

StudentLens



See Learners Clearly. Improve Outcomes.

Institutions collect vast amounts of data—but rarely have a clear, holistic view of each learner. This lack of insight allows students to slip through the cracks.

StudentLens changes that.

Instead of relying on fragmented reports and siloed systems, StudentLens brings together academic performance, engagement behaviors, advising interactions, and personal context into a single, living profile—giving you a dynamic, 360° view of every student.

How It Works

StudentLens uses AI-powered psychometric analysis, based on more than 20 years of research into 10 million students, to build rich learner profiles. It maps 15 key indicators that reflect a student's potential for success or risk across courses and terms—helping you understand each learner's strengths, challenges, and needs in real time.



- ▶ **CampusLens**—AI-powered expertise that turns data into student success.
- ▶ **EnrollmentLens**—Optimize your funnel. Boost conversion.
- ▶ **StudentLens**—See learners clearly. Improve outcomes.
- ▶ **RetentionLens**—Prevent attrition. Improve retention.
- ▶ **CareerLens**—Align learning with labor market demand.
- ▶ **AccreditationLens**—Strengthen assurance. Eliminate scramble.

StudentLens helps you answer:

- ▶ What motivates a student?
- ▶ How resilient or confident is a student?
- ▶ What are a student's cognitive and non-cognitive strengths?
- ▶ Is a student at risk of dropping out or failing?
- ▶ How engaged is a student with campus life and learning?
- ▶ What kind of support or intervention does a student need?
- ▶ What personality traits influence a student's academic journey?
- ▶ How should advisors tailor communication for each student?
- ▶ What are the most effective modes of communication for each student?

By understanding students at an individual level, StudentLens empowers institutions to personalize support and improve outcomes—one learner at a time.

From Insight to Action

StudentLens doesn't just surface insights—it helps you act on them.

With StudentLens, institutions can:

- ▶ Deliver personalized nudges aligned with each student's traits to boost engagement, retention, and success.
- ▶ Flag at-risk students early by correlating behavioral signals with academic performance—enabling timely intervention.
- ▶ Strengthen predictive retention models with deeper student trait data.
- ▶ Enhance strategic planning by surfacing trends across student populations—informing resource allocation and program design.

Ready to Improve Student Success?

Discover how StudentLens can help your institution personalize support, boost engagement, and improve outcomes.

Learn more: campusworksinc.com/campuslens/



Explore CampusLens:

