

# Conductor

| Overture<sup>®</sup>  
Technologies

not the ordinary **FINANCIAL AID** EXPERIENCE

**No lines.  
No busy signals.  
Online access 24/7.**

Conductor provides your students with instant access to their financial aid anywhere and at any time. It helps eliminate expensive mailings, reduces calls and questions to the Financial Aid Office, and frees staff to handle the more complex cases.

By giving your students and their parents the personalized guidance, counseling and service they need, Conductor helps keep them happy and in the classroom rather than in line or on hold.

**Be the first to meet your prospective students.**

Conductor speeds up the process of delivering financial aid, allowing your online award letter and financial aid information to beat the rush to your students' mailboxes.

Once you've reached your targeted students, Conductor makes your first impression count by instantly presenting your case for affordability and providing planning tools to meet the cost of attendance.

**Develop a bond with your students.**

Conductor aids student retention efforts by giving schools unparalleled visibility into the progress of students as they navigate the financial aid process, allowing them to adapt to and serve their students' needs.

By providing administrators with the ability to track the progress of students' financial aid, Conductor helps them immediately identify which individuals need extra counseling and guidance in planning for how to finance their education.

**Seamlessly enhance your existing campus portal.**

Conductor is a hosted solution that easily and cleanly integrates with your existing FAMS system, eliminating IT impact and alleviating the need for your staff to deal with extensive process changes.

With a quick and easy custom implementation by Overture's expert support team, Conductor can provide a headache-free boost to your financial aid process and admissions efforts without overwhelming your time or budget.

## Quotes

### University of Pennsylvania Law School

“Conductor has been a great tool for the University of Pennsylvania. It has allowed us to improve our ability to communicate important information to our students in a format that is efficient and user friendly – yet not overwhelming. In addition, I was equally impressed with the ease in which the product was customized to fit the special needs of our financial aid program. It has completely modernized and streamlined our notification process.”

**Anthony Henry**, Director of Financial Aid,  
University of Pennsylvania Law School

### Syracuse University

“My colleagues and I liked the way the Overture product looked and thought it was a quicker way to get a self-service module in place without having to build it from the ground up. The students were like ducks to water. They just started using it!”

**Kaye DeVesty**, Assistant Dean,  
Syracuse University

### Fordham University

“One of our primary goals is to provide sophisticated Web services to an increasingly sophisticated and demanding student population. The convenience of online access to financial aid and payment planning information is relevant to all of our students, especially prospective students or those who want service at any time or place.”

**Angela Van Dekker**, Assistant VP of Student  
Financial Services, Fordham University

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Our customers make up the most dynamic organizations in the field today and have dedicated themselves to increasing access to Higher Education for students nationwide.

**We share in this mission and it remains our founding principle.**

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## Features

- 1 Deliver individualized online **award letters** allowing students to quickly and easily accept or decline offered financial aid.
- 2 Support **planning with an interactive worksheet** that helps students and their parents determine the best way to pay for college.
- 3 Provide detailed explanations of **financing options** ensuring that students and their parents have the information necessary to make the best possible choices.
- 4 **Track students' progress** with a personalized task list that guides them through the process of funding their education.
- 5 Afford parents/guardians with student-initiated **FERPA-compliant access** to financial aid information and counseling.
- 6 Securely communicate with students in the **counselor portal** to offer them personalized assistance and rapid responses to inquiries.

## Contact Us

We'd love to show you how our products can make your life easier. Schedule a demo today!

Give us a call: **(301) 492-2155**

Send us an email: **sales@overturecorp.com**

Visit us online: **www.overturecorp.com/conductor**

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