



Agency Priority Goal (APG) Action Plan

Federal Student Aid Customer Service

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

APG Deputy Goal Leader: Chris Greene, Deputy Chief Operating Officer, Federal Student Aid

Overview

Goal Statement

Impact Statement

Leverage the Next Generation Financial Services Environment (Next Gen FSA) to improve and personalize customers' experience with Federal Student Aid (FSA).

Achievement Statement

By September 30, 2021, FSA will transform its relationship with prospective and current customers through deployment of significant components of the Next Gen FSA that result in a personalized experience:

- The number of individuals submitting a Free Application for Federal Student Aid® (FAFSA®) through a mobile device will increase to 2.6 million.
- The overall customer satisfaction level throughout the student aid life cycle, as measured by the FSA Customer Satisfaction score,* will increase.

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 access quality customer service.

Opportunity

- Modernizing and improving customers' overall experience through continuous development and increased availability of the Department's first mobile platform, the myStudentAid app. In addition, the redesigned StudentAid.gov website is the first step in delivering on the promise of providing customers with a single, digital front door. This will give prospective and current customers a one-stop shop for getting information about applying for and managing their federal student aid.

*The Federal Student Aid Customer Satisfaction Score is an annual composite metric that measures the overall customer satisfaction level throughout the student aid life cycle for *Free Application for Federal Student Aid*® (FAFSA®) applicants (mobile and FAFSA.gov), Title IV aid recipients in school, and borrowers in repayment. The score is based on the American Customer Satisfaction Index surveys.

Leadership & Implementation Team

Mark Brown, Chief
Operating Officer,
Federal Student Aid

Chris Greene,
Deputy Chief Operating
Officer,
Student Experience and Aid
Delivery
Federal Student Aid

Goal Structure & Strategies

The goal is a two-year Agency Priority Goal (APG) covering FY 2020 and FY 2021.

To achieve the goal the Department will improve customers' experience throughout the entire student aid life cycle by continuing to modernize capabilities for the *Free Application for Federal Student Aid* (FAFSA®) and the servicing and repayment of student loans. [Next Generation Financial Services Environment \(Next Gen\)](#) is the Department's transition to the digital future of Federal Student Aid (FSA), and aims to shift FSA to be a more customer-centric organization. FSA will build products and services that meet customers' expectations. This strategy is predominately used in private industry and now several government agencies, including FSA, are following this customer-centric model.

The APG is aligned with the progress of Next Gen FSA and will be measured by the following customer-centric metrics in FY 2020:

- Number of customers submitting the FAFSA via a mobile platform – either through the *myStudentAid mobile app* or mobile-optimized FAFSA.gov
- The overall customer satisfaction level throughout the student aid life cycle, as measured by the American Customer Satisfaction Index (ACSI)
- Number of customers checking loan balances via the *myStudentAid mobile app*
- Number of users adopting a virtual assistant that will answer questions about federal student aid
- Number of visits (sessions) to the redesigned StudentAid.gov website.

Summary of Progress – FY 2020 Q4

- During Q4, the virtual assistant, Aidan®, was able to augment the Federal Student Aid's CARES/COVID-19 communications. All questions to Aidan® related CARES/COVID-19 were redirected to the Coronavirus and Forbearance info for Students, Borrowers and Parents on StudentAid.gov ensuring customers received the most recent and accurate information. Aidan® is currently available to 50 percent of users that log-in to studentaid.gov.
- For Q4, there were more than three times the number of customers who checked their loan balances via the myStudentaid mobile app compared to Q3. The FY 2020 target was exceeded by 190%. Although FY 2020 was a baseline year, FSA expects mobile adoption and usage to grow over time, especially as the Dashboard and Aid Summary features are added natively to the myStudentAid app in FY 2021.
- During Q4, Federal Student Aid (FSA) met the target with more than 2.5 million FAFSA submissions completed on a mobile platform. Although FY 2020 was a baseline year, FSA expects mobile adoption and usage to grow over time, especially as new features and personalization are added to the myStudentAid app in FY 2021.
- The number of visits to the Studentaid.gov website exceeded the target by 114%. The redesigned website continue to be the primary customer-facing digital front door for students, parents, and borrowers who need be informed about, apply for, and manage their federal student aid. New features were added to the website (e.g. Aid Summary, Annual Student Loan Acknowledgment, Make a Payment pilot, etc.).

