Southwest Wisconsin Technical College

> "Students took to the new process quickly. They like how simple it is to upload and complete documentation via their phones.
>
> —Joy Kite,
> Financial Aid Manager,
> Southwest Wisconsin
> Technical College

Shift from Manual to Digital FinAid Saves Time and Wins Campus Approval

For as long as Joy Kite can remember, Southwest Wisconsin Technical College's (SWTC) busy financial aid office had used a paper-based, manual process. With an enrollment of more than 8,000 students—75% of students enrolled in aid-eligible programs received financial assistance through financial aid funding—performing more than 500 verifications a year was taking her team a lot longer than it had to.

Kite, SWTC's Financial Aid Manager for 15 years, openly admits she wasn't actively looking for a financial aid solution. And she most definitely didn't want to outsource. "I didn't even know that there was software out there that could improve the financial aid process, make it mobile, paperless, more efficient, but still keep it in-house," she explains. "And then CampusLogic called."

SWTC's Biggest FinAid Challenge: Manual Verification

"Verification of student files is time-intensive, you have to look at very specific things," says Kite. "If you're doing it manually, you really have to pay attention." Half of Kite's FinAid office staff serve double-duty as business office workers, constantly being pulled away mid-verification to answer front-line questions from students.

"We had a physical copy of a tax transcript highlighted to help us because we were doing everything by hand," Kite adds. And she means everything: As of May 2016, the SWTC team was still working on access to a document imaging system.

SWTC's Solution: Easy, Mobile, Personalized FinAid

StudentForms℠, part of the CampusLogic student financial services platform, simplifies FinAid processes making them easy, mobile, and personalized. Driven by ISIR logic, StudentForms offers a digital portal to manage tasks, workflow-driven file review, auto-indexed documents, automated student communications via text and email, and secure document upload from any device.

CHALLENGE: Small team performing verification by hand in busy front-line office.

SOLUTION: StudentForms, part of the CampusLogic student financial services platform.

WHAT SWTC LOVES ABOUT CAMPUSLOGIC IN 3 WORDS:

Successful Easy Time-Saving

THE VALUE OF STUDENTFORMS FOR SWTC:

Reduced turnaround time for receiving parents' e-signature: Less than 24 hours.

Student accounts created: 478

Verifications completed: 400

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>
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> *Financial Aid Manager,*
> *Southwest Wisconsin*
> *Technical College*

SWTC Staff, CFO, and IT Approval

Kite saw a demo of the CampusLogic platform and it didn't take long for her to decide the financial services SaaS technology was a solid investment. Her staff agreed, with a resounding "Let's do it!" Next step: Gain college-wide approval.

SWTC's Chief Financial Officer agreed it was a value-based solution. His request: Ask SWTC's IT Director if the college could build a similar solution internally. The IT Director's response after reviewing the platform: There was no way her team could accomplish the benefits of CampusLogic in-house in a timely, cost-efficient manner. "It sounds very helpful to the staff, though," she added.

Staff Adoption: Easy to Use, Intuitive, Paperless

SWTC's FinAid Office staff took to CampusLogic quickly, describing it as easy to use and intuitive. Kite is thrilled with the dynamic web forms based on ISIR logic. "There are so many nuances to financial aid that can be confusing to students and their families," she says. "CampusLogic simplifies it, only asking the relevant questions. It certainly has led to fewer errors."

A Five-Star Customer Success Team

Kite points to CampusLogic's ongoing, personalized support as key to SWTC's success. "I just can't say enough about how responsive CampusLogic is," she says. "Without that response-level, I don't feel we would have been so successful last year—our Customer Success Manager was just amazing." Along with being highly responsive, Kite says CampusLogic was also proactive. In the summer, noting a gap in ISIR uploads from SWTC, CampusLogic called to see if there were any issues or problems. "We had some folks out of the office for holidays, hence the lag," says Kite. "But how awesome it was to know CampusLogic was on watch, that they cared and were concerned."

SWTC: Two Thumbs Up for CampusLogic

"My staff members often recommend the platform to others in the industry," says Kite. "They really love it." A new employee has only heard of the team's previous manual, paper-based process, notes Kite. "She honestly can't figure out how we survived for so long doing manual verification. She just knows that back then, we were buried in paperwork."

FAST FACTS — Southwest Tech

Southwest Wisconsin Technical College provides education and training opportunities responsive to students, employers and communities.

Modality: Ground & online

Enrollment: 8,000

Students receiving financial aid: 75% of those enrolled in aid-eligible programs

campuslogic℠ / OUR STORY

CampusLogic transforms the way higher education delivers financial aid. Easy. Mobile. Personalized. Our student financial services platform helps schools increase accessibility to education, reduce student borrowing, and drive down the cost of financial aid administration. More than 400 institutions—serving 1.4 million students—improve their enrollment yield, process efficiencies, and student satisfaction by better engaging students from the initial college search through graduation. For more information, visit www.campuslogic.com.