

Michigan Association of Community Colleges Partners with CampusLogic to Streamline Student Financial Success



CampusLogic, the leader in technology solutions for student financial success, today announced its partnership with the Michigan Association of Community Colleges to deliver solutions that eliminate roadblocks in the financial aid journey and make higher education more accessible to all students.

Through the partnership, all Michigan Community Colleges will have access to the CampusLogic's robust Student Financial Success platform, which includes ScholarshipUniverse, CampusCommunicator®, StudentForms®, VirtualAdvisor®, SponsoredScholar®, ClearCost®, and CampusMetrics® products, which enables them to take advantage of digital award letters, simplified aid verification, a database of fully-vetted external scholarships, an integrated multilingual chatbot, and intuitive data visualizations and analytics.

"Making college equitable and accessible has been a long-standing priority for Michigan's Community Colleges," said Michael Hansen, President of MCCA. "Helping to identify and then remove barriers to completion is one way the Michigan Community College Association assists these colleges and the 360,000 students they serve. We are pleased to partner with CampusLogic because their platform of solutions will make the financial aid process significantly easier for students and administrators alike."

Several Michigan community colleges already partner with CampusLogic, like Northwestern Michigan College, Washtenaw Community College, and Mott Community College. These schools are seeing students complete their financial aid paperwork faster and more efficiently. The results are fewer frustrated students and the financial aid offices have been able to operate virtually without interruption.

"Ultimately, Michigan Community Colleges will realize higher enrollment numbers as fewer students drop out of the process due to financial aid barriers," said Allison Duquette, CRO at CampusLogic. "Reducing the complexity in the college funding process is particularly critical for low income, first generation, students of color, and non-traditional students, to ensure that they are able to access the financial support necessary for them to pursue a post-secondary education."

About CampusLogic

CampusLogic helps schools change lives by delivering the first—and only—student financial success platform that incorporates a net price calculator, complete scholarship management, personalized digital communications, simplified financial aid verification, 24x7 personalized virtual advising, tuition and scholarship crowdfunding, and integrated data visualizations. More than 750 schools across the country use CampusLogic to provide their students with an easy, mobile, and personalized experience to simplify the financial success journey, resulting in increased enrollment, better informed borrowing, and improved retention. CampusLogic annually hosts Shift Summit, a conference dedicated to innovation and leadership in student financial success. For more information, visit campuslogic.com.

About the Michigan Community Colleges Association

The Michigan Community College Association fosters collaboration, connection, and partnerships among the 28 Michigan public community colleges and their stakeholders. The MCCA provides strong legislative and public advocacy in Lansing and throughout Michigan, works to improve the image and credibility of community colleges, and advances numerous shared initiatives through the Michigan Center for Student Success, Michigan Colleges Online, and the Michigan New Jobs Training Program.



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