



The learner impact report **2025**

How Genio drives **academic achievement,
confidence, and student persistence**



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Introduction

Today’s college students face several fundamental learning challenges. They’re time-poor, navigating individual barriers and, more often than not, are underprepared.

When these realities are combined with an increasingly complex higher education environment, that consistently tests their ability to balance the demands placed on them, it’s easy to see why so many learners find themselves under significant pressure.

At the same time, many are first-generation learners, working parents, or manage disabilities and mental health challenges. This **New Majority Learner** is now the norm rather than the exception, and institutions are expected to support them with scalable, effective tools that drive positive outcomes; all against a backdrop of spiralling disengagement, technological advances challenging active learning and a need to develop long term skills as students seek alternative pathways.

At Genio, we believe every student deserves the chance to thrive, regardless of background, barrier, or bandwidth. That’s why we built our note taking and study tool, designed to empower independent learning and boost academic success, that has successfully driven positive learner outcomes for more than 150,000 students and 800 higher education institutions worldwide.

To ensure we continue on the right path and maintain our positive impact for all learners, each year we conduct our **Learner Impact survey**. This helps us to assess not only how they are using Genio to navigate the learning experience and to gauge the positive effect of our tools, but to inform iterative improvements as we seek to continuously optimize for learner engagement and optimal outcomes.

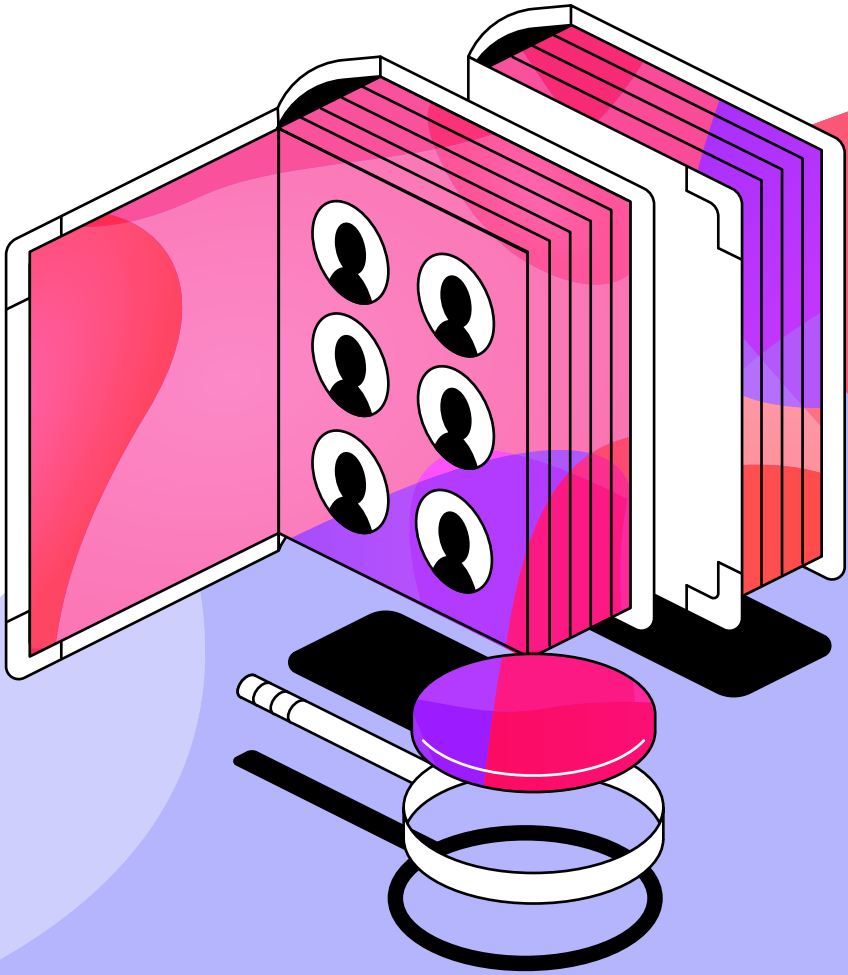
When conducting the survey, we investigated a range of metrics that we know are critical indicators of retention and completion; areas of major significance to institutions given that, according to the National Student Clearinghouse Research Center, overall persistence rates are down.

This year, the results are derived from two surveys conducted in October 2024 and February 2025. These were sent to Genio users based in the United States, gathering in depth data from 600 individuals.

So how exactly is Genio helping students? Who is it that is seeing the greatest difference in their studies? And how does that vary across institution types?

Let’s take a look...

Metric	Institutional value
Improved grades	▶ Academic achievement
Increased confidence	▶ Student self-efficacy
Reduced stress	▶ Learner wellbeing and retention
Improved study skills	▶ Student persistence and long-term success



► Academic performance

Genio lifts grades

"My grades were better, not just my understanding, but applying what I've learned."

