

campuslogicSM

5 Must-Haves for Modern Financial Aid

Andy Richmond, Regional Director
October 4, 2018

#TheStudentFinancialServicesPlatform

Who We Are

We Help Schools Change Lives.

- + Easy, mobile, personalized financial aid
- + Cloud-based technology
- + Improve the student experience
- + Boost FA completion rates
- + Streamline efficiencies



Today's Agenda



- + **Get rid** of paper
- + **Automate** FA processes
- + **Make** the student experience digital & mobile
- + **Move** FA to the cloud
- + **Understand** your student population

Get rid of paper.

How Much Paper Are You Dealing With?

“We’re dealing with nearly **1,500 pieces of paper** every award year.”

FranklinPierce
UNIVERSITY

“Paper files threatened to **overrun our limited office space** and managing paper with remote staff was almost impossible.”

LENOIR-RHYNE
UNIVERSITY

“Verification management requires a full financial aid staff to answer hundreds of incoming questions and **track down paper work** to ensure completion.”

WESTERN
GOVERNORS
UNIVERSITY

“Mail goes back and forth **four or five times**—which means we’re document imaging four or five times. And if **out-of-state parents** can’t come in to sign, it further complicates the process.”

Mineral
Area
College

Paper: A Major Hurdle

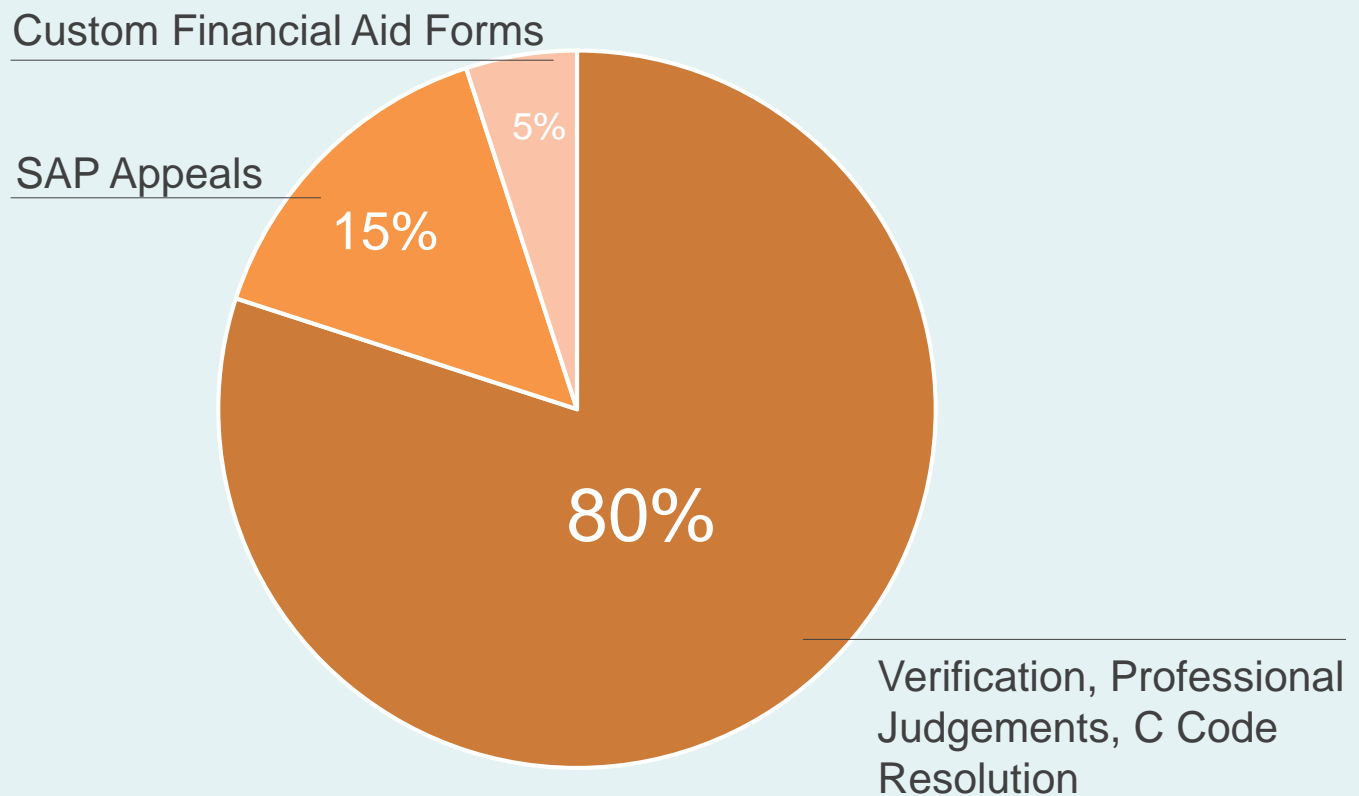


“Literally,
the more paper I’ve got,
the less chance there is that
I know what it represents.”

- Nick Jenkins, DFA,
Lenoir-Rhyne UNIVERSITY

Paper: Gets lost. Causes accountability
issues. Isn’t trackable. Is unreliable.

The Biggest Paper Culprits



Automate FA processes.

Key Financial Aid Processes

- ✔ Verification
- ✔ C Code Resolution
- ✔ Other Financial Aid Forms
 - + Authorization of Credit to Account
 - + Federal Work Study Forms
 - + Study Abroad Forms for Financial Aid
 - + Parent Data Override Forms
 - + Institutional Aid Applications
 - + ...
- ✔ Professional Judgments
- ✔ SAP Appeals

What Can You Automate

- + **Task management** for you & your students
- + **Workflow** driven file review process
- + **Pre-indexed** document retrieval
- + Automated **student communications**

The Benefits

- + **Reduce** financial aid processing time
- + **Improve** financial aid completion rates
- + **Increase** enrollment and retention revenue
- + **Minimize** student errors and exceptions
- + **Eliminate** fax, scan, and index processes


Make the student experience
digital & mobile.


Look Familiar?

March 29, 2016



Students Want a Better Experience

 **Robin** @robinmangel · Jul 31
Here we are again #notsurprised #financialaidsucks

