

CampusLogic Envisioning a Future with Self-Service, Paperless Financial Aid

By Shashikanth Peetla



From admission to graduation, financial aid programs in the U.S. help millions of Americans achieve their educational potential. Colleges and universities award almost \$250 billion in student financial aid annually, according to FinAid, a comprehensive source for student financial aid information. Federal and private loans and grants are the

primary funding source in U.S. higher education.

At the same time, financial aid programs are complex, confusing and difficult to navigate for students and schools. U.S. financial aid offices manage more than 20 million students and their estimated half a billion pages of financial aid documentation. Because financial aid is so heavily paper driven with complex processes and no student self-service or mobile technology, it actually deters students from attending college according to several studies.

Arizona-based CampusLogic is changing the financial aid game. CampusLogic is the only company leveraging industry-best

technologies to make financial aid paperless, mobile, personalized and self-service, fulfilling CIOs' goal of delivering the best university experience for both students and staff.

"Our software allows schools to reduce their financial aid processing time by as much as 90 percent and all of our customers have seen a higher completion rate, which means higher enrollment for schools and better access for students," said Gregg Scoresby, Founder and CEO, CampusLogic. The company's cloud-based platform makes the financial aid process modern and efficient, helping students manage and complete financial aid tasks online—including uploading documents from any device.

"We simplify the entire financial aid process, so students can complete financial aid quickly, and get into the classroom," said Scoresby. The software complements school's student information system and easily integrates with them. "We don't replace the student information system functionality, we replace the paper-driven interactions between the student and the school," said Scoresby.

"College financing is one of the biggest social issues and our platform has proven to be highly effective at helping students borrow responsibly and efficiently," said Scoresby. "Our mission is

Gregg Scoresby
Founder & CEO



to make financial aid awesome for schools and students. Everything we do and everything we are revolves around this mission.” To that end, the company launched its StudentVerification product last year. StudentVerification automates FAFSA verification, a government audit process around financial aid. Together with its StudentForms product, which launched earlier this year, schools can make every financial aid process digital, mobile, modern and personalized. In addition, CampusLogic’s AwardLetter product creates digital, dynamic, mobile, and personalized AwardLetters. “In the product’s next release, we are transforming it to become the first tuition-planning product. We like to call it ‘the Mint.com’ for students,” Scoresby said.

CampusLogic plans to launch StudentDocuments, a self-service document upload portal and cloud storage solution, soon. “The product will completely disrupt the old enterprise content management providers who are delivering 90’s technology,” said Scoresby.

The company will also be releasing CampusMetrics to offer executive insights into the entire student financial aid lifecycle. “Schools have so much financial aid information that they can’t report on today. CampusLogic will deliver financial aid analytics with CampusMetrics,” says Scoresby.

CampusLogic’s products are built on Azure, Microsoft’s cloud computing platform, for flexibility and scalability. They include government-grade data encryption and adhere to rigid security guidelines, so data is completely safe.

Helping Students Understand their Finance Aid

“More than 65 percent of students misunderstood or were surprised by some aspect of their loan, which resulted in over borrowing and increased loan default rates,” said Scoresby. The perfect place to explain loan information is the AwardLetter, “but, for many schools, the AwardLetter is simply a black and white document that notifies the student of her financial aid package,” said Scoresby.

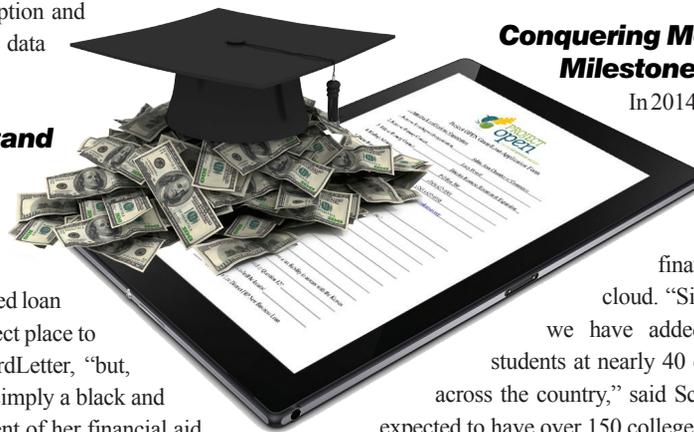
Colleges and universities lack the tools to help students truly understand what they are borrowing for their education. Much of the terminology is unfamiliar, complex, and confusing to new students and their parents. With CampusLogic’s AwardLetter product, the AwardLetter becomes a digital, dynamic, mobile, and personalized experience to help students understand their award package and payback. “The student experience we deliver results in higher enrollments and more responsible borrowing,” said Scoresby.

In one instance, Western Governors University (WGU), a large online institution with over 60,000 students, implemented AwardLetter. Using AwardLetter, WGU automated the delivery

of over 100,000 personalized financial aid plans to help students make better borrowing decisions. AwardLetter’s daily reporting showed numbers of delivered financial aid plans and how students are utilizing them. “The university saw a \$93 million reduction in the amount that students borrowed and an 18 percent increase in enrollment,” said Scoresby.



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Conquering More Financial Aid Milestones

In 2014, CampusLogic launched the first and only student self-service platform that allowed schools to move all of their financial aid processes to cloud. “Since our launch last year, we have added over 300,000 active students at nearly 40 colleges and universities across the country,” said Scoresby. The company is expected to have over 150 colleges on board in the coming year and over 300 by 2017.