Amy Ellgard, Mt San Jacinto Community College

► Confidence and engagement

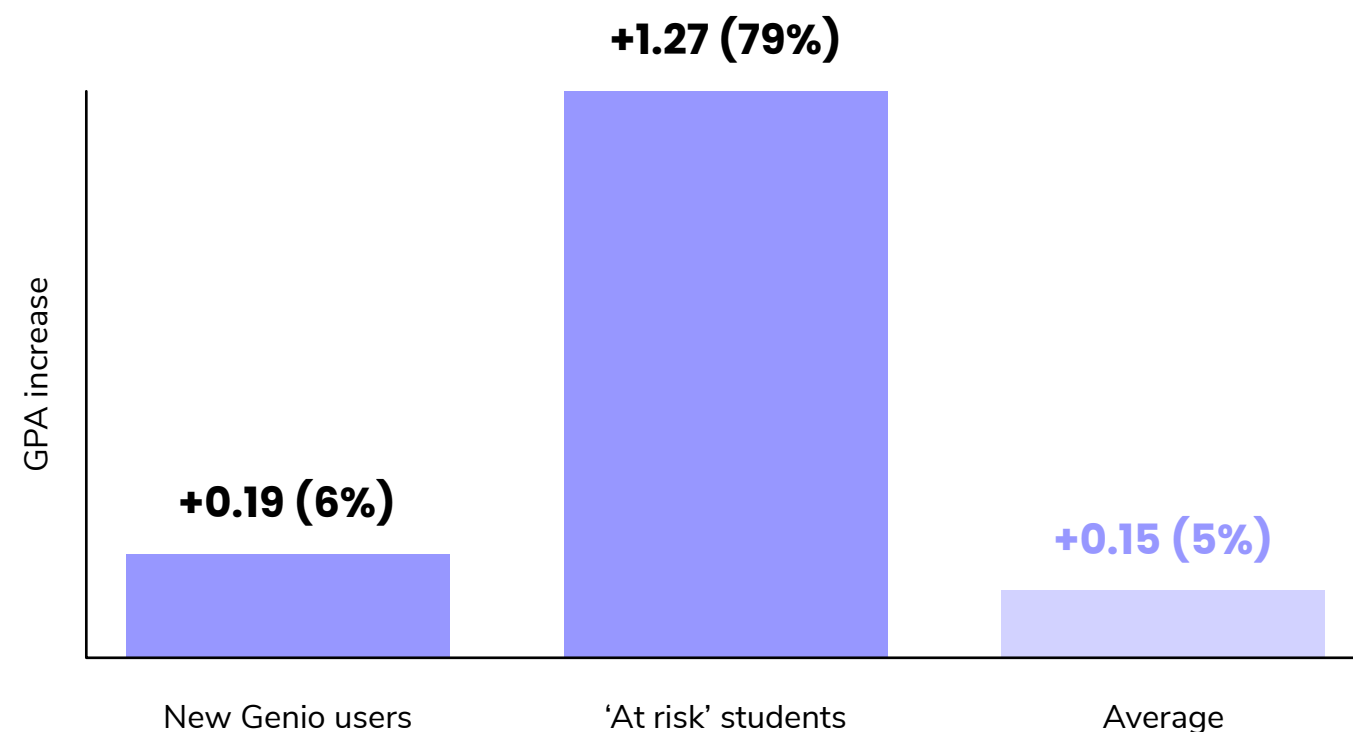
Genio builds learners' **belief in themselves**

"Being able to take notes at a speed that works for me makes me more confident in my ability to learn."

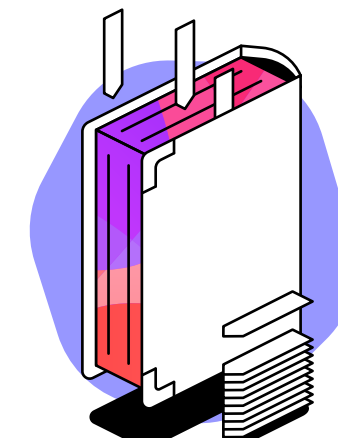
AJ Schertz, University of Wisconsin–Eau Claire

45% of students **improved their GPA after using Genio**

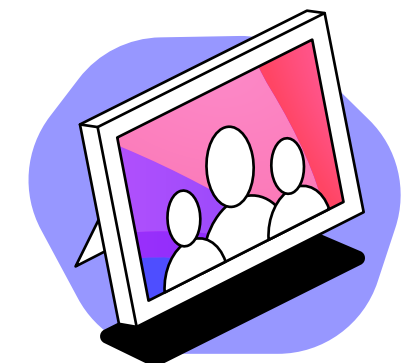
- Students saw an average GPA increase of +0.15 (5%)
- New Genio users saw an even greater jump of +0.19 GPA (6%)
- Students at risk of failing (GPA < 2.0) saw a +1.27 GPA increase (79%)



76% felt more confident in their note taking skills with Genio



New users reported a **16% increase in confidence to study effectively** from class



Confidence gains were highest among **first-generation, ESL, and adult learners**

► Stress reduction

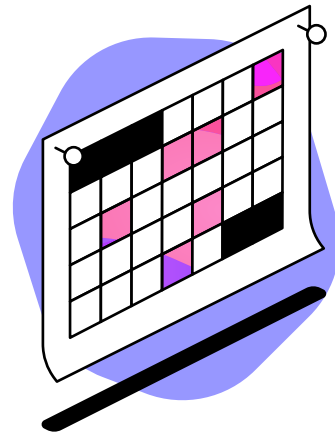
Genio supports **student wellbeing**

"I don't have to stress about writing everything down during lectures – I can actually focus. Studying is less overwhelming and more effective."

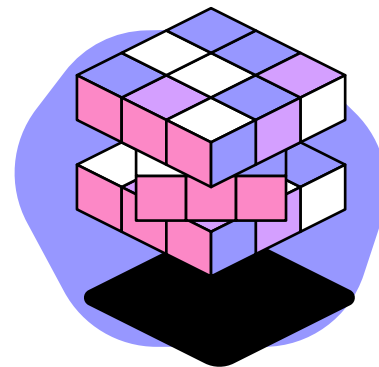
Ciaran Harland, CUNY BMCC



78% of users said Genio made **studying less stressful**



76% said **exam prep was easier** with Genio



Students with mental health challenges who used Genio without formal accommodations still **saw stress drop by 11%**

► Persistence

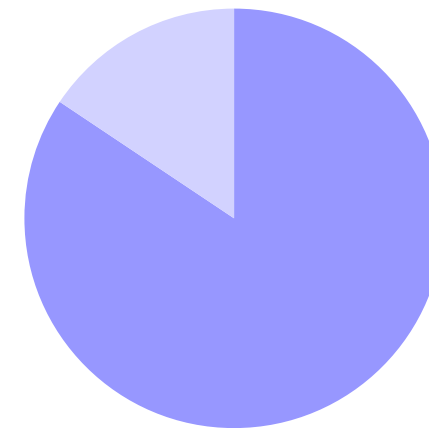
Genio drives **enjoyment and continuation**

"I was able to have a routine where I could enjoy my college life while still doing better in classes."

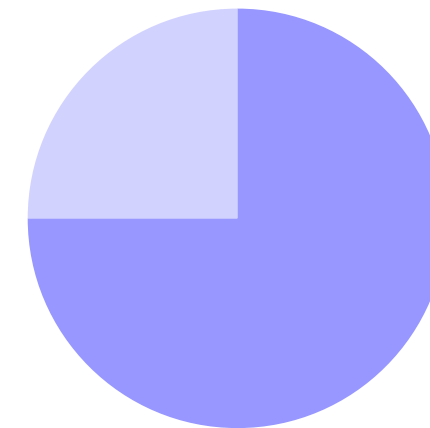
Nadine Kauffman, University of Wisconsin – Platteville

