

## Communicating to the Student Debt Extremes

Despite advice like Shakespeare's to "neither a borrower, nor a lender be," student loans have allowed millions of college students to pursue their academic dreams. It's not surprising that student loans often give rise to conflicting emotions in applicants. Our advice: identify your extremes – the debt phobic and the over spenders - for targeted communications to create a balanced approach to the emotional response student debt may cause during the admission process.

Help debt phobic's enjoy unlimited college choice that could make the student more successful and happier. Prove it's doable to go to your school.

- Example repayment: Communicate the average monthly payment for student debt with the average income post graduation.
- Credit Scores: Educate them on how on time repayment of student loans are considered "good debt" for establishing a positive, high credit scores.
- Alumni Case Studies: Share success stories of alumni who will testify that repayment of their loans is possible.

Raise the awareness of money avoiders whose heavy borrowing may result in uncomfortable debt levels that threaten their future financial security. By continuously educating the overspenders about the consequences of spending and borrowing, you can instill positive financial habits.

- Salary information: Relate student loan repayment to future income using salary data from your Career Development Office or national or regional data from websites like [www.payscale.com](http://www.payscale.com) with the average debt for your recent graduates.
- Budgeting Classes: Offer student budget workshops to encourage reduced borrowing through good spending habits.
- Work Study: Promote student employment to earn the pocket money to pay for the plus factor – pizza, laundry, and trips.

Also, both types of students could benefit from seeing estimates of their student loans payments after graduation. Consider encouraging them to use [SimpleTuition's College Cost Adjuster](#) to see the total monthly loan payments for all

### Tips for College Students

Looking for financial literacy content to share with your students? Consider sharing these tips.

[Think Ahead: College Budgeting](#)

[College on the Cheap - Textbooks](#)

### SimpleTuition Resources

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The advertisement features the SimpleTuition logo at the top. Below it, a large green circle contains the text "What's my monthly cost for college?". To the right, a blue circle contains the text "SimpleTuition's College Cost Adjuster can tell your students." The background shows a smiling woman looking at a laptop displaying a website. At the bottom, an orange button says "More Info".

loans for the multiple years of college.

As enrollment management professionals, we want students to focus on fit without regard to finances yet cost seems to be more and more a driver in the conversation.. To help families balance the financial piece of the college decision, understanding the emotional side of how student and their families feel about borrowing can improve your communications and shift attitudes toward the educational experience and persistence.

### SimpleTuition Webinars

You are invited to check out SimpleTuition's college affordability solutions. See how our FREE interactive tools can help your students and families understand and plan better for the paying-for-college process. Upcoming webinars include SimpleTuition Product Overview, College Cost Adjuster, and Private Loan Comparison Options for Colleges. Check out our SimpleTuition's [College Administrator Resource Center](#) to get the complete schedule and register for the 30 to 60 minute webinars today!

**SimpleTuition helps you PLAN, PAY LESS & PAY BACK!**

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Please do not reply to this email as we do not monitor responses to this account. You can find answers to most student loan questions at our [Student Loan FAQs](#) or you can [contact us](#).

SimpleTuition supports the rights of students to borrow from the lender of their choice and all the lenders featured in this message have indicated they will accept loan applications from students at your school. Your school, however, has not endorsed these lenders and may offer other suggestions.

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