



**insidetrack®**

Catalyzing growth  
*through* human connection

**IMPACT  
REPORT**

# Furthering Student Outcomes:

## *A letter from InsideTrack President Ruth Bauer*

Dear Fellow Student Success Advocate,

As your ally in advancing educational access and achievement for all learners, we know the pressure higher education institutions like yours face to continuously grow — and to tangibly demonstrate progress toward fulfilling your mission, meeting your metrics and serving your learners. But what does true growth look like? And how can institutions flourish amidst rapidly evolving policy changes, AI advancements, shifting student demographics and more?

As we reflect on and celebrate 25 years serving higher education, we've seen how institutions that prioritize holistic programs and policies to support students both in and out of school are the most successful in catalyzing growth and navigating modern challenges. In order to truly fuel social mobility, unlock life-changing opportunities and cultivate lasting success for all students, we must leverage the power of human connection to support degree completion.

This commitment to the human experience is what shapes our organizational identity. As a nonprofit, we're accountable for the same results as our partner institutions, not for investor returns. Our track record is built on achieving student outcomes through expert success coaching — working alongside institutions to strengthen enrollment, retention, re-enrollment, career readiness, completion and more. In 2026, we celebrated our joining with **Lemnis** as part of the Lemnis Collective and feel confident this will advance our mission and outcomes even further.

We created this impact report to showcase the power of evidence-based coaching in directly fueling positive student, staff and institutional outcomes. A culmination of 2025 impact data, this report includes aggregated coaching insights, partner accomplishments, student stories and staff testimonials. These results show how human-centered, tech-enabled coaching catalyzes growth for institutions and their learners at scale.

We are profoundly grateful for the partners, collaborators and fellow mission-driven organizations that work alongside us. And for those we may not yet know, we invite you to join us in empowering all learners through the power of human connection and personalized coaching.



In partnership,

*Ruth Bauer*

Ruth Bauer, President, InsideTrack

# Our 2025 impact at a glance

InsideTrack Coaching helps learners increase their self-efficacy, motivation, belonging and resilience — which directly translates to stronger enrollment, retention and completion rates for institutions.

## Fueling impact across every stage of the learner journey in 2025

**203K**

learners directly supported

**1,696**

partner staff trained

**390K**

learners served by trained partner staff

**26K**

prospective students enrolled

**80%**

term-to-term retention for students who met with a coach

**11%**

total re-enrollment rate

### SINCE 2001:

**3.6M**

learners served

**425**

partners supported

## A snapshot into the measurable gains coaching drives for our partners

**10x**

higher enrollment rate for students who engaged with a coach



**PennState**  
World Campus

**+8% PTS.**

higher retention than historical rates (77% vs. 68%)



**14%**

of re-enrolled learners completed degrees within their first year — nearly 3x the national rate



**California**  
**Reconnect**

**\$17K-\$20K**

median annual earnings increase for re-enrolled CE and CTE students



**NC**  
**RECONNECT**

**+30% PTS.**

increase in coaching-staff retention



**UNIVERSITY OF MARYLAND**  
**GLOBAL CAMPUS**

**2,000** **PROGRAM MENTORS**

in coach training to elevate support for 195K students worldwide



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*\*Revenue calculations featured throughout this report are based on school-reported enrollment outcomes and public data from [College Scorecard](#), including net tuition per term and historical retention rates. Retention Coaching revenue reflects single-term tuition for students retained above the historical rate. Re-enrollment Coaching revenue includes single-term tuition for all re-enrolled learners.*

# Connecting our “why” to measurable results

## A nonprofit rooted in practice and purpose

As a **purpose-driven nonprofit organization**, InsideTrack’s number one focus is creating meaningful, sustainable change for institutions and their learners — answering only to our partners and our mission, not investor returns. And as the leader in student success coaching for over 25 years, we know that when learners are met exactly where they are by someone professionally trained to support them, they thrive.

Our evidence-based coaching methodology helps us deliver on our mission by empowering individuals to navigate their unique circumstances and achieve their goals, regardless of background. We carry out our mission in two distinct ways:



1) Augmenting institutional student support efforts along the entire student journey by **directly coaching learners** to enroll, persist and complete



2) Building internal capacity and sustaining impact by **training and certifying in-house support staff, managers and leaders** in our evidence-based coaching methodology

As we look to the future with our mission as our north star, we continue to use the **transformative power of coaching** to ensure every individual has the personalized support they need to thrive.



## OUR MISSION

**Our mission** is to fuel social mobility and close equity gaps by empowering and advancing all learners. We use the power of coaching to support individuals in achieving their educational and career goals — transforming lives and organizations while creating social change.

# Moving all learners forward

**Our learners** are the heart of what we do. Since 2001, InsideTrack has partnered with 425 institutions and directly served 3.6 million learners. In 2025 alone, we directly and indirectly supported almost 600K learners:

**203K  
LEARNERS**

impacted through direct  
InsideTrack Coaching programs

**390K  
LEARNERS**

impacted through InsideTrack-  
trained partner staff

## Serving a broad spectrum of learners

We meet every learner we coach exactly where they are — from first-gen students and working parents to student veterans and Pell-eligible learners. We support learners embarking on any educational pathway, helping them complete their credentials and find fulfilling employment.



### Watch Nadia's Story →

**FIRST-GENERATION SOPHOMORE**

University of Utah student Nadia was ready to give up on her degree. Coaching helped her regroup, rebuild and rise — becoming a mentor for others like her.



### Watch Derek's Story →

**RE-ENROLLED WORKING PARENT**

Discover how a student success coach supported Derek's re-enrollment and helped him believe in himself and his ability to reach his goals, in school and beyond.



### Watch Moet's Story →

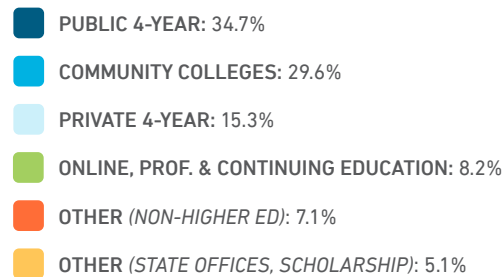
**HBCU STUDENT LEADER**

Coaching helped Moet, a student leader, navigate academic and personal growth, balance multiple commitments, and achieve her full potential.

# Our Partners and Funders: Uplifting learners together



Partnership is a part of everything we do — and we never do it alone. Thank you to the 98 partners and 14 funders who joined us in achieving remarkable impact in 2025.



## Partnership satisfaction

Surveyed partners highly rated their overall satisfaction with InsideTrack

**79.1** Net Promoter Score  
**95.6** Quality Index

## Proud to partner with institutions and organizations across the nation



## Fueled by generous funding from philanthropic partners



# An outcomes-oriented approach that's rooted in data and backed by research

InsideTrack Coaching is the gold standard of student support. Partners trust that our coaching methodology works because it's **evidence-based, research-confirmed**, and continuously tested, measured and improved. We utilize direct data and systemic observation to measure outcomes and evaluate coaching effectiveness across a wide array of learner populations, giving us a broad and reliable picture of current learner needs and real-world impact. This rigor allows us to drive scalable student success, optimize institutional support programs and advance all learners.

## An Industry First: InsideTrack's Coaching Model Theory of Change



Sogodogo A, Harris H, Gilles M (2026), "Empirical support for the InsideTrack coaching model: findings from an integrative review of the literature". *International Journal of Mentoring and Coaching in Education*, Vol. 15 No. 2 pp. 173–192, doi: <https://doi.org/10.1108/IJMCE-05-2025-0058>

A 2025 **peer-reviewed study** published in the *International Journal of Mentoring and Coaching in Education* demonstrates how high-quality coach training programs create a direct link between coaching competencies and long-term learner benefits. This publication proposes a first-of-its-kind Coaching Model Theory of Change, showing that **truly effective coaching — which directly impacts learner outcomes and institutional capacity — requires the proper development of coaches' competencies.**

[Read the peer-reviewed publication →](#)

This report illustrates how our coaching impact stems from a powerful chain of events:



## Validated by the highest standards



InsideTrack's coaching methodology has been confirmed by over 100 RCTs and is one of the only postsecondary coaching programs to be recognized as high impact and high evidence by the **U.S. Department of Education What Works Clearinghouse.**

# Advancing students forward, from initial inquiry through degree completion



## Building capacity and resilience for lifelong success

Our ultimate goal at InsideTrack is to empower students to and through completion. To achieve this, we proudly work with institutions and learners at every stage of the learning journey, supporting them to:



**Gain access** to  
higher education



**Persist**  
and succeed



**Reconnect** with their  
education when they  
take breaks



**Prepare** to step into  
a meaningful career

Our human-powered coaching helps students develop the knowledge, skills and beliefs to succeed in school and beyond. By focusing on the full context of learners' lives, coaches form meaningful relationships that encourage learners to hone their strengths, build resilience and develop not just as students, but as people. This naturally ripples outward, driving the retention and completion outcomes that allow our partner institutions to thrive, too — and it all starts with the right contact from a human coach.

## InsideTrack coaches sent nearly 2M outreach touchpoints in 2025

Our human-led communication is tech-enabled to scale our reach. We proactively support hundreds of thousands of learners each year, using multi-channel outreach to maximize impact for our partners and their students.

**1,801,376**  
outreaches

**Outreaches** occur when a coach attempts  
to get in touch with a learner.

**331,350**  
contacts

**Contacts** occur when a learner  
interacts with their coach.

**37,182**  
meetings

**Meetings** occur when a learner has an  
interaction with their coach that the coach  
identifies as resulting in learner advancement.

# Strategic, personalized outreach meets learners where they are

Our coaches understand that, while some learners prefer a phone call, others are partial to text. Working students may find it easier to check in via email, while first-generation students may appreciate the face-to-face interaction of video calls.

Our multi-channel approach ensures nobody falls through the cracks. By combining human connection with effective outreach, we've seen positive learner engagement — the first step in developing the sense of belonging and critical competencies that lead to stronger student outcomes.