81% said Genio helped them enjoy their course more

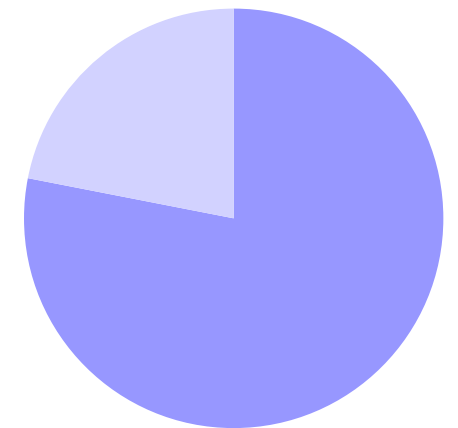
- 88% of working students said Genio improved their course experience
- Genio helps bridge the skills gap: 74% said it improved their study skills
- 78% said they review notes more often with Genio



"Genio helps me enjoy my course more"



"Genio improves my study skills"

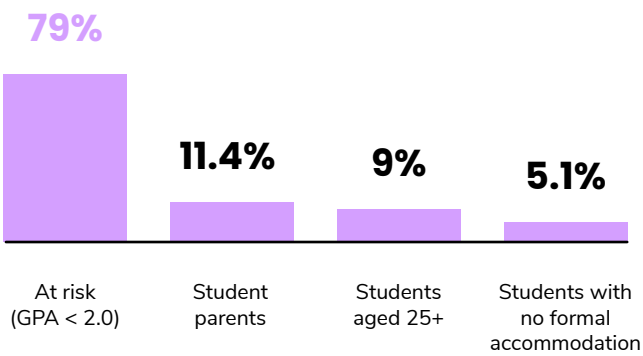


"I review my notes more often with Genio"

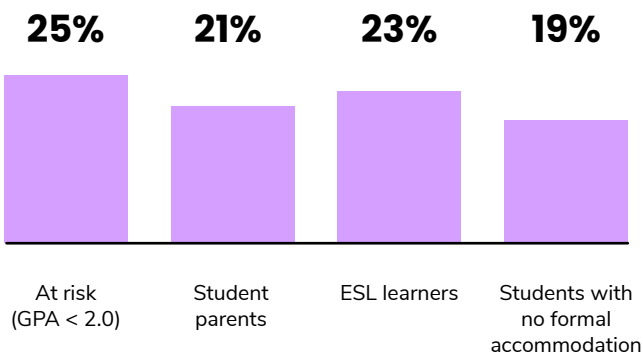
Who benefits the most?

Genio’s impact is strongest for students most at risk of leaving college:

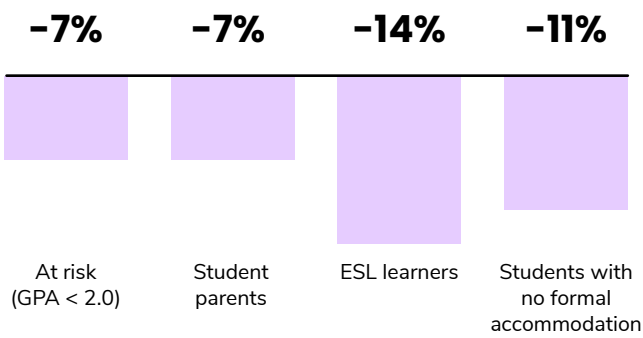
GPA increase



Confidence gain



Stress reduction



Across institution types

Community colleges

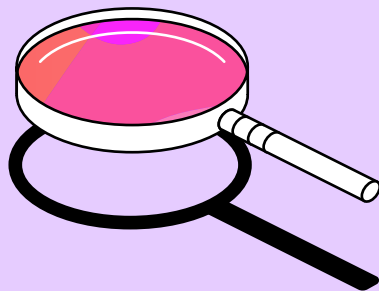
- ▶ **+12% GPA**
- ▶ **84% more confident**
- ▶ **87% enjoy courses more**

Public 4-year colleges

- ▶ **+3.5% GPA**
- ▶ **75% more confident**
- ▶ **80% enjoy courses more**

Private colleges

- ▶ **+4% GPA**
- ▶ **77% more confident**
- ▶ **84% enjoy courses more**



New Majority Learners

Non-traditional learners now constitute the **New Majority** in higher education. Across the United States, 40.2% of students are over the age of 22 and 69.3% work while studying. Part-time learners constitute 39.2% of the student population and the number of neurodiverse learners has increased by **267% since 2004**.

The conventional concept of a college student is no longer accurate. And, across the board, individuals within these defined characteristics have been historically underserved by traditional education. There are many possible reasons for this, but the fact remains that non-traditional learners have been disadvantaged compared to their peers.

As such, more students than ever are turning to technologies like Genio to give them the support they need on their learning journey.

Students with additional needs

16.5% of learners identified as neurodivergent in 2022, marking a **267% increase since 2004**. Similarly, 4.3% of learners identified as disabled, a 72% increase since 2008.

Evidently, this is a significant demographic shift yet, according to the National Center for Education Statistics, **65% of students don’t report their additional needs**, particularly if it is not visible, to their school. This means this particular student population is actually significantly higher than the statistics would suggest.

The question for institutions to answer is: how is this experienced, for both students and teachers, in a learning environment? And how can they improve the outcomes for these learners? Enter Genio.

‘At risk’ students

While all learners are susceptible to fundamental learning challenges around confidence and stress, some students succumb to the pressures more than others.

When those students are deemed to be “at risk” by their institution (with a GPA under 2.0), providing the right support is more important than ever. In these cases, having access to a technology such as Genio can be **even more critical** for increasing the percentage of positive student outcomes amongst those most likely to be suffering.

Why it matters

In an era of declining enrollment and increased accountability, student success is institutional survival.

Genio delivers measurable ROI for colleges and universities:

