

Michigan Association of State Universities Partners with CampusLogic to Streamline Financial Aid



CampusLogic, higher education's leading student financial success platform, today announced that it has partnered with the Michigan Association of State Universities (MASU) to deliver automated, student-centric technology to get rid of choke points in the financial aid journey and make higher education more accessible.

"The MASU mission revolves around the students that are served by Michigan's public universities. We want every student to realize their dream of completing a higher education, and that starts with being able to successfully access financial aid," said Daniel Hurley, CEO of MASU. "To help our students prepare for a better future, we need to remove time-worn barriers to their education. That's why we have partnered with CampusLogic; their software can help each university improve the student experience."

Several Michigan schools already partner with CampusLogic, including Western Michigan University which has begun the CampusLogic software platform to improve workflow and efficiency to deliver an exceptional student experience. With automated, mobile-friendly support, students now know exactly where they are in their financial aid journey.

"In order for Western Michigan University (WMU) to deliver the best student experience, we chose to meet the student where they are with a student-focused platform that is mobile-friendly, easy, and personalized," said Shashanta James, Director of Student Financial Aid at WMU. "CampusLogic has transformed our workstyles, so we are focusing on the needs of our students and not processing paperwork. If we didn't have this technology in place during COVID-19, our team would not have been able to provide the support our students and families needed."

Through the partnership, all Michigan public universities will have access to exclusive member pricing for CampusLogic's ScholarshipUniverse™, CampusCommunicator™, StudentForms™, VirtualAdvisor™, SponsoredScholar™, ClearCost™, and CampusMetrics™ products, enabling them to take advantage of digital award letters, simplified aid verification, a database of fully-vetted external scholarships, a personalized virtual assistant, and intuitive data visualizations and analytics.

"Our partnership with MASU highlights the importance these institutions are placing on student financial success through automation and personalization," commented CampusLogic CEO Gregg Scoresby. "When universities have this technology, students can complete processes more efficiently and get access to the financial aid that can make the difference between them staying in school or leaving their course of study."

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. Over 500 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 EmpowerED, a conference dedicated to providing student financial success professionals with access to industry trends, best practices, and networking opportunities with like-minded colleagues. For more information, visit campuslogic.com.

About the Michigan Association of State Universities (MASU)

Established more than 60 years ago, MASU serves as the coordinating board for Michigan's 15 public universities. Its purpose is to advocate and foster policy to enhance the value each university provides in serving the public interest and the state of Michigan. MASU serves as an advocate at the state capitol, and as a primary information resource for all its member universities. Representatives from each member campus ensure that MASU focuses its attention on a variety of important issues.



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