Agency Priority Goal (APG) Action Plan

Improve Borrowers' Access to Quality Customer Service

APG Goal Leader: Mark Brown, Chief Operating Officer, Federal Student Aid

APG Deputy Goal Leader: Robert King, Assistant Secretary, Office of Postsecondary Education

Performance.gov

Overview

Goal Statement*

- By September 30, 2019, the Office of Federal Student Aid (FSA) will advance the adoption of the Next Generation Financial Services Environment, enabling over 1.8 million customers to submit their Free Application for Federal Student Aid (FAFSA) through the FSA mobile platform and 30,000 customers to use the mobile platform to check on their loan balances.

Challenge

- To provide enhanced access to real-time financial aid information through a mobile-first, mobile complete environment, allowing customers to make informed decisions and with access to quality customer service.
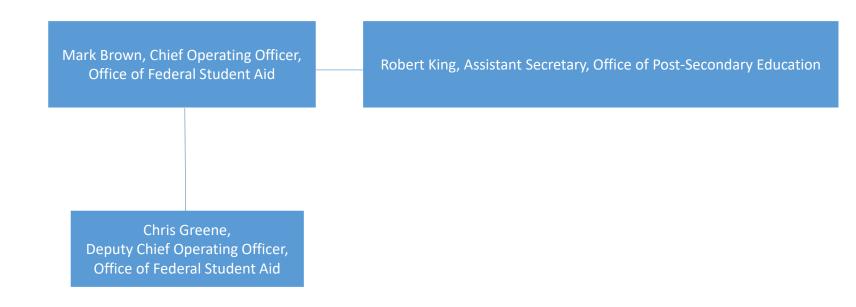
Opportunity

- Modernizing and improving customers' overall experience by developing and making available the Department's first mobile platform, *myStudentAid*. Through the mobile platform, students and parents can fill out and submit a FAFSA, view their federal student loan history, compare information about schools and link to other services.

*APG changed at the start of Quarter 1 of FY 2019 with the Department's transition to a new paradigm of student loan processing.

Leadership

Visual representation of the goal team governance structure:

Mark Brown, Chief Operating Officer, Office of Federal Student Aid

Robert King, Assistant Secretary, Office of Post-Secondary Education

Chris Greene, Deputy Chief Operating Officer, Office of Federal Student Aid

Goal Structure & Strategies

The Department will improve customers' experience throughout the entire student aid life cycle by first modernizing capabilities related to the FAFSA and the servicing and repayment of customer loans. With the Department's transition to a new paradigm of student loan processing, [Next Generation Financial Services Environment (Next Gen)](), the Department revised this APG to monitor the following metrics in FY 2019:

- o Number of downloads of the *myStudentAid mobile app*;
- o Number of customers checking loan balances via the *myStudentAid mobile app*;
- o Number of customers submitting the FAFSA via a mobile platform – either through the *myStudentAid mobile app* or mobile-optimized FAFSA.gov; and
- o Number of visits (sessions) to the redesigned StudentAid.gov site.

Summary of Progress – FY 2019 Q3

- Customers continued to download the *myStudentAid* app from both the Apple App Store (iOS) and Google Play (Android). The myFAFSA component—which is used to complete the FAFSA form—is the app's featured function. The app provides guidance on how to complete the FAFSA questions, making the overall process more engaging and user-friendly.

- FSA released an update to the *myStudentAid* app which improved communications customized for each selected user role and simplified the FAFSA signature process.

- The October 2018 migration of the FAFSA home page to StudentAid.gov continued to drive a large number of customers to the website, resulting in an increase in the number of sessions on the site. Since the inception of the migration of website, there is a 242% increase in the number of sessions over the same period in FY 2018.

Next Steps:
- FSA will continue to conduct outreach activities, and monitor adoption, related to the *myStudentAid app* and mobile FAFSA submission/completion rates.
- FSA will release updates to the *myStudentAid* app which will enhance the user experience.

Key Milestones

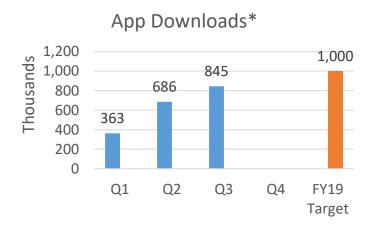Each implementation phase links to a key milestone towards achieving this APG.