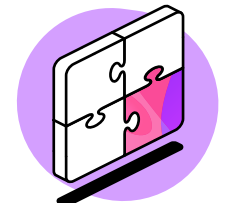
Genio's benefits



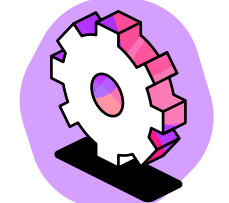
Boosts GPA and academic momentum



Builds essential **learning skills**



Improves retention and reduces equity gaps

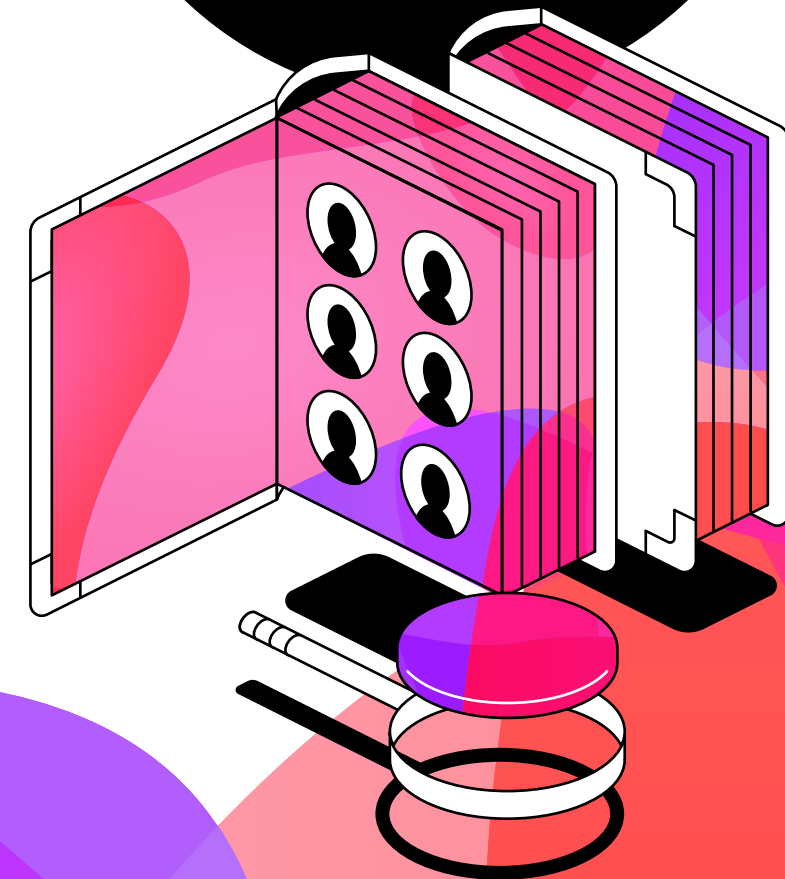


Scales support without increasing faculty or advisor burden

Genio is more than a note taking tool. It's a scalable, affordable intervention that helps every learner succeed, particularly those who've been historically underserved.

Those are just the highlights!

Read on to get the full in-depth report





Boosting grades

For all students, the importance of good grades, and a high GPA score, cannot be overstated. This is particularly true for those students that need to maintain a certain GPA in order to stay in their program, graduate, or qualify for scholarships.

Academic performance is also a significant contributor to student engagement levels, with a decline in grades often aligning with a spiral into disengagement. Likewise, trends often indicate that grades typically go down year-over-year, as students tackle more challenging levels in their education.

This context, and the rise of the New Majority who are more likely to be on GPA dependent scholarships, shows just how vital it is for institutions to empower them with the tools they need to succeed.

Genio is here to help learners overcome the barriers restricting their academic performance. When given access to our tools, from the get go, students can thrive. Each and every day we hear of how our technology has positively impacted the academic performance of learners the world over. This year was no different.

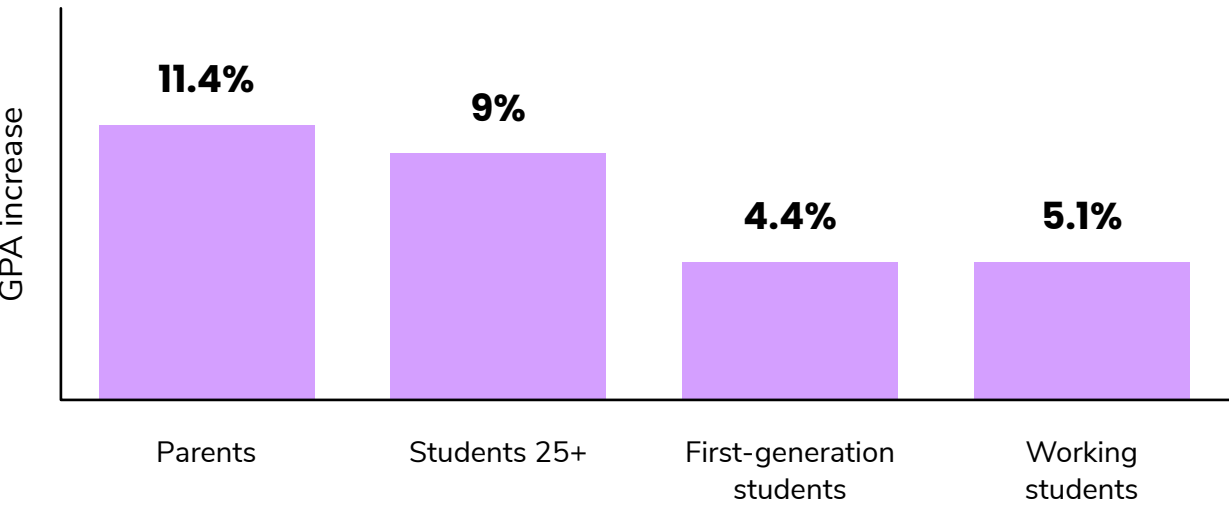
Key takeaways

- ▶ Students new to Genio saw a +0.19 increase in their GPA on average - **a 6% improvement.**
- ▶ **45% of students improved their GPA** over the semester.
- ▶ **66% of students increased** or maintained their GPA over the semester.
- ▶ Students saw an average increase of +0.15 in their GPA - **a 5% increase.**
- ▶ Building on our 2024 data, this shows that Genio not only helps students boost their grades, but helps them maintain higher performance.

Boosting grades

New Majority Learners

- ▶ Students who identified as parents had the biggest GPA increase over the semester. **At 11.4% it was over double the average** across all respondents. They also ended the semester as the group with the highest GPA average (3.58).
- ▶ Students who identified as 25 years or older saw the next biggest GPA increase at **9%** (+0.29).
- ▶ First-generation and working students saw their GPA increase slightly more than the baseline (4.4%) - by **4.9%** and **5.1%** respectively.

