

One platform. **Countless insights.**

A holistic approach for better decisions.



"We enhanced our capabilities, in part, by doing a lot of listening and learning from our Member Campuses."

Michael Weisman, Vice President of Campus Relations and Co-Founder

Trusted at over 1,300 colleges & universities

Using data to transform higher education.

Our goal is empowering your institution. We'll help you break down all the silos and build a strong foundation for unified information, valuable insights, and better decisions. Rely on the capabilities within our Campus Labs® platform, and leverage your institution's data-rich ecosystem.

"The concept for Campus Labs has always been to empower educational institutions to make the jump into the data-centric world."

Eric Reich, President and Co-Founder

“Siloed solutions create a challenge because they don’t tell you the story in totality.
An enterprise perspective of data is what’s necessary for transformative change on campus.”
JD White, Ph.D., Vice President of Product Management

Connect your data ecosystem, and know more.

Are engaged students retained at higher levels? How can the general education curriculum better position students to meet learning outcomes? With the Campus Labs® platform, you’ll have the data you need to find the answers. Our platform provides a holistic view of all the information about your campus. Extract valuable insights about every aspect of your institution’s effectiveness – and be confident about the goals you set for its future.

We’re honored to partner with leaders in higher education and proud to offer integrated solutions that serve every aspect of an institution’s mission: Analytics & Insight, Improvement & Accountability, Teaching & Learning, Retention & Success, and Student Engagement.

Learn more at campuslabs.com/solutions



A comprehensive solution designed to streamline processes and empower campuses with the tools needed to connect their data. Every stakeholder – whether leading strategic planning and outcomes assessment, guiding teaching and learning, or advising students – can access a deeper level of insight to make data-informed decisions.

Analytics & Insight

Use integrated data to cultivate campus intelligence and make better decisions.

Dashboards

Predictive Analytics

Visualizations & Reporting

Rubrics

Course Evaluations

Classroom Assessment

Curriculum Maps

Co-curricular Records

Guided Pathways

Organization Management

Teaching & Learning

Get to the heart of your mission, and tap into insights about every aspect of the educational experience at your institution.

Improvement & Accountability

Beyond measuring and documenting, understand how to use your institution's strengths to create positive, campus-wide change.

Retention & Success

Strengthen your ability to guide students on their pathways for success.

Student Engagement

Gain a full understanding of the impact of your co-curricular programming.

Student Feedback

Learning Analytics

Benchmarking Studies

Assessment Management

Accreditation

Outcomes Assessment

Faculty Development

Program Review

Early Alerts

Advisor Connections

Resource Use & Tracking

Noncognitives

Involvement Tracking

Mobile Event Check-in

Engagement & Assessment

Guided Pathways
Organization Management

Mobile Event Check-in

Analytics & Insight

Optimizing your view of the big picture.

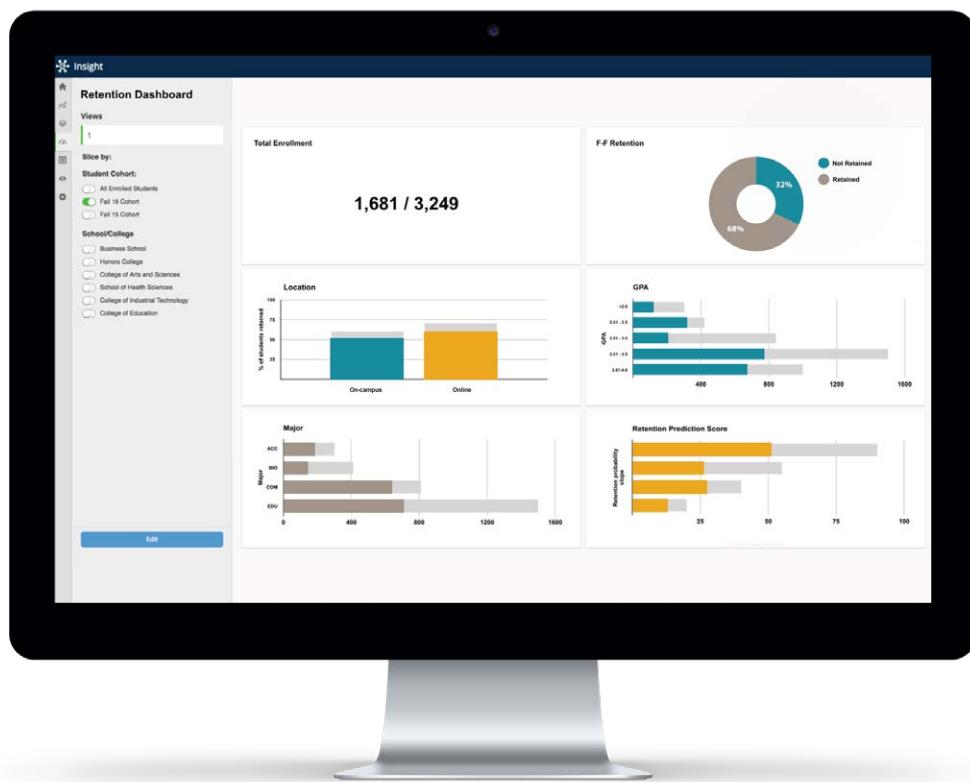
Before you can make decisions that affect every aspect of your campus, you need a way to uncover helpful insights. Imagine being able to see campus-wide trends – and the specific factors behind them – all at a glance.

“The Campus Labs team and tools have made our staff more productive and forward-thinking in their own departments, while helping us become more strategic decision makers at the department level.”

David McKelfresh, Executive Director, Assessment and Research
Colorado State University, CO

Visualize the success of your institution.

Our web-based solutions help break down the traditional silos so you can see the impact of campus-wide patterns related to specific goals and outcomes. Featuring a powerful toolset for analytics and visualization, the Campus Labs® platform connects data from every area of your institution.



How can retention trends based on different demographic information be easily compared?

Which students are performing best around learning outcomes, and are these students graduating?

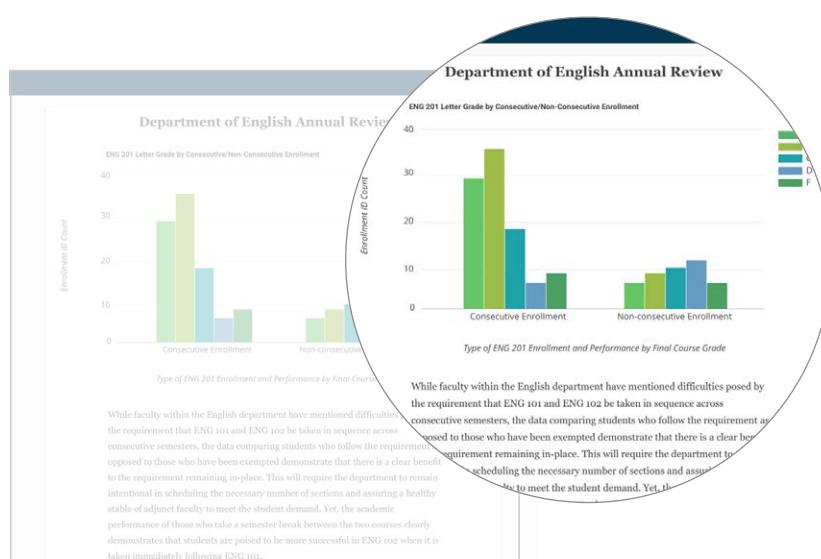
Turn your data into insights.

