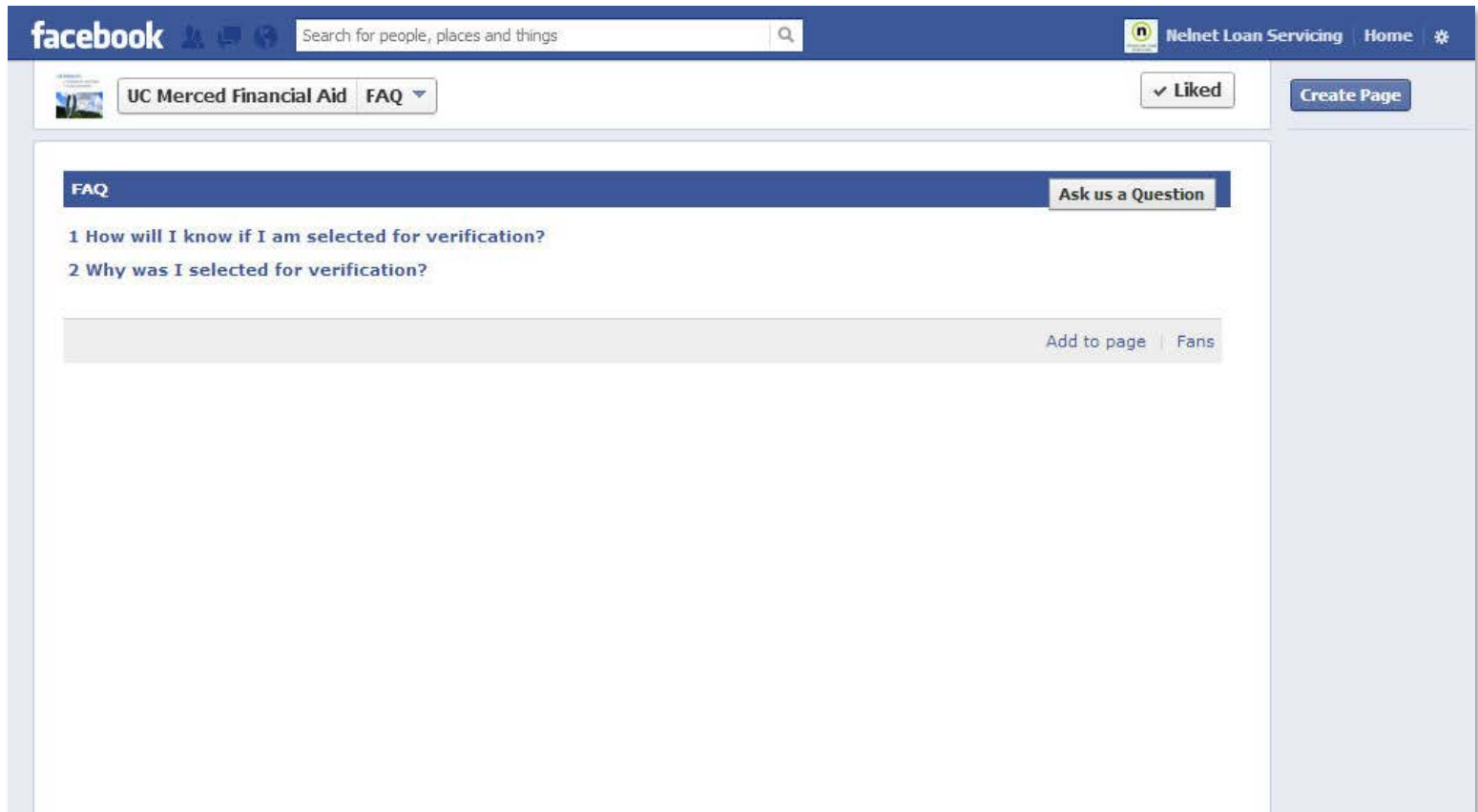
**UC Merced Financial Aid**  
424 likes · 8 were here

Financial Aid · College & University  
This is the official page of the UC Merced Office of Financial Aid and Scholarships. <http://financialaid.ucmerced.edu/> · (209) 228-7178 · [finaid@ucmerced.edu](mailto:finaid@ucmerced.edu) · [About](#) · [Suggest an Edit](#)

[Photos](#) [Likes](#) [Map](#) [Events](#) [Videos](#) [FAQ](#)