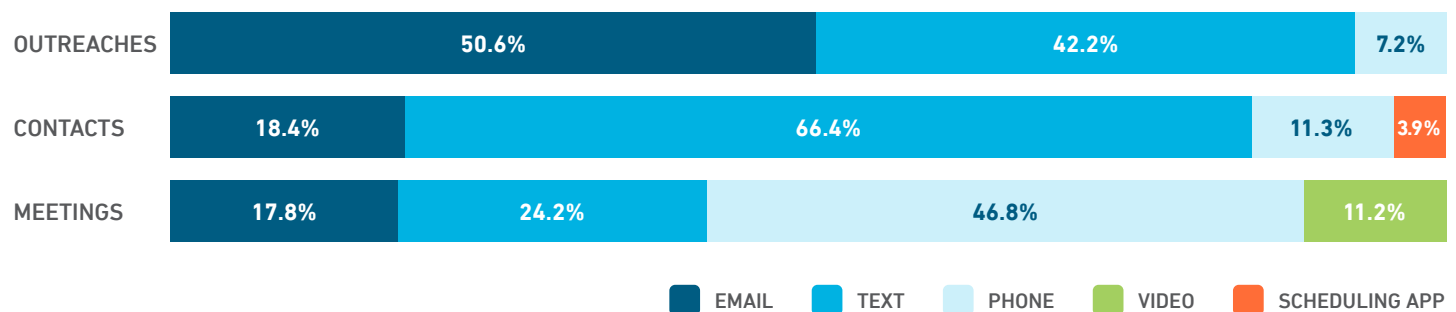
## Learner engagement across the coaching funnel

Below are the average engagement rates across all 2025 InsideTrack Retention, Enrollment and Re-enrollment Coaching programs:



## Multi-channel communication across the learner journey

We continually adapt our communication methods to match student preferences. In 2025, coaches outreached primarily via email (50.6%), while the majority — 66.3% — of student responses came through text messages. Most meetings occurred largely via phone call (46.8%), though text message and video meetings steadily increased. This flexibility allowed InsideTrack coaches to deliver accessible support when and how learners needed it most — including extending outreach into evening hours to work around busy adult schedules.



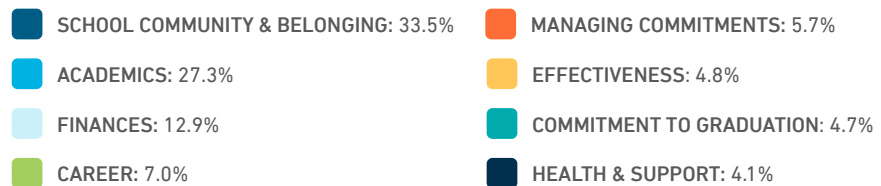
# Coaching insights support the learner experience and improve program effectiveness

When InsideTrack coaches meet with learners, they're not just helping them advance. They're also escalating valuable learnings to help institutions better understand and elevate the student experience.



## Key topics covered by coaches and learners

In 2025, we found that **school community** and **academics** were the top two topics covered during coaching meetings — emphasizing that cultivating a strong sense of belonging is just as critical to student success as academic performance.



## Turning coach insights into institutional improvements

By leveraging the data and observations reported by InsideTrack coaches, partner institutions successfully addressed institutional barriers and implemented concrete process, policy and procedure improvements.

### SAN FRANCISCO STATE UNIVERSITY

Guided by InsideTrack Coaching insights — which revealed that outstanding account balances were a major barrier to re-enrollment for stopped-out students — San Francisco State University removed registration holds for returning students with balances under \$1,000. This change helped the university eliminate a critical obstacle to degree completion.



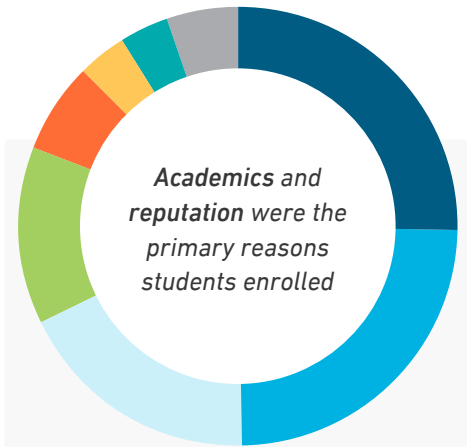
Beyond expanding enrollment bandwidth, insights gathered by InsideTrack coaches helped Penn State World Campus build a compelling case to optimize key institutional policies — from application fee waivers to smarter transfer credit reviews — creating a truly student-centered experience.

# Expanding access to higher education

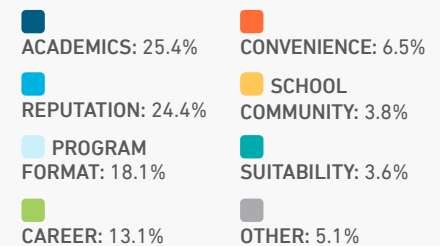
## Empowering learners from day one

Across the country, rising tuition costs, varying perceptions of the value of a degree and other barriers have made it difficult for prospective students to enroll in college. At the same time, **tumultuous enrollment trends** have left many institutions struggling to meet their census and revenue goals.

Yet, a postsecondary degree remains one of the most powerful pathways to socioeconomic mobility. **InsideTrack Enrollment Coaching** meets prospective students exactly where they are to ensure they make it to day one and beyond. Coaches help learners access campus resources, navigate applications and enroll with confidence. These interactions also provide valuable insights for institutions, including common enrollment barriers and student motivations.



### Top reasons students chose their institution



## 2025 ENROLLMENT COACHING RESULTS

# 26,494

total students enrolled with the support of a coach

# 35%

application rate for all students who met with a coach, compared to 27% for those who did not

# +65%

growth in freshman class since partnering with InsideTrack (2022–2025)

**UA** **LITTLE ROCK**

# +33%

increase in coached student yield year-over-year

**WAKE TECH**  
COMMUNITY COLLEGE



You have no idea what a relief it's been to have your support. The whole enrollment process seemed so overwhelming, and I truly didn't know where to start. Talking to you and building an action plan helped me feel like I can do this — *you have given me hope that enrolling is now possible.*

— Prospective California State University student

PENN STATE WORLD CAMPUS

# Scaling student-centered support across the enrollment funnel



PARTNER SPOTLIGHT



**PennState**  
World Campus

## INSTITUTION TYPE:

Large online campus of a public university

## STUDENT BASE:

Traditional, adult and part-time students

## INSIDETRACK SOLUTION:

Enrollment Coaching

## A commitment to upholding student support excellence

A trailblazer in online education, Penn State World Campus enrollment has grown from 8,500 in 2010 to more than 19,000 learners today. This surging volume created a critical need: maintaining a scalable yet personalized way to help prospective students find the right programs and enroll with confidence.

To meet this challenge, Penn State World Campus launched a partnership with InsideTrack that has spanned 16 years, integrating human-powered coaching into its enrollment processes. Most recently, InsideTrack coaches have supported the undergraduate admissions pipeline — guiding prospective students from initial inquiry through their first day. This high-touch approach has increased student engagement while allowing admissions staff to deliver an exceptional onboarding experience.

## Maximizing access and yield through personalized coaching

The results from the last five years alone are telling: prospective learners who engaged with a coach were **significantly more likely to apply (nearly 7x), be admitted (11x) and ultimately enroll (more than 10x)**. Beyond immediate yields, the data gathered from more than 268K coaching interactions also provided Penn State World Campus with actionable student insights, directly impacting enrollment policies for future learners. [Read the case study](#) →



*For us, enrollment isn't just a numbers game — it's about helping our students find the right fit. InsideTrack aligns completely with our culture; their coaches move past transactional interactions to provide the human-centered support that helps learners enroll with confidence.*

— William Fritz, Senior Director of Admissions and Military Enrollment Operations,  
Penn State World Campus

2021–2026  
Enrollment Coaching results

**195K+**

learners outreached

**70K**

learners connected with a coach (35.8% contact rate)

**61.6%**

yield

**10x**

higher enrollment rate for students who engaged with a coach

# Empowering students with the resources and resilience to persist and complete

## Boosting retention with holistic support

Higher education is facing a completion crisis, with **college dropout rates** indicating that almost 39% of full-time students seeking a bachelor's degree do not complete their program within six years. For learners, this means untapped social mobility. For institutions, it's a risk to long-term sustainability.

Addressing this challenge requires proactive outreach, holistic support and a trusted advocate to guide students through sticking points. **InsideTrack Retention Coaching** allows learners to share their struggles with someone who can help, before they're at risk of stopping out. By leveraging evidence-based coaching techniques and trauma-informed frameworks, coaches help more students develop the resilience and confidence to persist and complete.



## 2025 RETENTION COACHING RESULTS

# 79.8%

aggregate term-to-term retention for students who met with a coach

# 74.7%

 **LATIN AMERICAN EDUCATIONAL FOUNDATION**

fall-to-fall retention for majority first-generation scholarship recipients who met with a coach — 10.3% pts. higher than those who didn't

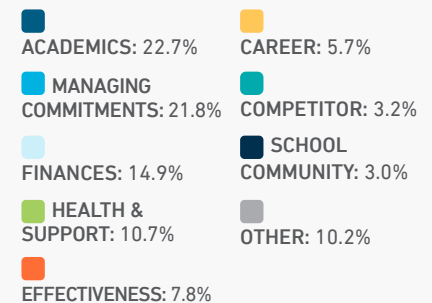
# +8.4% PTS.

higher fall-to-fall retention (76.8%) compared to historical rate (68.4%)

**JSU** JACKSON STATE UNIVERSITY



## Uncovering primary barriers to student persistence



## Crisis Support Services: An extra layer of care

**InsideTrack's Crisis Support Services team** provides an extra layer of support by addressing urgent student mental health challenges, basic needs insecurities and financial hardship.

In 2025, the team managed 2,013 student touchpoints, in some cases deploying **emergency microgrants** to help prevent crisis situations from fully disrupting a learner's path to completion.

