

# Cuesta College



## Cuesta College Reduces FinAid Processing Time by 89%

“We had a problem, that was clear,” says Patrick Scott, Director of Financial Aid at Cuesta College in California. “Staffing issues, unstandardized processes, a paper-based, manual approach—it was a horrible, expensive game of mail tag that added up to really long wait times for students.” It also impacted funding for the community college with an enrollment exceeding 10,000.

### Executive Support for Finding the Right Solution

Cuesta’s biggest advocate for change: The new Dean of Student Services, Catherine Riedstra. “She was visionary,” explains Scott. “She said, ‘We can fix this. Let’s find the solution.’” Scott’s team identified student verification as one of the biggest hurdles and set out to find ways to streamline. Cuesta’s average packaging time for a student going through verification was 80 days; nonverification students were packaged in roughly 60 days.

### Cuesta’s Biggest FinAid Hurdle: Unstandardized Manual Processes

Riedstra suggested the team explore CampusLogic, which she first heard about at the FSA Conference. To win over Cuesta, CampusLogic had to:

- Keep control of the verification process in-house
- Streamline the process
- Make it easy for students to provide information
- Require minimal staff training
- Be fast to implement
- Offer competitive pricing

I used to clear 50+ voicemails when I got in, and we dealt with huge lines out the door. Now we answer phone calls in real-time—and if *one* person is sitting in a chair waiting, I get worried.

—Patrick Scott,  
Director of Financial Aid,  
Cuesta College

**CHALLENGE:** Paper-based FinAid Office in need of streamlined processes.

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

WHAT CUESTA LOVES  
ABOUT CAMPUSLOGIC  
IN 3 WORDS:

Efficient  
Productive  
Easy

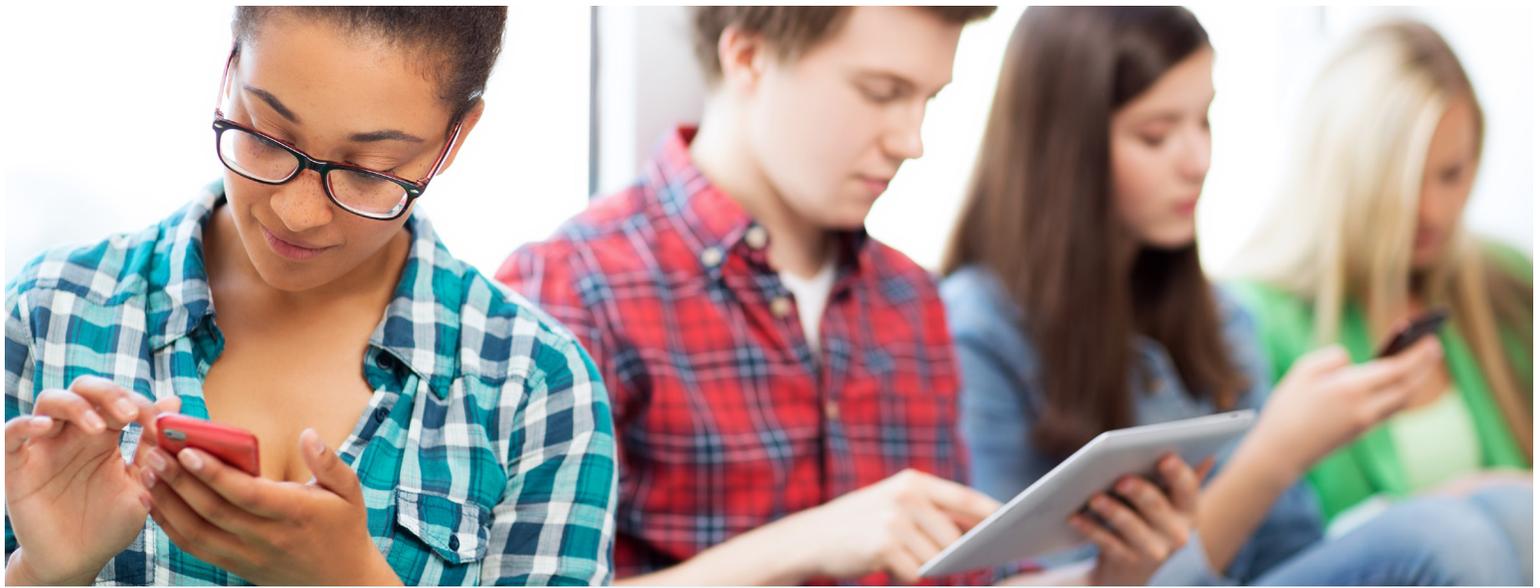


### THE VALUE OF STUDENTFORMS AT CUESTA:

**89% reduction** in financial aid processing time.

**75% reduction** in time spent getting necessary documents submitted by students.

**Reduced average turnaround time** for receiving parents’ e-signature to 31 hours.



### **Cuesta's Solution: Easy, Mobile, Personalized FinAid**

StudentForms—part of the CampusLogic student financial services platform—simplifies financial aid processes (verification, professional judgments, SAP appeals, and more) by making FinAid 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.

### **A Better Student Experience: Text Alerts, No Lines**

Once live with CampusLogic, Scott saw a massive impact. "I used to clear 50+ voicemails when I got in, and we dealt with huge lines out the door," he explains. "Now we answer phone calls in real-time—and if *one* person is sitting in a chair waiting, I get worried." Key to the reduction in call volume and in-person visits: Cuesta enabled text-alert notifications (for those who opted-in) and automated email reminders to students. "We used to do all of this back-and-forth through the mail. How ridiculous is that?"

### **75% Reduction in Time Spent Chasing Documents**

The team was concerned CampusLogic would be hard to learn, too tech-based, too tedious. "When you've been doing something the same way for years, change can be tough—and daunting." Scott invited everyone on his team to the demo of StudentForms. "When they saw that verifying a student record could happen in anywhere from 10 minutes to an hour, they were sold."

Scott estimates CampusLogic reduced Cuesta's legwork to get necessary documents by 75%. Staff now funnels saved time into high-touch FinAid initiatives such as outreach and default prevention.

### **Enrollment and Retention Benefits**

"It's an amazing price point for the transformation we've been seeing in our office," says Scott. "Enrollment is fighting for every student they can get. Packaging awards earlier puts students ahead of the game, because they can start planning."

**FAST  
FACTS**



Cuesta College is an inclusive institution that inspires a diverse student population to achieve educational goals.

**Modality:** Ground and online

**Enrollment:** 10,400

**Students Receiving  
Financial Aid:** 60%

**Student Information System:**  
Banner (Ellucian)

## **campuslogic<sup>SM</sup> / 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](http://www.campuslogic.com).