



CUSTOMER SPOTLIGHT

California State University, Long Beach



CALIFORNIA STATE UNIVERSITY
LONG BEACH

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—Oliver Mamangun, Assistant Director of University Scholarships

California State University, Long Beach centralizes its scholarship management processes and surfaces more data for administrators with Blackbaud Award Management.

CSULB streamlines scholarship management, increasing fund utilization by 30%

California State University, Long Beach serves nearly 40,000 students annually, making it the second largest of the 23-school California State University system and one of the largest universities in California by enrollment.

Prior to implementing Blackbaud Award Management, CSULB was using a combination of homegrown systems, paper applications, and various other methods to manage all its different scholarship processes across campus. Consequently, the university was decentralized in its approach, and the campus was often left with thousands in unused scholarship funds.

Blackbaud’s cloud scholarship management software enabled CSULB to bring all its scholarship awards into one single platform while still meeting the needs of its individual schools and colleges. Assistant Director of University Scholarships Oliver Mamangun explained, “One reason we weren’t utilizing all

California State University,
Long Beach is powered by:

Blackbaud Award Management™

of our scholarships was because we didn't have the tools and data to help us effectively administer our scholarship funds. Blackbaud Award Management has assisted us with providing our campus the tools and data necessary to begin streamlining our processes and provide a single point of entry for our students to access scholarships. Since implementation, our utilization is close to 100% for all funds housed within the system."

Centralizing Scholarship Management

By centralizing its award scholarship processes, the CSULB Financial Aid and Scholarship office always has the latest student data and visibility into which awards have been accepted or need to be re-awarded. "It was a very 'wild, wild west' before, and Blackbaud Award Management allowed us to bring all our funds into one central system," Mamangun said.

Awarding scholarships is a huge priority at CSULB. Last year, 76% of its undergraduate students received some form of financial aid. Mamangun shared that the amount of data available in Blackbaud Award Management has made a significant impact. "Since being involved in implementation of the system, I have discovered other sources for funding scholarships outside our philanthropic 49er Foundation, such as grants, contracts, and auxiliary sources, and I hope to include these in the system in the future."

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BY THE NUMBERS

California State University,
Long Beach:



190+

academic programs offered

\$212M

scholarships and grants
awarded for 2020-2021
academic year



30%

increase in fund utilization since
implementing
Blackbaud Award Management

76%

of undergraduate
students receive some form
of financial aid



\$46.6M

total philanthropic gift
commitments for fiscal
year 2020-2021





The Walter Pyramid—home of Long Beach State basketball and volleyball—is an icon for the university and city of Long Beach.

A common challenge universities have is finding the right student for a particular scholarship fund based on its criteria. The data within Blackbaud Award Management provides key insights into which funds are not being utilized and helps financial aid leaders then determine why. “It helped us match students with the scholarships that have a stricter criterion,” Mamangun said. “We also redesigned longstanding agreements to better fit our student population and, in some cases, added criteria where the scholarship criteria may have been too general, allowing us to limit the amount of applications to review.”

Awarding in the Future

CSULB saw an immediate increase in applications within the first three years of using Blackbaud Award Management, and it remains steady. If needed, the team can edit a scholarship application at a moment’s notice directly within the system. “While we haven’t changed our application yet, we appreciate the ability to customize each form and look forward to future enhancements and the continued innovation we see Blackbaud delivering in its solutions,” Mamangun said.

Mamangun is working toward a future where scholarship funds are set as renewable opportunities and plans to manage them with the click of a button. “I know there is so much more we can do with Blackbaud Award Management, and I can’t wait to discover all the additional benefits it offers.”

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Transform student access to scholarship funds and awards.

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About Blackbaud

Blackbaud (NASDAQ: BLKB) is the world’s leading cloud software company powering social good. Serving the entire social good community—nonprofits, higher education institutions, K–12 schools, healthcare organizations, faith communities, arts and cultural organizations, foundations, companies, and individual change agents—Blackbaud connects and empowers organizations to increase their impact through cloud software, services, data intelligence, and expertise. Learn more at www.blackbaud.com.