

InsideTrack Coaching

For Prospective and Enrolled Students

insidetrack

RESULTS-ORIENTED ENROLLMENT STRATEGY

InsideTrack Coaching for Prospective and Enrolled Students is a clearly defined, research-based program that increases university enrollment rates and improves student success. Supported by expertise developed over a decade, InsideTrack Coaching delivers measurable results, including a 10 to 15 percent increase in enrollment rates, increased student satisfaction, and higher levels of academic achievement.

The program also systematically aggregates the key decision factors that drive students to enroll, 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.

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 adult programs at universities like Northeastern University and the University of Redlands to differentiate based on their clear commitment to success.

MAXIMIZING THE UNIVERSITY EXPERIENCE

InsideTrack Coaching for Prospective and Enrolled Students is a personalized program that motivates working adults to maximize their educational experience from the moment they inquire into your university through the start of the second semester.

Coaches work with prospective students to envision what they want from college - and map out a plan to make it happen. InsideTrack ensures that prospective students have the resources they need to successfully apply to the best program for them, are prepared to start school, and 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.

Once enrolled, 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.

Adult students often juggle a full-time job, family commitments and financial challenges in addition to a demanding academic load. InsideTrack Coaching motivates these students to consistently use key tools that will take their time →

Our reputation precedes us

"I recommend InsideTrack, and I recommend them without hesitation. We have tested InsideTrack extensively on our campuses, and have consistently seen an increase in enrollment and retention rates, student satisfaction, number of units taken, and GPA."

Gary Brahm

Chancellor
BRANDMAN UNIVERSITY



CHAPMAN UNIVERSITY SYSTEM

"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 Hopeny

Vice President and Dean
College of Professional Studies
NORTHEASTERN UNIVERSITY



"InsideTrack Coaches keep prospective students focused on completing the enrollment process. They manage people and data in a very professional and caring manner that has been good for our students and good for us."

Phil Doolittle

Executive Vice President and
Chief Operating Officer
UNIVERSITY OF REDLANDS



10-15%

INCREASE IN ENROLLED STUDENTS FROM THE SAME NUMBER OF LEADS

150%

RETURN ON INVESTMENT IN ONE YEAR

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 adult 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 enrollment and retention rates.

STUDENT INSIGHT DRIVES IMPROVEMENT

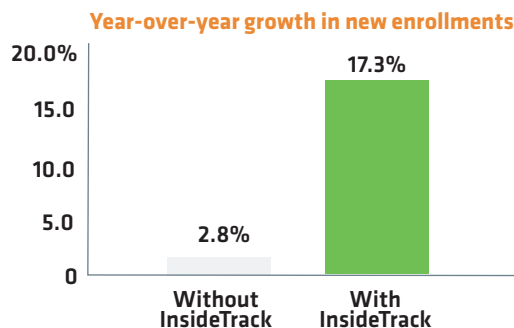
InsideTrack gives you valuable feedback about the student experience. Because Coaches have in-depth conversations with students on a daily basis, they understand the university from a student perspective. This insight into the student experience enables you to better understand, prioritize, and drive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

When prospective students choose to attend another school, InsideTrack captures which university they selected - and aggregates the key factors driving that decision. InsideTrack reports this competitive analysis to the university, along with insights about what program offerings and strategic 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 consistently generates a 10 to 15% increase in enrollment. Coaching pays for itself quickly and, over time, generates funds by increasing tuition revenue. You can leverage this increased enrollment to improve selectivity and enhance the university's reputation.



* Sample size: 495 students who received coaching during an eight-month formal evaluation.

InsideTrack Coaching program outcomes

- A 10-15% increase in enrollment rates
- Higher retention rates for enrolled students
- Faster response times for inquiries, applicants, and new students
- Actionable insights that improve the admissions process and student experience
- High quality student/Coach relationships that enhance student satisfaction and university reputation