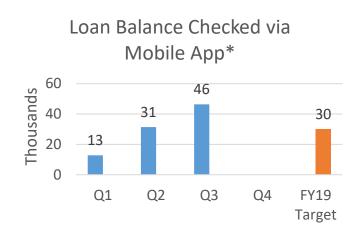| Milestone Summary					
Key Milestone	Milestone Due Date	Milestone Status	Change from last quarter	Owner	Comments
In FY 2018 Q4, FSA proposed a change to the agency performance goal (APG) and associated metrics as an improved indicator for Next Gen FSA. Metrics were inclusive of myStudentAid mobile app downloads, the number of FAFSAs submitted and loan balances checked via the mobile platform, and the number of visits to StudentAid.gov	9/30/18	Met		Chris Greene	*
In FY 2019 Q1, the Department approved FSA's proposed change to the APG and provided feedback on associated metrics	12/31/18	Met		Chris Greene	*
In FY2019 Q1 FSA baselined metrics and forecast annual target goals which incorporated Departmental recommendations	12/31/18	Met		Chris Greene	*
Track, monitor, and report the myStudentAid mobile app downloads, the number of FAFSAs submitted and loan balances checked via the mobile platform, and the number of visits to StudentAid.gov	12/31/18	Met	See Slide 7	Chris Greene	**
Track, monitor, and report the *myStudentAid* mobile app downloads, the number of FAFSAs submitted and loan balances checked via the mobile platform, and the number of visits to StudentAid.gov	3/31/19	Met	See Slide 7	Chris Greene	**
Track, monitor, and report the *myStudentAid* mobile app downloads, the number of FAFSAs submitted and loan balances checked via the mobile platform, and the number of visits to StudentAid.gov	6/30/19	Met	See Slide 7	Chris Greene	
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*The new APG addresses the lack of quality and efficient loan information available to students and borrowers which impacts their ability to make informed financial decisions.
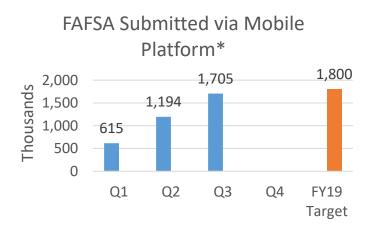
** Development and customer adoption of the *myStudentAid* mobile app and utilization of StudentAid.gov as vehicles of customer engagement, as envisioned by the Next Gen FSA will occur over a graduated cycle. Milestone status is listed as "Met" when all APG metrics on target to meet the annual goal.
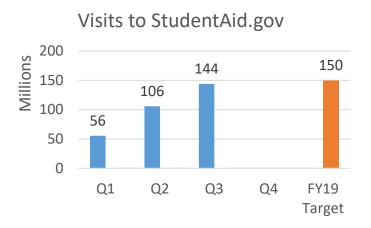
Key Indicators

FSA aims to increase the use of *myStudentAid* mobile to access information and apply for federal student aid. The charts below shows FY 2019 culminative actuals.

App Downloads*

Thousands

Q1	Q2	Q3	Q4	FY19 Target
363	686	845		1,000

Loan Balance Checked via Mobile App*

Thousands

Q1	Q2	Q3	Q4	FY19 Target
13	31	46		30

FAFSA Submitted via Mobile Platform*

Thousands

Q1	Q2	Q3	Q4	FY19 Target
615	1,194	1,705		1,800

Visits to StudentAid.gov

Millions

Q1	Q2	Q3	Q4	FY19 Target
56	106	144		150

myStudentAid mobile app released in August 2018. No baselines available for these new metrics and targets are calculated to reflect best estimate.

Data Accuracy and Reliability

Data are collected from Apple's App Store, Google Play and FSA's online platform analytics.

For number of downloads of the app, the FSA team generates a monthly report directly from Apple's App Store and Google Play. The data is reported as a cumulative number for all three months within the quarter.

The data will be reviewed by FSA leadership prior to being released as part of the Department's strategic reporting.

Additional Information

<u>Contributing Programs</u>

Organizations:

- o Office of Federal Student Aid

Program Activities:

- o Monitoring by the Office of Federal Student Aid