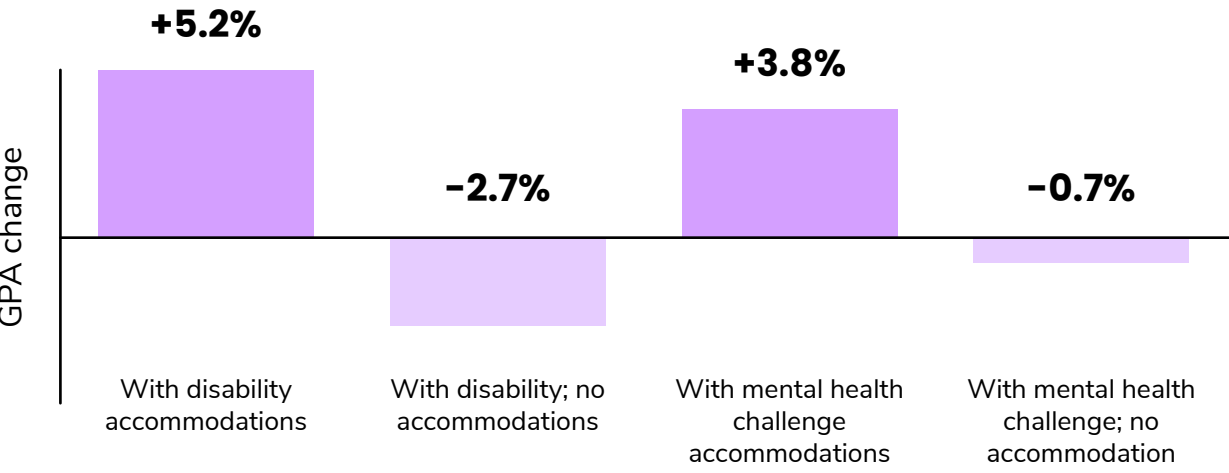


*"My grades were better, as the quality improved not only my understanding, but **my application of what I've learned!**"*

Amy Ellgard, Mt San Jacinto Community College

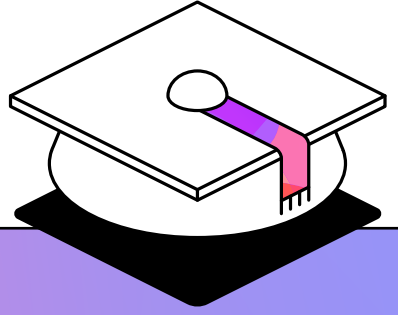
Students with additional needs

- ▶ Students with a disability who receive an accommodation saw their GPA **rise by 5.2%** on average. In stark contrast, students with a disability who do not receive an accommodation saw their GPA **drop by 2.7%** over the semester.
- ▶ Students with a mental health challenge who receive an accommodation saw their GPA **rise by 3.8%** on average. In contrast, those who did not receive an accommodation for their mental health challenge(s) saw their GPA **drop by 0.7%** on average.



'At risk' students

- ▶ All but two students increased their grades over the semester, by an average of +1.27 - a **79% increase**. This suggests that the interventions for this at-risk group were highly effective.
- ▶ **86%** of 'At-Risk' students said they felt Genio helped them achieve better grades.



Improving confidence

Alongside having the means to achieve their potential, students need to be empowered to develop the skills that will set them up for life. In light of this, Genio is there to augment, rather than replace the learning process. To scaffold how learners engage with educational content rather than doing the work for them.

The end result is more confident learners. Not only are they better able to navigate the challenges of higher education, they are able to overcome academic stress leading to improved prospects both within and beyond their college life.

*“Being able to take my notes at a speed that works for me makes me **more confident in my note taking skills and my ability to learn.**”*

AJ Schertz, University of Wisconsin–Eau Claire

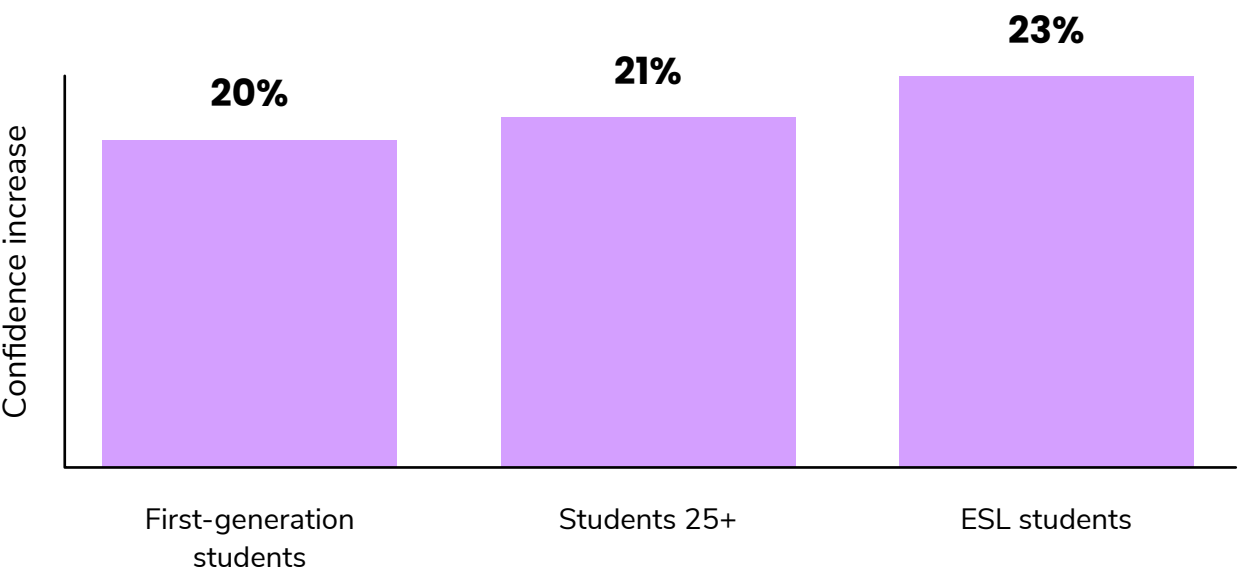
Key takeaways

- ▶ Students new to Genio reported a **16% increase in their confidence** to study effectively from class after a semester of using the software.
- ▶ **76% of all respondents** agreed that Genio helped them become more confident with their note taking.
- ▶ **Between 76-83%** of learners in New Majority segments consistently reported that Genio helped them become more confident with their note taking.

Improving confidence

New Majority Learners

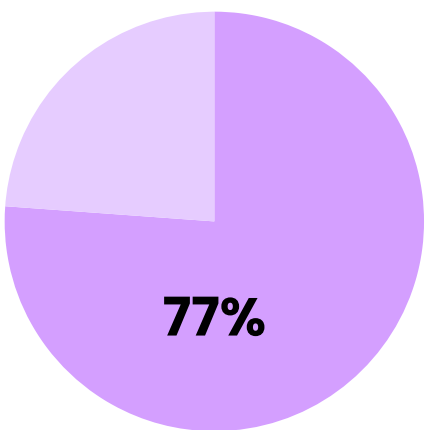
- ▶ All groups reported being **significantly more confident** in studying from class after a semester of using Genio for the first time, with increases ranging from 20% to 25%.
 - First-generation students reported a **20%** increase in confidence in studying effectively from class.
 - Students aged 25 years or older reported a **21%** increase in confidence in studying effectively from class.
 - ESL (English as a second language) students reported feeling **23%** more confident in studying effectively from class.
- ▶ New Majority Learners also agreed that Genio helped them become **more confident in their note taking**, with 76% to 83% of students agreeing across these groups.
- ▶ Users felt Genio helped them remember information discussed in lectures, which is particularly helpful for parents who may have other distractions or responsibilities, as well as those with memory loss or processing difficulties.



