

Redlands and InsideTrack

InsideTrack Coaching
enhances the student experience
and the bottom line

insidetrack

A PARTNERSHIP FOR SUCCESS

The University of Redlands faced mounting challenges to meet its adult student recruitment and retention goals while simultaneously improving the student experience. Realizing the direct relationship between a positive student experience and retention amid ever-increasing competition for adult learners, the University turned to InsideTrack to address its enrollment management challenges.

A PARTNERSHIP IS BORN

The Redlands-InsideTrack partnership began in the School of Business, which offers MBA, MA, MS, and BA-completion degrees to working adults. The School of Business sought a balance of guidance, support and motivation to enable adult students to enroll, succeed, persist, and graduate. Streamlining the application and enrollment processes across the main campus and eight regional campuses was another important goal. The desired outcomes included improving starts and allowing enrollment counselors to focus on strategic issues instead of the day-to-day minutiae of admissions. According to Phil Doolittle, Redlands' Executive Vice President and Chief Operating Officer, "We were looking for consistency in the way prospects enter our system and are subsequently treated throughout the enrollment cycle."

STEP 1: INSIDETRACK COACHING AUGMENTS ADMISSIONS

Adults returning to college face significant challenges. In addition to integrating school into work and family life, they often wrestle with financing their education and with fears of return-

ing to academic life after many years away. Against this backdrop, even a minor hiccup in the enrollment process can discourage prospects and derail their plans, leading to a lost opportunity for both the student and the University.

The University of Redlands School of Business partnered with InsideTrack to manage the day-to-day elements of the enrollment process. All inquiry calls from prospective students are routed directly to InsideTrack's coaching center, making coaches the first point of contact. Coaches thus become prospective students' primary connection to the University, providing a new level of consistency for students throughout the application and enrollment process.

Beyond consistency, coaches provide information and advice about admissions deadlines, obtaining letters of recommendation, financial aid paperwork and other process-related issues that can become significant obstacles if not proactively addressed. Coaches also build relationships with prospective students during the enrollment process, learning about their educational goals and life challenges. Armed with this information, coaches keep prospective students engaged and motivated throughout the enrollment process and set the stage for more InsideTrack Coaching after classes commence.

Student feedback indicates that consistent contact with coaches creates a high level of familiarity and strong bond with the University, eliminating much of the confusion and anxiety inherent in the →



Redlands + InsideTrack =

18%

INCREASE IN YTD BUSINESS SCHOOL ENROLLMENT FROM 3 YR AVG

11%

INCREASE IN YTD SCHOOL OF EDUCATION ENROLLMENT FROM 3 YR AVG

17%

INCREASE IN YTD ENROLLMENT FOR ALL COACHED STUDENTS FROM 3 YR AVG

enrollment process. On a more tactical level, InsideTrack coaches ensure that prospective students' information is promptly and correctly captured and entered into the University's student information system, distributed to regional sites, and acted upon immediately.

"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," notes Phil Doolittle. InsideTrack Coaching results have been overwhelmingly positive, with a 17% YTD increase in enrollment vs. the three-year average prior to InsideTrack's engagement.

STEP 2: INSIDETRACK COACHING RAISES RETENTION RATES

Once accepted, deposited, and enrolled, adult students face a gauntlet of new challenges. They must adjust to the rigors of academics after years out of the classroom, while integrating school into busy lives filled with families, careers, and mortgages. To help ease this transition, foster success, and keep students focused on the ultimate goal of graduating, the School of Business provides new students with an InsideTrack coach.

"Students think they're ready for school, but they all face similar stresses once classes start," says Alby Salsa, InsideTrack's Regional Vice President. "Coaches deal with this at the beginning of each student's journey, identifying obstacles and coaching students to be more effective. As a result, students get the most out of their educational experience and stay connected with why they're getting their degree in first place."

Redlands' Phil Doolittle concurs, noting that "adult students have to sacrifice a tremendous amount. Having a confidential ally who understands this

and can help guide them through the challenges in their personal and academic lives improves their experience and is tremendously helpful."

InsideTrack Coaching is an invaluable tool to help keep students focused on their educational and career goals and committed to graduating. Meeting with their coaches by phone on a regular basis, students directly address challenges to their success and develop the skills they need to become more effective in school. Many of these skills, such as time management, positively impact their lives beyond graduation.

For instance, coaches help students manage their limited time more effectively by encouraging planning, setting short- and long-term goals, and tracking their progress. Coaches also guide students to on- and off-campus resources with which they might otherwise not be familiar, such as writing workshops and tutoring centers. And when serious issues arise—whether academic, financial, or personal—coaches play an integral role in identifying solutions that enable students to remain in school and focused on their goal of graduating by making referrals to other campus resources.

STRONG RESULTS AT REDLANDS

- Enrollment increase at the School of Business: 18% YTD vs. three-year average
- Enrollment increase at the School of Education: 11% YTD vs. three-year average
- Better integration of services for students
- Enhanced student experience
- Positive word-of-mouth about the School of Education in the local educational community
- Increased differentiation from competitors
- Frequent, accurate sources of insight into student satisfaction

The InsideTrack advantage for Redlands students

Partner institution

The University of Redlands, a private liberal arts and sciences university located in Southern California, is committed to providing a personalized education to its students. Located in the City of Redlands, the University is comprised of The School of Business, the School of Education, and the College of Arts and Sciences.

Students

The Schools of Business and Education serve approximately 2,000 students enrolled in credential, graduate and undergraduate programs designed specifically for adult learners.

Challenge

Increase total enrollment through improved conversion rates during the enrollment process and enhance retention rates among adult students thereafter. Develop systems and workflow processes that position the University to manage an increase in inquiries and sustain enrollment growth on multiple campuses. Enhance the student experience to differentiate the University of Redlands from many competitors in the crowded southern California marketplace.

Solution

Implement InsideTrack Coaching for Prospective and New Students to help meet recruitment and retention goals. Provide dynamic feedback to institutional leaders about ways to enhance the student experience, thereby improving student satisfaction and leading to greater persistence while boosting graduation rates.