

Jacksonville State University and CampusLogic Collaborate to Drive Student Financial Success



Supported by CampusLogic's [StudentForms](#) and [ClearCost](#), Jacksonville State University (JSU) has streamlined its financial aid processes and automated much of its financial aid office as they drive Student Financial Success.

Before collaborating with CampusLogic, JSU processes were entirely paper-based and extremely manual for both staff and students. This meant students faced complex forms and frustrating tasks that were difficult to understand and complete. And as a result, staff experienced delayed verification completion, which, in turn, delayed students' financial aid.

To combat these challenges, the team at JSU sought out a solution that would streamline the process for students and staff alike. Wanting to educate and automate, Jacksonville State turned to CampusLogic, and they have seen excellent results. Since they've implemented StudentForms, student lines have decreased by more than 90%, while also seeing a 27.63% increase in net price calculator completions with ClearCost, an advanced net price calculator.

"Working with CampusLogic and StudentForms, for me, was a no-brainer," said Jessica Wiggins, M. Ed, Director of Financial Aid at Jacksonville State. "It was the fastest and best way to get us up and running and where we needed to be. When we moved forward from paper to electronic process, we only had four staff members in the office. They had never worked in financial aid before. When they saw this product and what it could do, and even from just a student perspective—not even from a processing perspective—they were speechless and a little confused as to why we were doing it the way we were when we didn't have to."

A streamlined staff experience was crucial. But StudentForms and ClearCost went beyond automating manual processes and reducing staff work: It simplified students' processes, which resulted in an overwhelmingly positive response from JSU students.

Wiggins also said that the lines of students outside the aid office, waiting to speak to a member of the financial aid team were drastically reduced. From 200-300 to around 20 students per week.

"83% of our students receive some sort of financial aid, whether that's a scholarship or federal aid or combination," Wiggins said. "We are in a very, very rural area of Alabama, so the internet is honestly still kind of an issue in our area, for some of our students. Most of them are first-generation college students. So having an ability to work through these things like verification early on and get them through that process easily is crucial for them."