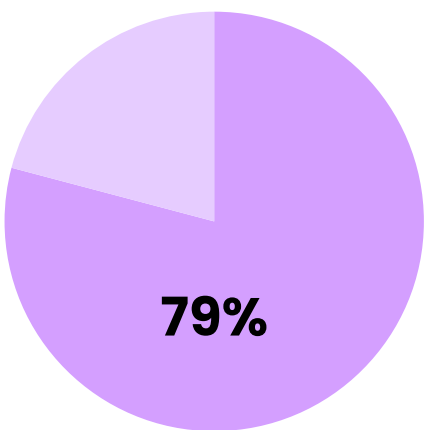
Students with additional needs

- ▶ **77%** of students with a disability who receive an accommodation said that Genio has helped them become more confident with their note taking.
- ▶ **79%** of students with a mental health challenge who receive an accommodation said that Genio has helped them become more confident with their note taking.
- ▶ Students using Genio for the first time in each of these categories said they enjoyed studying more after a semester with the software.

"Genio has helped me become more confident with note taking"



Students with a disability who receive an accommodation



Students with a mental health challenge who receive an accommodation



Reducing stress

Stress and learning don't mix well. A stressful learning environment can negatively impact concentration, inhibit information processing and affect overall wellbeing. This can create a complex cocktail of barriers for learners to overcome, simply to be able to access the content being provided on their course.

Likewise, learners are constantly bombarded with information, from digital notifications to simply processing the world around them. This, inevitably, can lead to cognitive overload, fuelling a cycle of disengagement, where learners question their ability to succeed.

However, this end result is not inevitable. With Genio, learners can find greater balance. By ensuring relevant information is captured with the flexibility to process it at a pace, place and time that suits them, learners are in a much better place to reduce their stress levels.

“Using Genio helped me get better grades because it makes studying way easier.

I don't have to stress about writing everything down during lectures, so I can actually focus on what's being said.

*Later, when I go back to review, everything's already organized, which saves me a ton of time. It also helps me remember things better because I can highlight key points and listen back when I need to. **Overall, it just makes studying less overwhelming and more effective.”***

Ciaran Harland, CUNY Borough of Manhattan Community College

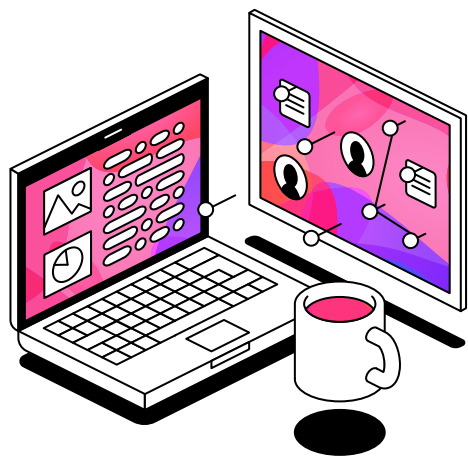
Key takeaways

- ▶ **78%** of students agreed that they experience less stress because of Genio.
- ▶ **76%** of students said that studying for exams was less stressful with Genio.

Reducing stress

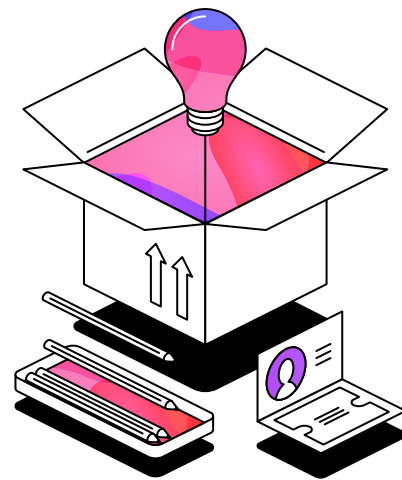
New Majority Learners

- ▶ Genio helped users manage their study time more efficiently, allowing them to balance their academic work with parenting responsibilities.
- ▶ ESL (English as a second language) students reported feeling **14% less stressed** after a semester of using Genio, with an 11% improvement on study / life balance.



88%

of working students said that **Genio allows them to enjoy their course more**

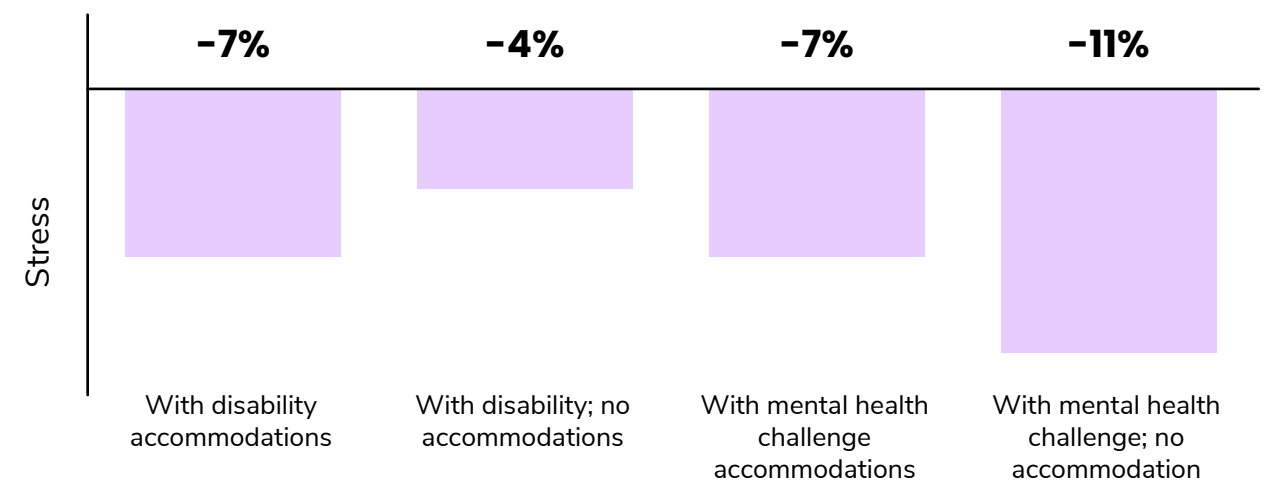


82%

of first-generation students said that they **experience less stress because they use Genio**, providing a sense of security in not missing crucial information

