Whether your cohort default rate increases or decreases, default management is a necessity to ensure all student loan borrowers are successful in repayment and avoid the negative consequences of delinquency and default.
Look Beyond the Percentages

<table>
<thead>
<tr>
<th></th>
<th>ABC University</th>
<th>XYZ University</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of borrowers in default:</td>
<td>830</td>
<td>830</td>
</tr>
<tr>
<td>Number of borrowers in repayment:</td>
<td>11,600</td>
<td>6,100</td>
</tr>
<tr>
<td>Default rate:</td>
<td>7.1%</td>
<td>13.6%</td>
</tr>
</tbody>
</table>

Agenda

1. Cohort Catalyst overview
2. The Secret Sauce details
3. Success outcomes

Cohort Catalyst Overview

Default Management Outcomes

1. Lower cohort default rates
2. Increased borrower understanding of their repayment responsibilities
3. Improved repayment success
4. Increased retention and academic persistence
5. Higher job placement rates
6. Enhanced enrollment reporting
**Cohort Catalyst Outcomes**

1. Lower cohort default rates
2. Increased borrower understanding of their repayment responsibilities
3. Improved repayment success

---

**What is Cohort Catalyst?**

**What is Cohort Catalyst?**

A comprehensive default management service

**What does it do?**

Provide student loan repayment support to borrowers

**Who is it for?**

Any school seeking to reduce loan default without the additional burden

---

**Cohort Catalyst Overview**

**School-branded outreach**
Inbound/outbound call center with expert counseling
**Dedicated late-stage delinquency team**
Premier skip trace research
**24/7 school access to dashboards and reports**
School-branded Outreach

Grace Outreach

Grace outreach begins 60 days prior to exiting grace
- Remind borrowers of their upcoming payment
- Share repayment options and who their servicer is

Grace outreach includes:
- Email communication to borrowers
- Inbound calls

Concerns borrowers have prior to repayment
- I can't afford my payment
- I don't understand the repayment options
- I'm going back to school
- I don't know what to expect
- I shouldn't be in grace

Deferment and Forbearance Outreach

Deferment and forbearance outreach begins 60 days prior to the end of payment postponement
- Help borrowers make a smooth transition into repayment

Deferment and forbearance outreach includes:
- Email communication to borrowers
- Inbound calls
Delinquency Outreach

Delinquency outreach connects with borrowers who:

- Are struggling to repay
- Don’t know who to talk to
- Are confused or unaware
- Have procrastinated
- Are afraid or overwhelmed
- Reject repayment
- Are in denial
- Fear problem is too deep

Delinquency Outreach

Delinquency outreach targets borrowers in four stages:

- High-Priority Delinquency: Borrowers 75-115 days delinquent who have never made a payment
- Early Delinquency: Borrowers 31-134 days delinquent
- Mid Delinquency: Borrowers 135-239 days delinquent
- Late Delinquency: Borrowers 240 or more days delinquent

Delinquency Outreach

Delinquency outreach includes:

- Email communication to borrowers
- Inbound/outbound call center with expert counseling
- Dedicated late-stage delinquency team

Default Outreach

Defaulted Borrower Rehabilitation Services

- Active defaulted borrowers are contacted and encouraged to enter and successfully complete loan rehabilitation before the end of the cohort period

Default outreach includes:

- Email communication to borrowers
- Inbound/outbound call center with expert counseling
- Monthly follow up to keep borrower on track
- Premier skip trace research
Successful rehabilitation benefits the borrower:
- Helps to restore their credit
- Reinstates their Title IV eligibility
- Stops wage garnishment and tax refund offset

Successful rehabilitation benefits the school:
- Could lower your cohort default rate, if the borrower rehabilitates before the end of the cohort default period

Dashboard
- At-a-glance cohort status
- Detailed borrower data
- Year-to-date insight
- Reports available to print or export

