



campuslogic

Game-Changing Award Letters

A VASFAA 2017 Presentation

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Who We Are

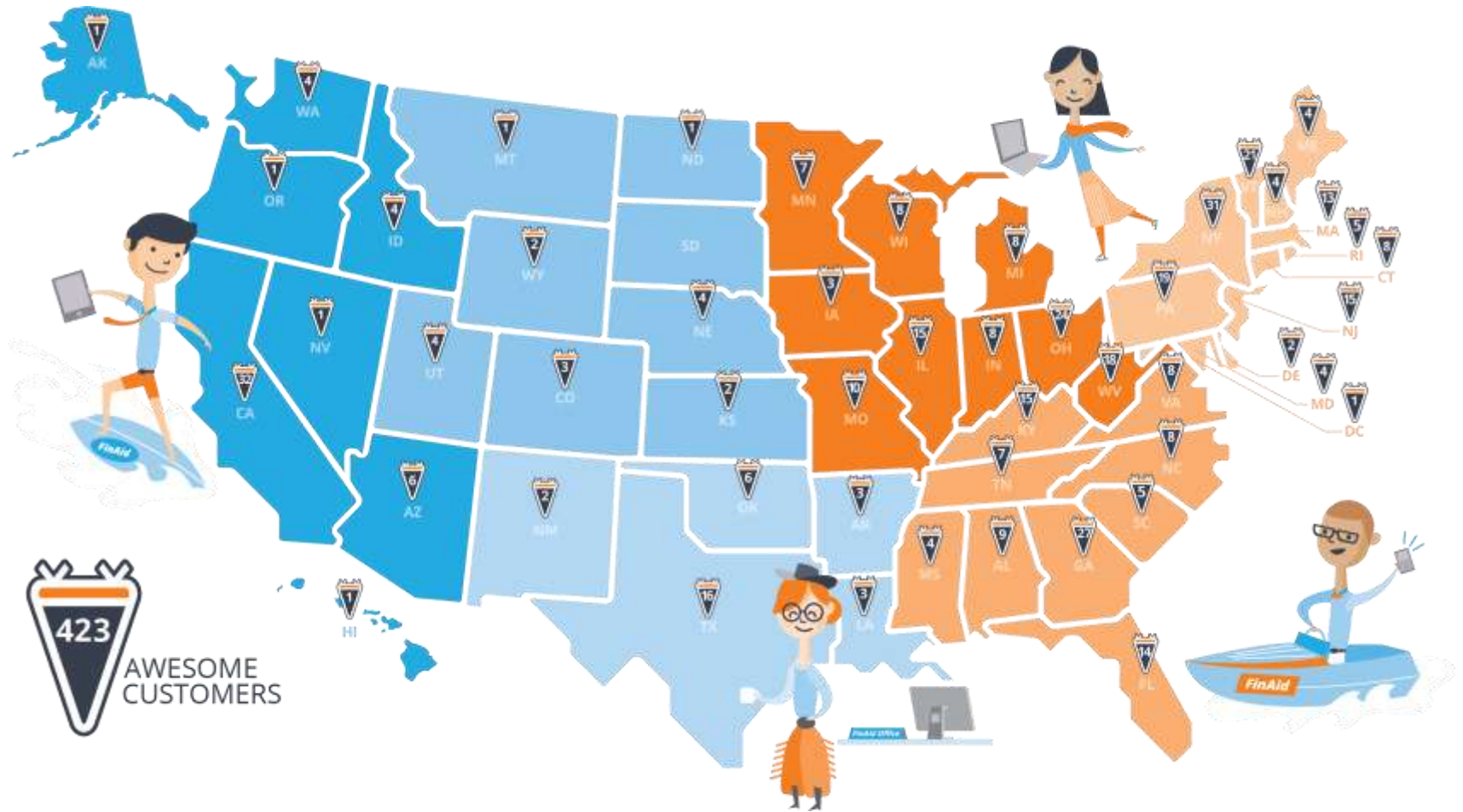
We Help Schools Change Lives.

