

RetentionLens



Prevent Attrition. Improve Retention.

Institutions often know when students leave—but not why. Without timely, actionable insights, at-risk students go unnoticed until it's too late.

RetentionLens changes that.

Instead of relying on static reports and reactive strategies, RetentionLens uses predictive analytics to identify students at imminent risk of dropping out, understand the drivers behind their disengagement, and guide proactive interventions—before problems escalate.

How It Works

RetentionLens combines academic data, behavioral signals, and engagement metrics to surface early warning signs—identifying students at risk of withdrawing within the next seven days and signaling where immediate intervention can make the greatest difference. It maps key indicators across programs, degree types, and individual students, helping institutions triage risk and personalize support.

CampusLens™

- ▶ **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.

RetentionLens helps you answer:

- ▶ Which students are at risk of dropping out—and why?
- ▶ Which students would benefit from intervention in the next week?
- ▶ What are the key drivers of student attrition?
- ▶ How can we intervene early and track the impact?
- ▶ Are specific student groups facing disproportionate challenges?
- ▶ Where should we focus advising and support resources?
- ▶ How can we document proactive support for accreditation and funding?
- ▶ How do student traits improve predictive retention models?
- ▶ How do we keep our data clean and models accurate?

By understanding risk at both the macro and micro levels, RetentionLens empowers institutions to improve retention—one student at a time.

From Insight to Action

RetentionLens turns insights into action with tools that help institutions:

- ▶ Flag at-risk students early using predictive modeling and real-time data.
- ▶ Deliver targeted interventions based on individual risk profiles.
- ▶ Prioritize advising efforts with quadrant-based triage and risk scoring.
- ▶ Track the effectiveness of support strategies over time.
- ▶ Surface equity gaps and inform inclusive retention planning.
- ▶ Provide evidence of institutional effectiveness for accreditation and funding.
- ▶ Continuously refine models with weekly retraining to maintain accuracy.

Ready to Improve Retention?

Discover how RetentionLens can help your institution identify risk early, intervene effectively, and improve student success—one learner at a time.

Learn more: campusworksinc.com/campuslens/



Explore CampusLens:

