

Portland State University Introduces a New Digital Student Experience with CampusLogic's ScholarshipUniverse and VirtualAdvisor



PHOENIX, AZ, December 1, 2021 — CampusLogic, the category leader of Student Financial Success solutions, today announces a new partnership in the Pacific Northwest with Portland State University (PSU). PSU, recognized by U.S. News as Oregon's Most Innovative Campus, will introduce two new solutions to enhance the student experience: ScholarshipUniverse and VirtualAdvisor, which are both part of the CampusLogic platform of enrollment and financial aid software. The implementation of these solutions at PSU will reduce financial friction—the number one barrier to enrollment and degree completion.

"Creating a student-centric platform with this combination of CampusLogic products, gives PSU students the advantage of enhanced access to vetted, verified scholarship opportunities and an integrated multilingual virtual assistant to solve financial aid questions faster," said Amanda Bierbrauer, Associate Vice President for Enrollment Management & Student Finances at PSU.

Portland State University is home to more than 18,000 undergraduate students, and 65 percent of that population receives financial aid to pursue their degrees. PSU has been recognized as Oregon's Most Affordable Research University, and this new venture will continue to allow the university to reduce financial aid pain points for both students and staff.

"Working with CampusLogic to bring these solutions to Portland State University will allow us to create a one-stop solution for students seeking scholarships on-demand assistance to move through the process seamlessly," Bierbrauer goes on to say.

Portland State University will have access to robust student communication tools available through [VirtualAdvisor](#)—a data-driven virtual assistant that utilizes communication empowered by artificial intelligence to guide students to degree completion. Along with that, students at PSU will have an entirely new

scholarship application and award process through [ScholarshipUniverse](#)—a personalized scholarship matching tool that eliminates search fatigue and increases fund utilization.

"Financial aid offices and students alike are finding themselves too frustrated to effectively overcome obstacles in the aid pipeline," said Allison Duquette, CRO of CampusLogic. "Pairing tools like ScholarshipUniverse and VirtualAdvisor gives staff time back to engage in high-touch efforts, supporting students in new, more comprehensive ways."

About Portland State University

Portland State University is a public research university home to more than 18,000 undergraduate and 5,000 graduate students. PSU is known for an innovative approach that combines education with creative problem-solving and collaboration across campus for maximum impact. With more than 200 degree programs to choose from, PSU is Oregon's most diverse, innovative and affordable research university. For additional information, please visit www.pdx.edu.

About CampusLogic

CampusLogic delivers SaaS technology that helps colleges and universities remove barriers in the financial aid process. The company currently helps more than 750 schools increase enrollment, retention and graduation rates with the most comprehensive suite of student financial success products. The CampusLogic platform includes 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. CampusLogic has received multiple awards, which include the Deloitte Technology Fast 500, Inc. 5000 and Education Technology Insights Top 10 Artificial Intelligence Solution Provider.



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