# Facebook Page Tabs

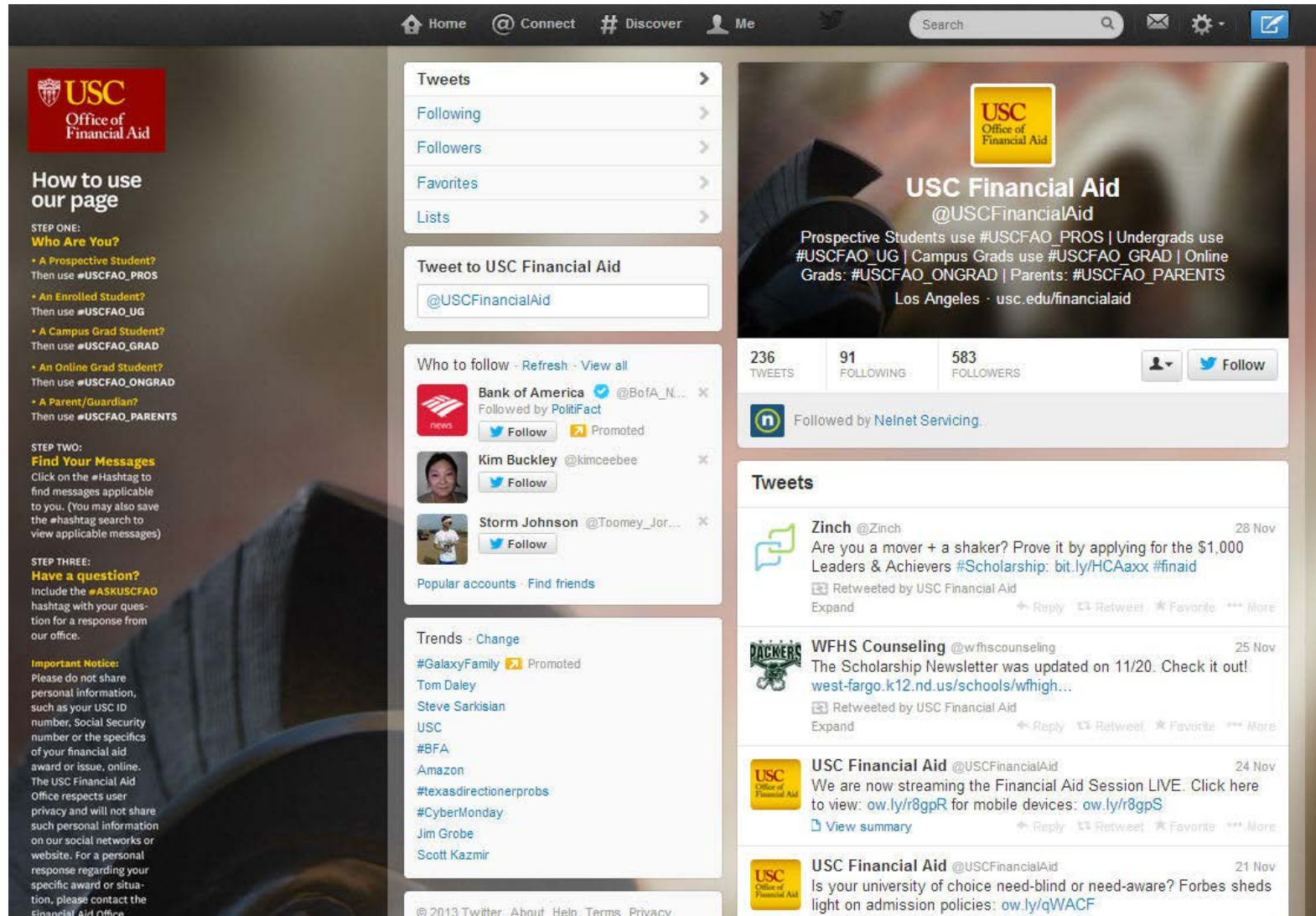
School Financial Aid example:





# Twitter

## School Financial Aid example:



The image shows a screenshot of the USC Financial Aid Twitter profile page. On the left, a sidebar contains instructions on how to use the page, categorized into three steps: 'Who Are You?', 'Find Your Messages', and 'Have a question?'. The main content area displays the Twitter interface, including the profile header, navigation tabs (Tweets, Following, Followers, Favorites, Lists), a tweet to the account, a list of accounts to follow, and a list of trends. The profile header shows the USC Financial Aid logo, the name 'USC Financial Aid', the handle '@USCFinancialAid', and a bio with various hashtags for prospective students, undergrads, campus grads, online grads, and parents. The bio also includes the location 'Los Angeles' and the website 'usc.edu/financialaid'. The statistics show 236 tweets, 91 following, and 583 followers. The 'Tweets' section shows three tweets: one from Zinch about a scholarship, one from WFHS Counseling about a newsletter update, and one from USC Financial Aid about a live streaming session.

