

Flexible micro-credentials offer National University staff a holistic coaching approach



INSTITUTION TYPE: Large private nonprofit university with online and in-person degree programs

STUDENTS: Non-traditional, working and military-affiliated learners

SOLUTION: Coaching Micro-credentials

THE OPPORTUNITY

As one of the largest private nonprofit universities in the United States, [National University](#) (NU) places holistic student support at the core of its mission. For over 50 years, NU has built a legacy around serving military-affiliated individuals, working professionals and “non-traditional” students — now offering flexible online programs to more than 40,000 students worldwide. The institution leads with what they call the “[Whole Human Education™](#)” approach, an institution-wide commitment to meeting the unique needs of their students by prioritizing holistic educational practices that ensure every student thrives academically, professionally and personally.

To more deeply ingrain their “Whole Human Education™” approach across student-facing teams, NU sought a partner who could train cross-functional staff members in a holistic, evidence-based methodology. Their partnership goals included:

- Train university staff in a **student-centered, relationship-based approach** to support the entire human behind each student journey
- Create a **consistency of care via a shared language of support** across multiple departments and virtual campuses
- Offer staff a **flexible, practice-based learning pathway** to help them immediately apply training skills
- Invest in a model that they could **scale and sustain for long-term impact**

With these goals in mind, NU partnered with InsideTrack to integrate a proven coaching methodology across teams — and set up their own in-house training program that could help scale their impact.

“Our students are hard-working adults with complex lives, goals and responsibilities — and they deserve holistic support that reflects that. InsideTrack’s coaching approach aligns with our ‘Whole Human’ vision to meet our students where they are. It’s about seeing and supporting the whole person, not just the academic profile.”

— DR. MATTHEW BRUCE

*Associate Vice President, Academic Engagement & Support,
National University*

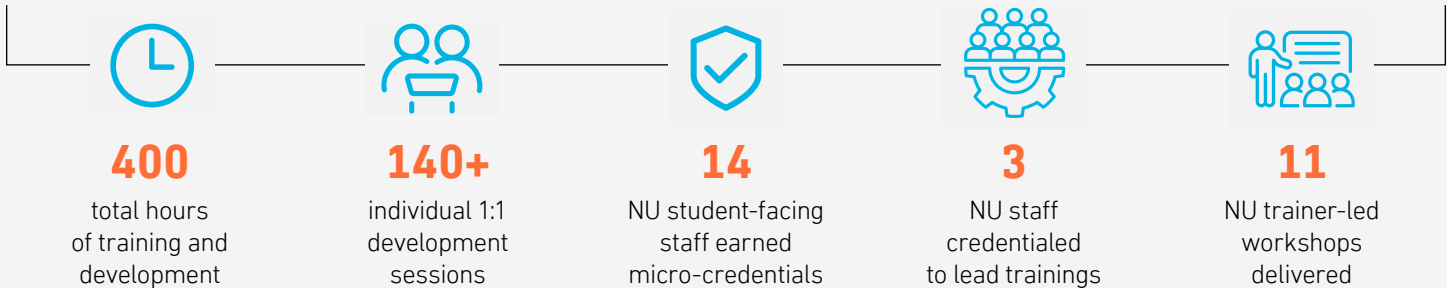
THE SOLUTION

Over the course of nine months, National University partnered with InsideTrack to deliver a series of micro-credentials to 14 staff members from various departments, including: The Academic Success Center, Advising, Coaching, Enrollment, Reentry, Faculty Support & Development, and the Reference & Instruction Librarian.

Staff members earned four key micro-credentials, each designed to integrate research-backed coaching practices into their day-to-day student support work.

- **Coaching-Powered Relationships:** Building trust with learners through a customized coaching approach that meets each learner’s needs
- **Holistic Assessment:** Using active listening techniques to ask strategic questions, catch cues and respond effectively
- **Coaching to Advance:** Supporting learners to develop knowledge, skills and beliefs that will help them take steps toward their goals
- **Building Motivation:** Uncovering a student’s “why” for being in school and connecting their values and goals to action steps

Coaching-Powered Relationships MICRO-CREDENTIAL	Holistic Assessment MICRO-CREDENTIAL	Coaching to Advance MICRO-CREDENTIAL	Building Motivation MICRO-CREDENTIAL
Trainer Development			
Leadership Coaching			



Each micro-credential was delivered virtually in a short, flexible format, designed to be manageable for busy professionals while still offering deep, high-impact learning. The programs included group training sessions to cultivate community and establish a consistent standard of care, along with skill demonstrations, individualized feedback, and reflection activities for staff to further process the material.

Participants also met individually with an InsideTrack Coach after each training, allowing them to highlight takeaways from the group training sessions and discuss practical application to their daily work. This practice-based and development-oriented delivery of InsideTrack's proven coaching methodology ensured that practitioners were able to apply their coaching knowledge and skills to their real-life roles supporting students and colleagues.