2 YEARS AGO 

And financial aid needs to get their crap together already

...STILLTRUE

 **Loren Ruffin** @loruff · Aug 2
Calling the #FinancialAidOffice in these next two weeks. 🍀




 **PizzaPlastic** @PizzaPlastic · Aug 18
Me calling the financial aid office


👍 20 🌟 21

 **Adonis** @AdonisCantu · Aug 23
404 people waiting for the #financialaidoffice ... yep


👍 1

 **Liina Umuhoza** @LiinaUmuhoza · 32m
The financial aid verification process is the most stressful thing I've ever delt w/ in my life. I'm gonna go crazy, if not already.

👍 4 🌟 3

 **Sierra** @ExquisitelyMe_ · Aug 11
The worst thing financial aid can ever do to you is select you for verification. The semester will be over before you get your money.

👍 1

 **Cassidy Halbig** @Cassetey2013 · Aug 11
@Becky_Shirley94 it's honestly as if they don't want you to get any financial aid. So frustrating, verification is the worse

👍 1

[View conversation](#)

The Most Common Complaints

- + **Process** complexity, length & difficulty.
- + **Paperwork** complaints.
- + **Phone system** complaints.

The Most Common Complaints on Twitter

- + **Process** complexity, length & difficulty.
- + **Paperwork** complaints.
- + **Phone system** complaints.



Tactics Schools Can Use

- + **Online portal** to manage financial aid tasks
- + **Smart web forms** for easy completion
- + **Secure document uploads** from any device
- + **Automated reminders** & update notifications
- + **Built-in e-signature**

Move FA to the cloud.

How The Cloud Empowers Success

For Your IT Department

- + **Fast, easy** implementation
- + **Reduced** IT efforts around FinAid
- + **Automatic** software updates
- + **Easier integration** SIS, Imaging System, etc
- + **Secure by nature**, no email, fax, paper copies
- + **Embedded reporting** reduces ad-hoc requests

Integration Makes Life Easier

- + **ISIR Imports** – The ISIR file can be imported, instantly updating students' task lists and requirements.
- + **ISIR Corrections** – ISIR corrections can be generated as a single file formatted to upload to the Department.
- + **SIS Integration** – Update your ISIR in real-time to your SIS – Banner, CampusVue, Colleague, Jenzabar, or Oracle/PeopleSoft with minimal development.
- + **Imaging Systems** – Retrieve pre-indexed documents and deliver them to a designated location on your network where your imaging system can import them.
- + **Awarding File Upload** – Automate in minutes the upload of awarding files from generating digital and dynamic award letters, shopping sheets or other financial aid notifications.

