



Unlocking the potential in Oregon's students and institution

Overview for the House Committee on Higher Education, Innovation and Workforce Development
June 10th, 2015



Since 2001, InsideTrack
has supported institutions
in driving better outcomes

Large, diverse client base: more than 100 campuses served, including:



Solid results:

10-15% improvement in enrollment, persistence and completion rates

National footprint:

325 employees (260 coaches) San Francisco, Portland and Nashville

Robust data set:

1,000,000+ students coached across 800+ academic programs

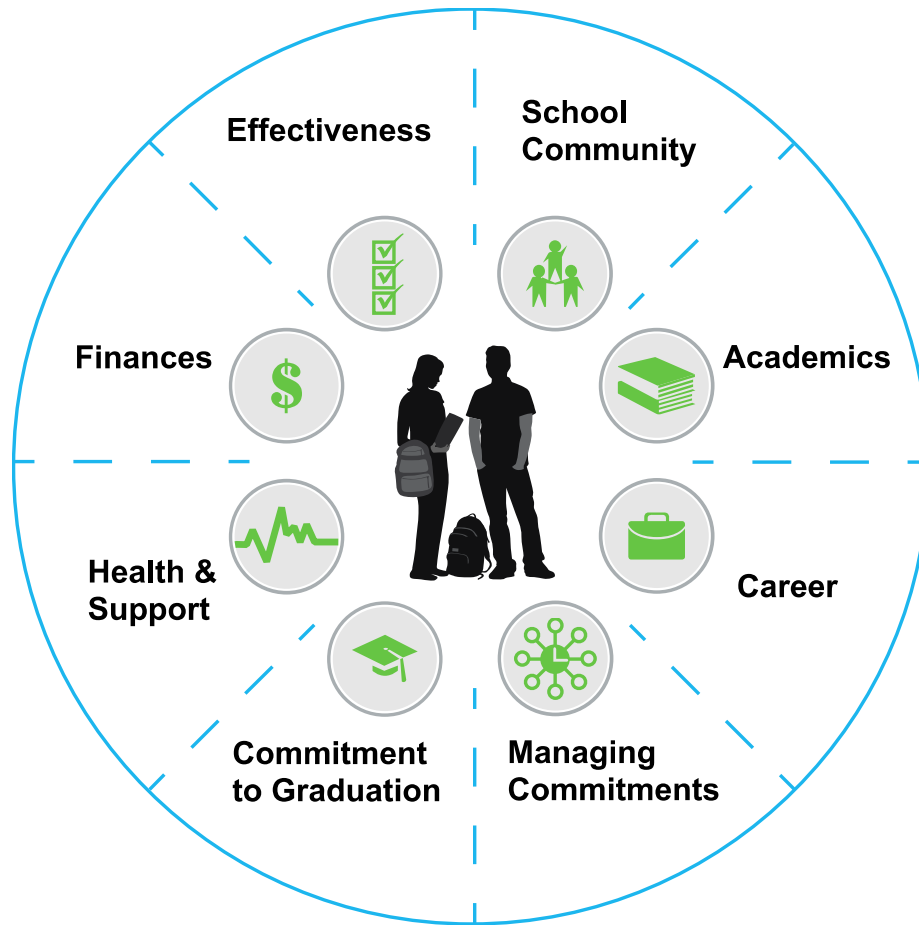
Phone, email, SMS/text, mobile app, video

Qualitative and quantitative insights

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Support students in developing self-sufficiency

Leverage a methodology that spans all key areas of student success



Clarify where student wants to be after graduation

Connect to what student needs to accomplish every week

Help organize student's commitments to get work done

Motivate student to overcome obstacles

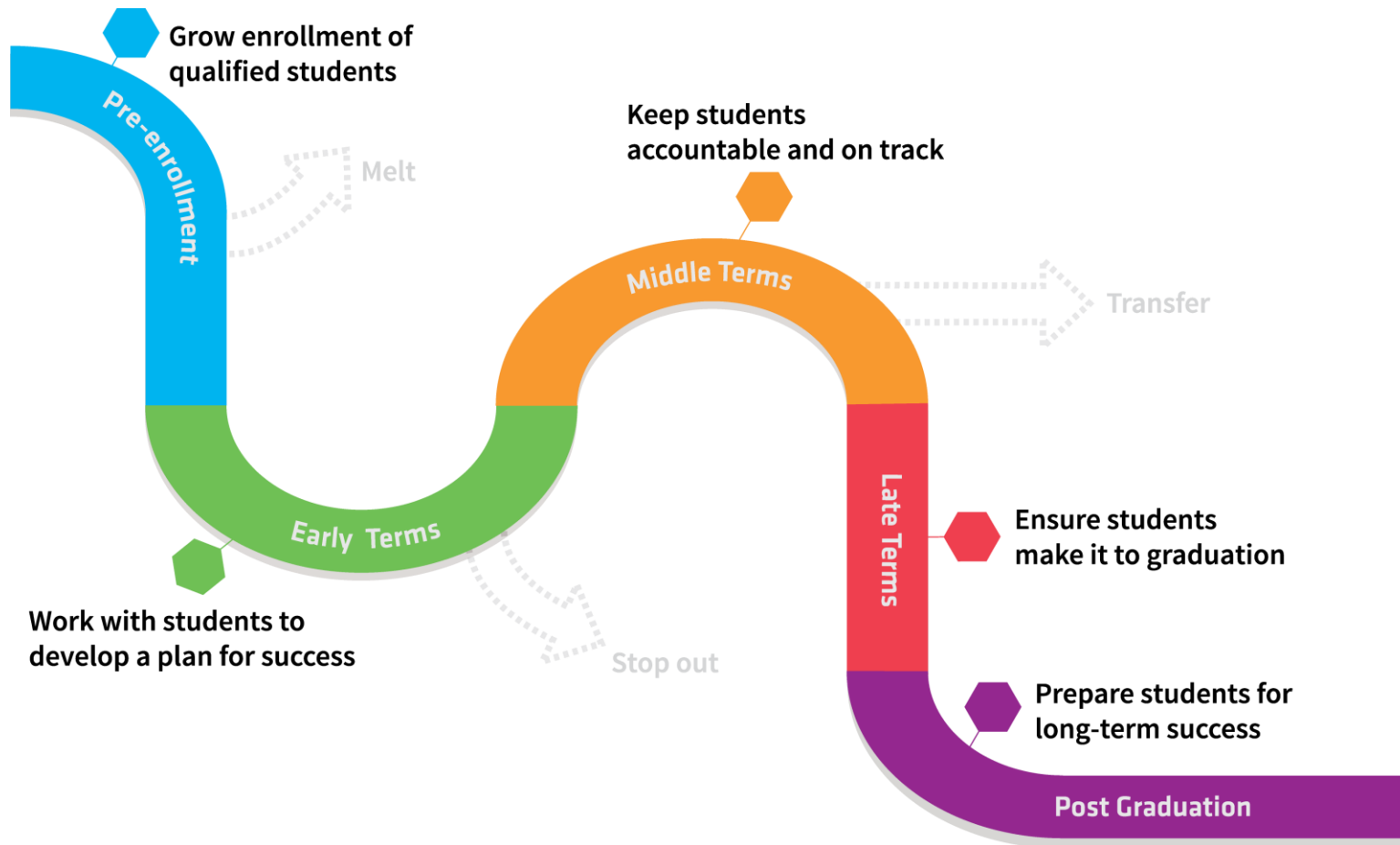
Reaffirm value of the institution



LONG-TERM GOAL

Support students throughout their journey

Ensure they select the right program, start and finish strong, and leave prepared for success in their career and in life.

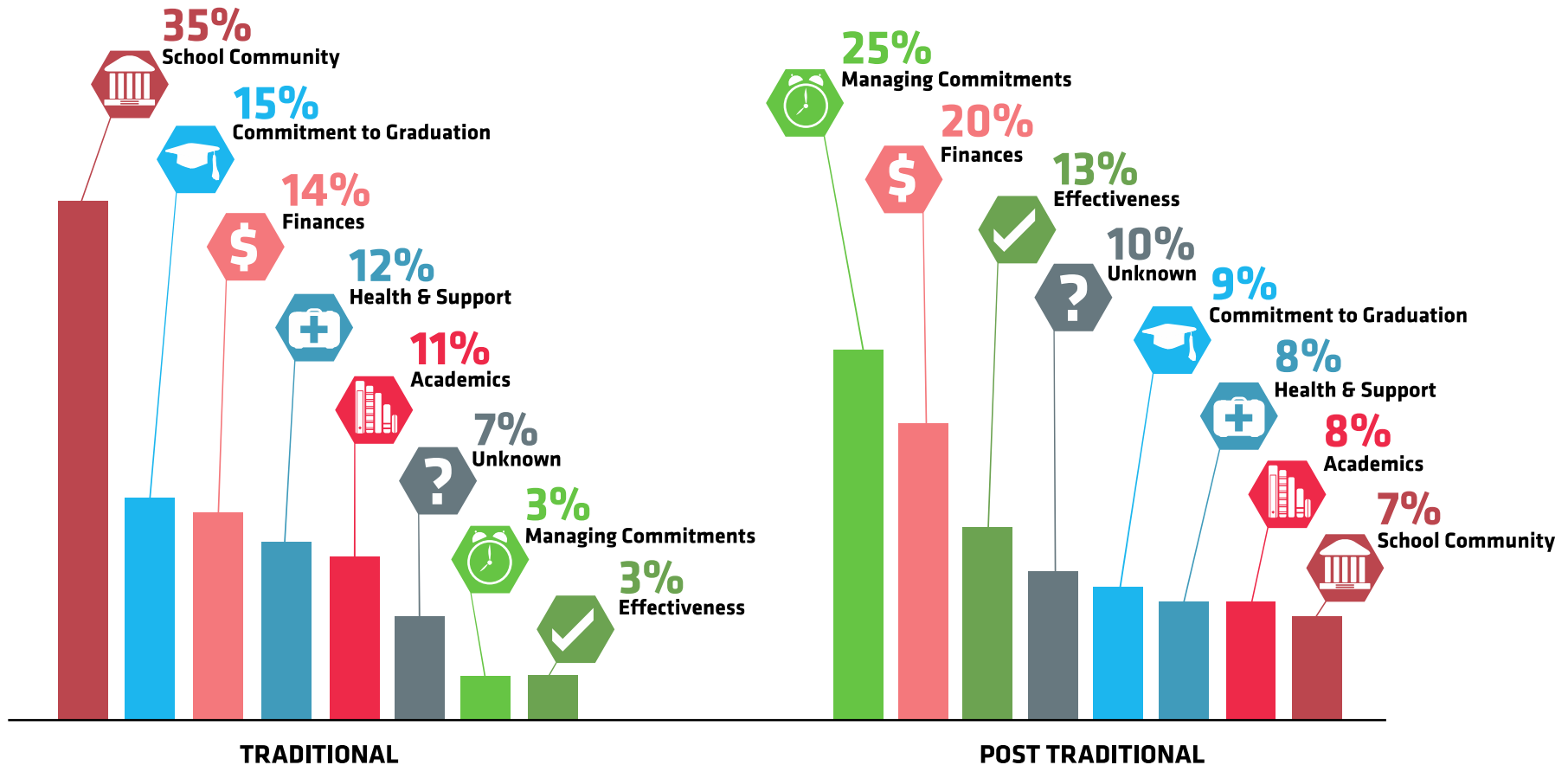


OSU Ecampus - InsideTrack Partnership Update

- We **coached a total of 667 Ecampus undergraduate students** over the last academic year
Fall 265, Winter 153 (+10 Post Bacc students), Spring 178, Summer 71
- With our partnership we **exceeded the main success measure** – to reach minimum 3% points cumulative retention improvement into term 2 for all cohorts – we have **improved retention by 4.5 % points**
- **Ecampus students find the Coaching service valuable**
83% of the respondents rated the service “somewhat valuable” to “very valuable,” with the biggest group rating it as “very valuable”
- There is a **positive correlation between how much students participate in Coaching and how much they value the service**, validating the benefit of regular Coaching engagement for students
- We have identified **clear opportunities for improving** the success of a future engagement

Address the ACTUAL reasons why students drop

Academics are not the main reason students leave college



Engage students the right way

Meet students where they are and drive the behaviors that lead to success using phone, email, SMS, and our mobile app.

“We knew a cookie cutter approach wouldn't work, so we chose InsideTrack for their sophisticated, individualized approach. There's been overwhelming positive response and enthusiasm from students.”

