



InsideTrack – Unlocking Human Potential Since 2001

Right now, there are more than 20 million college students across America – men and women from 18 to 80. A third of these students will never graduate. Most will find themselves carrying more debt than they ever imagined. Few will leave ready to realize their potential. Millions more who want to go will never start.

Access, success, career readiness, affordability – these are the key challenges facing higher education today. That is why we work with colleges, universities and others dedicated to supporting students in reaching their full potential. It is why we work with students to develop the habits that lead to success.

Over the last 15 years, we have coached nearly one million students and assisted more than 850 academic programs in reaching their goals. Our programs address the entire student lifecycle – from inquiry through completion and career transition – and are proven to increase enrollment, graduation, non-cognitive development, career readiness, institutional effectiveness, and overall satisfaction with the student experience.

Our work is regularly cited by government officials, policy bodies and the press as an example of effective, evidence-based approaches to improving outcomes in higher education. Our impact has earned us a reputation as one of the most innovative education companies in the world.

Like you, we believe that society thrives when students succeed and that we are at our best as individuals and as a nation when we endeavor to turn their potential into reality. So let's work together.

About Our Work

Whether we are working with students, institutions, state systems or other stakeholders, our ultimate goal is to empower individuals and organizations to take full advantage of the opportunities before them by taking ownership for their own success and developing the skills and mindset needed for continuous improvement.

In working with students, our coaches leverage a methodology built on decades of educational research, including the latest developments in behavioral economics and social psychology. They support students in developing the knowledge, skills, attitudes and beliefs that lead to long-term success.



Through structured meetings and ad-hoc interactions via phone, email, mobile and social channels, coaches ensure that students select the best fit program, successfully navigate the enrollment process, connect to available resources and get off to a positive start. Coaches also support students in planning for long-term success, building their commitment to completion and developing the skills needed to overcome obstacles, persist and achieve their life goals.

Through this process, InsideTrack gathers a wealth of information on students' experiences, attitudes, needs and preferences. These "voice of the student" insights, combined with the collective operational experience we've gained from working with nearly every type of institution and program enable us to assist colleges, universities and others in optimizing their student-facing functions, so students thrive and graduate prepared to make meaningful contributions to society.

Our work with institutions involves a combination of organizational and student assessments, coaching for prospective and enrolled students, institutional skill building and staff training, and supporting data analytics and technology. Far from a one-size-fits-all approach, we configure our programs to the unique needs and budgetary realities of each institution and design them to generate immediate impact while building our partners' internal capabilities.

The breadth and scale of our experience – from supporting students pursuing high school diplomas to doctoral degrees at institutions as diverse as Melba High School, Ivy Tech Community College, Columbia University and Arizona State University – sets us apart from most organizations engaged in student success efforts and is a key reason why leading institutions, foundations and others seek to partner with us.

We invite you to learn more by contacting us at 415.243.4440 or programs@insidetrack.com.