“Our success comes from good people, robust technology, and real market need. I believe in hiring great people and creating an environment where they can do great work,” said Scoresby. With a valuable combination of financial aid expertise and higher ed experience, CampusLogic’s team is dedicated to providing extraordinary software and top-notch customer service. “We’ve seen how easy it is when manual, paper-driven processes are automated, and we want to give this superior experience to staff, students, and colleges,” said Scoresby. “Our goal is to make financial aid simple and efficient for everyone involved.” 

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50 Most Promising Education Tech Solution Providers 2015

With the advent of technology in education, schools, colleges and universities are exploring newer ways of carrying out the whole process of teaching, learning and administration. These technologies are helping them to augment their services in multiple areas—be it maintaining records, providing online educational resources, or streamlining administration with reduced paperwork. The other opportunities include greater access to rich, multimedia content that goes beyond traditional linear text based learning environment, and the use of mobility and cloud that takes classes to wherever the students are. Also, the educators are using social networking tools to set up collaborative learning and digital games for more personalized learning. These technology-based contributions have gone a long way into creating an inspiring environment for learners and a broad channel to dispense knowledge for the educators.

Meanwhile, this pace of technological disruptions in education sector is also creating significant challenges for educational institutions. The main challenge is to catch up with emerging digital innovations that require these institutions to upgrade their existing IT infrastructure and build new development programs. To address these issues, a distinguished panel comprising of CEOs, CIOs, VCs, analysts including CIO Review editorial board have selected the leading firms that offers best-of-breed technology solutions and services in the education sector.

The selection panel looked at the vendor's capability to fulfill needs of buyers with effective solutions that curb the challenges and promote business growth. In this edition of CIO Review, we bring to you "50 Most Promising Education Tech Solution Providers 2015", featuring the most prolific vendors in the educational sector.



Company:

CampusLogic, Inc.

Key Person:

Gregg Scoresby,
Founder & CEO

Website:

www.campuslogic.com

Description:

Transforming financial aid for colleges and universities by providing innovative products that increase efficiency, decrease cost, and improve student satisfaction.



CIO Review Recognizes CampusLogic as 2015 Ed Tech Innovator of the Year and 50 Most Promising Ed Tech Solution Providers

CampusLogic Awarded for its Innovation in Cloud-Based, Self-Service Financial Aid

Phoenix, AZ – November 5, 2015 – CIO Review magazine, the leading industry publication for technology decision makers, has recognized CampusLogic as the “2015 Ed Tech Innovator of the Year” and one of the “50 Most Promising Ed Tech Solution Providers of 2015”. The awards highlight CampusLogic’s innovation in education technology, transforming the way colleges and universities deliver financial aid with modern, mobile, paper-free software.

“Federal loans are one of the primary funding sources for higher education. Yet, there is little innovation in how the financial aid process is managed. Today, it’s complicated, lengthy, and paper-based for both schools and students. Our software makes financial aid modern, mobile, and simple,” said Gregg Scoresby, CEO of CampusLogic. “We’re proud to be recognized by CIO Review for our role in improving institutional efficiencies and transforming the student experience so more students can complete financial aid and get into the classroom.”

CampusLogic’s [cloud-based products](#) provide easy online management for FAFSA verification, professional judgements, c code resolutions, SAP appeals, and any custom financial aid form. Schools get online task management, workflow driven file review, pre-indexed document retrieval, and automated student communications. Students get online task management, secure document upload from any device, built-in e-signature, and automated reminders. CampusLogic also provides digital, personalized award letters that help students borrow responsibly and efficiently.

The innovator award and most promising companies are selected by a panel of experts and members of CIO Review’s editorial board to recognize and promote technology entrepreneurship. “CampusLogic has been on our radar for some time now for starting a revolution in the Education Technology space, and we are happy to showcase them this year due to their continuing excellence in delivering top-notch technology-driven solutions,” said Harvi Sachar, Publisher and Founder, CIO Review. “CampusLogic solutions continue to break new ground benefiting colleges and universities, and we’re excited to have them featured as innovator of the year and on our most promising companies list.”

These awards come after [CampusLogic’s recent completion a \\$7.5 million Series A financing round](#) led by Continental Investors, a Chicago-based private investment company with deep experience in financial technology. It also comes on the heels of two recent CampusLogic wins for [Invest Southwest’s Venture Madness](#) and the [Arizona Commerce Authority’s Arizona Innovation Challenge](#), both designed to advance companies from start-up status to market domination. For a CampusLogic demo or more information, visit <http://www.campuslogic.com>.

About CIO Review

CIO Review constantly endeavors to identify "The Best" in a variety of areas important to tech business. Through nominations and consultations with industry leaders, our editors choose the best in different domains. Education Technology edition is the listing of 50 Most Promising Education Technology Solution Providers 2015 in the U.S.

About CampusLogic

CampusLogic transforms the way colleges and universities deliver financial aid with the first and only student self-service platform. Modern, mobile, and paper-free, CampusLogic's cloud-based software simplifies financial aid management, so more students can complete financial aid and get into the classroom. With nearly 40 institutions and 300K+ active students, our customers optimize efficiencies, increase enrollment, and improve the student experience. This year, CampusLogic won Invest Southwest's Venture Madness, the Arizona Commerce Authority's Arizona Innovation Challenge, and was recently recognized as the 2015 Ed Tech Innovator of the Year and 50 Most Promising Education Tech Solution Providers by CIO Review. For more information visit www.campuslogic.com.

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Media Contact for CampusLogic

Heather Dunn

CampusLogic

P: 602.643.1327

E: heather.dunn@campuslogic.com