**How to use our page**

**STEP ONE: Who Are You?**

- **A Prospective Student?**  
Then use #USCFAO\_PROS
- **An Enrolled Student?**  
Then use #USCFAO\_UG
- **A Campus Grad Student?**  
Then use #USCFAO\_GRAD
- **An Online Grad Student?**  
Then use #USCFAO\_ONGRAD
- **A Parent/Guardian?**  
Then use #USCFAO\_PARENTS

**STEP TWO: Find Your Messages**

Click on the #Hashtag to find messages applicable to you. (You may also save the #hashtag search to view applicable messages)

**STEP THREE: Have a question?**

Include the #ASKUSCFAO hashtag with your question for a response from our office.

**Important Notice:**

Please do not share personal information, such as your USC ID number, Social Security number or the specifics of your financial aid award or issue, online. The USC Financial Aid Office respects user privacy and will not share such personal information on our social networks or website. For a personal response regarding your specific award or situation, please contact the Financial Aid Office.

**USC Office of Financial Aid**

**USC Financial Aid**  
@USCFinancialAid

Prospective Students use #USCFAO\_PROS | Undergrads use #USCFAO\_UG | Campus Grads use #USCFAO\_GRAD | Online Grads: #USCFAO\_ONGRAD | Parents: #USCFAO\_PARENTS  
Los Angeles · usc.edu/financialaid

236 TWEETS · 91 FOLLOWING · 583 FOLLOWERS

Followed by Nelnet Servicing.

**Tweets**

**Zinch** @Zinch · 28 Nov  
Are you a mover + a shaker? Prove it by applying for the \$1,000 Leaders & Achievers #Scholarship: bit.ly/HCAaxx #finaid  
Retweeted by USC Financial Aid

**WFHS Counseling** @wfhsounseling · 25 Nov  
The Scholarship Newsletter was updated on 11/20. Check it out! west-fargo.k12.nd.us/schools/wfhigh...  
Retweeted by USC Financial Aid

**USC Financial Aid** @USCFinancialAid · 24 Nov  
We are now streaming the Financial Aid Session LIVE. Click here to view: ow.ly/r8gpR for mobile devices: ow.ly/r8gps  
View summary

**USC Financial Aid** @USCFinancialAid · 21 Nov  
Is your university of choice need-blind or need-aware? Forbes sheds light on admission policies: ow.ly/qWACF

**Trends · Change**

- #GalaxyFamily Promoted
- Tom Daley
- Steve Sarkisian
- USC
- #BFA
- Amazon
- #texasdirectionerprobs
- #CyberMonday
- Jim Grobe
- Scott Kazmir

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# Twitter

Nelnet example:

The screenshot shows the Twitter profile for Nelnet (@Nelnet). The header includes the Twitter logo, a search bar, and a 'Sign In' link. The profile banner features the Nelnet logo and the tagline 'Making educational dreams come true.' with links to their website and customer service. The profile picture is a green circle with a white 'n'. The 'Follow' button is visible, along with statistics: 458 tweets, 24 following, and 719 followers. The left sidebar contains a 'Follow Nelnet' form with fields for full name, email, and password, and a 'Sign up' button. Below this is a list of links: Tweets, Following, Followers, Favorites, Lists, and Recent images. The main content area displays a list of tweets from Nelnet, including links to a video about eStatements and a site about making the first payment.

**nelnet.**  
EDUCATION PLANNING  
& FINANCING

Making  
educational  
dreams  
come true.