- + Easy, mobile, personalized financial aid
- + Cloud-based technology
- + Improve the student experience
- + Boost FA completion rates
- + Streamline efficiencies



OUR PURPOSE:

Help Schools Change Lives



Today's Agenda

- + The Problem: Students Don't Understand
- + Biggest Award Letter Challenges
- + Make Your Award Letter Do More
- + AwardLetter Demonstration
- + Questions

The Problem

Students Don't Understand Award Letters



The Biggest Challenges



Poor design



Time-consuming production



Complicated language



Information overload



Doesn't differentiate



Limited format

*“More than **two-thirds** of student loan borrowers misunderstood or were surprised by some aspect of their student loans.”*

– Young Invincibles Study by Whitsett and Allison

*“**Millennials struggle** more with **money management** and **financial literacy** than older generations.”*

– President’s Advisory Council on Financial Capability for Young Americans

What's Needed

A Modern Award Letter



For Everyone

FOR YOUR STAFF

- **School-branded**, digital award letters differentiate your institution
- **Template gallery** and automated delivery reduces time spent on production and management
- **Personalized award letters** by student type and program type enable more targeted messages
- **Open and click through rates** help you understand usage and behavior
- **Dynamic video and resources** drive financial literacy



FOR YOUR STUDENTS

- **Digital, mobile award letters** improve the student experience
- **Personalized messaging and content** helps students choose your institution
- **Intuitive design and hover explanations** make award letters understandable and clear
- **Dynamic video and resources** explain complicated concepts
- **Availability on any device** makes award letters easy to consume



Meet Your Better AwardLetter

- ✓ **Boost** enrollment yield
- ✓ **Streamline** efficiencies
- ✓ **Improve** the student experience
- ✓ **Modernize** award letters



Check Out This AwardLetter Online:

campuslogic.com/neumann

NEUMANN UNIVERSITY

6/9/2016
2016 - 2017 Award Letter
McGrivvy Math
1234567

Direct Costs

	Yearly Total
Direct Costs	
Tuition and Fees	\$26,840
Room & Board	\$12,150
Total Direct Cost	\$40,826

Note: First year and transfer semester students will be enrolled in the 0 meal plan per semester. All resident room and board costs listed here are estimated at the cost of double rooms and a 100 meal plan per semester. Actual charges will be reflected in your billing statement, Fall 2016 - 2017 Room & Board for more information.

Financial Aid

	Fall 2016	Spring 2017	Total
Scholarships and Grants			
Presidential Scholarship	\$6,000	\$6,000	\$12,000
Neumann Grant	\$2,200	\$2,200	\$4,400
Federal Pell Grant	\$2,806	\$2,907	\$5,913
Federal Supplemental Education Opportunity Grant (FSEOG)	\$175	\$175	\$350
Estimated PA State Grant	\$1,066	\$1,064	\$2,130
Loans			
Subsidized Loan	\$1,790	\$1,790	\$3,580
Unsubsidized Loan	\$1,000	\$1,000	\$2,000
Total Aid	\$15,818	\$15,816	\$31,634

What is my balance?

\$9,204 Estimated Annual Balance Due

Estimated balance if I complete my degree in 4 years: \$36,818 = \$9,204 x 4 yrs
Estimated balance if I complete my degree in 6 years: \$55,234 = \$9,204 x 6 yrs

Other Aid

	Fall 2016	Spring 2017	Total
Federal Work Study	\$1,000	\$1,900	\$2,900

Short Video Answers to Common Questions

Click here for more video answers.

Neumann University
Office of Financial Assistance
foaf@neumann.edu
610-558-0521

Compare Financial Aid Offers WATCH VIDEOS

Next Steps & Additional Aid Resources

How Do I Create a Budget for College?

To see the digital, full-featured version of this AwardLetter in action, visit campuslogic.com/neumann.

