



CareerLens

Align Learning with Labor Market Demand

Institutions work hard to prepare students for the workforce but often lack visibility into whether their programs actually match real-world job requirements.

CareerLens bridges that gap.

By mapping course content to in-demand skills and career pathways, CareerLens helps institutions ensure students are gaining the competencies employers want—while also forecasting program ROI, seat demand, and faculty needs.

How It Works

CareerLens uses AI and natural language processing to analyze course descriptions, syllabi, and labor market data. It identifies skill gaps, aligns academic offerings with workforce needs, and builds personalized career pathways for every student.



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.

CareerLens helps you answer:

- ▶ Are our academic programs aligned with current labor market demands?
- ▶ What skills are students actually gaining—and are they marketable?
- ▶ Which jobs are in demand in our region—and what do they require?
- ▶ How can we guide students toward careers they're qualified for?
- ▶ What is the ROI of each program—for students and the institution?
- ▶ How many seats and faculty will we need in future semesters?
- ▶ How can we support accreditation with evidence-based skill mapping?

By connecting curriculum to career outcomes, CareerLens empowers institutions to evolve with the market—and equip students for success.

From Insight to Action

CareerLens turns insights into action by helping institutions:

- ▶ Map course content to employer-requested skills using real-time labor data.
- ▶ Identify gaps in academic programs and adjust offerings accordingly.
- ▶ Build personalized career pathways based on student goals and academic history.
- ▶ Forecast seat demand and faculty needs semester-by-semester.
- ▶ Support accreditation with robust, evidence-based skill mapping.
- ▶ Quantify program ROI using wage outcomes, breakeven analysis, and cost modeling.

Ready to Align Learning with Career Outcomes?

Discover how CareerLens can help your institution stay market-relevant, optimize programs, and guide students toward meaningful careers.

Learn more: campusworksinc.com/campuslens/

Explore CampusLens:

