Introducing

CampusLens℠



Transform Student Success Through Data-Informed Action

CampusLens: Powering Whole-College Transformation

CampusLens is a first-of-its-kind comprehensive data and analytics service designed specifically for community colleges that are advancing Achieving the Dream's mission of equity, access, and economic mobility.

Delivered by CampusWorks, CampusLens combines integrated data, advanced analytics, and expert human support to help colleges move from fragmented reporting to sustained, data informed action that guides employee service to every individual student.

Within months of implementation, colleges begin gaining clear, actionable insights that directly inform student success strategies, equity initiatives, and institutional transformation. And as the college evolves, CampusLens evolves with it—adapting to new priorities, questions, and goals to support continuous improvement over time.

CampusLens Supports ATD's Mission

ATD PRIORITY	HOW CAMPUSLENS ALIGNS
Equity & Antiracism	Disaggregated dashboards surface inequities and inform targeted interventions.
Whole-College Transformation	Institution-wide visibility aligns leadership, faculty, and staff around shared goals.
Data Capacity Building	Expert coaching strengthens data literacy and governance.
Holistic Student Support	Predictive alerts enable proactive advising and wraparound services.
Community Vibrancy	Workforce and wage outcomes demonstrate institutional and regional impact.

CAMPUSWORKS

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CampusLens℠

Turn Insights into Equitable, Measurable Impact

CampusLens Accelerates Time to Value

Within months, colleges begin translating data into action to inform student success, equity, and transformation efforts.

1 IMPROVE STUDENT ACCESS & MOMENTUM

- Identify enrollment barriers
- Track gateway course success
- Monitor early momentum metrics

2 CLOSE EQUITY GAPS

- Compare outcomes by race/ethnicity, income, first-gen status, and program
- Surface structural barriers and inform policy and practice changes

3 STRENGTHEN ADVISING & STUDENT SUPPORT

- Predictive alerts for at-risk students
- Advisor insights with holistic student profiles

4 DEMONSTRATE INSTITUTIONAL & COMMUNITY IMPACT

- Workforce alignment insights
- Employment and wage outcomes
- Community vibrancy indicators

CampusWorks: A Trusted Partner in Transformation

With 25+ years of experience supporting community colleges and ATD-aligned institutions, CampusWorks delivers CampusLens as a service—ensuring colleges receive ongoing guidance, coaching, and data expertise.

Colleges choose CampusWorks because we offer:

- Deep community college expertise
- Proven support for ATD institutions
- Technology agnostic approach
- Dedicated implementation and coaching teams
- Commitment to equity and student success

Learn more and schedule a consultation: campusworksinc.com/campuslens

CAMPUSLENS IMPLEMENTATION ROADMAP

PHASE 1
Discovery & Data Readiness

- Data inventory and governance alignment
- ATD Institutional Capacity mapping

PHASE 2
Platform Configuration

- Custom data visualizations and equity modules
- Predictive model calibration

PHASE 3
Training & Capacity Building

- Data literacy workshops
- Leadership, faculty & staff onboarding

PHASE 4
Continuous Improvement

- Quarterly insights reviews
- Equity gap monitoring
- Community impact reporting