# Fueling student persistence and success at HBCUs



## PARTNER SPOTLIGHT

### NETWORK PARTNERS:



### INSTITUTION TYPES:

39 public and private HBCUs

### STUDENT BASE:

Nearly 44,000 enrolled, stopped-out and prospective students

### INSIDETRACK SOLUTIONS:

Retention Coaching  
Re-enrollment Coaching

## Supporting a legacy of excellence

**Historically Black Colleges and Universities (HBCUs)** are models of high academic standards, belonging and student success. However, limited resources can strain staff, impacting the ability for every learner to receive the individualized care they need to thrive. Because of this, Ed Advancement, The Thurgood Marshall College Fund and UNCF joined forces with InsideTrack to bring coaching to 39 HBCUs nationwide.

Spanning every stage of the journey, support included proactive outreach to 8,000 prospective students through Enrollment Coaching, 12,000 enrolled students through Retention Coaching and 24,000 stopped-out learners through Re-enrollment Coaching — as well as dedicated staff training. The result? Direct coaching helped students maintain momentum toward degree completion, and staff development increased capacity for better student support.

## Proven impact over five years

From fall 2021 to spring 2026, this effort successfully re-enrolled 1,343 stopped-out students and drove a strong 83.8% overall fall-to-spring retention rate. Meeting with a coach made a clear difference: enrolled students who met with a coach achieved a 90.4% retention rate, compared to 82.4% for non-coached students. And across these partnerships, **2,322 coached students have successfully completed their degrees** as proud HBCU alumni. Throughout it all, InsideTrack analyzed and elevated common trends to deliver strategic recommendations that continually enrich the student experience. [Get the report](#) ➔



Coaching has definitely helped me lessen my stress load so that I'm able to do what I love, and it's helped me advocate for myself.

— Kayla Hallman, Florida A&M University

2021–2026 results

# 43,819

total learners reached across partner HBCUs

# 90.4%

fall-to-spring retention rate for students who met with a coach, compared to 82.4% for non-coached students

# 6.9%

re-enrollment rate for stopped-out students — 2.5x the national average

# \$26.9M

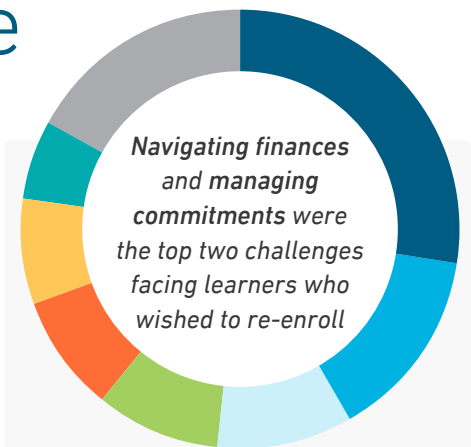
total institutional revenue gains

# Helping stopped-out students re-enroll with confidence

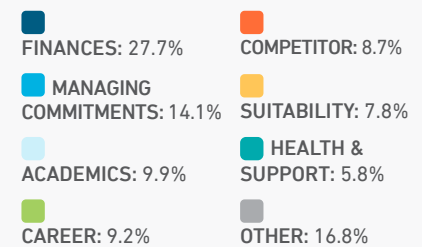
## Building the bridge back to completion

**Forty-three million Americans** have some college credit but no credential, representing untapped economic and career potential for learners, lost tuition revenue for institutions, and skilled labor shortages for communities.

When a learner stops out, **InsideTrack Re-enrollment Coaching** is there to help. Through proactive outreach and holistic assessment, coaches uncover student drop reasons and returning risk factors, while building the trust required for students to develop a strong sense of perseverance and motivation to return. This personalized relationship shows learners that their institution is invested in them and will be there to help them successfully re-enroll, persist and graduate. Re-enrollment Coaching also assists institutional staff by providing the immediate capacity needed to reconnect with stopped-out learners.



## Identifying primary barriers to re-enrollment



## 2025 RE-ENROLLMENT COACHING RESULTS

# 39,830

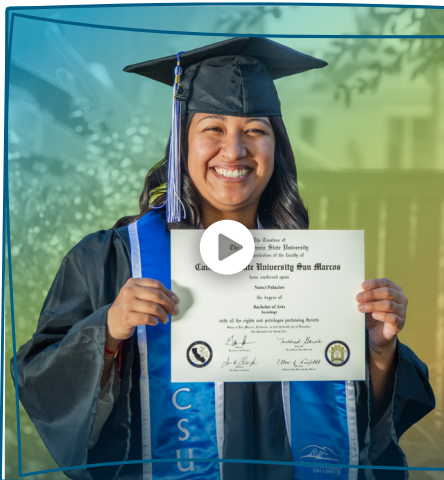
stopped-out learners served across partnerships

# 10.8%

re-enrollment rate across partnerships

# 14.5%

re-enrollment rate (retained through census)



## Watch Nanci's Story →

After a two-year break from college, Nanci Palacios overcame personal challenges with the help of her InsideTrack coach and re-enrolled to fulfill her dream of graduating.