**Understand your
student population.**



Many financial aid offices are making crucial decisions on **enrollment strategies, efficiency tactics, and student experience** initiatives based on FinAid assumptions, not data and insights.

Why?

Organize Around What's Most Important: **Students**



You Have Data, You Need Answers

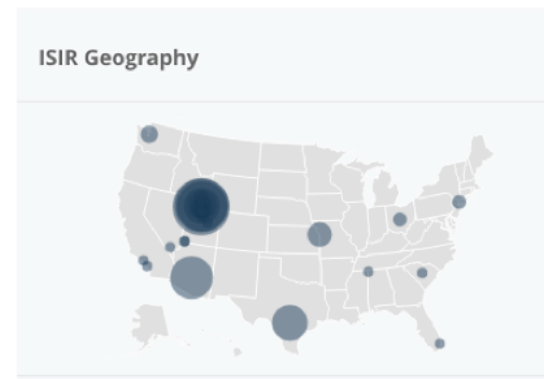
- + What high school provides the most students?
- + Which zip code provides the most students?
- + What's our ratio or break out of Pell/sub/unsub students?
- + What's our ISIR volume by degree type? Grade level?
- + How does this year's month-over-month ISIR volume compare to last year? The year before?
- + How many single-parent students do we have?

Making Your Data Actionable

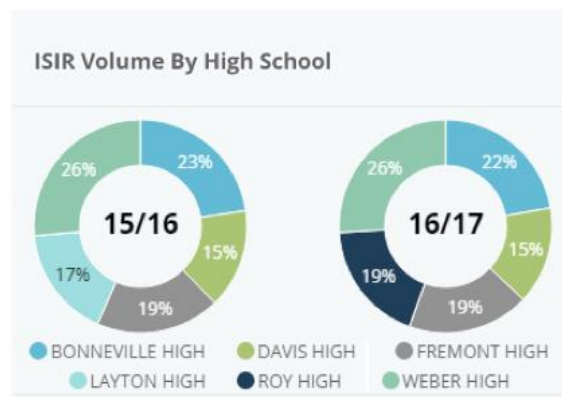
ISIR Volume Year Over Year ↗



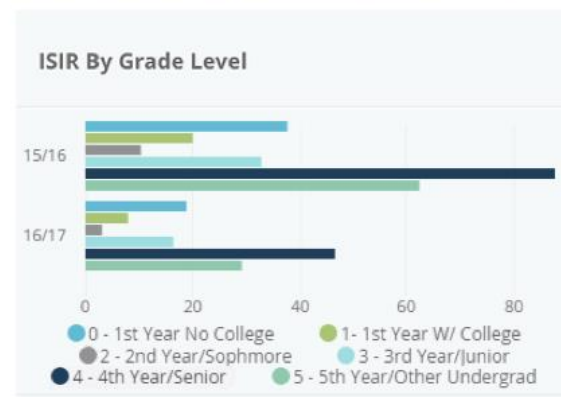
ISIR Geography ↗



ISIR Volume by High School ↗



ISIR Volume By Grade Level ↗



Questions & Answers

- + Have more questions?
 - Visit the CampusLogic booth in [the Exhibit Space](#) or visit www.CampusLogic.com to live chat with our colleague!



What We Do

Easy, Mobile, Personalized Financial Aid



StudentForms

Simplify FinAid forms.

From verification and PJs to SAP appeals and c codes, make all of your FA forms easy, mobile, and personalized.



CampusMetrics

Act on FinAid data.

Get financial aid insights instantly about your student population—from any device, no IT required.



AwardLetter

Modernize award letters.

Deliver digital, mobile award letters that communicate your value and affordability to prospective students.



ScholarshipUniverse

Streamline scholarships.

Make it easy for students to discover and apply for scholarships while simplifying scholarship management and awarding.



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Thank You!

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