



campuslogic

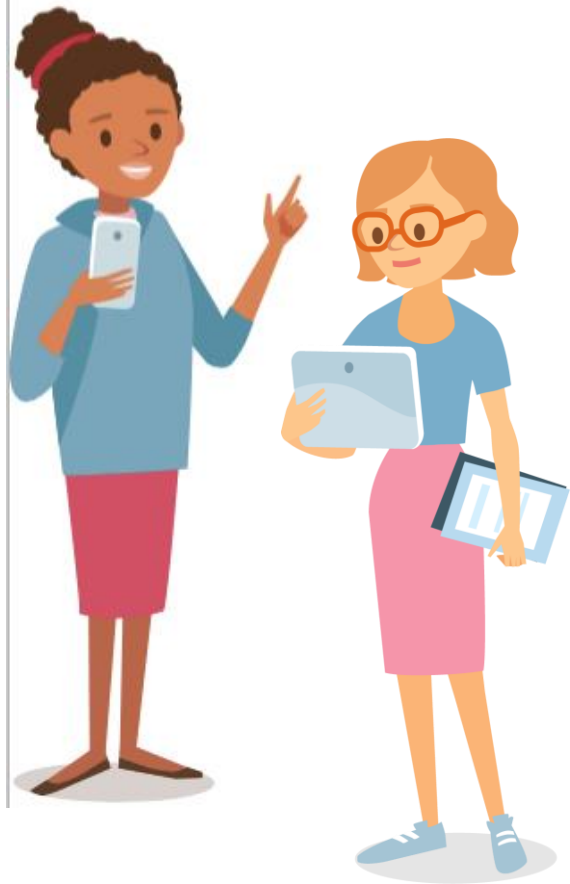
Mobile Financial Aid: What Your Students Really, #REALLY Want

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 Newmann University

Today's Agenda


- + It's a Mobile, Connected World
- + Student Financial Aid Survey Results
- + Student Finance Journey
- + Easy, Mobile, Personalized
- + Q&A


It's a Mobile, Connected World



- There are more active mobile devices than there are **people** on earth
- **85%** of 18-29 year-olds in the U.S. **own smartphones**—the highest rate of all age groups
- **60%** of Americans' digital media time is spent on smartphones & tablets
- The average college student brings **7** Internet-connected devices to campus.
- More than half of smartphone users have used their phone to look up **health information** or do **online banking** within the last year.


What Students are Tweeting


 **Robin** @robinmangel · Jul 31
Here we are again #notsurprised #financialaidsucks

2 YEARS AGO 

And financial aid needs to get their crap together already

...STILL TRUE

 **Loren Ruffin** @loloruff · Aug 2
Calling the #FinancialAidOffice in these next two weeks. 🍀




 **(°e°)** @PizzaPlastic · Aug 18
Me calling the financial aid office


← ↻ 20 ★ 21 ⋮

 **Adonis** @AdonisCantu · Aug 23
404 people waiting for the #financialaidoffice ... yep


← ↻ ♥ 1 ⋮

 **Sierra** @ExquisitelyMe_ · Aug 11
The worst thing **financial aid** can ever do to you is select you for **verification**. The semester will be over before you get your money.

← ↻ ★ ⋮

 **Cassidy Halbig** @Cassetey2013 · Aug 11
@Becky_Shirley94 it's honestly as if they don't want you to get any **financial aid**. So frustrating, **verification** is the worse

← ↻ ★ ⋮ [View conversation](#)

 **Liina Umuhosa** @LiinaUmuhosa · 32m
The **financial aid verification** process is the most stressful thing I've ever delt w/ in my life. I'm gonna go crazy, if not already.

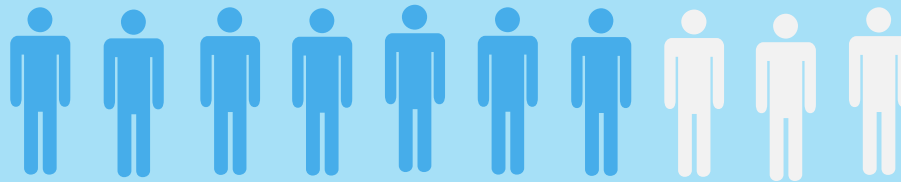
← ↻ 4 ★ 3 ⋮

Common Student Complaints

- + Process complexity, length & difficulty
- + Paperwork complaints
- + Phone system complaints



