



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

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.

- + Increase student completion rates
- + Increase enrollment
- + Increase staff efficiencies
- + ELLUCIAN ALLIANCE PARTNER

SUMMARY FINANCIAL RETURN ANALYSIS

Benefits

Increased Enrollment
Improved Staff Efficiencies
Total Benefit

Investment

Implementation
Annual Subscription
Total Investment

	Year 1	Year 2	Year 3
Increased Enrollment	\$364,400	\$364,400	\$364,400
Improved Staff Efficiencies	<u>77,700</u>	<u>77,700</u>	<u>77,700</u>
Total Benefit	\$442,100	\$442,100	\$442,100
Implementation	Waived	–	–
Annual Subscription	<u>30,000</u>	<u>30,000</u>	<u>30,000</u>
Total Investment	\$30,000	\$30,000	\$30,000

1,374%
Return On
Investment

1 Month
Payback
Period

Unlimited
Users, Uploads,
Storage & Backup

30 Days
Most Schools Live In
Less Than 30 Days

FINANCIAL AID CHALLENGES

- ↓ Unfavorable FA completion rates
- \$ Enrollment revenue loss
- Manual processes that don't scale
- File icon Paper-intensive procedures
- Sad face icon Poor student experience
- ✕ icon High rate of student errors, incomplete forms
- Shield icon Manual regulatory updates
- Phone icon High call volumes
- PPY icon Early FAFSA & PPY volume increases

RETURN ON INVESTMENT

Increased Enrollment

Colleges and universities are facing stiffer competition for the same number of students. Every student who drops out of your financial aid process represents lost revenue. 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 you:

- + 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



With CampusLogic, WGU increased financial aid completion rates by 5%. And because the student experience was more intuitive, students had fewer questions throughout the process, which reduced incoming student calls by 55%.

- Bob Collins, VP of Financial Aid at Western Governors University

↑ 5%

Improvement to Verification

↑ 70

Newly Verified Students

↑ \$364k

Incremental Tuition Revenue

Return on Investment Details

	Year 1	Year 2	Year 3
Students Selected for Verification	2,539	2,539	2,539
Students Who Complete Verification Process	<u>1,138</u>	<u>1,138</u>	<u>1,138</u>
Students Who Fail to Complete Verification Process	1,401	1,401	1,401
<i>% of Eligible Students Verified</i>	45%	45%	45%
Improvement to Verification Completion	<u>5%</u>	<u>5%</u>	<u>5%</u>
Newly Verified Students Eligible for Enrollment	70	70	70
Enrollment Yield (Enrolled as % of Accepted)	<u>100%</u>	<u>100%</u>	<u>100%</u>
Increased Student Enrollment	70	70	70
Total Annual Tuition & Fees	\$3,400	\$3,400	\$3,400
Student Year-to-Year Persistence Rate	53%	53%	53%
Student 2-Year Tuition Value, Adjusted for Persistence	\$5,202	\$5,202	\$5,202
Incremental Tuition Revenue	\$364,400	\$364,400	\$364,400

Improved Efficiencies

Traditionally, financial aid has been one of the last areas of an institution to upgrade to modern technology. Dedicated FA 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 you:

- + 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

↑ \$77k

Value Created Through Improved Productivity

Return on Investment Details

	Year 1	Year 2	Year 3
Total Financial Aid Staff (FTEs)	7	7	7
Average Annual Salary	\$37,000	\$37,000	\$37,000
Overhead Cost Factor (Taxes and Benefits)	1.5x	1.5x	1.5x
Fully-Loaded Cost per Staff Member	\$55,500	\$55,500	\$55,500
Average Work Hours Saved per Person per Week	8	8	8
Hours Available for Other Projects	2,912	2,912	2,912
<i>% Productivity Improvement</i>	<i>20%</i>	<i>20%</i>	<i>20%</i>
Value Created Through Improved Productivity	\$77,700	\$77,700	\$77,700

Improved Student Retention

It's much easier to retain a student than it is to get a new student, and it's much less expensive. Many retention challenges can be solved with transparent, clear financial aid. Help your 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 you:

- + 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 FA operations. When a new aid year rolls around, forms and systems needs to be updated and conflicting info that results from changes needs to be resolved. Let technology do the work for you -- 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 you:

- + 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, you 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 you:

- + Government-grade security keeps student data protected
- + Government-grade encryption keeps all files and docs 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.