Visit us online:  
nelnet.com  
fb.com/nelnet

Customer Service:  
888.486.4722

**Nelnet**  
@Nelnet

**Follow**

458 TWEETS  
24 FOLLOWING  
719 FOLLOWERS

**Follow Nelnet**

Full name  
Email  
Password

**Sign up**

**Tweets**

Following  
Followers  
Favorites  
Lists  
Recent images

**Tweets**

**Nelnet** @Nelnet 18h  
What does International Day of Non-Violence mean to you?  
[bit.ly/QSuwFv](http://bit.ly/QSuwFv) #NonViolenceDay #Gandhi  
Expand

**Nelnet** @Nelnet 2 Oct  
It's easy to switch to eStatements! Watch the video to learn how to go paperless. [vimeo.com/43219676](http://vimeo.com/43219676)  
[View media](#)

**Nelnet** @Nelnet 29 Sep  
October is almost here! Got any great Halloween costume ideas yet? #halloweencostume  
Expand

**Nelnet** @Nelnet 28 Sep  
#Graduate last spring? It might almost be time to make your first payment. Learn more by visiting our site: [tinyurl.com/9kd8973](http://tinyurl.com/9kd8973)  
Expand

**Nelnet** @Nelnet 28 Sep  
What's going on this weekend? #Picnic, #bike ride, or watching #football; let us know your plans!  
Expand

# Editorial Calendar

- An editorial calendar helps you maintain focus and plan content.
- There are various templates available online.

	Topic/Campaign	Component	Initial Publish Point	URL	Distribution Points	Target Publish Date
▼ Apr 29, 2013						
	All About ABC	Article	Blog	<a href="http://www.company.com/blog/all-about-abc">http://www.company.com/blog/all-about-abc</a>	Twitter, Facebook, LinkedIn	May 1, 2013
	Secrets of XYZ	Shared Content	Partner Blog	<a href="http://partner.com/blog/secrets-of-xyz">http://partner.com/blog/secrets-of-xyz</a>	Twitter, Facebook, LinkedIn	May 2, 2013
	General	Article	Blog	<a href="http://www.company.com/blog/all-about-abc">http://www.company.com/blog/all-about-abc</a>	Twitter, Facebook, LinkedIn	May 3, 2013
▼ May 6, 2013						
	All About ABC	Infographic	Blog	<a href="http://www.company.com/blog/abc-infographic">http://www.company.com/blog/abc-infographic</a>	Twitter, Facebook, LinkedIn, Pinterest	May 6, 2013
	Secrets of XYZ	Shared Content	Partner YouTube	<a href="http://www.youtube.com/link">http://www.youtube.com/link</a>	Twitter, Facebook, LinkedIn, Pinterest	May 9, 2013
▼ May 13, 2013						
	All About ABC	Video	YouTube	<a href="http://www.company.com/blog/abc-video">http://www.company.com/blog/abc-video</a>	Blog, Twitter, Facebook, LinkedIn, Pinterest	
▼ May 20, 2013						
	All About ABC	Article	Blog	<a href="http://www.company.com/blog/all-about-abc">http://www.company.com/blog/all-about-abc</a>	Twitter, Facebook, LinkedIn	
	Secrets of XYZ	Shared Content	Partner Blog	<a href="http://partner.com/blog/secrets-of-xyz">http://partner.com/blog/secrets-of-xyz</a>	Twitter, Facebook, LinkedIn	
	General	Article	Blog	<a href="http://www.company.com/blog/all-about-abc">http://www.company.com/blog/all-about-abc</a>	Twitter, Facebook, LinkedIn	
▼ May 27, 2013						
	All About ABC	Article	Blog	<a href="http://www.company.com/blog/all-about-abc">http://www.company.com/blog/all-about-abc</a>	Twitter, Facebook, LinkedIn	
	Secrets of XYZ	Shared Content	Partner Blog	<a href="http://partner.com/blog/secrets-of-xyz">http://partner.com/blog/secrets-of-xyz</a>	Twitter, Facebook, LinkedIn	
	General	Article	Blog	<a href="http://www.company.com/blog/all-about-abc">http://www.company.com/blog/all-about-abc</a>	Twitter, Facebook, LinkedIn	



# HootSuite

- Free online tool that allows you to monitor and schedule posts for multiple social media accounts (including Facebook and Twitter)
- You can also monitor other accounts, hashtags, and more.
- For a full tutorial, click [here](#).