We Polled 700+ Financial Aid Recipients



Student Frustrations With FinAid

56%

Complicated & confusing language in forms

49%

Not knowing where I am in the process

48%

Long hold times, response times, and lines

35%

Having to resubmit forms because of errors

30%

Submitting forms in-person, fax, snail mail

Financial Aid Process Improvements Students Want

69%

Auto-fill
questions I've
already
answered

63%

Only show me
the questions
that apply to
me

62%

Text or email
updates about
what's needed

57%

The ability to
e-sign forms
and
documents

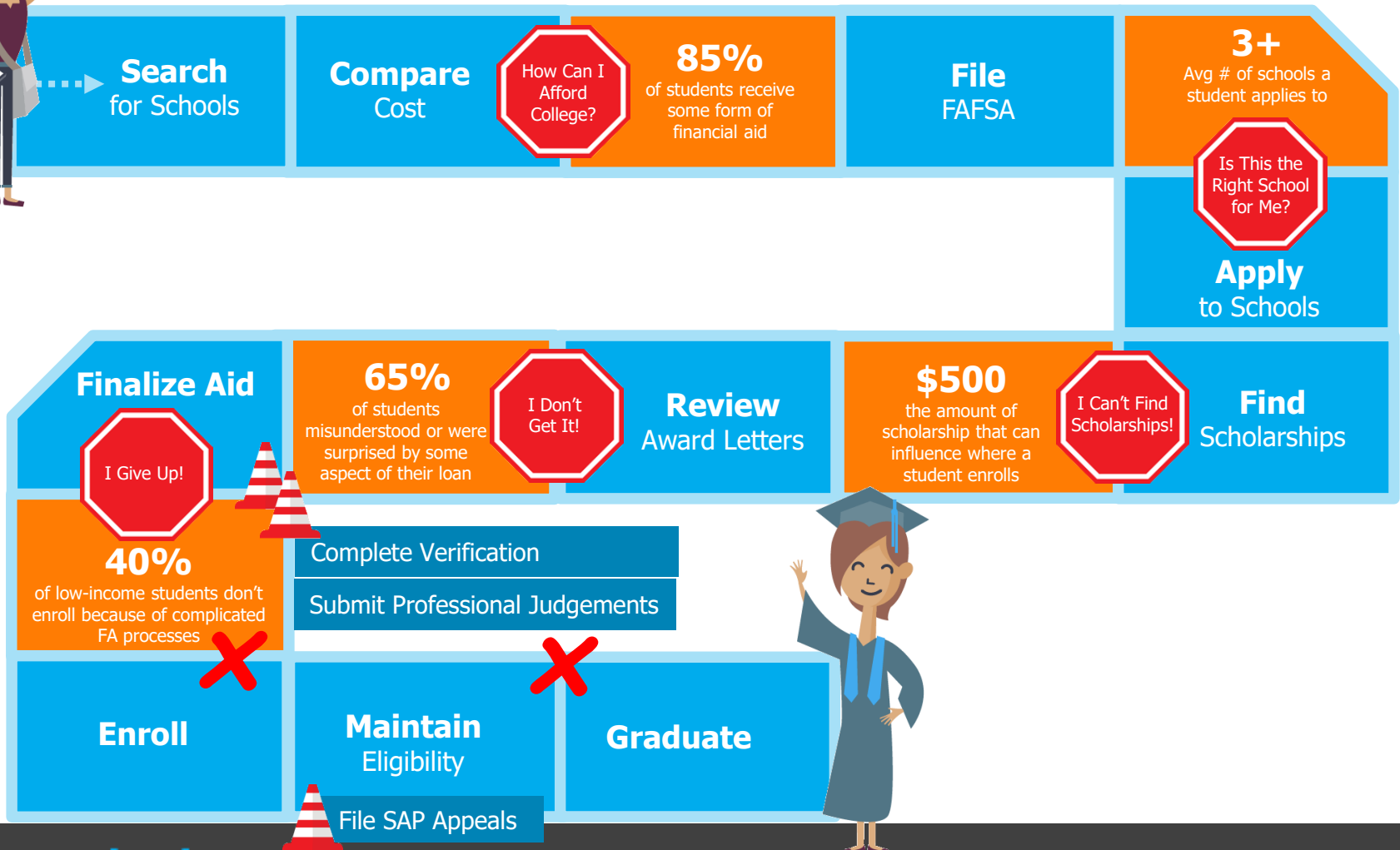
40%

Document
upload from
any device

Student Finance Journey



Complicated. Manual. Generic.



Roadblocks to Institutional Success



Unfavorable FA completion rates



Manual processes that don't scale



High call volumes



Data security gaps

Easy, Mobile, Personalized Tactics

- + **Online portal** to manage financial aid tasks
- + **Smart web forms** for easy completion
- + **Secure document upload** from any device
- + **Automated reminders** & update notifications
- + **Built-in** e-signature

The Only Student Financial Services Platform

Easy. Mobile. Personalized.



ClearCost

Improve Cost and Value Transparency



ScholarshipUniverse

Streamline Scholarship Management



AwardLetter

Deliver Digital Award Letters and FA Communications



StudentForms

Simplify Financial Aid Forms and Processes

CampusMetrics

Make Better Decisions with Instant Financial Aid Insights

Shared Platform Features: SIS Integration, Single Sign-On, User Management, Authentication

Search

Student Financial Services Journey

Graduation



Questions & Answers