

InsideTrack Coaching

For Prospective
and Enrolled Students

insidetrack

STUDENT SUCCESS - YOUR DIFFERENTIATOR

InsideTrack Coaching for Prospective and 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, a 2.5 to 3 percentage point improvement in yield rate, and a 20% reduction in attrition.

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 to enhance selectivity and to balance future incoming classes.

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 Chapman University, Florida State University and the University of Dayton to differentiate based on their clear commitment to student success.

MAXIMIZE THE COLLEGE EXPERIENCE

InsideTrack Coaching for Prospective and Enrolled Students is a personalized program designed to motivate the right students who are a good fit with your university to enroll and fully support them in the transition to college, starting at admission and continuing to the start of the sophomore year.

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 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.

Once enrolled, coaching enables students to take a step back and develop vision for where they want to be at graduation and beyond. Students use this vision to develop four year plan that includes summer internships, extracurricular activities, and academic goals.

InsideTrack Coaching motivates 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. →

Our reputation precedes us

"We saw an increase in our fall to spring retention rate as well as our freshman to sophomore retention rate in the coached vs. non-coached groups. We also saw an increase in early registration rates, which enabled us to better staff and plan for the upcoming term."

Kathy Cruz-Uribe

Provost and Vice President
Academic Affairs
CSU MONTEREY BAY



"We ran pilot studies of InsideTrack Coaching for several years at Chapman. The data clearly demonstrated that coached students took more classes, got more involved on campus and retained and graduated at a higher rate than non-coached students. We know that Coaching works - the data tells us that it works."

Saskia Knight

Former Vice President and Dean
of Enrollment Services
CHAPMAN UNIVERSITY



"InsideTrack aligns with our mission of giving students a personalized college experience. The training and expertise that InsideTrack brings to our campus has proved invaluable in getting students more engaged, and in inspiring them to achieve at higher levels."

Phil Doolittle

Executive Vice President and COO
UNIVERSITY OF REDLANDS



250K+

STUDENTS HAVE BEEN
COACHED BY INSIDETRACK

50+

CAMPUSES HAVE
IMPLEMENTED INSIDETRACK

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 RightTrack, our proprietary goal achievement software, Facebook, LinkedIn, 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 custom student and parent communications plan for your university, including student videos, a co-branded student web site, text message reminders, Facebook messaging and student and parent 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 initiatives should be investigated to drive growth and selectivity.

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 2.5 to 3 percentage point improvement in yield rate and a 20% reduction in attrition. 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.

InsideTrack Coaching program outcomes

- A 2.5 to 3 percentage point improvement in yield rate
- An opportunity to proactively shape the incoming class
- A strong bond with the university and a high level of student preparation for school - months before college begin
- A more effective, engaged and proactive population of students working to achieve clear goals
- A 20% reduction in attrition
- Actionable insights that improve the admissions process and student experience