**"Being a first-generation student, it was definitely difficult without my coach. But with her, I was able to go above and beyond. Now, I got my diploma!"**

— Nanci Palacios, B.A. in Sociology, California State University San Marcos

# Statewide re-enrollment initiatives bring thousands of learners back to college



## PARTNER SPOTLIGHT

### INSTITUTION TYPES:

- Two- and four-year colleges in California
- Community colleges in North Carolina

### STUDENT BASE:

Stopped-out adult learners

### INSIDETRACK SOLUTION:

Re-enrollment Coaching

## Colleges, funders and mission-driven organizations unite for a stronger future

The ability to truly reach the 43 million stopped-out learners across the nation requires expanding re-enrollment efforts beyond the institutional level. Through our **Reconnect to Complete** initiatives, InsideTrack collaborates with state leaders, funders, and institutions to close critical workforce gaps; boost institutional enrollment and revenue through shared networks; and give learners the support needed to re-enroll with confidence, earn their degree or credential, and secure high-wage jobs.

**CA Reconnect** and **NC Reconnect** — two such initiatives — clearly demonstrate what's possible when systems come together to support returning adult learners.



## A collaborative approach

InsideTrack partners with generous funders, state higher ed leaders, university systems and individual institutions to ensure the success of these statewide initiatives. This collaborative network approach enables shared insights, strategic resource deployment and expanded statewide impact.

*Let's take a closer look at how each of these initiatives is delivering measurable outcomes across their campuses.*



2021–2025 results

# 77,944

learners served across  
50 institutions

# 5,106

learners successfully re-enrolled

# 2,624

graduates and counting

# \$14M

total institutional  
revenue generated



CA Reconnect

## Increasing re-enrollment and persistence

CA Reconnect, a three-year re-enrollment program including 21 colleges and universities across the state, provides the individualized coaching stopped-out students need to navigate barriers and return to school. A program evaluation from third-party evaluator Education Northwest found that, **when learners connect with a coach, they are four times more likely to re-enroll.** [Read the full report →](#)



What's striking is not just that coaching works, but how consistently it works across different institutions, demographics and stop-out points. That consistency is what separates a promising pilot from a national model.

— Leanne Davis,

Managing Researcher, Education Northwest



### PROVEN RESULTS FROM A 3-YEAR PILOT INITIATIVE

**8.1%**

re-enrollment rate — compared to the 2.9% state average

**38%**

of coached learners persisted after re-enrolling — compared to 22% of non-coached peers

**13.7%**

of re-enrolled learners completed degrees within their first year — nearly 3x the national rate (4.7%)

**\$4.1M**

total return on investment generated



NC RECONNECT

## Going beyond completion to demonstrate salary gains

Led and funded by the John M. Belk Endowment, NC Reconnect engages stopped-out adult learners across 29 of North Carolina's community colleges. By combining statewide outreach with InsideTrack Re-enrollment Coaching, the initiative helps adults navigate life barriers, re-enroll in high-demand programs and achieve long-term economic mobility. [Read the partner profile →](#)



At a minimum, this effort will show adults that their college cares about them. At a maximum, they re-enroll, complete their program and gain access to new career opportunities that

**totally change their lives generationally.**

— Mike Krause,

Vice President, John M. Belk Endowment



### THE IMPACT ACROSS FIVE COHORTS

**5.8%**

re-enrollment rate on outreach

**48%**

of re-enrolled learners have earned a credential or degree since 2021

**\$17K-\$20K**

median annual earnings increase for re-enrolled CE and CTE students

**\$5.3M**

in net institutional revenue generated since 2021

# Advancing career readiness for all learners

## Aligning education with workforce success

All learners strive to secure high-wage, meaningful careers. Yet, even through educational or workforce programs, many struggle to gain the skills required to thrive in a shifting job market. At the same time, institutions and workforce organizations face pressure to demonstrate the ROI of their programs.

InsideTrack uses **Career Coaching** to help institutions and organizations embed career support across all of our coaching solutions. We also offer career-specific programs to develop students' durable competencies — such as problem-solving and critical thinking — and technical skills like resume writing and interviewing. This serves learners long after completion, empowering them to step confidently into their careers while helping partners deliver on their outcomes.



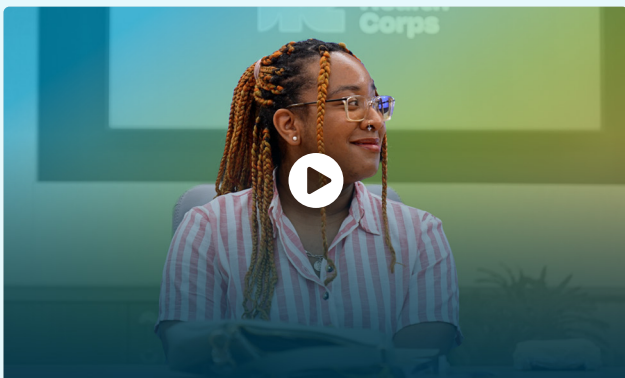
### Watch Aislynn's Story ➔

Working with her coach to build confidence and stay organized, Aislynn Fait navigated the application process — ultimately earning acceptance into her dream school, the Fashion Institute of Technology (FIT).