Key Milestones

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

Milestone Summary					
Key Milestone	Milestone Due Date	Milestone Status	Change from last quarter	Owner	Comments
Launch the 2020–21 FAFSA® Form and myStudentAid Mobile App.	12/31/19	Completed		Chris Greene	
The number of customers submitting FAFSA Forms through a mobile platform – the myStudentAid App -- or FAFSA.gov. is 2.4M.	9/30/20	Completed	The number of customers submitting the FAFSAs via a mobile platform for FY 2020 exceeded the target by 104%.	Chris Greene	
Utilize FY 2019 performance data on the number of customers checking loan balances via the myStudentAid mobile app to set aggressive targets for FY 2020.	12/31/19	Completed		Chris Greene	
The number of customers checking loan balances via the myStudentAid mobile app is 70K.	9/30/20	Completed	The number of customers who checked their loan balances via the myStudentaid mobile app through Q4, exceeded the annual FY 2020 target by 190%.	Chris Greene	
Introduce a virtual assistant that can answer questions about federal student aid.	12/31/19	Completed		Chris Greene	
The number of users to adopt the virtual assistant through StudentAid.gov is 25,000.	9/30/20	Completed		Chris Greene	The FY 2020 target has been significantly exceeded.
Launch the Next Gen FSA implementation with the consolidation of multiple websites into a single, digital front door: StudentAid.gov.	12/31/19	Completed		Chris Greene	
The number of visits (sessions) to the redesigned StudentAid.gov site goal is 190M.	9/30/20	Completed	FY 2020 target was exceeded by 114%.	Chris Greene	

