

InsideTrack Coaching

For Enrolled Students

insidetrack

ENGAGING STUDENTS IMPROVES RETENTION

InsideTrack Coaching for Enrolled Students is a clearly defined, research-based program that improves student engagement, retention and success. Supported by expertise developed over a decade, InsideTrack Coaching delivers measurable results that include increased student engagement and academic achievement, and a five to seven percentage point increase in retention rates.

The program also systematically aggregates the key decision factors that drive students to drop out, and captures insight into the student experience at your university, so that you can continuously improve your university's messaging, program mix and student experience to improve retention and graduation rates.

InsideTrack delivers a customized program for each partner university. We provide and manage the coaching staff and handle the implementation process from start to finish, providing the tools, systems and methodology that a successful, scalable program requires.

InsideTrack has coached more than 250,000 students at more than 50 campuses nationally, enabling leading universities like Northeastern University and the University of Redlands, as well

as online programs at universities such as DeVry University and Westwood College, to differentiate based on their clear commitment to student success.

MAXIMIZING THE COLLEGE EXPERIENCE

InsideTrack Coaching for Enrolled Students is a personalized program designed to motivate non-traditional students to perform at their best, starting at the beginning of each term.

Coaches work with students to envision what they want from college – and map out a plan to make it happen. InsideTrack ensures that students have the resources they need to successfully make the transition to college, and to succeed once they begin. Coaching discussions range from creating a vision and setting high level goals to guiding students through detailed admissions and financial aid processes, making sure that students meet critical deadlines.

Coaching enables students to take a step back and develop a vision for where they want to be at graduation and beyond. Students use this vision to develop an academic plan that includes personal objectives and academic goals. Non-traditional students often juggle a full-time job, family commitments and financial challenges in addition to a demanding academic load. →

A reputation for success

"95% of our students have embraced coaching. They're saying, 'Wow! This is a great service and it's been very valuable.' We've experienced improved retention, persistence and graduation rates."

Steven Riehs
VP & General Manager
DEVRY UNIVERSITY ONLINE



"One of InsideTrack's advantages is scalability. They have the capacity to expand easily. And we gain the benefit of best practices: they know what works and what doesn't. From a business standpoint, InsideTrack actually saves me money because the level of service is that much higher."

Dr. Christopher Hopey
VP and Dean of Professional
and Continuing Studies
NORTHEASTERN UNIVERSITY



"I know InsideTrack works – I know that because the numbers show me that it works, and I know that because the students tell me that it works. InsideTrack Coaching makes a difference."

Martha Lanaghan
VP of Student Engagement
WESTWOOD COLLEGE



250K+

STUDENTS HAVE BEEN
COACHED BY INSIDETRACK

50+

CAMPUSES HAVE
IMPLEMENTED INSIDETRACK

InsideTrack Coaching motivates these students to consistently use key tools that will take their time management, budgeting and other life skills to the next level - enabling them to be more effective in college and beyond. InsideTrack Coaches also work with other university services to ensure that students are getting specialized support and taking steps to make their goals a reality. Coached students also leverage our proprietary goal achievement software, text messaging, instant messaging and other online tools to stay connected with their InsideTrack Coach.

A CUSTOMIZED APPROACH THAT GETS RESULTS

We customize the InsideTrack Coaching program to fit each partner university's unique needs. During implementation, we conduct a site audit, create a custom delivery plan, and assign a Campus Director to monitor and manage the partnership.

We then assign Coaches to the university based on an intensive screening and assessment process, during which they receive extensive professional training. InsideTrack Coaches are high performing, motivated individuals who are passionate about education and helping others succeed, have a high degree of emotional intelligence, and have completed their Bachelor's degree or higher. Coaches receive ongoing professional development through detailed observation sessions and a structured certification system.

InsideTrack ensures high levels of student participation in coaching by developing a student communications plan customized for your university, including student videos, a co-branded web site, text message reminders, Facebook messaging and student orientation materials.

InsideTrack Coaching sessions typically last thirty minutes and occur via phone. Coaches are also available via email, IM and text message during regular business hours, helping non-traditional students fit coaching in with other professional and family responsibilities. Students often connect with Coaches throughout the week to provide an

update on progress, ask questions, and share good news.

Dozens of formal evaluations have demonstrated that InsideTrack Coaching consistently improves student engagement, student satisfaction and retention rates.

STUDENT INSIGHT DRIVES IMPROVEMENT

InsideTrack gives you valuable feedback about the student experience. Because Coaches have in-depth conversations with students on a daily basis, they understand the university from a student perspective. This insight into the student experience enables you to better understand, prioritize, and drive improvements in program offerings and strategic initiatives.

When prospective students drop out or choose to attend another school, InsideTrack aggregates the key factors driving that decision. InsideTrack reports this competitive analysis to the university, along with insights about what program offerings and initiatives should be investigated to drive growth.

PROVEN, CONSISTENT RESULTS

The effectiveness of InsideTrack Coaching has been demonstrated in dozens of large-scale evaluations that eliminate selection bias between coached and non-coached groups.

InsideTrack Coaching has been shown to increase the use of student services, engagement in student activities, and four-year graduation rates. Coached students across all majors consistently rate satisfaction with the university and college life higher than their non-coached counterparts.

InsideTrack Coaching achieves a five to seven percentage point increase in retention rates. Coaching pays for itself quickly and, over time, generates funds by increasing tuition revenue. You can leverage this increased retention to enhance the university's reputation.

InsideTrack Coaching outcomes

Our experience with hundreds of thousands of students delivers:

- A 5 to 7 percentage point improvement in retention rates
- An opportunity to proactively shape the incoming class
- A strong bond with the university and a high level of student commitment to school
- A more effective, engaged and proactive population of students working to achieve clear goals
- Actionable insights that improve the student experience