Students with additional needs

- ▶ Students with a disability but without an accommodation reported feeling more stressed about studying than their peers - rating their stress at **4.0** compared to **3.6** for those with an accommodation.
- ▶ **86%** of the students without an accommodation said they experience less stress because they use Genio.
- ▶ Students using Genio for the first time in each of these categories reported feeling less stressed about their studies after Genio for a semester.
 - **7% lower** - Students with a disability + receiving accommodations
 - **4% lower** - Students with a disability + not receiving accommodations
 - **7% lower** - Students with a mental health challenge + receiving accommodations
 - **11% lower** - Students with a mental health challenge + not receiving accommodations



Elevating learning skills

Alongside academic achievement, confidence and stress levels, a critical aspect of the positive impact that Genio provides is in the development of invaluable learning skills. These skills are useful not only to help students with the transition from high school to higher education, but also to use in life beyond the classroom and in the workplace. Many students, particularly first-generation, cite a key reason they struggle is a lack of understanding how to study.

Higher education is more often than not, a totally new environment, with a much greater emphasis on self advocacy. By using Genio, students can bridge this gap, enhancing their study skills to improve how they digest content, learn from it and harness that new found knowledge.

Key takeaways

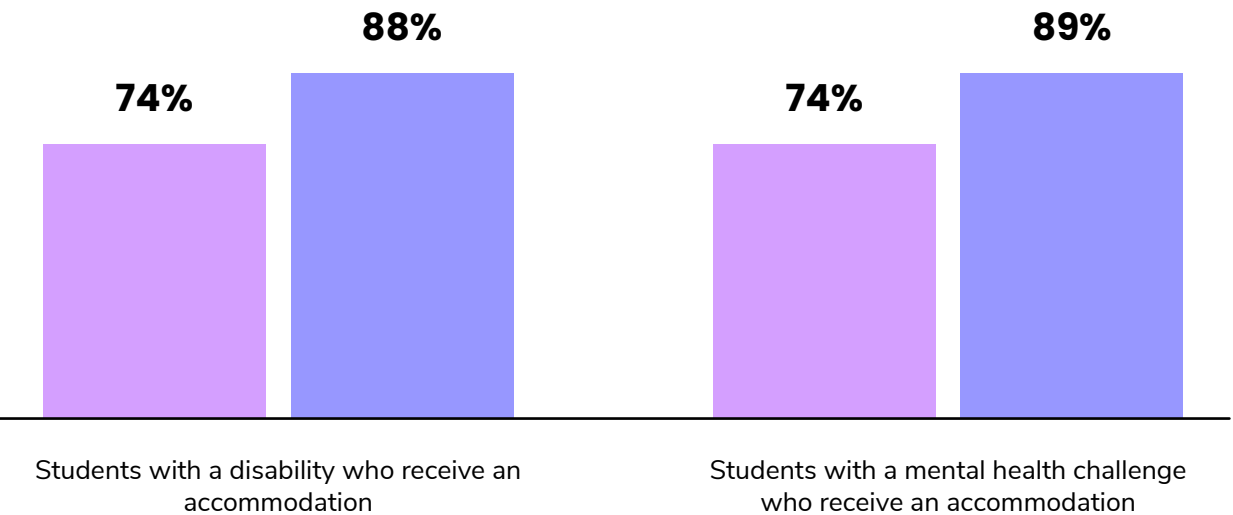
- ▶ **88%** of students say that Genio has helped them better manage large amounts of information.
- ▶ **78%** of students say that they review notes more with Genio .
- ▶ **74%** of students say that Genio has helped improve their study skills.
- ▶ **76%** of students say they have become more confident with note taking.
- ▶ **81%** of students say that Genio has allowed them to enjoy their course more.

Elevating learning skills

Students with additional needs

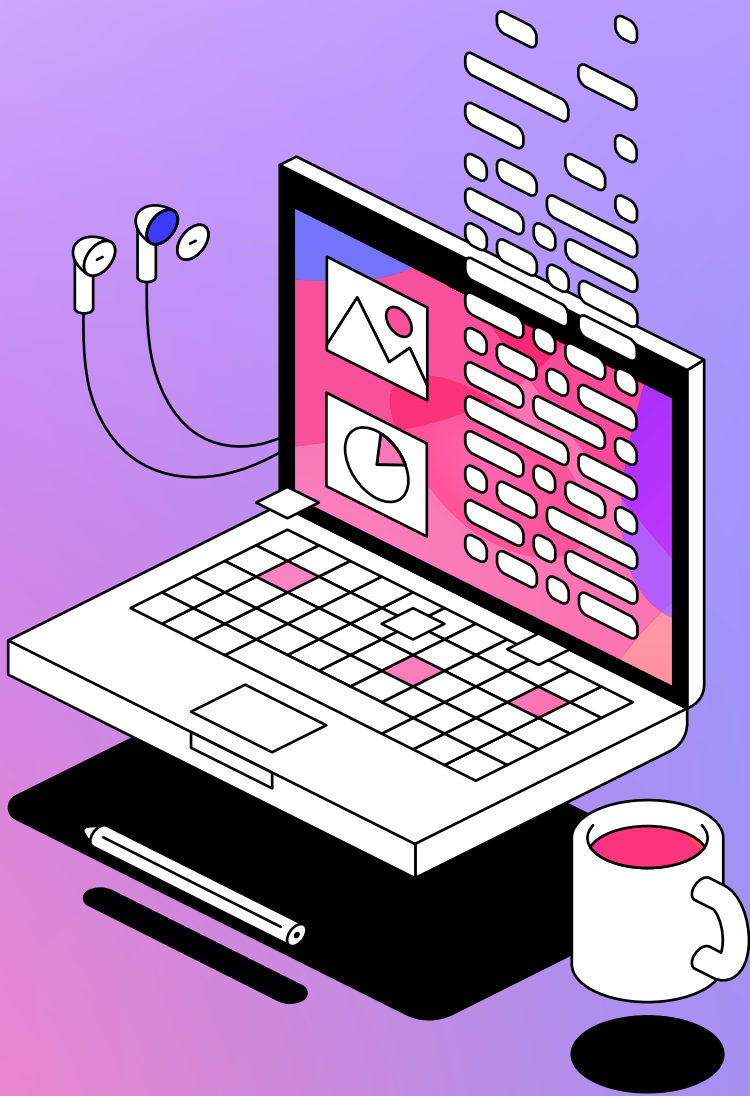
- ▶ **74%** of students with a disability who receive an accommodation said that Genio has helped them improve their study skills.
- ▶ **74%** of students with a mental health challenge who receive an accommodation said that Genio has helped them improve their study skills.
- ▶ **88%** of students with a disability who receive an accommodation said that Genio helps them better manage large amounts of information.
- ▶ **89%** of students with a mental health challenge who receive an accommodation said that Genio helps them better manage large amounts of information.