Dashboards

Benefit from data visualization that lets you easily understand outcomes and trends across departments, divisions, and your entire campus. You can create data views tailored to your specific purpose, and then share the information with other stakeholders to help guide institutional decision-making.

Reporting

Guiding documents, customizable templates, and a report-creation wizard streamline the reporting process. Organize reports on specific projects or broader topics, and then share your information with other stakeholders in a matter of minutes – not months. You can also create narratives and enter evidence to show how your institution meets accreditation standards.



Enhance your reports with easy-to-create dashboards and visualizations.

Analytics

Whether the focus is descriptive, predictive, or prescriptive, our analytics toolset can help you make more informed decisions.

Benchmarking

In addition to creating data sets to assess programs within your own institution, our toolset enables you to compare your campus-wide data with survey results from national and regional studies. Use the information to identify trends and track your progress – and be assured that your efforts are making a positive impact.

By using data visualizations, you can create powerful presentations to help guide decision-making.



The platform empowers you to:

Set goal indicators as well as create and manage your strategic plan

Create customized dashboards to track institution-wide progress

See snapshot views of assessment metrics for any department, division, college, or your entire institution

Document institutional trends over time

Compare your institutional results to national averages and peer groups

Learn how improvements to a specific program have changed student perceptions about your campus over time

Work on any desktop computer or mobile device, thanks to a responsive design that conforms to your screen

Let your administrators view campus-wide data based on their access settings and filter the information according to what's most valuable to them

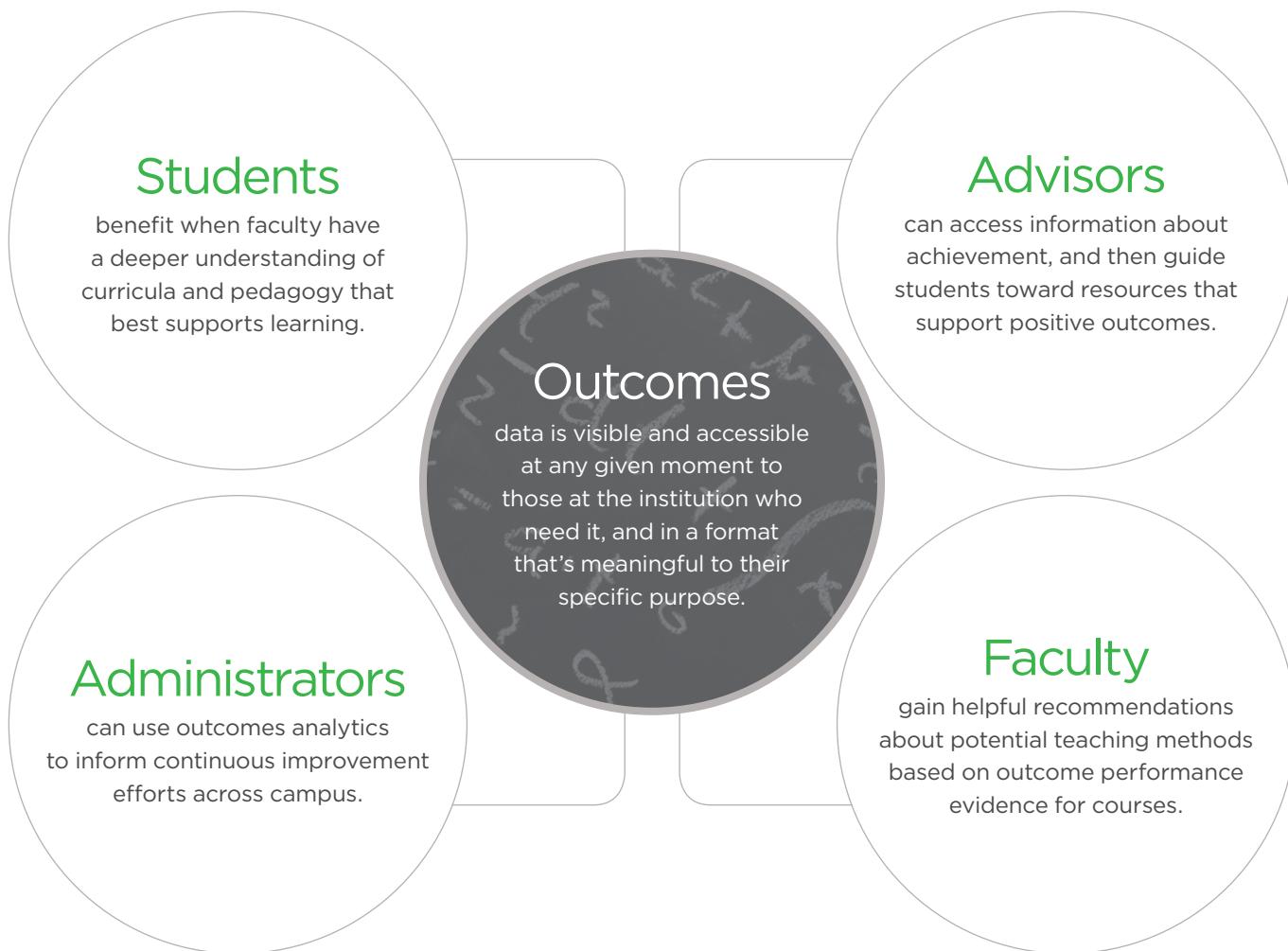


Make your outcomes meaningful, measurable, and manageable.

With our integrated platform, you'll be able to showcase how your institution is supporting student learning. Easily share and connect the reporting of outcomes achievement to your institution's accreditation, program review, and strategic planning processes. A fluid, holistic network of information connects classroom learning outcomes, feedback on quality of instruction, co-curricular opportunities, and enrollment data. And with access to more comprehensive information, faculty are able to fine-tune their teaching, advisors have better information at their fingertips, and students can more confidently pursue their goals for success.

Campus Labs Enterprise | Outcomes

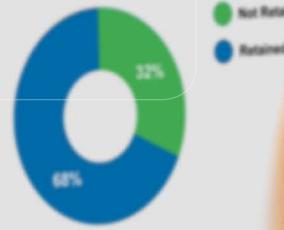
Sometimes the right question to ask is not only “Are students learning?” but also, “Is the course designed to maximize student success in an expected outcome?” Another question worth exploring is “Where else besides the classroom can students gain proficiency in outcomes-related skills?” With our Outcomes toolset, you benefit from a radically different solution for connecting diverse data and assessing learning outcomes.



Total Enrollment

1,681 / 3,249

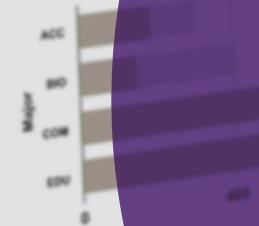
F-F Retention



Location



Major



GPA



Improvement & Accountability

Raising the bar across your institution.