Key Milestones, continued

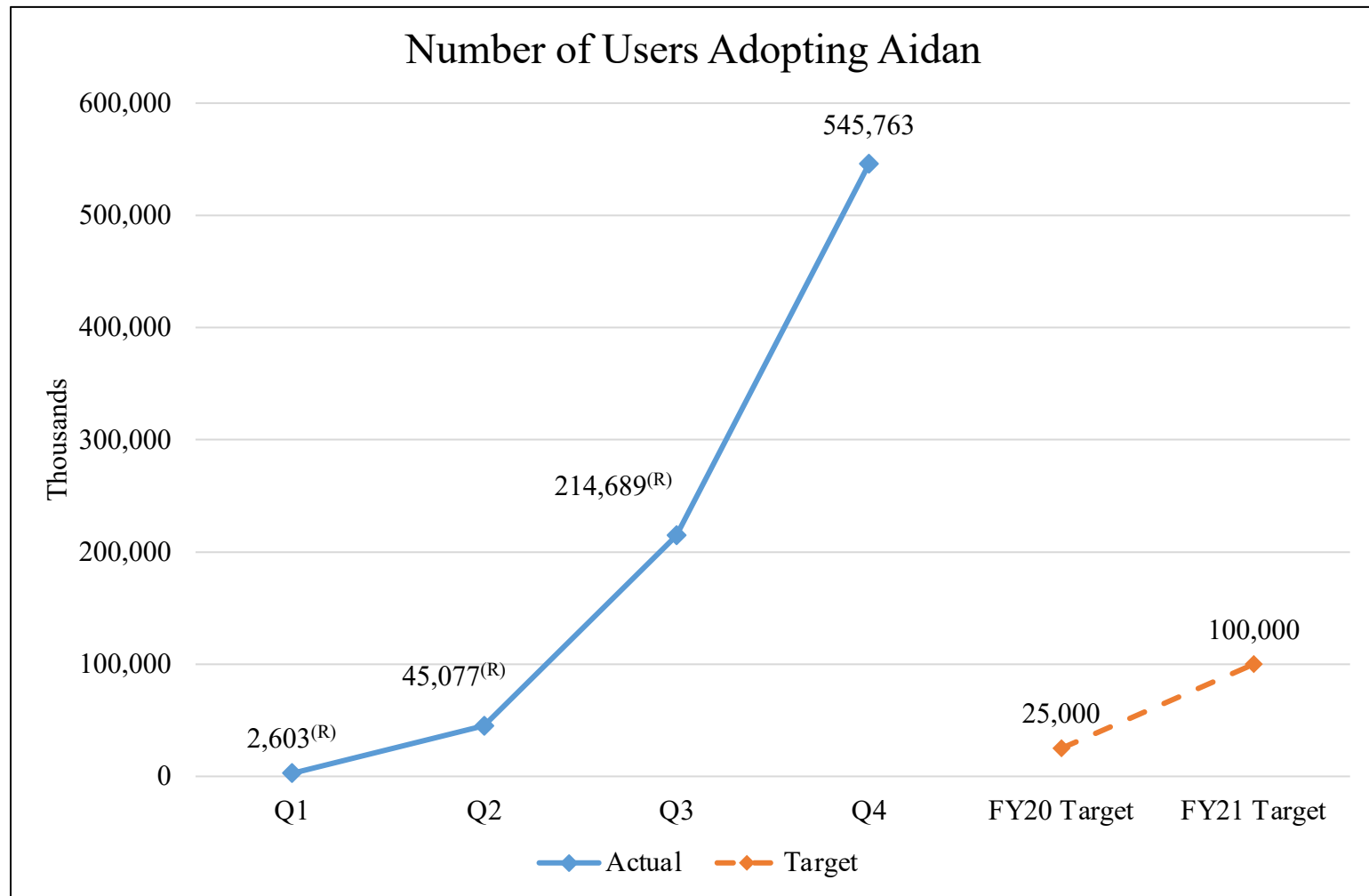
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Solidify the methodology for the way the FSA customer satisfaction score is assessed for the American Customer Satisfaction Index Surveys.	12/31/19	Completed		Chris Greene	
Improve processes for customer interactions while applying for, receiving, and repaying federal student aid, as illustrated by achieving a score of 74 in the American Customer Satisfaction Index Surveys.	9/30/21		The ACSI score reached 73 as of the end of FY 2020.	Chris Greene	Data is available only annually.
The number of customers submitting a FAFSA Forms through a mobile platform – the myStudentAid App -- or FAFSA.gov. is 2.6M.	9/30/21	In Progress		Chris Greene	2.6 million FAFSAs filed through mobile platform.
The number of customers checking loan balances via the myStudentAid mobile app is 1.5M.	9/30/21	In Progress		Chris Greene	1.5 million customers checked loan balances via myStudentAid mobile app.
The number of users to adopt Aidan, the virtual assistant, through StudentAid.gov is 100,000.	9/30/21	Completed	Over 545,000 customers have used Aidan through FY2020 Q4.	Chris Greene	
The number of visits (sessions) to the redesigned StudentAid.gov site is 210M.	9/30/21	Completed		Chris Greene	210 million visits (sessions) to studentaid.gov

*The APG addresses the lack of quality and efficient loan information available to students and borrowers which impacts their ability to make informed financial decisions.

