PROVEN ROI

The Case for Easy, Mobile, and Personalized Financial Aid

OVERVIEW

Improving access to higher education and ensuring student success is a key part of our financial aid mission. But our financial aid office is consumed with manual processes – reviewing paper files, chasing students to get accurate and complete info, indexing and imaging documents. Paper-heavy, manual processes tie up our staff, keeping them from counseling students.

Add to that students who struggle to get through the financial aid process. Paperwork, fax machines, and snail mail are completely foreign to them. Today's students live on their phones – they're banking online, booking travel online, taking classes online. They want the same digital, mobile experience from financial aid.

PROPOSED SOLUTION

To be effective, financial aid needs to deliver the best student experience. It also need to be efficient and scalable, especially with changes like Early FAFSA and PPY that will increase volume. CampusLogic's cloud-based software will transform the way we deliver financial aid, making it easy, mobile, and personalized – all while delivering the best student experience at a fraction of the time and cost.

FINANCIAL AID CHALLENGES

- Unfavorable FA completion rates
- Enrollment revenue loss
- Manual processes that don't scale
- Paper-intensive procedures
- Poor student experience
- High rate of student errors, incomplete forms
- Manual regulatory updates
- High call volumes
- Early FAFSA & PPY volume increases

SUMMARY

- Improve awarding efficiency, reduce processing time and increase verification/SAP/PJ completion
- Office time savings, CampusLogic schools experience a savings of 32-40 hours per week which can be redirected to outreach and counseling services
- Streamline process, easy for students to complete FA forms, mobile and personalized process for students with E-Sign and Text functions
- Provide Cal Dream Act students with same process as federal ISIR students

$50k	$7.5k	Unlimited	30 Days
Annual Subscription	One-time Fee for Training & Setup	Users, Uploads, Storage & Backup	Most Schools Live In Less Than 30 Days

RETURN ON INVESTMENT

Improved Efficiencies

Traditionally, financial aid has been one of the last areas of an institution to upgrade to modern technology. Dedicated financial aid professionals continue to cobble together manual processes to "get the job done," but this approach leads to high-cost solutions with low value for students.

With CampusLogic, staff can:

+ Manage verification, PJs, SAP appeals, and c code resolution online
+ Automate student follow up and reminders via text and email
+ Automate ISIR correction exports, file indexing, and imaging

Benefits for us:

+ Reduce staff time spent on verification, c code resolution, PJs, and SAP appeals
+ Paperless file review process highlights conflicting info and eliminates data entry to generate ISIR corrections
+ Automated student follow-up saves time spent chasing students to complete forms

> " *It used to be all hands on deck with 8 staff doing verification. Now, not only have we reduced processing time, but only 3 staff are doing verification, allowing me to redeploy the other 5 to work on different assignments.*
>
> – Greg Ryan, Director of Financial Aid at Fullerton College

↑ **20%**
Productivity Improvement

↓ **32 HRS**
Average Work Hours Saved per Person per Month

↑ **$108k**
Value Created Through Improved Productivity

A Better Student Experience

Today's student expects a digital, mobile experience from financial aid. But, paper-intensive, complicated processes leave students confused and frustrated. Improve the student experience and more students will complete financial aid and get into the classroom.

With CampusLogic, students can:

+ Upload documents securely from any device
+ Manage financial aid tasks online
+ Receive automated text message reminders and updates
+ E-sign any document – parents, too
+ Fill out pre-filled, personalized web forms

Benefits for us:

+ Data captured through web form wizards insures accurate and complete info on first submission
+ Compliant e-signature for parents (not just students) means no printing and faxing
+ Mobile access for students and parents means easy, paperless form submission

> " *There are so many nuances to financial aid that can be confusing to students and their families. CampusLogic simplifies it. Students took to the new process quickly. They like how simple it is to upload and complete documentation via their phones.*
>
> – Joy Kite, Financial Aid Manager at Southwest Wisconsin Technical College

Improved Student Retention

It's much easier to retain our students than it is to enroll a new student, and it's much less expensive. Many retention challenges can be solved with transparent, clear financial aid. Help our students get the services they need to persist in school.

With CampusLogic, staff can:

+ Automate workflows for verification, PJs, and c code resolution
+ Streamline SAP appeal processes
+ Simplify verification for returning students

Benefits for us:

+ Improve efficiencies giving staff more time for one-on-one counseling
+ Increase verification completion rates for returning students
+ Increase SAP appeal completion rates
+ Improve student communications

> *Roughly 250 students were at risk of dropping for non-payment. We were able to save 242 of them thanks to CampusLogic's text-alert system. Students are responding so much better to text messaging. In fact, it has been so successful, we're looking to include text in more initiatives across the school.*
>
> – Denise Sebastian, Director of Financial Aid at Mineral Area College

Automatic Regulatory Updates

Staying on top of financial aid regulatory updates is a critical part of financial aid operations. With each new aid year, forms and systems need to be updated and conflicting info that results from changes needs to be resolved. Let technology do the work for us – automatically.

With CampusLogic, staff can:

+ Get automatic system updates that reflect the latest aid year regulatory changes
+ Easily find changes and potentially conflicting information between ISIR transactions and across aid years

Benefits for us:

+ Reduce staff time spent on aid year regulatory updates
+ Take the guess work out of identifying conflicts across aid applications
+ Ensure that files can be processed quickly, easily, and accurately

> *CampusLogic is on top of financial aid regulatory updates in terms of making those changes within the platform. When a new aid year rolls around and a new V group shows up or goes away, I know CampusLogic has it covered. It's a huge relief to me.*
>
> – Janie Leddy-Jones, Associate Director of Financial Aid at Western Governors University

Better Data Security

In their Internet Security Threat Report, Symantec ranked the education sector third highest in number of breach incidents, with over 1 million identities exposed. Manual, paper-driven processes (like snail mail and email) put students' data at risk.

With CampusLogic, we get:

+ Application layer encryption of all Personally Identifiable Information (PII)
+ Government-grade encryption of all files/documents including AES 256-bit key strength cryptographic algorithms
+ Compliant e-signature for students and parents with available two-step authentication
+ Data encryption and IP tracking

Benefits for us:

+ Government-grade security keeps student data protected
+ Government-grade encryption keeps all files and documents safe
+ Certified and compliant for PCI DSS, SOCC1, SOCC2, SSAE 16/ISAE 3402, FedRAMP, FIPS 140-2, and ISO 27001

" *According to the Ponemon Institute's 2015 Cost of Data Breach Study, the cost per compromised education record is $225. In addition, schools with a data breach can expect an additional 1.9% of attrition.*