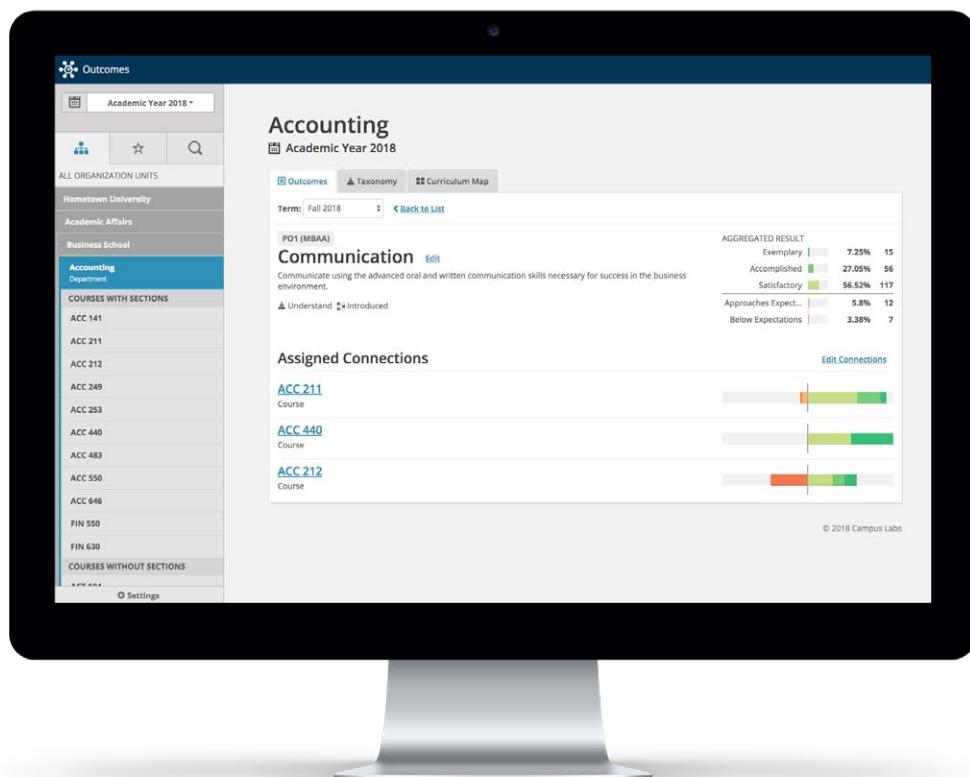
Go beyond data collection and documentation. With Campus Labs, you can cultivate a campus-wide culture of assessment and make evidence-based decisions to advance your institutional goals.

“Campus Labs has helped us track how we’re providing students with opportunities to achieve. Now we have more concrete evidence.”

Linda Pursley, Director of Assessment and Institutional Research
Lesley University, MA

Focus on your progress, not the process.

The Campus Labs® platform empowers you to share information, produce reports, and interpret your data more effectively than ever before. Instead of spending valuable time and resources managing each process, you'll be able to make data-driven decisions as you document program strengths, improve workflow efficiencies, collect evidence of student outcomes, and advance your institutional goals.



What kinds of experiences in and out of the classroom have the greatest impact on the persistence of first-generation students?

Do students who participate in blended learning courses have higher levels of academic engagement during their first two years?

Make your institution even more effective.

Planning

Organize your strategic priorities, annual reports, and assessment plans at the institutional, divisional, or departmental level. Make seamless connections with all your data using the planning tools within our platform, including templates that you can easily customize.

Accreditation

A paperless process lets you easily upload self-study reports, faculty credentials, and all your supporting documents to a private and secure website. Use linked data as evidence of achievement in program reviews and reports for accrediting bodies, boards of trustees, program review teams, and other audiences.

The screenshot shows a software application window titled "Planning" with a sub-section "Fiscal Year 2018 / Annual Plan". The main title of the page is "I Edit Plan Item".
Form Fields:

- Template: Goal
- Providing Department: Biology
- Title: Experiential Learning
- Start Date: 8/1/2017
- End Date: 7/31/2018
- Statement: Students will gain real life experience in their field of study.
- Progress: On-Going
- Outcome Source:
 - DO3 (MBAA)
Outcome 6
Students will be able to critically evaluate data, as it relates to a specific hypothesis, in the context of what is already known and published
- Baseline Source:
 - Internship Employment Survey 3
 - Graduate School
 - 67 Responses

Permissions Tab:

User	Role
Gregory Jenkins	Administrator
Jane Morgan	Administrator
Catherine Thompson	Contributor
Jane Morgan	Administrator
Betty Gonzalez	Contributor
Jesse Wood	Contributor
Bobby Howard	Contributor
Arthur Morris	Reviewer
Ann Mitchell	Contributor
Annie Phillips	Contributor
Phyllis Adams	Reviewer

Connect your data and write your own narratives to show how your institution has fulfilled strategic goals and objectives.

Assessment Management

Create a more comprehensive and efficient data collection and assessment management process.

Confidently assess the effectiveness of your academic programs and support services, while learning how their outcomes are supporting your institutional goals.

Outcomes Assessment

Document and review your campus-wide progress.

An aggregated view of all your data, comparison reports, and easy-to-modify templates will allow you to evaluate campus outcomes at every level of your institution.

Program Review

Engage in a more intentional and holistic process for your campus-wide program review. Our integrated platform lets you manage workflows, leverage annual assessment and planning efforts, and identify areas for continued progress.

Campus Labs for Institutional Effectiveness

A comprehensive solution designed to centralize and streamline processes for anyone who spearheads strategic planning, outcomes assessment, and accreditation.

Campus Labs for Student Affairs Assessment

A comprehensive solution designed for anyone who manages the assessment of strategies for co-curricular student engagement and learning outcomes in relation to institutional goals.

The platform empowers you to:

Use linked data as evidence of achievement in program reviews and accreditation

Connect data to divisional goals, institutional outcomes, and even budget requests

Create report templates

Share reports in Microsoft Word, Excel, PDF, and other popular formats

Export data into SPSS*

Incorporate assessment metrics

Use personal dashboard views to track workflow and show progress toward goals

View real-time assessment results

Produce benchmarking and trend reports

Access the digital version of the CAS Standards in Higher Education for program review

Tell an impactful story of institutional effectiveness

A photograph of a young woman with dark hair tied back, wearing round, brown-tinted glasses and a dark blue and white horizontally striped long-sleeved shirt. She is looking down at an open notebook, smiling slightly as she writes with a pink pen. Her hands are visible on the pages. In the foreground, the back of another person's head and shoulders are seen, wearing a red sweater. The background shows a window with a grid frame, suggesting an indoor setting like a classroom or library.