Customer Examples



[Award Year] Award Letter

[First Name] [Last Name]

[Student ID]

Cost of Attendance

	Fall 2015	Spring 2016	Summer 2016	Total
Direct Costs				
Tuition and Fees	\$000,000	\$000,000	\$000,000	\$000,000
Room & Board	\$000,000	\$000,000	\$000,000	\$000,000
Total Cost of Attendance	\$000,000	\$000,000	\$000,000	\$000,000

Financial Aid

	Fall 2015	Spring 2016	Summer 2016	Total
Scholarships and Grants				
Institute Fund Title	\$000,000	\$000,000	\$000,000	\$000,000
Scholarship Fund Title	\$000,000	\$000,000	\$000,000	\$000,000
Grant Fund Title	\$000,000	\$000,000	\$000,000	\$000,000
More Listed as Needed	\$000,000	\$000,000	\$000,000	\$000,000
Loans				
Federal Subsidized Loans	\$000,000	\$000,000	\$000,000	\$000,000
Federal Unsubsidized Loans	\$000,000	\$000,000	\$000,000	\$000,000
More Listed as Needed	\$000,000	\$000,000	\$000,000	\$000,000
Total Aid	\$000,000	\$000,000	\$000,000	\$000,000

Your Total Amount Remaining to Pay \$000,000

Other Aid

	Fall 2015	Spring 2016	Summer 2016	Total
Work Study	\$000,000	\$000,000	\$000,000	\$000,000

Learn More About Indirect Costs

Use [CAF Contact](#) for indirect costs (living expenses, books & supplies, etc.)

- Click on Financial Aid and Billing tab
- Click on Financial Aid Award link in Financial Aid Information
- Click on Award Overview

[Short Video Answers to Common Questions](#)







Concordia University
 Student Financial Services
fsaid@cu-stpaul.edu
 651-453-6300

Make Sense of Your Dollars

What Are the Next Steps in the Financial Aid Process?

Loan Repayment Calculator


How Can I Prepare a Budget For My College Attendance?

Please note that the financial aid listed will not disburse to the University or your student account until all of your required paperwork is finished.

This award is based on the assumption that you will be attending Concordia University as a full-time student taking a minimum of 12 Fall/Time(0) credits per semester. If your award will decrease to less than 12 Fall/Time(0) credits per semester, your award may change.

Financial aid awards and related processing charges are subject to change at any time with or without advance of warning. **WARNING:** Payment pending while in pending information may lead to permanent disqualification from all higher education funding sources, resources, fees and/or institutions.

2016-2017 Award Letter
 Tony Ortega



Cost of Attendance

Direct Costs			
Tuition & Fees			\$17,500
Indirect Costs			
Housing & Meals			\$3,000
Books & Supplies			\$1,000
Other Educational Costs			\$1,000
Total Cost of Attendance			\$22,500





Financial Aid Eligibility

Total Cost of Attendance			\$22,500
Parent Contribution (federally determined)			\$0
Student Contribution (federally determined)			\$500
Total Cost of Financial Aid Eligibility			\$22,000

Financial Aid

	Fall 2016	Spring 2017	Total
Arizona State University Funding			
Armstrong Family Foundation Scholarship	\$500	\$500	\$1,000
Doran Community Scholars	\$250	\$250	\$500
Other Aid			
State Grant	\$250	\$250	\$500
Institutional Aid	\$500	\$500	\$1,000
Scholarships	\$500	\$500	\$1,000
Federal Pell Grant	\$2,500	\$2,500	\$5,000
Direct Subsidized Loans	\$2,750	\$2,750	\$5,500
Direct Unsubsidized Loans	\$3,750	\$3,750	\$7,500
Direct PLUS Loans	\$0	\$0	\$0
Total Aid	\$11,000	\$11,000	\$22,000

Short Video Answers to Common Questions

[Click here for more video answers.](#)

Financial Aid QUESTIONS?