# HootSuite



The screenshot displays the HootSuite web application interface. At the top, there's a navigation bar with a 'Compose message...' field, a calendar icon, and a dropdown menu to 'Click to select a social network'. Below this, a tabbed interface shows 'NNLoanServicing (Twitter)' and 'Nelnet Loan Servicing (Facebook Pages)'. The main content area is divided into four columns, each representing a different social media stream:

- Home Feed (NNLoanServicing):** Contains tweets from 'scholarshipguru' (11:25am via TweetDeck) about finding free money for a graduate degree, 'UMNews' (11:25am via Web) about meditation, 'JonesIntUniv' (11:25am via Google) about a YouTube playlist, 'NVCareerCenter' (11:25am via Web) about work in Washington DC, and 'JeanChatzky' (11:25am via HootSuite) about wealth and information.
- @NNLoanServicing/higher-ec:** Contains tweets from 'USNewsEducation' (11:12am via SocialFlow) about student loan deals, 'insidehighered' (11:11am via Web) about a UTenn's policies, 'NSClearinghouse' (11:01am via HootSuite) about hiring an Application Production Support Engineer, 'chronicle' (10:58am via TweetDeck) about a happiness method, and 'USATODAYcollege' (10:52am via TweetDeck) about a spelling MT.
- Mentions (NNLoanServicing):** Contains tweets from 'tisasilver' (Jul 24, 8:10am via Twitter for Android) about a 2013-14 Interest Rate Chart, 'girlzoot' (Jul 22, 12:37pm via Twitter for iPhone) about a polite and helpful woman, 'jaroland74' (Jul 18, 5:17pm via Twitter for iPhone) about connections, 'lennadwyer' (Jul 15, 4:37pm via Twitter for iPhone) about a meeting, and 'jstnchsbrwn' (Jul 15, 4:36pm via Twitter for iPad) about a photo booth.
- Sent Tweets (NNLoanServicing):** Contains tweets from 'NNLoanServicing' (Aug 02, 3:20pm via HootSuite) about exploring FAFSA's new E-Training website, 'NNLoanServicing' (Aug 02, 10:25am via TweetDeck) about a cookie-cutter student, 'NNLoanServicing' (Aug 01, 3:46pm via HootSuite) about a speaking families' language, 'NNLoanServicing' (Aug 01, 10:24am via TweetDeck) about H.R. 1911, 'NNLoanServicing' (Jul 31, 4:10pm via HootSuite) about parents saving for college, and 'NNLoanServicing' (Jul 31, 10:33am via TweetDeck) about managing money.



# Engage Students



# Facebook and Twitter

How can Facebook and Twitter help financial aid officers?



Links to forms and info  
located on school website



Event schedules



Financial literacy info



Deadline alerts



Virtual office hours



Event photos

# Facebook and Twitter



## Visual

- Photos
- Infographics
- Videos



## Real

- Care
- Informal
- Humor



## Mobile

- Website
- Social media
- Apps



## Share & Steal

- FSA
- Federal Loan Servicers



## Immediate

- Online office hours



# Create an Engaging Post

- Be relatable.
- Stay current.
- Include a call to action.
- Be consistent with the frequency of your posts (1-2 posts per day).



# Tips for Facebook

- The more likes and shares a post gets, the more it is seen.
- Videos and pictures are the most eye-catching.
- Photo albums and short, one or two sentence statuses are seen most, based on the Facebook algorithm.
- Use polls to engage audience.



# Tips for Twitter

- Don't have your Facebook posts automatically tweeted or vice versa.
- Use a URL shortener, such as [bitly](#).
- Utilize hashtags.
  - #FAchat