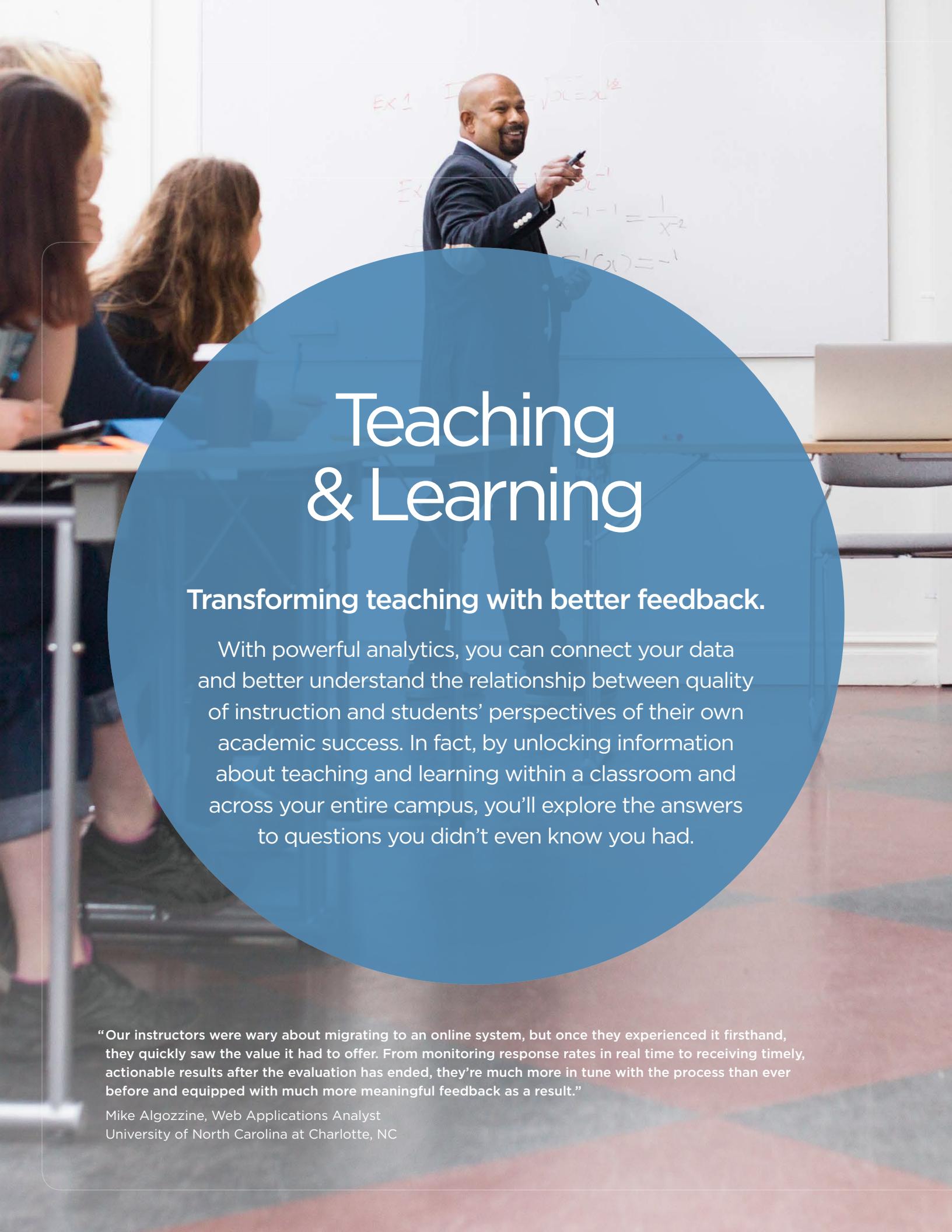
Elevate your approach
to teaching and learning.

Campus Labs Enterprise | Faculty Experience

Our faculty-friendly tools are designed to help institutions strengthen the relationship between teaching and learning. Featuring expanded views of student outcomes, our robust set of tools enables your faculty to:

- Create and edit learning objectives
- Create assessments based on expected outcomes
- Collect data from the Student Response System, rubrics, and questionnaires
- Link examples of student work
- Focus on ongoing formative assessment using the Feedback tool
- Create reports and curriculum maps that close the assessment loop





Teaching & Learning

Transforming teaching with better feedback.

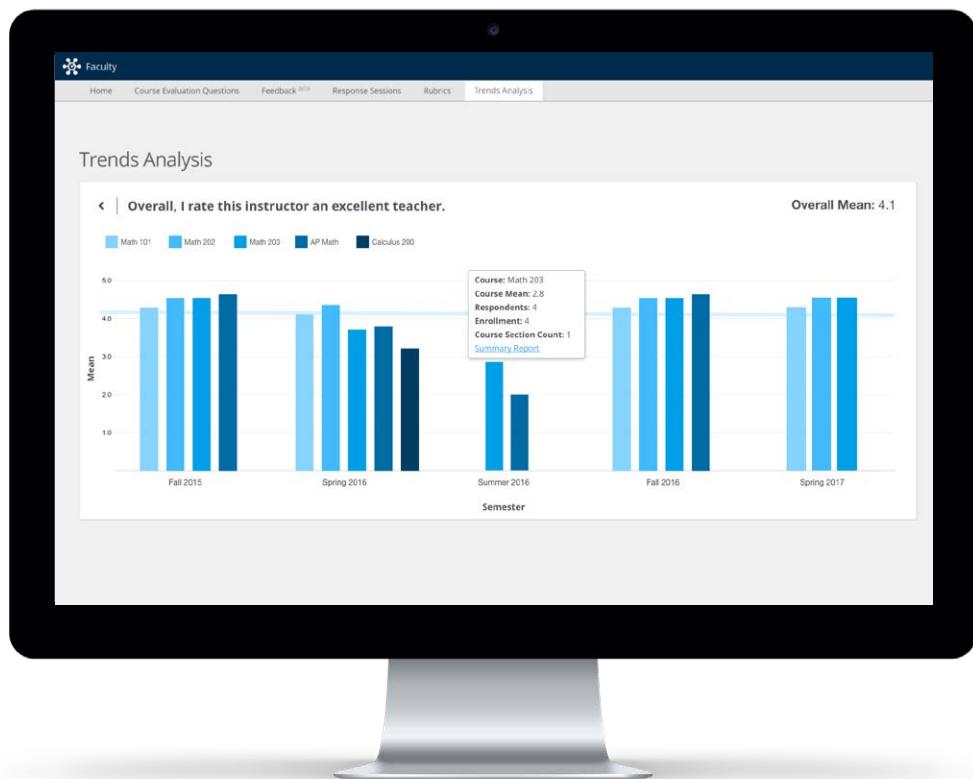
With powerful analytics, you can connect your data and better understand the relationship between quality of instruction and students' perspectives of their own academic success. In fact, by unlocking information about teaching and learning within a classroom and across your entire campus, you'll explore the answers to questions you didn't even know you had.

"Our instructors were wary about migrating to an online system, but once they experienced it firsthand, they quickly saw the value it had to offer. From monitoring response rates in real time to receiving timely, actionable results after the evaluation has ended, they're much more in tune with the process than ever before and equipped with much more meaningful feedback as a result."

Mike Algozzine, Web Applications Analyst
University of North Carolina at Charlotte, NC

Learn more from data-enabled wisdom.

By becoming more aware of their instructional habits and methods, faculty gain a clearer view of the impact they can have in the classroom. The result is a deeper understanding of students – and a greater ability to support their learning.



According to students with a moderate level of academic engagement, which classroom activities enhance their course experience?

Which teaching methods are improving outcomes for courses taken by first-generation students?

Explore valuable questions about how students are learning.

Learning Outcomes

Uncover insights about everything from how students perform in a specific class to how effectively Bloom's or another assessment taxonomy is being applied across departments and divisions. With an expanded view, you can also examine the success of your recent graduates.