- "Genio helps me improve my study skills"
- "Genio helps me better manage large amounts of information"



"Genio has really helped improve my organization skills which allows me to have my course materials and notes in one place to reference when taking exams or tests."

Meg Huwe, Portland State University



Across institution types

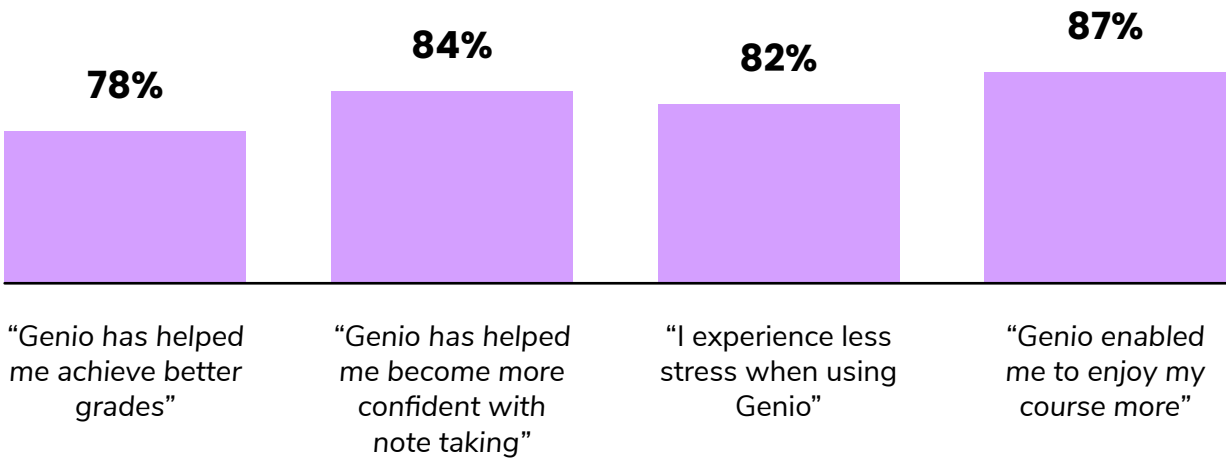
In much the same way that each student will have a unique experience of a learning environment, the type of institution at which the learning takes place will have an impact on everything from academic achievement to student confidence, stress levels and learning skills.

Here we'll break down how the difference in experience manifests itself across community, public four year and private colleges.



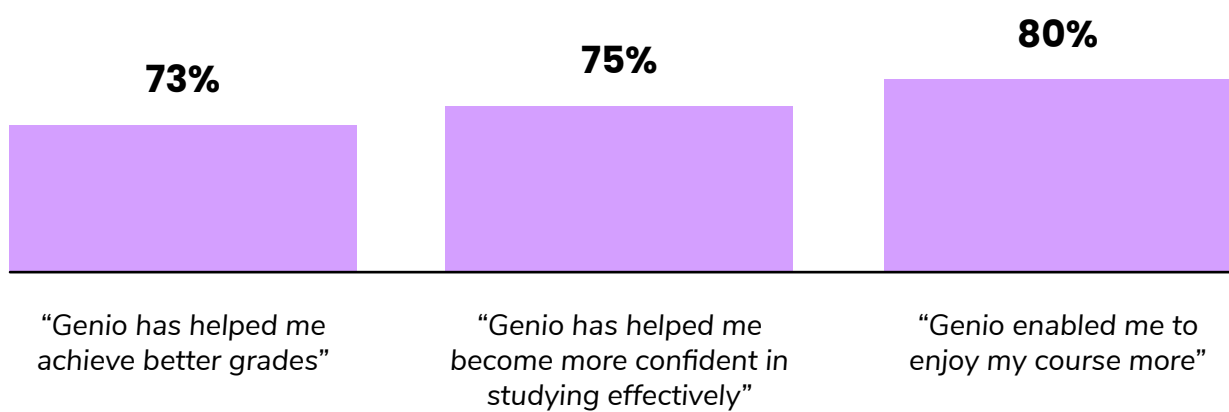
Community colleges

- ▶ Students saw their GPA increase by +0.37 on average - a 12% increase. **From 2.95 to 3.32 on average.**
- ▶ **Genio improved community college student outcomes in key areas:**



Public four year colleges

- ▶ Students saw their GPA increase by +0.12 on average - a 3.5% increase. **From 3.36 to 3.48 on average.**
- ▶ **Genio improved public four year student outcomes in key areas:**



Private colleges

- ▶ Students saw their GPA increase by +0.12 on average - a 4% increase. **From 3.3 to 3.43 on average.**
- ▶ **77%** of private college students using Genio say that they are confident in studying effectively from class.
- ▶ **84%** say that Genio has enabled them to enjoy their course more.

Conclusion

Research findings for the Learner Impact Report 2025 establish Genio as far more than a note taking tool; it is a critical intervention addressing the pressing challenges of student success within today's complex, pressured, and unequal higher education environment.

Supporting an increasingly diverse New Majority of learners, Genio empowers independent learning, helps students overcome numerous barriers, and demonstrably drives positive outcomes.

An average GPA increase of 5%, at-risk students achieving a remarkable 79% improvement, and 78% experiencing reduced stress, crucial for the wellbeing of diverse learners, only serves to highlight Genio's ability to **boost academic performance and combat declining persistence.**

Ultimately, this evidence demonstrates the impact that Genio can have as a strategic asset for institutions committed to student success. By directly tackling learning challenges, bolstering confidence, reducing stress, and enhancing study skills, Genio offers a **scalable solution to help more students thrive and succeed** in the evolving higher education landscape, representing a vital investment in a more equitable future for all learners.

Empower your students to see this positive impact with Genio:

[▶ Find out more](#)