Key Indicators

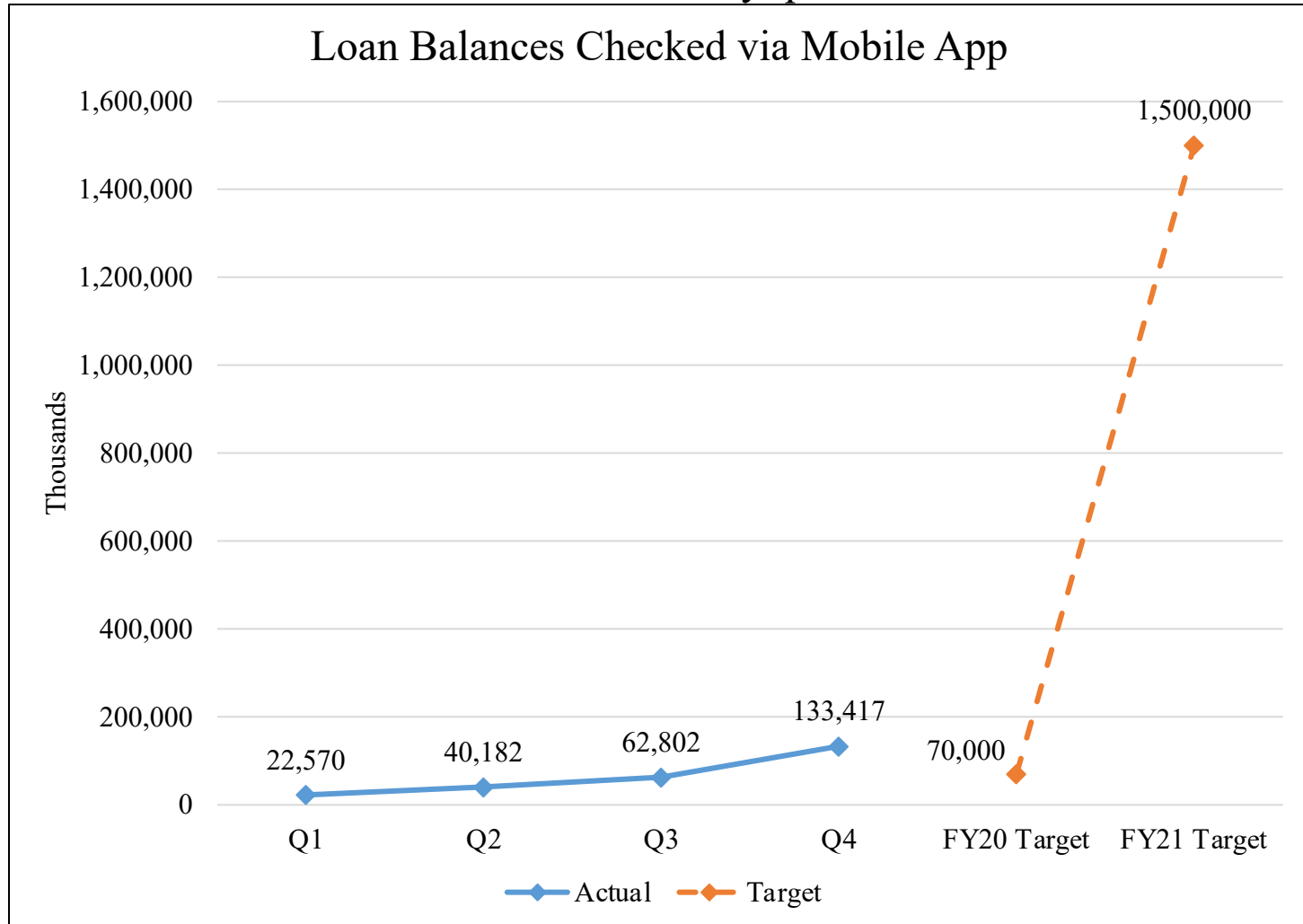
FSA aims to improve and personalize prospective and current customers' experience through accessing information and federal student aid. The chart below shows targets for FY 2020 and FY 2021 and cumulative actuals by quarter.



^(R) Data was revised. Repeat users are not counted in the cumulative total, but are present in the quarterly numbers.