Course Evaluations

Featuring robust reporting capabilities, our web-based solution can be customized to support your course evaluation instruments. Our solution also supports the IDEA Student Ratings of Instruction, a nationally normed, research-based system. Providing both summative and formative feedback, the SRI lets you ask the questions that get to the heart of your mission. Surface valuable data about students' perceptions of their own learning, and receive adaptive recommendations for strengthening teaching effectiveness.

Learner Support

Guide students more effectively by using the toolset to schedule appointments, send alerts, and offer routine encouragement.



Campus Labs is proud to partner with IDEA, a nonprofit organization dedicated to improving student learning in higher education through analytics and resources for professional development. Since 1975, IDEA has focused on making a positive, sustainable impact on teaching and learning in higher education.

Program Review

Track departmental progress, grant user-specific permission, assign due dates, as well as upload supporting documentation that can be linked to planning and accreditation reports. The reviews can easily be exported into PDF or Word format and shared with internal and external audiences.

Faculty Development

Create a comprehensive approach to continuous improvement centered on formative assessment. Faculty can solicit constructive feedback from students, and then receive the results via email or online through automatically generated reports. The data can easily be integrated into program planning, decision-making, and administrative review processes.

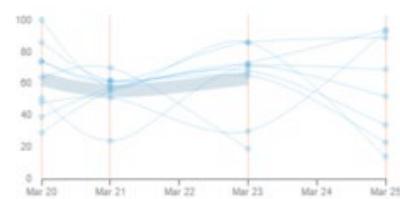
The platform empowers you to:

- Document student learning outcomes
- Link learning outcomes to departmental objectives
- Conduct programmatic assessments
- Show the productivity of your faculty
- Demonstrate the impact of instruction
- Prove the effectiveness of your curriculum
- Examine the success of your graduates
- View trends and compare outcomes over time
- Report on campus-wide successes
- Provide clear evidence of achievement for all stakeholders

Campus Labs for Teaching & Learning

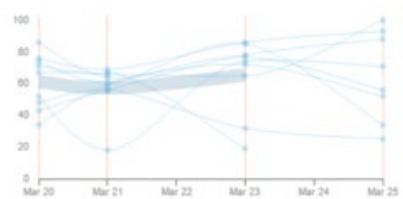
A comprehensive solution that unlocks student learning data, enabling faculty and administrators to improve the quality of instruction at both the individual and aggregate level.

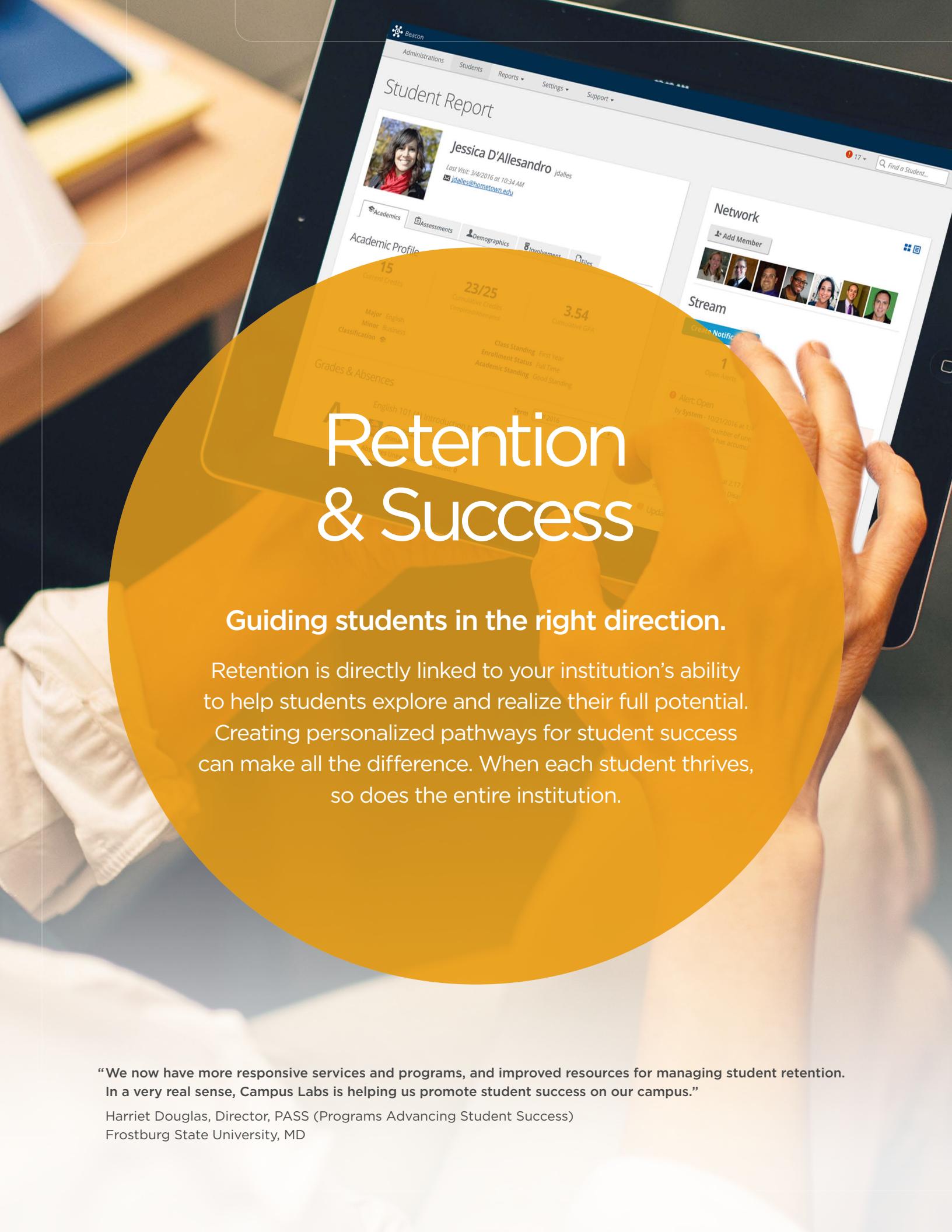
Demonstrated the importance of the subject matter



With the Feedback tool, instructors receive valuable information directly from students to help them fine-tune their teaching methods.

Made it clear how each topic fit into the course





Retention & Success

Guiding students in the right direction.

Retention is directly linked to your institution's ability to help students explore and realize their full potential.