CLICK HERE

LOAN REPAYMENT CALCULATOR

CLICK HERE

LIVE CHAT SUPPORT

CLICK HERE

Arizona State University
 Financial Aid Office
fsaid@asu.edu
 480.555.1212 ex 3104

Customer Examples



Gegg Scoresby's Financial Aid Offer Letter and Cost Outline

— Cost of Attendance	
Direct Costs	
Tuition and Fees	\$29,400
Room and Meals	\$11,310
Indirect Costs	
Books and Supplies	\$1,200
Transportation	\$476
Miscellaneous Expenses	\$1,682
Loan Fees	\$82
Total Cost of Attendance	\$44,150

— Financial Aid Eligibility	
Total Cost of Attendance	\$44,150
Parent Contribution (federally determined)	\$0
Student Contribution (federally determined)	\$0
Total Cost of Financial Aid Eligibility	\$44,150

Your Financial Aid Award

	Total
Rivier University Funding	
Founders Merit Scholarship	\$5,000
Catholic High School Scholarship	\$1,500
Art and Science Success Grant	\$6,000
Rivier Grant	\$4,500
Federal Financial Aid	
Federal Pell Grant	\$5,775
Supplemental Educational Opportunity Grant	\$500
Federal Direct Subsidized Loan	\$3,500
Federal Direct Unsubsidized Loan	\$2,000
Federal Student Employment	\$2,000
Total Aid (Federal, State, and Institutional)	\$33,835

What is my balance?

What is my estimated financial responsibility after my financial aid (including the federal loans I have been awarded) is applied to my account?

\$40,710	Direct Costs
- \$33,835	Total Aid
+ \$2,000	Student Employment
\$8,875	Estimated Annual Balance Due

What are my options to pay the balance?

- Interest free 10-month payment plan - estimated payments of \$888/month (June through March)
- Federal Parent Plus Loan at a fixed interest rate of 6.84% - estimated payments of \$103/month upon repayment for 10 years
- Alternative Student Loan at a rate determined by private lender based on borrower and co-borrower's credit and debt-to-income. Repayment terms are variable by lender. Based on an average of 5.24% interest rate and a 15 year repayment term, estimated payments of \$72/month upon repayment.

Many students utilize a combination of options to pay the balance



[Click here for more video answers](#)

Rivier University Financial Aid Office
420 S. Main St., Nashua, NH 03060
(p) 603-897-8510 (f) 603-897-8510
Email: financial@rivier.edu



Student's Financial Aid Offer Letter and Cost Outline

Cost of Attendance

Direct Costs	
Tuition and Fees	Cost
Room and Meals	Cost
Indirect Costs	
Books and Supplies	Cost
Transportation	Cost
Miscellaneous Expenses	Cost
Loan Fees	Cost
Total Cost of Attendance	Cost

Financial Aid Eligibility

Total Cost of Attendance	Cost
Parent Contribution (federally determined)	Cost
Student Contribution (federally determined)	Cost
Total Cost of Financial Aid Eligibility	Cost

Your Financial Aid Award

Rivier University Funding	Total Amount
Fund 1	Amount
Fund 2	Amount
More Funds Listed as Needed	Amount
Rivier University Funding	
Fund 1	Amount
Fund 2	Amount
More Funds Listed as Needed	Amount
Total Aid (Federal, State, and Institutional)	Amount

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Short Video Answers to Common Questions



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Rivier University Financial Aid Office

420 S. Main St., Nashua, NH 03060
(p) 603-897-8510 (f) 603-897-8510
email: financial@rivier.edu

Change The Game

- + Boost enrollment yield
- + Streamline efficiencies
- + Improve the student experience
- + Differentiate your brand
- + Track effectiveness

The Only Student Engagement Platform for Financial Aid



CampusMetrics

Make Better Decisions with Instant Finaid Insights



NPC

Improve Cost and Value Transparency



AwardLetter

Deliver Digital, Mobile Award Letters



StudentForms

Simplify Financial Aid Forms



ScholarshipUniverse

Streamline Scholarship Management

Shared Platform Features:

SIS & SSO Integration | User Management | Authentication

College Search

STUDENT FinAid JOURNEY

Graduation

Our Competitive Advantage



1

**One platform
to improve the student
financial aid journey.**

2

**The best
student financial aid
experience.**

3

**The industry's
fastest & easiest
implementation.**



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Game-Changing Award Letters

Question and Answer