

California Baptist University



Rising Student Enrollment— A Wonderful Problem to Have

California Baptist University (CBU) has an enviable problem: An enrollment growth spurt. In just three years, the student body has increased by 2,000—and it continues to grow today.

But such impressive gains put extra pressure on the school's Financial Aid Office. Slow, outdated processes made it hard for staff to keep up with demand—especially with the school's flourishing online enrollment and rolling start dates. To handle the peak season (June–October), even the FinAid counseling unit would step in to help the department's two technicians process applications.

"Life was so different before CampusLogic," said Josh Morey. He has been Director of Financial Aid since 2016 and has worked in the CBU Financial Aid Office for nearly a decade. "The emails, processing, date-stamping, the filing and storing of paper verification documents," he added, "were all a nightmare."

The Problem: Seeking Efficiency for FinAid Processes

Verification is a tedious, paper-based process that can slow the awarding of aid to a crawl, often causing students to drop out of the process altogether. Gathering additional documents required from applicants to "verify" their FAFSA is time-consuming for FinAid staff and confusing for many students.

At Cal Baptist, the number of students selected for verification was increasing, right along with the school's population. "We were considering our options; thinking of ways to create efficiencies in-house," Morey said. Then Alan Johnson, Dean of Admissions, suggested he and his team check out CampusLogic.

"We saw a demo of StudentForms and realized everything we needed was right there for us," he recalled. "It was really a no-brainer—CampusLogic makes the verification process less cumbersome and so much faster."

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—Josh Morey,
Director of Financial Aid,
California Baptist University

CHALLENGES: Speed up FinAid processes to meet the demands of growing enrollment; seamlessly handle rolling online degree program start dates.

SOLUTION: StudentForms, part of the CampusLogic student financial aid engagement platform

**WHAT CALIFORNIA
BAPTIST UNIVERSITY
LOVES ABOUT
CAMPUSLOGIC
IN 3 WORDS:**



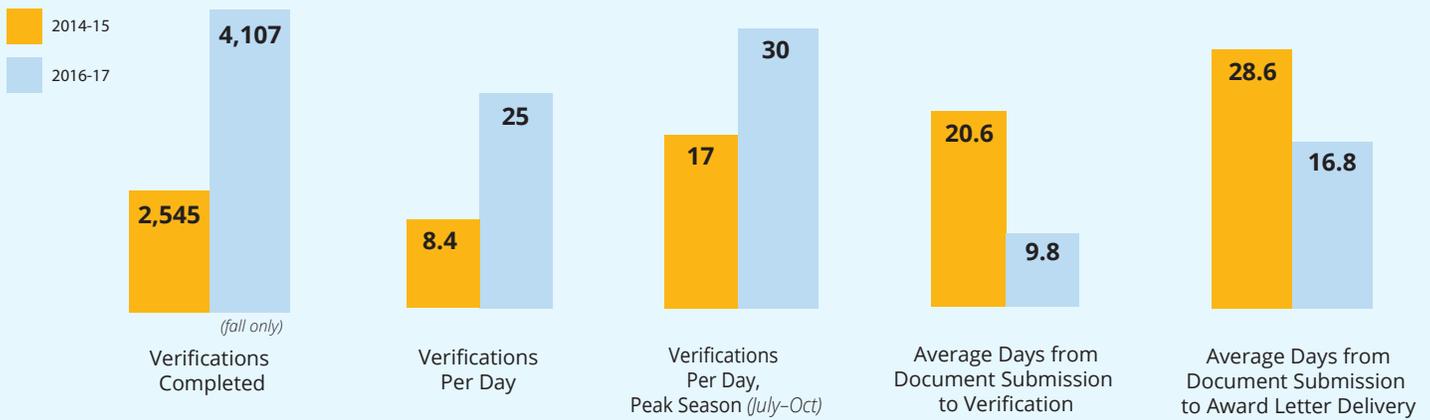
**Flexible.
Pioneering.
Efficient.**

**EXPERIENCING THE
IMMEDIATE VALUE OF
STUDENTFORMS:**

61% increase in verifications completed—in half the time

41% decrease in lag-time between when supporting documents are turned in for verification and award letter is sent out

300 verifications in a 12-hour period



Above: Results achieved since adoption of CampusLogic by California Baptist University

The Solution: StudentForms by CampusLogic

StudentForms simplifies Financial Aid processes—like verification, professional judgments, and SAP appeals. A key component of the cloud-based CampusLogic student financial aid engagement platform, StudentForms provides a digital portal for FinAid professionals to manage tasks, review files, and automate student communications via text and email. Plus, students can upload documents from any mobile device—a feature FA offices and students both love.

Implementation Brings Spectacular Results

Cal Baptist implemented StudentForms in early 2015. “Now, we have quick turnarounds and great transparency,” Morey recalled. “We started fresh and came up with a system that’s ten times more efficient.” Using StudentForms, the CBU FinAid Office verified 4,107 applications during the 2016 fall semester. That’s nearly half of the school’s total enrollment of 9,100.

A Record-Setting Day

Verification has gone so smoothly, in fact, that one technician challenged himself to set what might be Financial Aid’s first world record: **300 verifications in a 12-hour day!** Morey admitted that CBU had an edge: “Our technician was a certified fraud examiner and accountant, so he’s an expert at spot-checking.” Plus, he had CampusLogic powering his efforts.

Benefits Beyond Verification

In addition to streamlining the verification process, StudentForms has transformed Morey’s FinAid Office in other ways. Gone are the concerns about where to file all those paper documents; vanished are the long lines of students outside the door. And the call volume is now just a comparative trickle. “I recommend CampusLogic to anyone who asks,” Morey said. “I like sharing news about gaining efficiency and accuracy while saving time and money...It’s what we in Financial Aid live for.”

CALIFORNIA BAPTIST UNIVERSITY’S RECORD-SETTING DAY
300 Verifications in 12 hours!

FAST FACTS



A private, Christian institution, California Baptist is based in Riverside. Its online bachelor’s programs rank in the top 10 by *U.S. News and World Report*.

Modality: Ground & online

Enrollment: 9,100 (including 2,200 online)

Students receiving financial aid: 82%

Student Information System: Jenzabar

campuslogicSM / 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 helps schools increase accessibility, reduce student borrowing, and decrease the cost of financial aid administration. More than 400 customers enjoy improved enrollment yield, process efficiencies, and student satisfaction by engaging students from the initial college search through graduation. For more information visit www.campuslogic.com.