# Tips for Blogging

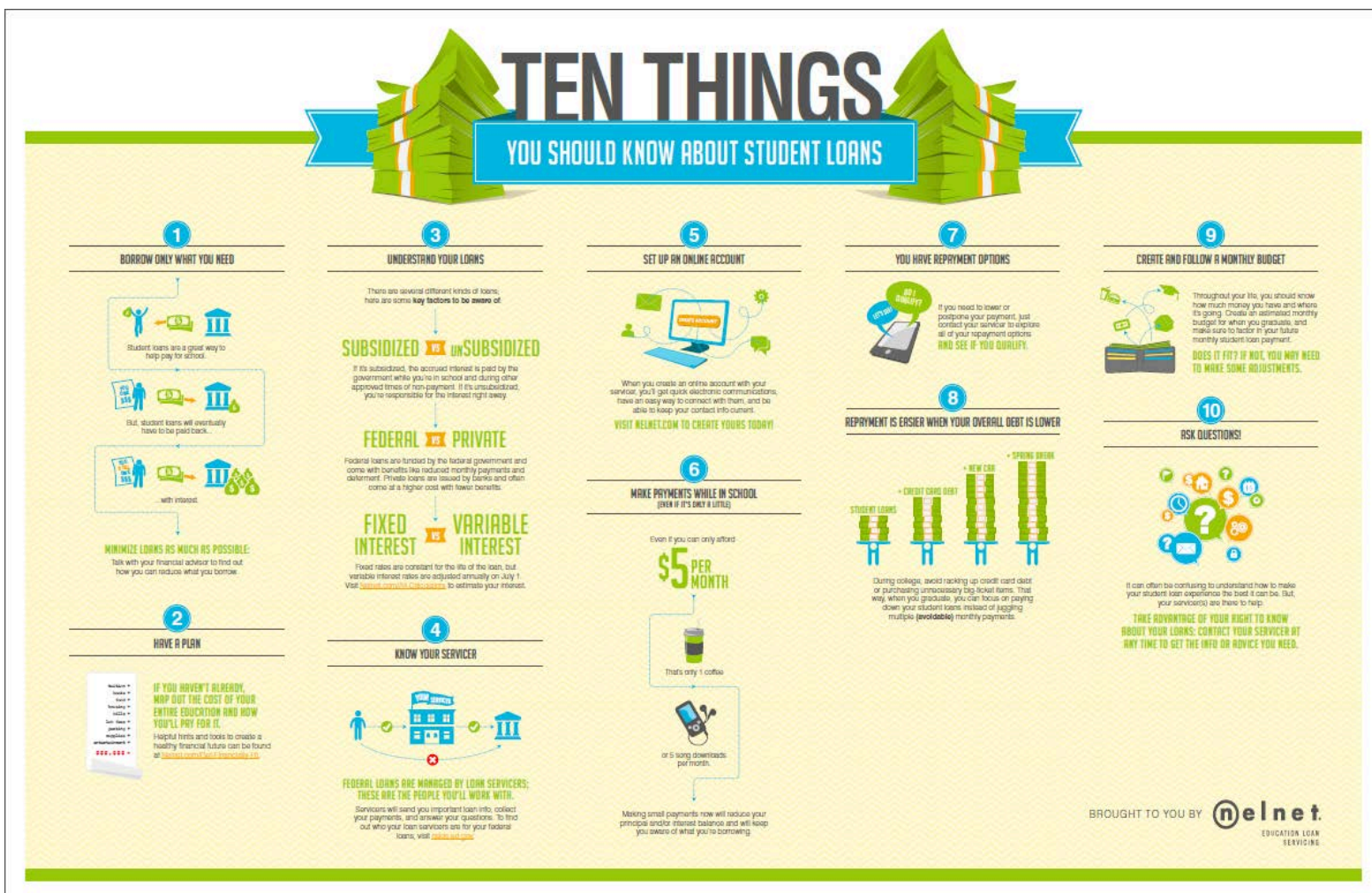
- Blogging is a great way to generate original content for other social media platforms.
- It allows you to delve deeper into topics.
- Post regularly, whether it's once a day or once a month.
- Check and respond to comments.
- Invite others to write blog articles.



# Think Outside the Box

- Don't be afraid to share others' content.
  - Cite your source.
- Be candid.
  - You seem more personable.
- Peer-to-peer content
  - Is there an intern who can contribute?
  - Student testimonies