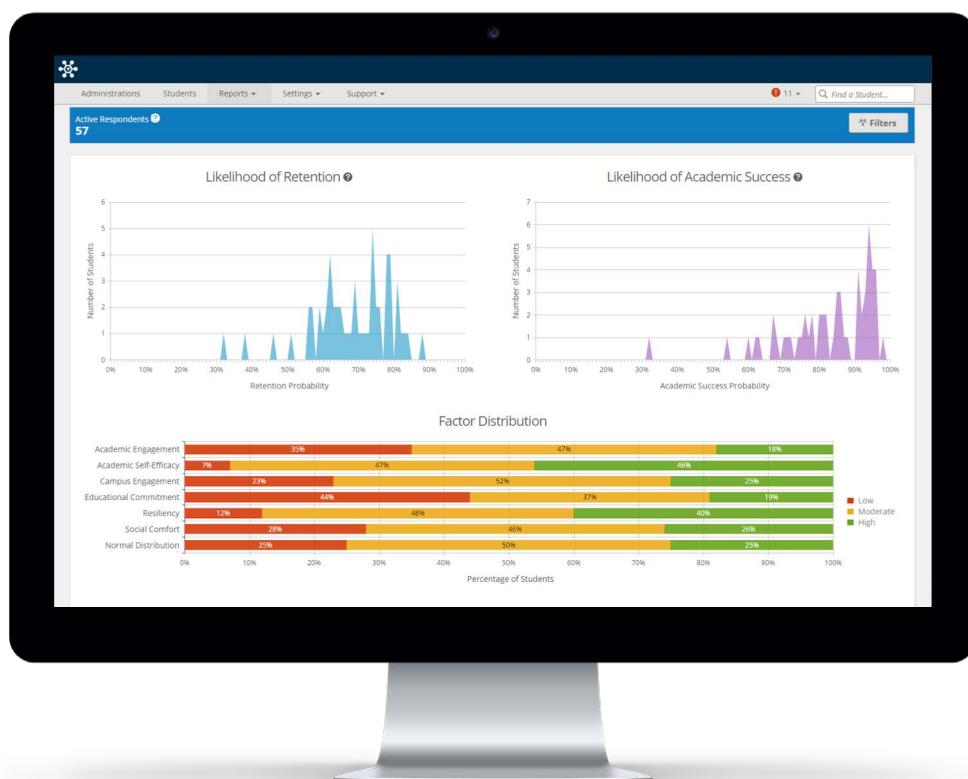
Creating personalized pathways for student success can make all the difference. When each student thrives, so does the entire institution.

"We now have more responsive services and programs, and improved resources for managing student retention. In a very real sense, Campus Labs is helping us promote student success on our campus."

Harriet Douglas, Director, PASS (Programs Advancing Student Success)
Frostburg State University, MD

Make better predictions and increase your retention.

With the Campus Labs® platform, you can harness the power of student data to assess the impact of campus programs and customize strategies for individual students. Identify at-risk learners early, match everyone with the right resources, and gain a deeper understanding of student success at every level.



Over the past three years, which program areas on campus have had the most significant impact on student success?

What are the predictors of student retention and success at the institution?

Gain a holistic view of individual success.

Analytics

Whether the focus is descriptive, predictive, or prescriptive, our analytics toolset can highlight your most effective programs, while identifying students you might never have known were at risk.

Noncognitives

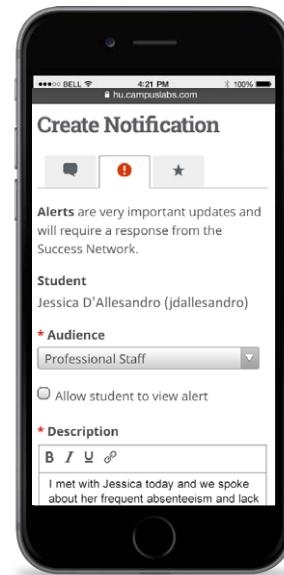
Our platform is built on the knowledge that GPA and standardized test scores account for only part of a student's predicted success. Noncognitive measures and other factors are also critical. Using data about noncognitive skills such as resilience, curiosity, and social comfort, you'll gain a better understanding of a student's level of engagement.

Early Alerts

Stay informed about potential red flags with regular alerts and daily digest emails about students. Proactively reach out to at-risk learners and send customized messages to help them get back on track.

Campus Labs for Student Success

A comprehensive solution that provides powerful tools and clear insights about student success. Whether working directly with individual students or monitoring the overall impact of initiatives and services on groups of students, all stakeholders will be empowered to make timely and data-informed decisions to improve retention and success.



Automatic alerts about students can be tailored to a specific audience and instantly viewed on mobile devices.

Student Advising

Create an accurate and complete retention risk profile by aggregating data from campus-wide sources, including reports from residence advisors, notes from professors, and self-reported data about the campus experience. Students can be connected to an electronic success network of staff and administrators who serve as formal or informal advisors.

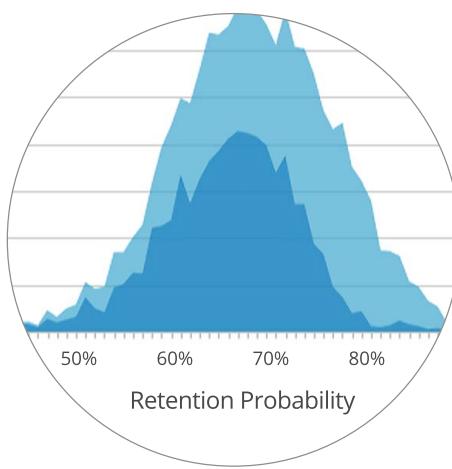
Resource Use & Tracking

Use check-ins at campus events and facilities such as student support offices, the library, and the financial aid office to manage traffic volume while uncovering insights about student behavior and trends.

Engagement & Assessment

Our integrated toolset will enable you to use student data to identify the programs and resources on your campus that best support success.

Data visualization of risk potential across your student population can support better predictions about retention.



The platform empowers you to:

- Connect demographic data
- Share engagement data
- Administer the validated and normed Student Strengths Inventory™ (SSI)
- Integrate noncognitive skill scores
- Link GPA and other academic scores
- Capture and share notes and alerts from professors
- View information about relationships with others
- Study students' self-reported data about the campus experience
- Allow students to schedule appointments with advisors
- Document and track student success plans
- Refer students to resources based on identified needs



Student Engagement

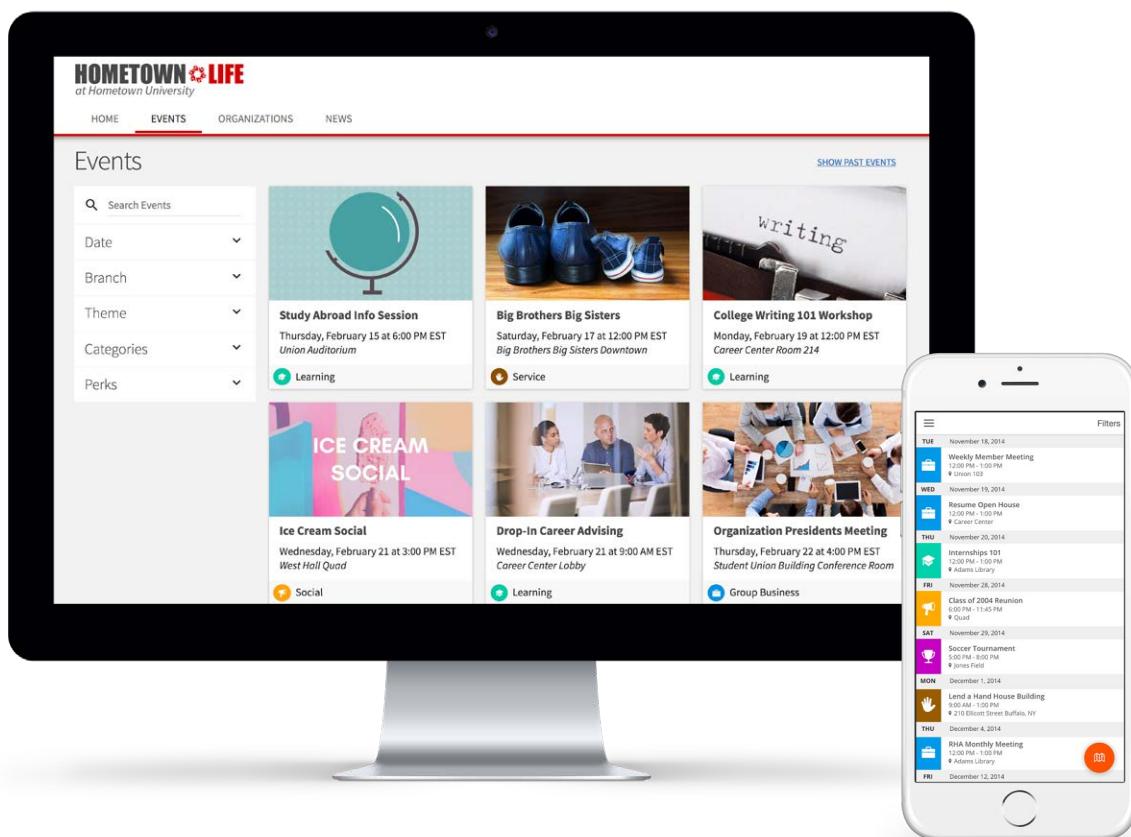
Designing transformational experiences.