But the impact didn't stop there. InsideTrack also supported three micro-credential participants to complete an advanced development pathway, **teaching these staff members to facilitate micro-credential trainings internally and lead all ongoing training efforts — ensuring that NU can sustain the impact of coaching after InsideTrack's training delivery ends.**

THE IMPACT

Having completed the full micro-credential series, all 14 NU staff members are now equipped with the practical skills to build trust in their student interactions, motivate learners to achieve their goals, and support student success in more holistic, personalized ways. In a post-training survey, 84% of micro-credential participants reported confidence in applying the skills they learned to their daily work, and 100% of participants said they will make it a priority to use the skills in their daily work.

According to one participant, **"Making a connection between specific actions and goals is something I can put into practice with both students and employees as they seek to dive further into their careers. I believe that, in addition to helping to build a level of trust and accountability, it also allows the individual to realize how their goals can be achieved by taking specific steps along the way."**

Leveraging this cross-functional approach to professional development, NU is ultimately reinforcing their "Whole Human Education™" approach by providing a continuity of holistic care for their students and doubling down on a culture of student-centered support. As a result, NU has

laid a holistic coaching foundation across student-facing teams, impacting students at every level, including:

- Prospective and new students
- Students returning to NU
- Students working with Academic Coaches, Alumni Navigators and Librarians

What's more, the three NU trainers have put their credentials to good use, so far leading 11 workshops for more than 100 staff members at the institution. And they're just getting started.

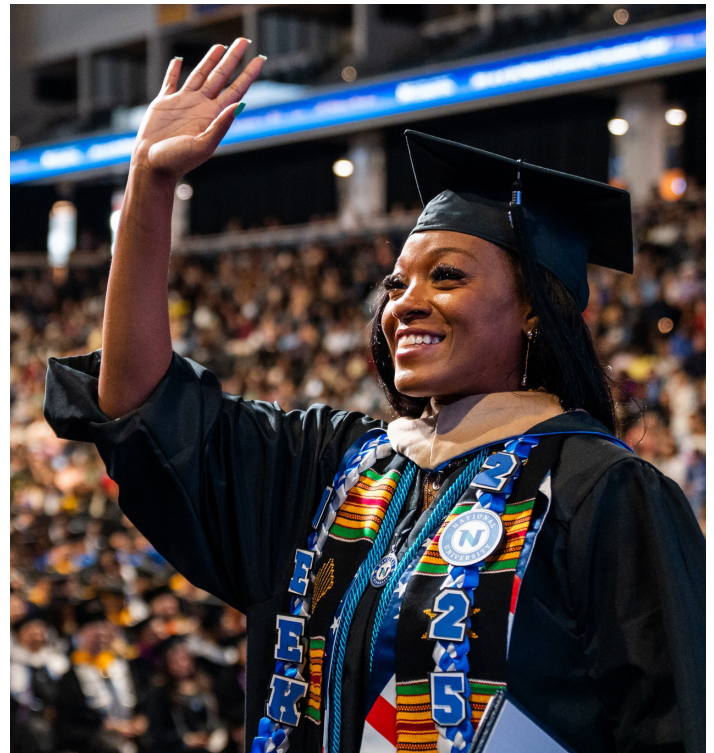


A FOUNDATION FOR THE FUTURE: Scaling the impact of coaching for sustainable transformation

As the next phase of their continued commitment to delivering transformative support for all students, National University has developed the **Whole Human Support Credential** — a fully customized internal training program rooted in InsideTrack's coaching methodology. Currently in its first year, this credential will equip student-facing staff across campus with proven coaching strategies that align with the "Whole Human Education™" approach, helping them support students beyond just academics.

By the end of the program's first year, NU anticipates credentialing dozens of participants across campus — from advisors, coaches and faculty to enrollment staff, academic engagement and support teams, and leadership. The ultimate goal? Scaling the evidence-based coaching approach to all student-facing staff across campus, building meaningful connections between support departments, and creating a truly transformational shift in student support.

According to Kody McCoy, project manager for academic engagement and support at NU and champion of this holistic coaching approach, **"This is not just a training — it's a movement. One designed for scale, that aligns perfectly with our institutional commitment to delivering high-quality, student-centered service at every touchpoint."**



"This particular coaching methodology doesn't just improve student engagement and outcomes — it transforms how our teams show up. It helps us walk the walk of service excellence, not just talk about it. It's not just about one team or department leveling up — it's about building a shared language and mindset across the institution. In short, this work is helping us future-proof our student support model. It's setting the tone for who we are and who we want to continue to be."

— KODY MCCOY

*Project Manager, Academic Engagement and Support,
National University*