

Western Governors University



WGU Increases Financial Aid Completion Rates by 5%

Western Governors University (WGU), based in Utah, is an exclusively online university serving 67,000+ students from across the country. With more than 70% of students receiving financial aid, WGU manages thousands of verifications a year.

Verification management required a full financial aid staff to answer hundreds of incoming questions and track down paper work to ensure completion. Despite staffing efforts, keeping up with manual financial aid processes and ensuring verification completion was both costly and time-consuming for staff. And, the overall experience for students was complicated and lengthy.

Financial Aid Innovation Improves Student Experience

Known for its innovation and leadership, WGU partnered with CampusLogic to improve their financial aid student experience along with departmental efficiencies to ultimately get more students through financial aid and into the classroom.

WGU chose CampusLogic's StudentForms, a cloud-based, student self-service portal designed to manage all verification activities and facilitate student notifications, document collection, data validation, and school communication.

THE SCHOOL'S IMMEDIATE VALUE

Reduced student inquiries for missing documents

50%

Reduced incoming student call volume

55%

Improved student experience

WHAT WGU LOVES ABOUT CAMPUSLOGIC ... IN 3 WORDS:

**Innovative.
Responsive.
Intuitive.**



The Student Experience Optimized

Students selected for verification receive a university email with a link to a website where they use their school sign-on. This is automatically generated through CampusLogic's StudentForms product. The student can then see what is required for verification and how to complete the process. For example, a student can take a smartphone picture of a required document and upload from their mobile phone to the website in real-time.

CampusLogic Improves Staff Efficiency

On the staff side, verification documents are managed online with CampusLogic's workflow driven file review process. Final documents are pre-indexed, saving staff indexing time and labor. And, to ensure verification completion, CampusLogic provides automated student communications and follow up so staff don't spend precious time tracking down missing information.

WGU's Impressive Results

With CampusLogic, WGU increased verification completion rates by 5%, while reducing cost by 40%. And, because the student experience was more intuitive and mobile, students had fewer questions throughout verification which reduced incoming student calls by 55%.

As the VP of Financial Aid at WGU, I have a front row seat to the financial aid issues facing schools today. I believe in CampusLogic's model of cloud-based self-service solutions that simplify the financial aid process.

*Bob Collins,
VP of Financial Aid,
Western Governors University*

Based in Salt Lake City, Utah, WGU is an innovative, competency-based, student-focused, online, nonprofit university designed in 1995 by 19 U.S. governors.

Modality: Exclusively online

Enrollment: 67,000+

Students receiving financial aid: 70%

Student Information System: Banner (Ellucian)

Challenge: Improve the financial aid student experience while streamlining financial aid delivery.

Solution: StudentForms by CampusLogic

campuslogic / OUR STORY

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 over 50 institutions and 300K+ active students, all of our customers have improved enrollment, efficiencies, and student satisfaction.

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FinAid Office

