Thank you for your interest in the *CampusLogic Promotional Webinar: Simplifying Scholarships with AI.*

To access the slide deck, please scroll down. To listen to the recording, please click on the link below.

https://vimeo.com/358153280/56fca14d3d

Should you have any questions, please contact Maggie Brubaker at mbrubaker@scholarshipproviders.org or 303-442-2524.
Simplify Scholarships with AI

Chris Chumley
Chief Operating Officer
Moving the Financial Aid Office into the Student Financial Success Office.
Student Success Means Overall Success
The CampusLogic Platform: Reimagine Student Financial Success
50% Half of financial aid officers have trouble finding scholarship opportunities for students.

$12K Students who receive a Pell Grant are still left with a significant funding gap to fill—an average of nearly $12,000.

20% Scholarships alone cover 20% of college costs, the largest contributor to how American families pay for college.
Challenges with Scholarship Management

+ Students can’t find relevant, winnable scholarships
+ Scholarship searches, selection, and application processes are confusing
+ Your staff wants to boost enrollment, retention, and external funds to your institution
A Simpler Path: ScholarshipUniverse

+ Full scholarship lifecycle administration for institutional scholarships
+ Support for highly decentralized processes across schools and departments
+ Vetted external database of scholarships external to the institution
+ Easy integration with campus systems via CL Connect utility
Create Efficiencies

- Easily manage committee review and awarding with digital workflows
- Direct award automation
- Flexible management of multiple cycles and award years
- Drag and drop configuration
- Save time by automating all student communications and alerts so you don’t have to chase it all
The First and Only Full-Vetted External Scholarship Database

KEY FEATURES

+ **Approaching 10,000** vetted external scholarships available
+ **Automated alerts to inform students** when a relevant scholarship match is found
+ **Digital, mobile** scholarship management keeps students engaged
+ **Prevent overborrowing** and reliance on your institutional funds
+ **Fend off scholarship scams** by ensuring your students are applying to actively vetted scholarships
+ **Avoid student confusion and process delays** with a one stop source of internal and external scholarship opportunities
Optimize Scholarship Management with AI Algorithms
AI Challenge 1: Search Fatigue
AI Algorithm Challenge 1
Search Fatigue

Symptoms

+ **Small Pool** - not enough applicants, scholarships not found by students

+ **Shallow Pool** – unqualified applicants, wasted review time spent qualifying applicants

+ **Incomplete Applications** – applications used to qualify instead of differentiate students

+ **Low Fund Utilization** – funds don’t reach intended students, default is to borrow

Solution:
Adaptive Matching Engine with Learning Algorithm
AI Challenge 2: Clustering
AI Algorithm Challenge 2
Application/Award Clustering

Symptoms

+ **Uneven Application Distribution** – some funds have high competition, some little to none

+ **First Page Bias** – students don’t get past first few scholarships in list

+ **Big Winner Syndrome** – students seek big dollar awards, “winner rate” declines

+ **Students Disengagement** – student lose hope, don’t apply or don’t return in subsequent years

**Solution:** Relevancy Algorithm
AI Challenge 3: Candidate Differentiation
AI Algorithm Challenge 3
Candidate Differentiation

Symptoms

- **Wasting Time Sorting and Filtering** – running multiple reports and time spent in Excel
- **Awarding Inconsistencies** – committees and reviewers not using consistent methods
- **Coin Flip Awarding** – biased tie breakers used when funding is tight, no efficient way to identify best candidate
- **Unnecessary Reviews** – reviewers spend time reviewing minimally qualified applicants

Solution:
SmartRank
Demonstration
Next Webinar:

How Neumann University Saved Students from Dropping Out with SponsoredScholar

Date & Time:

Thurs, Oct. 3 at 1 p.m. (ET) / 10 a.m. (PT)

Hosted By:

Ross Sylvester
Product Lead, SponsoredScholar

Eileen Tucker
Director of Financial Assistance, Neumann University
We Help Schools Change Lives.