

A close-up photograph of a stack of books and a pen. The top book has a dark, textured cover. Below it is a spiral-bound notebook with a white cover and blue polka dots. A silver and gold pen lies across the books. The entire stack is resting on a weathered wooden surface. The background is a blurred outdoor scene with greenery.

**When the investment
is for students,
impact is crucial.**

*Impact Calculator highlights
the benefits of collaborating
with InsideTrack.*

insidetrack[®]

Five ways to measure and improve **impact** at your institution

What *kinds of impact* is your college or university looking to make? Is it increased enrollment and a solid financial foundation? Improved staff support and institutional effectiveness? Or maybe it's greater persistence, increased completion rates and graduating students who are better-prepared to enter the workforce and make a positive difference in their communities.

For more than two decades, InsideTrack has been focused on driving positive social impact through the transformational power of higher education. As a student success nonprofit, one of the ways we do this is by helping colleges and universities evaluate and achieve different types of return on investment using a more holistic approach.

InsideTrack can help you evaluate, plan for and achieve five different types of return on your investment, each creating institution-wide impact.

IMPACT

1

More Students

For many colleges and universities, a key way to measure financial stability — as well as school reputation — is through increasing the number of students who enroll, attend and complete each year. Boosting conversion and retention rates can increase or expand your student population — bringing more students into the fold and helping the students you already have persist and graduate.

Partner Impact: Fayetteville State University



+22% gain in retention and persistence for students who were coached by InsideTrack (versus students who did not receive coaching)

Partner Impact: Yavapai College



+10% increase in enrollment by partnering with InsideTrack to provide outreach to 2,500 students over a four-week span

IMPACT
2 Actionable Trends & Insights

Are you targeting the right group of prospective students? Does your application process run as smoothly as you think it does? Are your systems designed to serve students proactively or reactively? Coaching does more than increase enrollment, retention and completion. It also provides invaluable student insights specific to your institution — insights you can put to use right away to improve the overall student experience.

Partner Impact: Penn State World Campus



When InsideTrack partnered with Penn State World Campus to coach prospective students

through the enrollment process, we didn't just improve enrollment conversion and reduce melt.

We also escalated operational process improvement opportunities, enhanced student-facing communication workflows and facilitated stronger collaboration between student support departments. The outcome? An overall more streamlined enrollment process — including a 50% reduction in application processing time.

Partner Impact: Education Fund

The Education Fund
Empowering potential.

SEIU-UHW & JOINT EMPLOYER EDUCATION FUND

Through InsideTrack coaching insights, it became clear that members needed tuition assistance for summer terms. The Education Fund realized that the funding model they were using was based on the needs of traditional-aged students, yet the members they serve are adult professional students who need to take courses year-round in order to obtain their certification or degree as quickly as possible.

As a result of this insight, the Education Fund began offering tuition assistance for summer courses in the summer of 2020.

IMPACT
3 Increased Revenue

Every student who enrolls and persists positively impacts the finances of your institution. Increased enrollment and better retention rates equal a healthier financial foundation. Adding graduate-level or online programs can also help. Given the ever-changing amount of federal and state dollars provided to institutions and the yearly tuition rise for students, being able to lower the cost of converting students and generating additional revenue continue to matter more and more.

Partner Impact: Old Dominion University



+\$3.7 million increase in revenue during four years of direct student coaching.

[READ MORE ABOUT THIS PARTNERSHIP](#)

<https://www.insidetrack.org/resources/increased-retention-improved-roi-coaching-and-capacity-building-at-old-dominion-university/>

Partner Impact: Medgar Evers College



+10% gain in admission rates, which translated into \$87,360 in additional revenue from students who were coached by

InsideTrack (versus students who did not receive coaching).

IMPACT

4

Institutional Effectiveness

Studies have shown that it's more expensive to hire someone new than to invest resources in the people you already have. By providing consistent and effective staff development through training, change management and one-on-one support, you can nurture and retain your existing personnel — boosting morale, adding to their skill set and helping them work together across teams. As a result, this same ongoing training also allows these staff members to better serve students.

Partner Impact: California State University Northridge

CSUN California State University, Northridge teamed with InsideTrack coaches to work directly with prospective students at the school's Tseng College throughout the application process. This freed up staff to focus more on enrolled student persistence. The result? A 22% increase in aggregate enrollment and 40% more staff time dedicated to student retention and success.

READ MORE ABOUT THIS PARTNERSHIP

<https://www.insidetrack.org/resources/prospective-student-coaching-at-california-state-university-northridge/>

Partner Impact: University of Phoenix



University
of Phoenix®

As a result of manager development and training provided by InsideTrack, University of Phoenix managers stated that they feel better equipped to handle change utilizing the skills they learned from coaching. Word-of-mouth experience was so positive that two additional departments signed statement of work documents with InsideTrack, asking for managers to receive one-on-one executive coaching.

READ MORE ABOUT THIS PARTNERSHIP

<https://www.insidetrack.org/resources/improving-student-support-and-educational-experience-at-scale/>

IMPACT

5

Better-Prepared Students

Many students enter college ill-equipped to succeed and achieve their goals. Through coaching focused on a holistic approach to student success — one that incorporates knowledge, skills and beliefs — students can increase their GPA, their engagement, their financial literacy and their noncognitive development. As a result, students are more likely to register on time, select classes that move their major forward, and experience fewer financial aid issues. The ultimate goal is that these students graduate better prepared for a successful career.

Partner Impact: Northeast Wisconsin Technical College



A full month into their term, it was common for students at Northeast Wisconsin Technical

College to still be going through financial aid verification, causing undue stress and uncertainty.

InsideTrack Coaches proactively worked with students on setting expectations for financial aid verification. As a result, more students submitted the required documentation prior to the start of the semester, enabling them to receive their financial aid before classes started.

Partner Impact: Ivy Tech Community College



Ivy Tech invested in a noncognitive academic readiness assessment to

help prepare incoming students to start courses at the community college. Trouble was, the amount of students completing the assessment was very low.

When InsideTrack coaches made a point to explain the value of the assessment and why it mattered for their success in school, the rate of completion increased dramatically.

READ MORE ABOUT THIS PARTNERSHIP

<https://www.insidetrack.org/resources/checking-in-on-ivy-techs-21st-century-scholars/>

A catalyst for change

If you haven't done so already, we encourage you to give the Impact Calculator on our website a try. This greatly simplified version is designed to give you a basic idea of the impact you can make on your own campus.

Accessing a full-range of impactful calculations

While the Impact Calculator on our website provides a quick sample of how you can create impactful change, a more robust version is available to deepen your understanding of potential impacts.

[Schedule a 30-minute meeting](#) with a member of our Partner Success team to collaborate on a full impact calculation.

From increased enrollment, retention and re-enrollment to the impact of stop/drop outs, higher graduation rates, and the financial impact of employee turnover and employee morale, each challenge has a corresponding Impact Calculator in the long-form version, ready to turn your specific needs and numbers into an actionable plan.

As a nonprofit organization, InsideTrack is focused on driving positive social impact through the transformative power of education. Our mission is to unlock the potential in millions of individuals and organizations. We care deeply about the welfare and success of students, along with the people and institutions supporting them.

We're passionate about improving educational outcomes. And we know you are too. Working together, we can make a positive impact — on your institution, your students, and everyone they touch. Join us.

See how the full Impact Calculator sets you and your students up for success.

