

CampusLogic

A Student Financial Success Platform

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Increase enrollment and completion by removing the #1 barrier for students — financial frustration.

A shift to Student Financial Success helps schools cut through complexity, unlock every dollar, and chart personal paths for every student to the graduation stage.

\$1.5B Dollars Spent on Higher Education Marketing

IN A PERFECT WORLD...

1 PROSPECTIVE STUDENT  1 ALUMNUS

35% of high school students will opt out

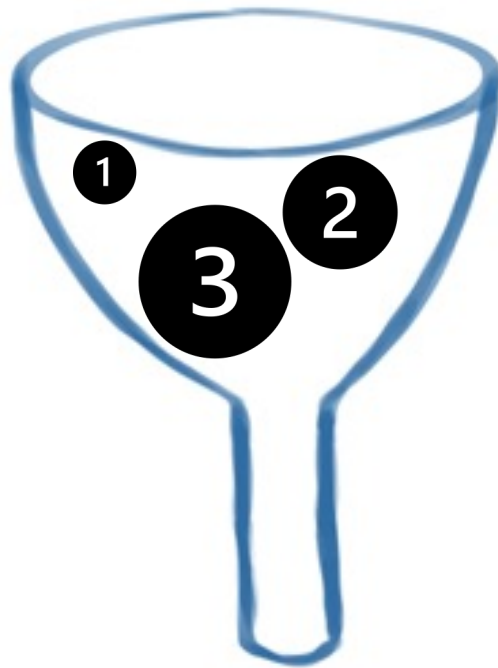
60% of families **remove** a school based on price

Only **8%** of students secure **scholarships**.
92% miss out.

****\$500 can make the difference
in which school a student selects*

70% of students and parents
are **confused** by their **award letter**.

40% of accepted low-income students
don't even enroll due to financial complexity



35%

60%

92%

70%

40%

The Problem

Student Financial Success has been neglected.



70%

50%

40%

70% of financial aid recipients want to see **process improvements** that make it easier to get aid.

50% of financial aid offices believe they have **insufficient technology** to meet their students' needs.

40% of low-income students accepted into college fail to enroll due to **complicated financial aid processes**.

*CampusLogic Student Survey, Dec 2016

*NASFAA 2015 Financial Aid Administrator Survey

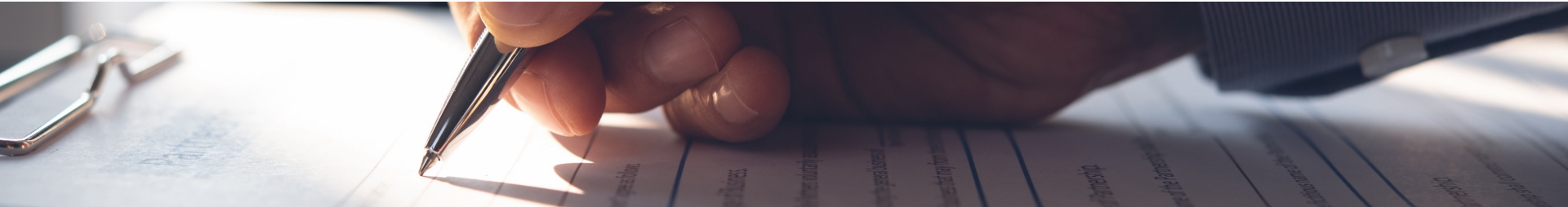
*The Hechinger Report, Aug 2015

A large crowd of students is walking along a tree-lined path on a college campus. The students are seen from behind in the foreground, looking down the path where many other students are walking. The path is flanked by green trees and a building is visible on the left. The overall scene is a busy, sunny day on a university campus.

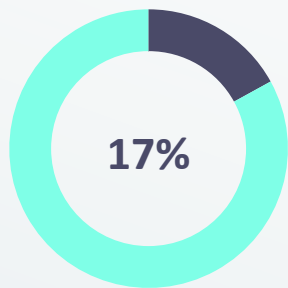
3 million

**students drop out of college each year due
to financial constraints or concerns.**

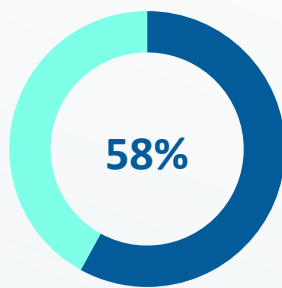
SOURCE: Tyton Partners Finding a Fit, September 2017



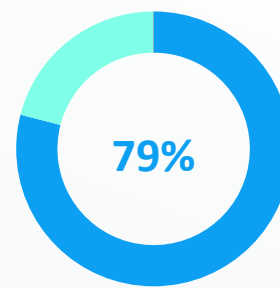
How long would students wait for their first-choice school to process any type of financial aid form before thinking about enrolling someplace else?*