**"I don't think I would have made it through the FIT application process without my coach's help."**

— Aislynn Fait, **Roadtrip Nation** learner

## Youth Mental Health Corps: Building the next generation of behavioral health professionals



InsideTrack provides Career Coaching to members of the Youth Mental Health Corps (YMHC),

a program addressing the escalating youth mental health epidemic while building the next generation of behavioral health professionals. One-on-one support helps these members strengthen their service and advance along their chosen career pathway. **Watch the story ➔**

FOUNDING  
PARTNERS:



**91%**

of YMHC alumni say the program furthered their professional goals

# Professional development for staff enhances student outcomes



## Empowering staff with in-house capacity building

We believe institutional staff and leaders deserve the same human-centered support we deliver to students — that's the heart behind our **Coaching Development and Training (CD&T) programs**. By teaching campus staff proven coaching skills, the reach of our mission expands exponentially, directly fueling our vision of a world where every learner has a dedicated coach in their corner. We coach staff using the same evidence-based methodology we use with students, helping them develop the competencies needed to thrive in their roles.

These programs range from **workshops and micro-credentials to advanced certifications** — empowering institutions to build internal capacity and establish a sustainable, consistent care model that lasts long after our formal partnership ends. This work drives measurable improvement in student outcomes, keeping learners on track from enrollment through completion. By training partner staff to coach their own students, we estimate that these program participants served nearly **390,000 learners nationwide in 2025 alone**, with the impact continuing to ripple outward.

## Scaling Transformations: 2025 Coaching Development and Training Impact



# Building staff capacity for lasting impact

## Expanding support from the inside out

Staff burnout, high caseloads and resource constraints are some of higher ed's top challenges — and while students need guidance to persist and complete, overburdened staff need assistance delivering that support effectively.

**InsideTrack Coaching Development and Training** programs strengthen staff competencies — and enhance learner support — by combining training with personalized staff development. After learning our research-backed coaching approach, staff members receive one-on-one, development-oriented coaching sessions to help them seamlessly integrate these new skills into their daily roles and conversations with students. This ensures institutional teams are fully supported as they build the capacity to deliver the personalized, consistent care that drives proven student outcomes.

## Staff report strong connection with training material

In 2025, surveyed participants reported that InsideTrack's training programs resonated with them, built their confidence and empowered them to apply coaching skills in their daily roles.

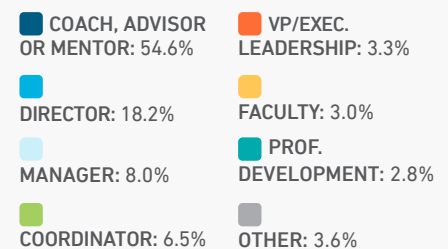
# 98%

of surveyed participants said Foundational Coach Training was useful to their work

| Program participant satisfaction surveys <i>(n = 477 survey responses)</i> | Confident applying skills | Will prioritize on the job |
|----------------------------------------------------------------------------|---------------------------|----------------------------|
| Micro-credentials                                                          | 84%                       | 96%                        |
| Coaching Certification                                                     | 100%                      | 97%                        |
| Coaching-Powered Leadership Certification                                  | 100%                      | 100%                       |
| Trainer Certification                                                      | 100%                      | 100%                       |
| Developer Certification                                                    | 100%                      | 100%                       |



## Various roles, one shared language



# “

This particular coaching methodology doesn't just improve student engagement and outcomes — *it transforms how our teams show 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.

— **Kody McCoy**, Project Manager for Academic Engagement and Support, National University

UNIVERSITY OF MARYLAND GLOBAL CAMPUS

# How UMGC increased staff capacity and drove student success

PARTNER SPOTLIGHT



UNIVERSITY  
OF MARYLAND  
GLOBAL CAMPUS

## INSTITUTION TYPE:

Online public university

## STUDENT BASE:

45,000 predominantly adult, working learners

## INSIDETRACK SOLUTION:

Coaching Development and Training

## Boosting sustainable in-house expertise

To serve a student population with wide-ranging needs and lived experiences, University of Maryland Global Campus (UMGC) needed a scalable, sustainable way to deliver personalized care. Recognizing that supporting staff is essential to student success, UMGC partnered with InsideTrack to build internal coaching capacity, boost staff development and reduce turnover.

InsideTrack trained select UMGC coaching staff in our evidence-based methodology and utilized a train-the-trainer approach to establish a self-sustaining model, allowing in-house staff to lead future trainings. Today, all 189 UMGC success coaches are trained in InsideTrack's proven methodology, and coaching excellence remains consistent across the institution.

## Transformational results for staff and students

By prioritizing staff capacity building, UMGC achieved a **30 percentage-point increase in coaching staff retention**. This has reduced the amount of new-hire onboarding needed, allowing them to focus on delivering consistent, high-quality care to their learners. Student engagement, course success rates and retention rates have all improved due to one-on-one support.