Like you, we take a broader view of the student experience. We know that involvement outside the classroom influences academic success and whether or not students feel connected to the institution. Imagine an easy way to assess student-oriented programming – and then linking the trends with campus-wide outcomes.

During the 2014-2015 academic year, Oklahoma State University tracked 92,485 hours of community service representing an economic impact worth \$1,387,277 to the communities served.

Help your students invest in their own success.

Campus Labs® Engage includes an easy-to-use mobile app so students can find information about campus events and activities, all while helping you manage your office workflow. The toolset can help you design, promote and assess opportunities for a well-rounded collegiate experience and lay the foundation for each student's long-term success.



What are the student involvement trends for first-year students over a six-month period?

Which types of programs around critical thinking attract students majoring in business?

Take a broader approach to engagement.

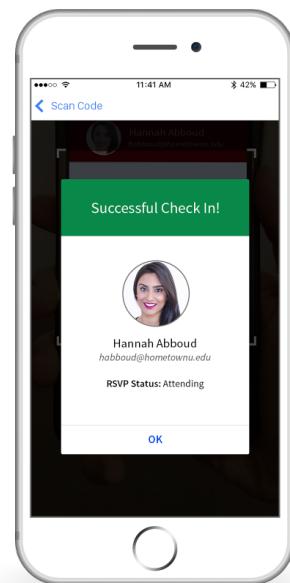
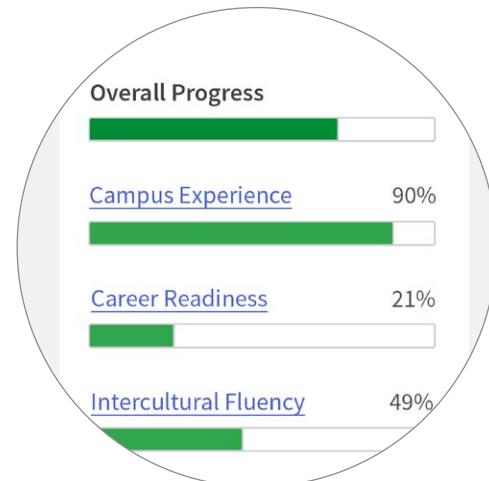
Guided Pathways

Our Co-Curricular Paths tool supports a competency-based approach by capturing the value of experiences outside the classroom. Promote student success with intentional programming designed to lead students through a series of guided co-curricular paths and experiences. Participation can be automatically documented in students' co-curricular records without any additional manual effort.

Involvement Tracking

Our mobile Check-in App and card-swipe functionality take the hassle out of the event check-in process, making tracking participation convenient and easy. Automatically generated co-curricular records and robust reporting capabilities provide all you need to showcase and assess student engagement on your campus.

Students can easily track their progress toward meeting co-curricular requirements.



Ensure accurate participation records with quickly visible student names and photos upon check-in.

Organization Management

Create, register, and manage your student organizations with ease. Distribute administrative oversight among divisions and departments to mirror your campus processes. Conduct secure campus-wide elections and improve administrative transparency with robust finance tools to streamline student budget submissions and purchase requests.

Event Planning

Effortlessly plan, organize, and promote events using our comprehensive tools. Streamline the event approval process with our robust form builder and manage risk with auto-notification approvals. Easily track RSVPs and promote events with centralized calendars, social media integrations, and our Involvement app.

Campus Labs for Student Engagement

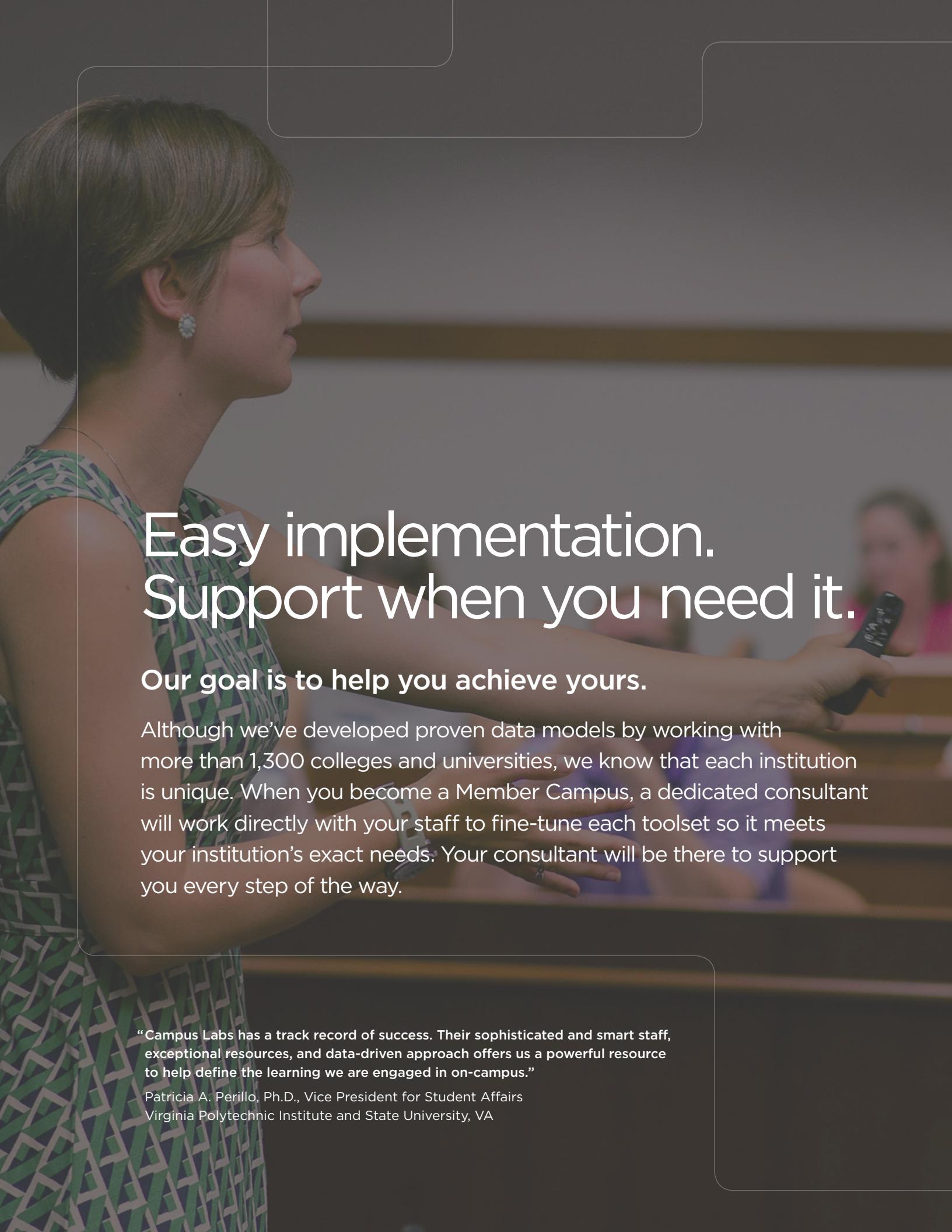
A comprehensive solution designed for campus professionals who support students by helping them easily identify meaningful involvement opportunities and take ownership of their campus experience.