Within 2 weeks



Within 1 month

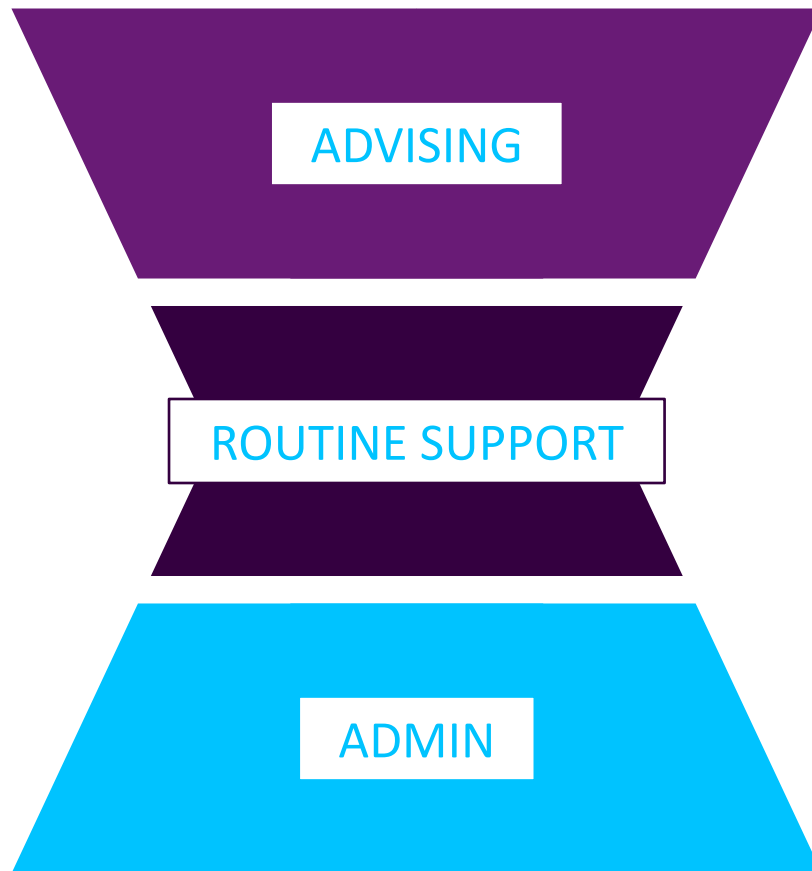


Within 2 months

*National survey of 489 current and former college students conducted January 27-28, 2022 by EMI Research Solutions.

Our SFS Office Vision

Desiree



Student Financial Success Platform



campuslogic.

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powered by

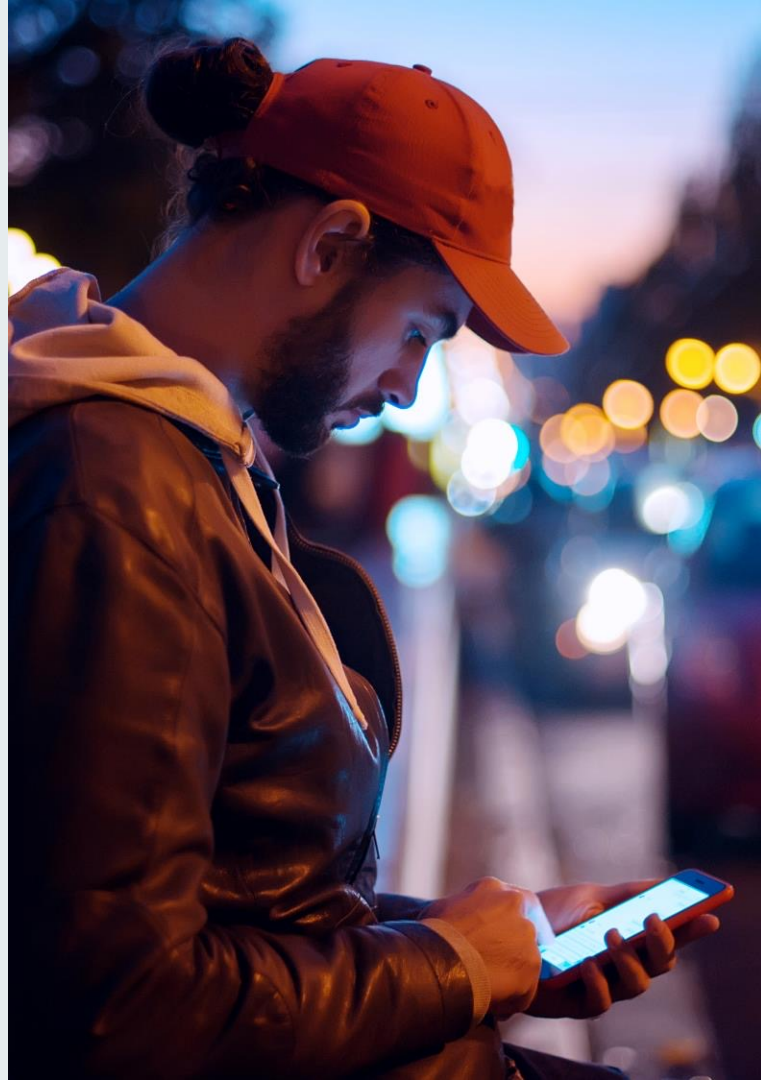


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StudentForms

The financial aid process platform that automates and simplifies workflows to reduce compliance risk and drive financial aid completion.

- ✓ Increase financial aid completion rates by simplifying and digitizing your processes
- ✓ Automate financial aid processes resulting in shortened cycle times
- ✓ Ensure consistency and satisfaction in the student experience



VirtualAdvisor

The only advising platform that combines AI-driven automation with student data to create student-specific conversations that drive degree completion.

- ✓ Guide students to degree completion
- ✓ Have data-driven conversations
- ✓ Adapt in real-time to student needs





ScholarshipUniverse

ScholarshipUniverse increases scholarship fund utilization through adaptive student matching and a streamlined scholarship management process.

- ✓ Customize the platform to fit your scholarship processes
- ✓ Increase scholarship fund visibility and utilization
- ✓ Match students to relevant and legitimate scholarships

CampusCommunicator

The clarifying engagement tool that reduces student melt and improves retention.

- ✓ Personal web experience to reinforce commitment
- ✓ Low-effort comprehension based on extensive research
- ✓ Jargon-free next steps that drive student action



The background of the slide features a large, stylized '@' symbol. The symbol is composed of concentric circles and a diagonal bar, all in shades of purple. The left side of the slide is a solid dark purple, while the right side is a lighter purple with the '@' symbol.

Thank You.

PRESENTER NAMES

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