

FOR IMMEDIATE RELEASE**Inceptia Celebrates 40 Years of Helping Students Find Their Way Forward****Lincoln nonprofit honors its roots, its people and four decades of service to students and higher education**

LINCOLN, Neb., October 19, 2026 — Forty years ago, National Student Loan Program (NSLP) began its work in Lincoln with a commitment to helping students navigate the financial side of higher education. Today, that commitment lives on through Inceptia, a nonprofit that works with colleges and universities nationwide to help students take their next step.

A great deal has changed since 1986. Students now face new questions about paying for college, completing requirements, staying enrolled and managing repayment. Inceptia's work has evolved alongside those needs, but its purpose has remained deeply personal: helping people find a path forward when the process feels complicated or overwhelming.

"Behind every form, phone call or outreach campaign is a person trying to make an important decision about their future," said David Macoubrie, president and CEO of Inceptia. "For 40 years, our employees have brought knowledge and compassion to those conversations. That is what I am most proud to celebrate."

From its beginnings as NSLP to the services Inceptia provides today, the organization has helped millions of students pursue their higher education goals. Its teams support institutions with financial aid processes, student outreach and loan repayment guidance, combining useful technology with the human connection students often need at a critical moment.

The anniversary is also an opportunity to recognize the people who have shaped the organization in Lincoln over four decades: employees who built new services as student needs changed, institutional partners who placed their trust in Inceptia and the students who shared their questions and goals along the way.

"Lincoln has been our home from the beginning," Macoubrie said. "We are grateful to everyone who has been part of this story. As we look ahead, we remain committed to listening, adapting and showing up for students and the institutions that serve them."

About Inceptia

Inceptia is a nonprofit partner to colleges, universities, and trade schools, helping strengthen enrollment, retention, and repayment outcomes. Our agile, dependable solutions guide students through admissions, financial aid, and loan repayment. With tailored programs, expert staff, and a mission-driven commitment, we extend your team so you can focus on student success. Learn more at [Inceptia.org](https://www.inceptia.org).