Portfolio and Cure/Outreach Begin Summary

<table>
<thead>
<tr>
<th>Summary Data</th>
<th>Cure/Outreach Begin Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Number of Borrowers</td>
</tr>
<tr>
<td></td>
<td>Total Number of Loans</td>
</tr>
<tr>
<td></td>
<td>Total Loan Amount</td>
</tr>
<tr>
<td></td>
<td>Total Cure for October</td>
</tr>
<tr>
<td></td>
<td>Annual Aggregate Cure as of September</td>
</tr>
<tr>
<td></td>
<td>Total Outreach Begins for</td>
</tr>
<tr>
<td></td>
<td>October</td>
</tr>
<tr>
<td></td>
<td>Annual Aggregate Outreach Begins as of September</td>
</tr>
</tbody>
</table>
Estimated All Servicer Cohort Summary

Email Outreach Summary

Loan Status Summary

The Secret Sauce Details
Secret Sauce Defined

**Secret Sauce**

_noun_ /see-krit saws/

1. a sauce that adds an important element to a dish and has ingredients which are typically kept secret
2. an element, quality, or practice that makes something or someone distinctive

Source: Merriam-Webster

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The Secret Sauce of Cohort Catalyst

**Experience**

- Attigo’s suite of student success solutions is backed by our parent company, Ascendium Education Group (formerly Great Lakes), which has spent more than 50 years helping students
- Cohort Catalyst was built from the lessons we’ve learned keeping millions of students of default

**Method**

- Unique approach
- No time limits on calls with borrowers
- Use behavioral science to get borrowers to respond and act
- Seek to understand the borrower’s concerns and challenges _before_ presenting solutions
**The Secret Sauce of Cohort Catalyst**

**Messaging**
- “No reason to default” message
- Plain language correspondence
- Co-branded with schools’ name or logo

**Timing**
- Outreach strategy developed based on a borrower’s behavior
- Late-stage delinquency outreach team focuses exclusively on preventing borrowers from defaulting, as part of an eleventh-hour effort

**Success Outcomes**
- Over the past 10 years we’ve helped 4.9 million borrowers avoid default and its crippling consequences
- In the last fiscal year alone, we:
  - Prevented 1.3 million student loans from defaulting, totaling $12.6 billion
  - Rehabilitated over $1.3 billion in student loans
Success Outcomes

<table>
<thead>
<tr>
<th>School</th>
<th>Start Date</th>
<th>CDR High to Low</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>ArtCenter College of Design</td>
<td>August 2014</td>
<td>7.2% to 4.3%</td>
<td>40%</td>
</tr>
<tr>
<td>Lakeshore Technical College</td>
<td>January 2018</td>
<td>13.6% to 10.3%</td>
<td>24%</td>
</tr>
<tr>
<td>Northcentral Technical College</td>
<td>January 2018</td>
<td>19.3% to 14.5%</td>
<td>25%</td>
</tr>
<tr>
<td>Savannah College of Art and Design</td>
<td>April 2015</td>
<td>6.4% to 5.1%</td>
<td>20%</td>
</tr>
<tr>
<td>Fox Valley Technical College</td>
<td>January 2018</td>
<td>15.8% to 13.0%</td>
<td>18%</td>
</tr>
<tr>
<td>Madison College</td>
<td>September 2017</td>
<td>16.5% to 13.2%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Wrap Up

Together We Can Improve Outcomes

10.9% of student loan borrowers are at least 90 days delinquent

40% of borrowers are expected to be in default by 2023

Cohort Catalyst can make the difference by:

- Lowering your CDR
- Reducing your workload
- Preparing students for repayment
- Supporting borrowers struggling in repayment
- Getting borrowers back on track after default

Various pricing models to meet schools’ needs
Four Pillars of Support

Attigo Suite of Student Success Solutions

- **College Cost Meter.**
- **cohort catalyst.**
- **GradReady.**
- **Smart Sessions**

Online Financial Literacy Curriculum

Repayment Support Service

Ready for Cohort Catalyst? Contact Our Team

Mike Doman
mdoman@ascendiumeducation.org
(888) 724-0557

Carol Swenson
cswenson@ascendiumeducation.org
(888) 683-9777

Thanks for Attending
Visit attigo.com