PRICING PROPOSAL

Stereotypes are made to be broken—in the case of financial aid, it’s time to smash the stereotypical complicated, time-consuming, paper-based student experience to bits. Financial aid at your school can be easy. Easy to manage, complete, analyze, report on, and act on. Our easy, mobile, personalized financial aid software simplifies everything, so you can boost enrollment, efficiencies, and the student experience.

The following pricing proposal outlines cost for the CampusLogic platform. Pricing is valid through 12/31/16

CampusLogic FA Solution	Unit	Annual Recurring Costs	Non-Recurring Costs
CampusLogic Platform	Year 1	\$30,000	\$0
	Year 2	\$30,000	
	Year 3	\$30,000	
Verification / PJs / SAP Appeals		Included	\$0
Training & Implementation		\$0	WAIVED (\$5k)
Customer Support		Included	\$0
Total Investment	Year 1	\$30,000	\$0
	Year 2	\$30,000	
	Year 3	\$30,000	

Platform includes unlimited:

- + User seat licenses
- + ISIR uploads and ISIR corrections
- + Verifications
- + C code resolutions
- + PJs & SAP appeals (including batch selection)
- + Storage and backup

Training & Implementation includes:

- + Staff training
- + Single sign-on (SSO) with SIS portal
- + Imaging system integration
- + SIS integration
- + 5 custom financial aid forms
- + Unlimited customer support

ABOUT CampusLogic

CampusLogic transforms the way colleges and universities deliver financial aid with the first and only student engagement platform. Easy. Mobile. Personalized. Our cloud-based technology simplifies financial aid, so more students can get through the door into the classroom. With 65+ institutions and 400K+ active students, our customers improve enrollment, efficiencies, and student satisfaction.

What You Get

The CampusLogic Financial Aid Platform changes the game. Every module is crafted to improve efficiencies and provide the best student experience. Our technology was born in the cloud and raised on financial aid, so you get simplicity and security built-in, along with a team that's been in your shoes and gets your unique challenges.

Your annual subscription gets you:

- + Branded, responsive, web portal compatible with any browser—computer, tablet, or mobile phone
- + Unlimited user seat licenses
- + Unlimited ISIR uploads and ISIR corrections
- + Unlimited verifications
- + Unlimited c code resolutions
- + Unlimited SAP appeals (including batch selection) and professional judgments
- + 5 custom financial aid forms
- + Unlimited storage and backup
- + Transaction logging / audit trail
- + Training and support
- + No software to install, maintain, or upgrade
- + Integration with single sign-on, your imaging system, and SIS
- + Brilliant customer service
- + Government-grade security
- + Fast implementation in under 30 days

Why CampusLogic

- 1. One platform to solve your biggest FA problems.** Low financial aid completion rates, inability to act on financial aid data about your student population, award letters that are difficult to understand and limited in design—lots of things impact enrollment. Wish you could fix all of these things with one financial aid platform? Wish granted!
- 2. The best (*hands down*) student experience.** Paperwork, fax machines, snail mail ... your students live on their phones. #seriously. They want a mobile financial aid experience that rivals the one they already get banking, taking classes online, shopping on Amazon. If you ditch the paper, they will log on. In droves.
- 3. The fastest implementation.** We've proven time and again that implementation can be fast and painless. We'll get you up and running in 30 days or less with Single Sign-On, Student Information System, and Imaging System integration. No one else can say (*and prove*) that.

Let's Get Started

Our purpose is to 'help schools change lives'. It is clear that you and your team work tirelessly to help students and their families navigate the financial aid landscape so that they can pursue their educational dreams. We also know that each student who gets into college and persists to graduation is impacting more than just their own life; they are potentially impacting the lives of generations who follow them. We love working with people like you who have dedicated their careers to changing lives. Your passion and commitment to student success is our inspiration.

Let's make financial aid awesome.