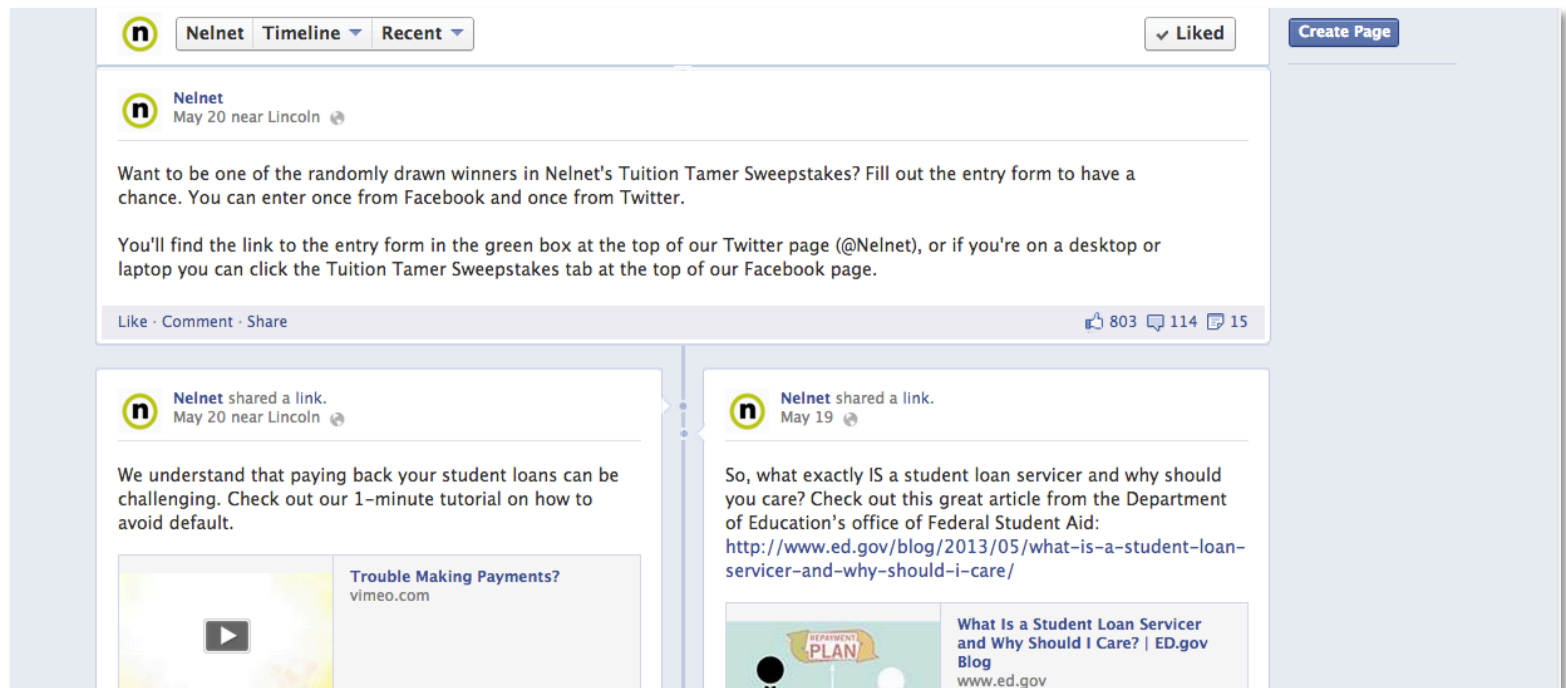
# Infographics





# Contests

- Good way to engage students
- Nelnet example



The screenshot shows a Facebook interface with a post from 'Nelnet'. The post is dated 'May 20 near Lincoln'. The text of the post reads: 'Want to be one of the randomly drawn winners in Nelnet's Tuition Tamer Sweepstakes? Fill out the entry form to have a chance. You can enter once from Facebook and once from Twitter. You'll find the link to the entry form in the green box at the top of our Twitter page (@Nelnet), or if you're on a desktop or laptop you can click the Tuition Tamer Sweepstakes tab at the top of our Facebook page.' Below the text, there are two shared links. The first link is titled 'Trouble Making Payments?' and is from 'vimeo.com'. The second link is titled 'What Is a Student Loan Servicer and Why Should I Care? | ED.gov Blog' and is from 'www.ed.gov'. The post has 803 likes, 114 comments, and 15 shares. The Facebook interface includes a 'Create Page' button in the top right corner and a 'Liked' button next to the post.

Nelnet Timeline Recent

Nelnet May 20 near Lincoln

Want to be one of the randomly drawn winners in Nelnet's Tuition Tamer Sweepstakes? Fill out the entry form to have a chance. You can enter once from Facebook and once from Twitter.

You'll find the link to the entry form in the green box at the top of our Twitter page (@Nelnet), or if you're on a desktop or laptop you can click the Tuition Tamer Sweepstakes tab at the top of our Facebook page.

Like · Comment · Share 803 114 15

Nelnet shared a link. May 20 near Lincoln

We understand that paying back your student loans can be challenging. Check out our 1-minute tutorial on how to avoid default.

Trouble Making Payments? vimeo.com

Nelnet shared a link. May 19

So, what exactly IS a student loan servicer and why should you care? Check out this great article from the Department of Education's office of Federal Student Aid: <http://www.ed.gov/blog/2013/05/what-is-a-student-loan-servicer-and-why-should-i-care/>

What Is a Student Loan Servicer and Why Should I Care? | ED.gov Blog www.ed.gov



# Keep in Mind...

- Be sure to follow any social media or communication guidelines your school has established.
- Get permission from those portrayed before posting pictures, videos, etc.
- Proofread all posts, and have someone else proofread them too.