Campus Labs for Student Affairs Assessment

A comprehensive solution designed for campus professionals dedicated to showcasing the impact of co-curricular programming and services on institutional goals. By highlighting these metrics, the solution helps institutional leaders better understand the value of student engagement on campus.

The platform empowers you to:

- Promote programs and services
- Provide at-risk information very early in the academic year
- Collect data via rubrics and surveys to assess student experiences and learning outcomes
- Participate in national benchmarking studies in areas such as new student programming and orientation
- Track student participation in campus activities
- Establish co-curricular record programs
- Set trigger questions in ongoing surveys to alert advisors
- Query involvement data to create survey samples, run demographic reports, or integrate data sets
- Manage event approval workflow
- Enable students to showcase their achievements
- Hold secure online student elections
- Enhance budget and spending visibility for student organizations



Easy implementation. Support when you need it.

Our goal is to help you achieve yours.

Although we've developed proven data models by working with more than 1,300 colleges and universities, we know that each institution is unique. When you become a Member Campus, a dedicated consultant will work directly with your staff to fine-tune each toolset so it meets your institution's exact needs. Your consultant will be there to support you every step of the way.

"Campus Labs has a track record of success. Their sophisticated and smart staff, exceptional resources, and data-driven approach offers us a powerful resource to help define the learning we are engaged in on-campus."

Patricia A. Perillo, Ph.D., Vice President for Student Affairs
Virginia Polytechnic Institute and State University, VA

We know higher ed.

At Campus Labs, we don't just create tech solutions – we understand the world of higher education. That's because our Campus Success Consultants began their careers on a college campus, where they gained valuable experience in administration and teaching.

In addition to best-in-class technical support and individualized guidance, we're proud to offer many other resources:



Onsite workshops



Professional development webinars



Member meetings

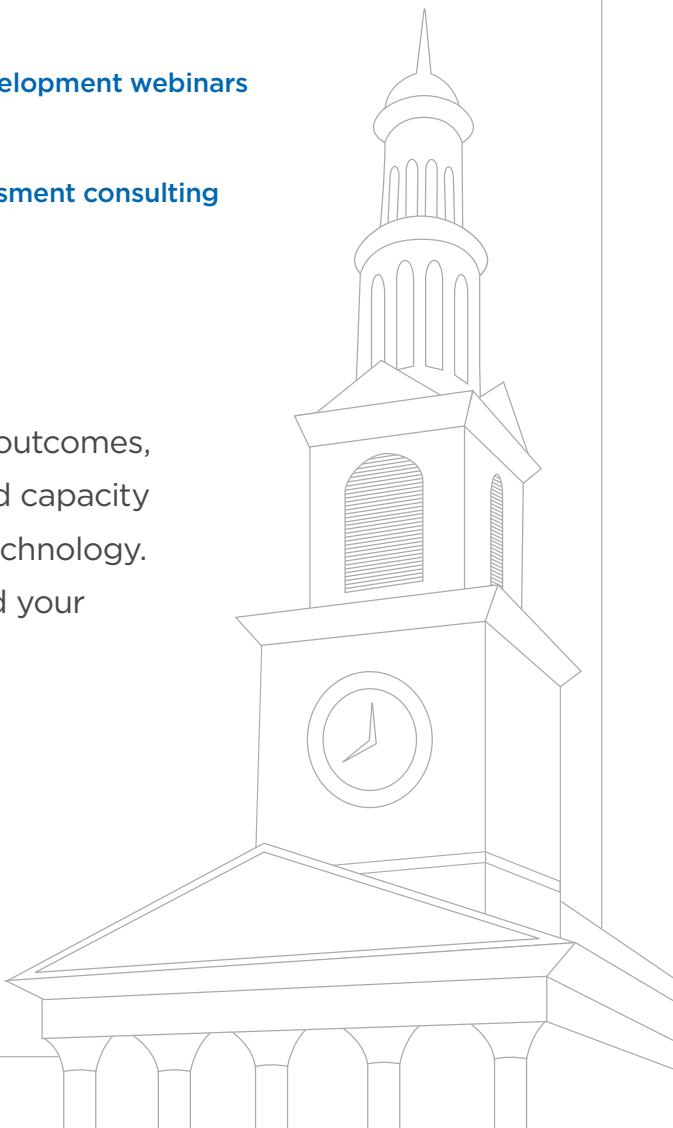


Dedicated assessment consulting



Tips for best practices

We can help you articulate your goals and desired outcomes, develop your assessment plans and strategies, build capacity and manage change, and make the most of your technology. Put our knowledge to work, and let us help you and your institution leverage best practices in ed-tech.



Accolades from our Member Campuses

"Our faculty and administrators utilize the Campus Labs platform to conduct assessments about learning, evaluate student work using rubrics, and collect data for valuable decision making.

The platform is helping us to assess all aspects of the student experience at Long Island University both inside and outside the classroom."

Gladys Palma de Schrynenmakers, Ph.D., Associate Provost

Long Island University, NY

"Utilizing Campus Labs at LSU has provided us a way to identify students who are most at risk, connect with them individually and target resources to students in critical need. The platform has helped us to drill down to the level of helping individual students and ensure contact is made to provide them with assistance to help retain them at LSU. Additionally, it has resulted in greater collaboration between Student Affairs and Academic Affairs in the way we serve our first-year student population."

Emily Hester, Assistant to the Vice Chancellor for Student Life & Enrollment

Louisiana State University, LA

"One of the reasons we chose Campus Labs is we needed something intuitive and technologically advanced that would save us time...I've been in positions where I have to explain what we want - I don't need to do that with Campus Labs. It's very nice to have common language and understanding."

Catie McCorry-Andalis, Associate Vice President and Dean of Students

University of Texas at El Paso, TX

"Campus Labs has helped us to identify and measure the learning outcomes for our programs and services. We are now able to use this data to enhance and improve the 'Villanova experience' for our students."

Ralph A. Gigliotti, Assistant Director of Student Development for Leadership Programs

Villanova University, PA

"Campus Labs allows us to quickly collect and present student feedback to not only senior leadership, but also to the students themselves. Students are able to see both their collective views and their impact on high-level policy decisions."

Malinda Matney, Senior Research Associate

University of Michigan, MI



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Data Driven Innovation