Suzy Stein, Associate Dean for Academic Administration, Columbia University School of Continuing Education



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Top quality coaches

All InsideTrack coaches have college degrees. They receive 100+ hours of training in their first year, followed by ongoing evaluation and development.

70% Bachelors
of Arts

30% Bachelors
of Science

199 colleges and universities

47% Have
Masters degrees

115 graduate institutions

46% have lived and/or worked **outside the U.S.**

61 countries across **6** continents

19% are fluent in a **language other than English**

29 languages

99% have work experience **prior to joining InsideTrack**

Our partner institutions appreciate the unique value we bring

“InsideTrack’s multi-faceted approach to student support has already helped us increase persistence by double digits.”

Suzanne Harbin , Director of Advancement

WALLACE STATE
HANCEVILLE

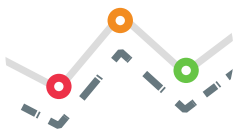
“Our partnership with InsideTrack enables us to maintain an exceptional student experience and enhance student outcomes while we continue to grow at a rapid pace.”

Kari Barlow, Chief Operating Officer

ASU online
ARIZONA STATE UNIVERSITY

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Our Capability Building program uses a proven process to empower you to drive ongoing improvement



Assess

Determine if you have the right personnel, processes and technology in place to effectively support all students



Develop

Build out your internal capabilities and make the organizational changes required to better support students



Accelerate

Launch turn-key coaching programs to immediately improve student outcomes and generate insights on the student experience




Extend

Generate leverage by accessing our human capital and infrastructure on an as-needed basis

Capability Building

Capability Building



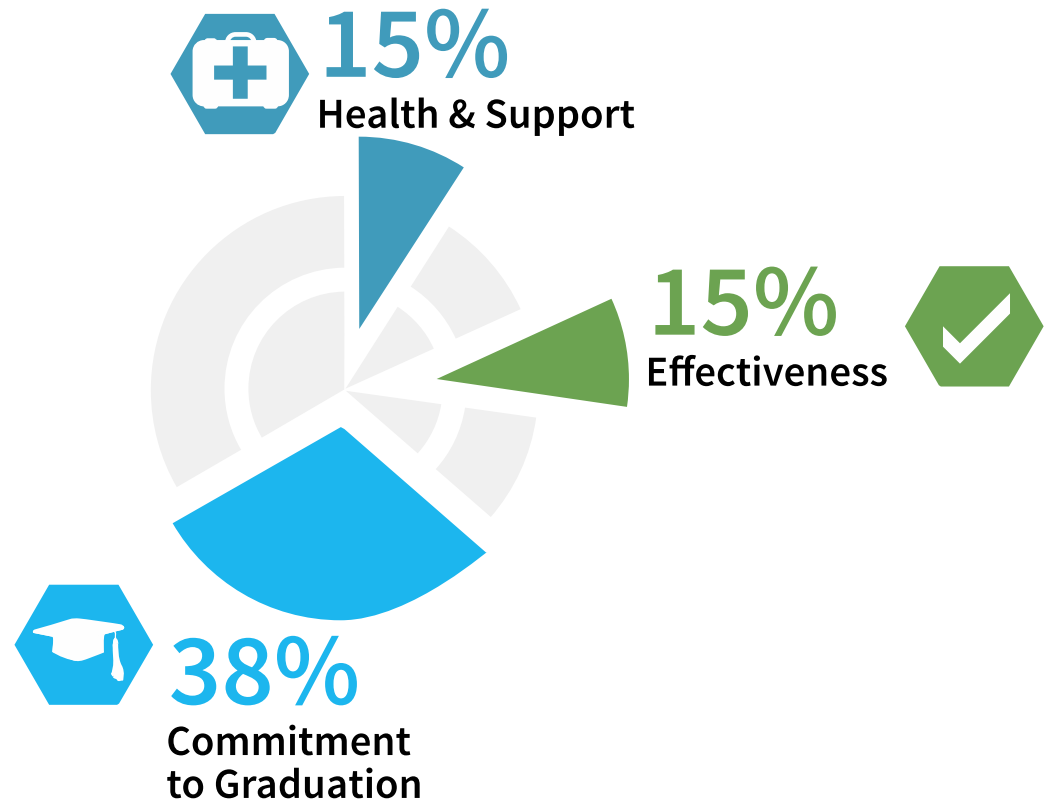
“ We partnered with InsideTrack to design and launch our coaching program. Their expertise in evaluating and enhancing our capabilities proved invaluable and we enjoyed excellent return on investment.”