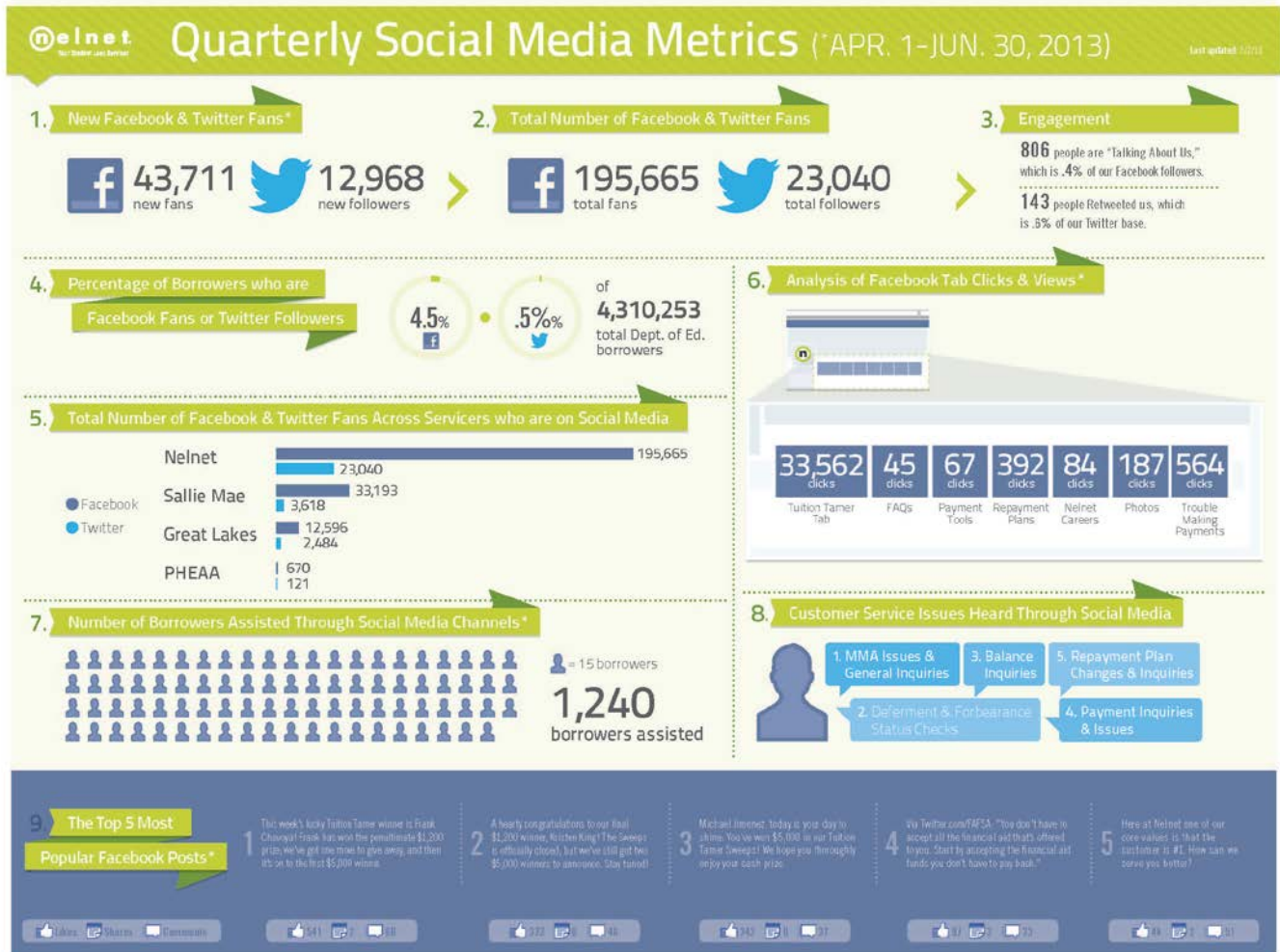




# Handling Negative Comments

- Address the post quickly.
- Make amends as publicly as possible.
  - Others see you care.
- Keep private information private.
  - If need be, direct the conversation to a more private platform.

# Metrics





# Questions?



# Thank you!

Contact information:

Jodi Miller

Marketing Communications Manager

Nelnet Education Loan Servicing

[jodi.miller@nelnet.net](mailto:jodi.miller@nelnet.net)

402.458.2324