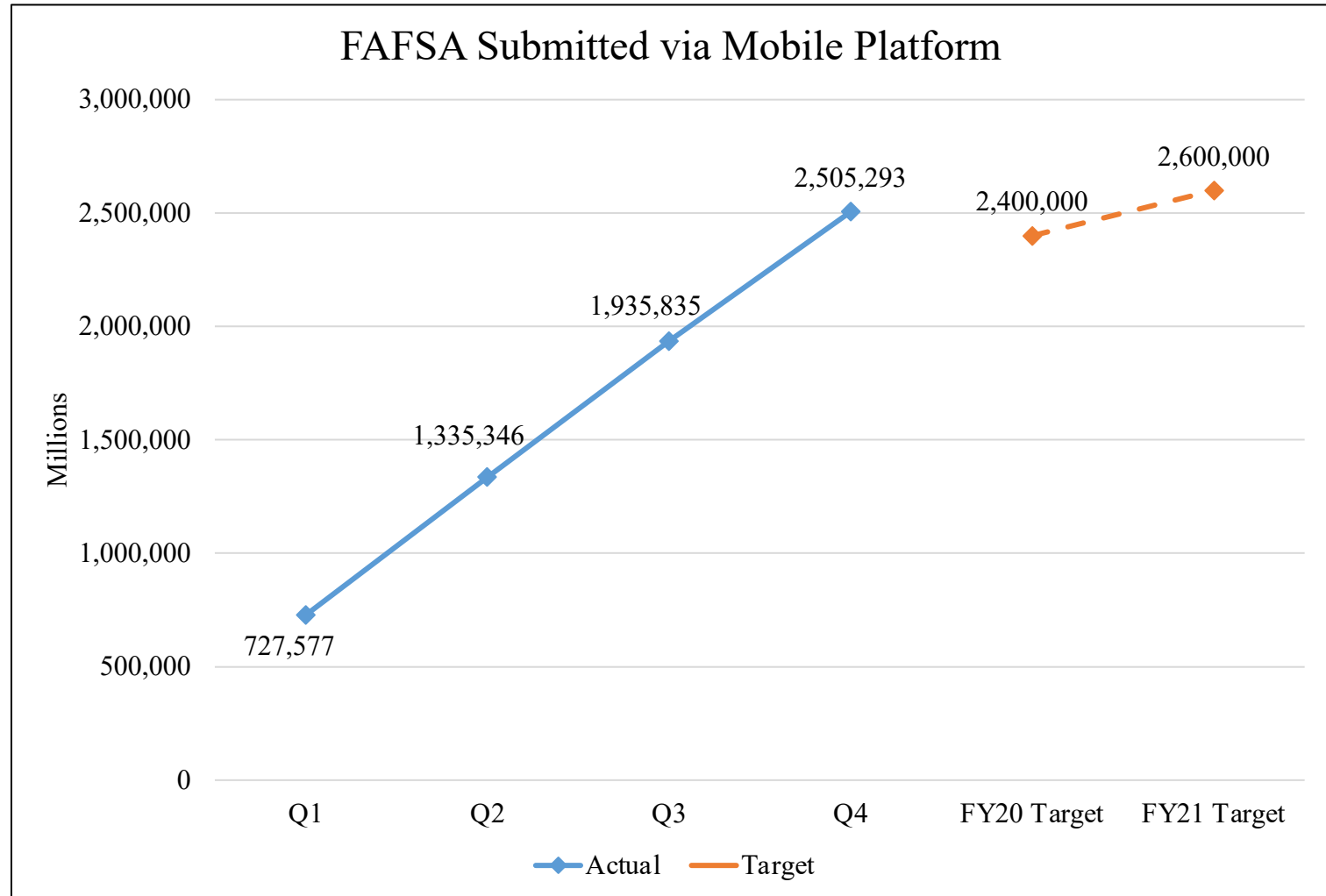
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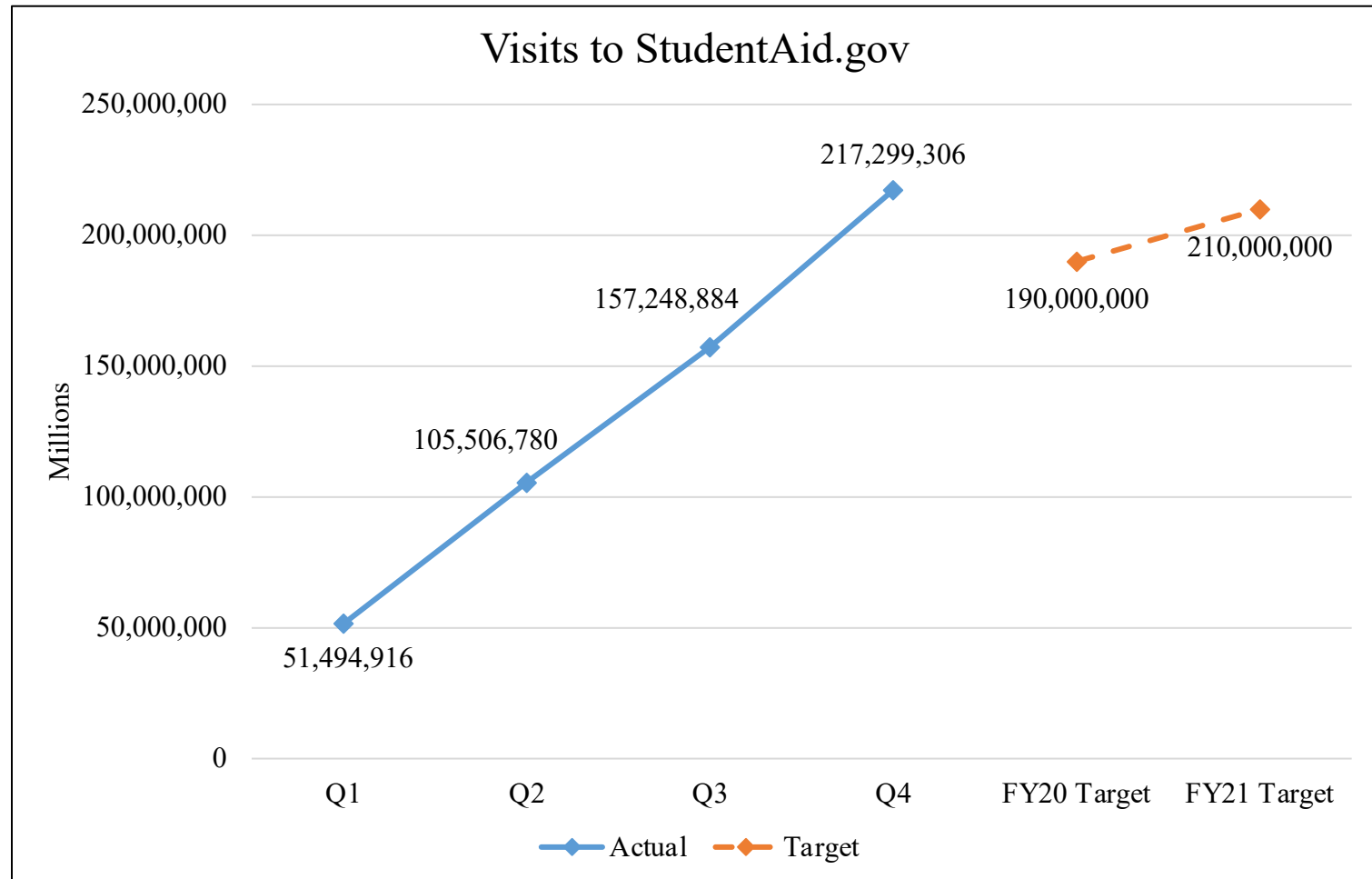
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Data Accuracy and Reliability

- Data are collected from Apple's App Store, Google Play, and FSA's online platform analytics.
- For the number of downloads of the app, the FSA team generates a monthly report directly from Apple's App Store and Google Play. The data are 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

Contributing Programs

Organizations:

- Federal Student Aid

Program Activities:

- Monitoring by Federal Student Aid

Stakeholder / Congressional Consultations

The Department conducted congressional consultation as part of the development of its *U.S. Department of Education's Strategic Plan for Fiscal Years 2018-22*, the FY 2018-2019 Agency Priority Goals (APGs), and the FY 2020-2021 APGs.