*Larry Abele
Provost Emeritus, Florida State University*

Use insights on the student experience to improve operations

Cultivate an environment where all students thrive by leveraging insights from student-coach interactions

“[The coaches] have deep relationships with our students, gather detailed information on ways to make them more successful, and distill this information into insightful summaries on which we can take concrete action.”




We support and enhance other student success initiatives

Our services generate:

- A stronger connection between the student and institution
- Detailed data on student attitudes and behaviors
- Higher student engagement with support services
- More effective allocation of scarce support resources
- Insights on ways to improve operational performance
- A systematic process for change management and continuous improvement



Students and administrators enjoy the benefits



“By providing me with a coach, I felt that the university cared a lot about my happiness and success as a student.”

*Sierra Rankrow
Undergraduate Student*

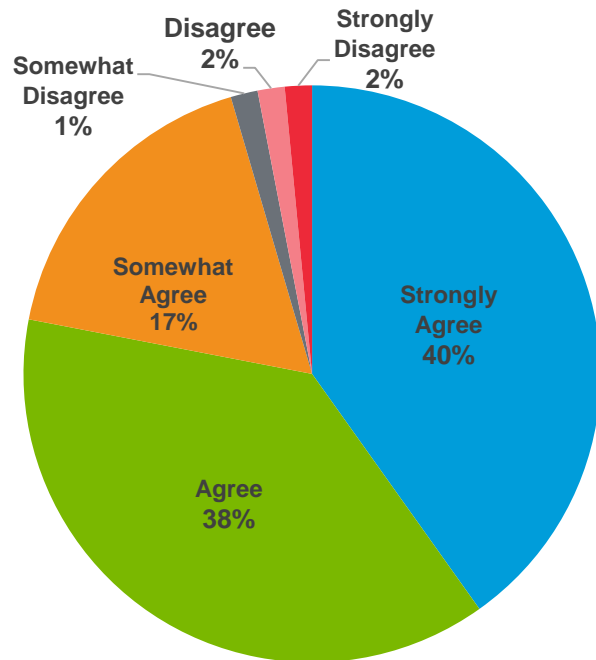
“We’ve always been challenged with getting benchmarking data and being able to compare ourselves with institutions like ours. InsideTrack is rich with data and oriented toward helping us understand our students and our marketplace.”

*Barbara Karlin, Vice President of Academic Affairs,
Golden Gate University*

Students appreciate the value of career coaching

95% of students agree that Career Coaching helped them make progress toward their professional development/career goals.

Career Coaching has helped me make progress toward my professional development/career goals*:



"I had no concrete plan or confidence. Career coaching provided clarity on the questions I should be asking myself, helped me prioritize action items and maintain discipline."

"I now use informational interviews as a primary form of networking and have taken on consulting projects to immerse myself in the places I'm trying to reach rather than waiting to catch a break."

"It helped me get comfortable and gain the courage needed to network which has been the driver of my current success."

"It opened my eyes to ways I can make my business more successful."

"This experience was 100% beneficial. I now have a plan for my career transition."

*2013 survey of students receiving InsideTrack Career Coaching as part of Ivy League graduate degree programs. N =132

100s of studies show our approach is impactful, cost effective



“The results are clear: coaching had a clear impact on retention and completion rates, and the results do not change when we control for key demographic factors. Also, expenditures on coaching are much smaller than the costs of other methods to encourage persistence in college.”



Professor Eric Bettinger

Featured in research by:



Our work has earned us a reputation as one of the most innovative companies in higher education

THE WALL STREET JOURNAL.

“Schools aren't just interested in improving student outcomes; they're eager to find the most cost-effective means of doing so. San Francisco-based InsideTrack Inc. uses analytics to help schools maximize enrollments and graduation rates, in part by identifying which students will benefit most from help”

INSIDE
HIGHER ED

Some college leaders argue that InsideTrack's brand of advising is simply better than what they can do in-house.”



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