Coaching for Inquiry Conversion &
Strong Start at Penn State World Campus

2016 CASE STUDY
Personalizing the student experience and maintaining quality at scale.

A PARTNERSHIP BUILT ON A SHARED COMMITMENT TO STUDENT AND INSTITUTIONAL SUCCESS
The Institution
Penn State University World Campus — the online campus of Penn State. Penn State is a nationally recognized institution, with the largest* alumni network in the nation.

The Challenge
Providing a high quality, tailored student experience and maintaining operational excellence in the face of tremendous growth.

The Solution
A partnership with InsideTrack involving coaching for prospective students and operational consulting.
COACHING FOR INQUIRY CONVERSION & STRONG START

Enrolling more, better-prepared students

By coaching prospective students we not only learned about their experience with the enrollment process, but also supported them in:

• clarifying their educational objectives
• selecting the best-fit program
• preparing for strong start

The result was increased enrollment and better-prepared students, with a strong commitment to completion and to Penn State University World Campus.
OPERATIONAL CONSULTING

Turning insights into action just in time

Insights gained from operational analysis and coaching sessions with prospective student were used to:

- Streamline the enrollment process, including cutting application processing time by 50%
- Improve student-facing communications, enhancing students’ understanding of the enrollment process and reducing melt
- Better coordinate advising, financial aid, registration and other functions, elevating the quality of the prospective student experience

“This degree has already started to open doors for me that otherwise would have been closed ... it has opened my eyes to thoughts, concepts, and ideas that I never would have thought of, had I not pursued the iMBA.”

— Joe Bloise, iMBA graduate
PROVEN RESULTS

A strong start to a long-term partnership

Continuous improvement of the student experience and operations:

• Deeper understanding of student attitudes, behaviors and needs
• More tailored support for key student populations
• Richer intelligence on the competitive landscape and student decision making behavior

2.7x
payback in the first two years

+46%
improvement in enrollment conversion

-9.75%
reduction in melt
In addition to helping us achieve aggressive growth while not only maintaining but improving quality, InsideTrack helps us incorporate continuous improvement in everything we do. The student insights and data they provide ensure that our results will be sustainable and that we’re scaling up in the right way.”

— Tracey D. Huston, associate vice president marketing and enrollment services, Penn State Outreach and Online Education
InsideTrack is passionate about student success. Since 2001, we have been dedicated to partnering with colleges and universities to create adaptive coaching solutions that generate measurable results. These solutions combine professional coaching, technology and data analytics to increase enrollment, completion, and career readiness. Our coaching methodologies and uCoach® Platform optimize student engagement and generate valuable insights on the student experience.
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