[Read the partner profile](#) →



Our coaches feel like they're providing more impactful and personalized support to learners when they use InsideTrack's coaching model. *They can see direct connections between their coaching work and the changes in persistence and retention improvements.* And because they feel better about the work they do and the way that they do it, they're more likely to stay with us.

— Jennifer Weist, Director of Student Success Operations and Training, UMGC

Results as of 2025

**+30% PTS.**

increase in retention of coaching staff

**94.2%**

of students had a current term plan

**84%**

student course success rate  
(+4% pts. increase)

**+2% PTS.**

increase in one-year student retention rates

# Creating a ripple effect through scalable support models

## Embedding a continuity of care for campus-wide transformation

Many institutions have invested in student support models that fail to yield transformative change, leading to inefficient processes, ineffective support and departmental silos.

To combat these challenges, we help institutions build an in-house coaching infrastructure through a rigorous “train-the-trainer” framework. With access to advanced credentials, certified staff gain the skills to lead future training and development programs — empowering campus teams to create a continuous ripple of transformation that reaches every student for years to come. This comprehensive approach drives lasting improvements in student persistence and completion while delivering long-term ROI. And InsideTrack’s **Coach and Trainer Networks** provide ongoing upskilling opportunities, fueling a stronger adoption of holistic coaching techniques that ultimately transform student lives.



## HOW TRAINING AND DEVELOPMENT SCALED SUCCESS IN 2025

# 1,093

*coaching credentials  
awarded to partner staff  
across 56 partnerships*

# 38

*advanced Trainer and Developer  
Certifications awarded to partner  
staff — establishing a train-  
the-trainer approach for lasting  
transformation at 10 institutions*

# 1,294

*total certified members in the  
Coach and Trainer Networks,  
reflecting a 31% growth in 2025*



When we brought in InsideTrack to certify our staff years ago, we couldn't have imagined the long-term ripple effect. Staff from our first cohort are still applying these skills to serve our stopped-out and part-time students. Because our team is more effective at engaging vulnerable populations, *these students are completing and transferring to four-year schools at rates significantly higher than our general student body.*

— Dr. Susan Gaulden, Vice President for Strategic Initiatives, Passaic County Community College

InsideTrack is an accredited  
provider of continuing  
education credits



WESTERN GOVERNORS UNIVERSITY

# Cultivating a consistent, human-centered support model at scale

 PARTNER SPOTLIGHT

**WGU**

**INSTITUTION TYPE:**

Large online  
nonprofit university

**STUDENT BASE:**

195K students worldwide

**INSIDETRACK SOLUTION:**

Coaching Development  
and Training

Western Governors University (WGU), the largest nonprofit university in the nation, is known for its quality online education and fierce dedication to student support. Nearly **2,000 in-house Program Mentors** serve as guides and professional advocates for every WGU student throughout their education. To level up their mentorship program, WGU leaders wanted to embed a unified, evidence-based support approach — so they collaborated with InsideTrack on a multi-phase Coaching Development and Training program.

## Phase 1: Building internal coaching capacity

In 2025, the partnership began by certifying 121 Program Mentors and 35 institutional leaders in InsideTrack's rigorous coaching methodology — the first step toward scaling a unified approach across the mentorship program. And by certifying select staff in advanced Trainer and Developer credentials, WGU is building the long-term capacity to sustain the impact independently.

## Phase 2: Planning for systemic sustainability

The impact continues into 2026 with an innovative licensing program that equips dedicated WGU staff to deliver InsideTrack Coaching Certification to the remaining Program Mentors, ensuring the rigor is sustained and scaled in-house. Ultimately, this program is designed to move the needle on student success — with the goal of driving measurable gains in persistence, retention and student satisfaction.



Scale and personalization are not competing priorities. The key is giving mentors a shared, evidence-based coaching approach that allows every student to experience meaningful support, no matter where they are in their journey. Our work with InsideTrack has helped us strengthen that foundation while continuing to invest in the people who make WGU's mentoring model so distinctive.

— **Malika Clinkscales**, Vice President of University Mentor Strategy & Operations,  
Western Governors University

2025 results

**8,253**

total hours of staff training  
and development

**121**

Program Mentors earned  
InsideTrack Coaching Certification

**35**

leaders earned  
InsideTrack Coaching-Powered  
Leadership Certification

**21**

staff members completed  
InsideTrack Trainer or Developer  
Certification to lead future  
in-house training and development  
for all **2,000 Program Mentors**

# Celebrating 25 years of driving impact through human connection

Since our founding, we've measured growth by the number of learners we support, our partners' impressive outcomes and our ever-expanding reach. Joining **Lemnis** as we celebrate our 25th year represents our latest evolution as a purpose-driven organization, allowing us to change with the higher ed landscape, extend our capacity and fuel long-term impact.

## The Future of Connection: Humans and technology as a powerful team

Though we continue to leverage technology to fuel our work, we view tech and AI through the lens of strengthening — never replacing — human connection. By utilizing AI to streamline internal systems, our coaches can focus on building meaningful, transformative relationships with students.

## Integrating AI to augment student support



**Scaling direct impact:** Reaching more learners on a deeper, more personalized level

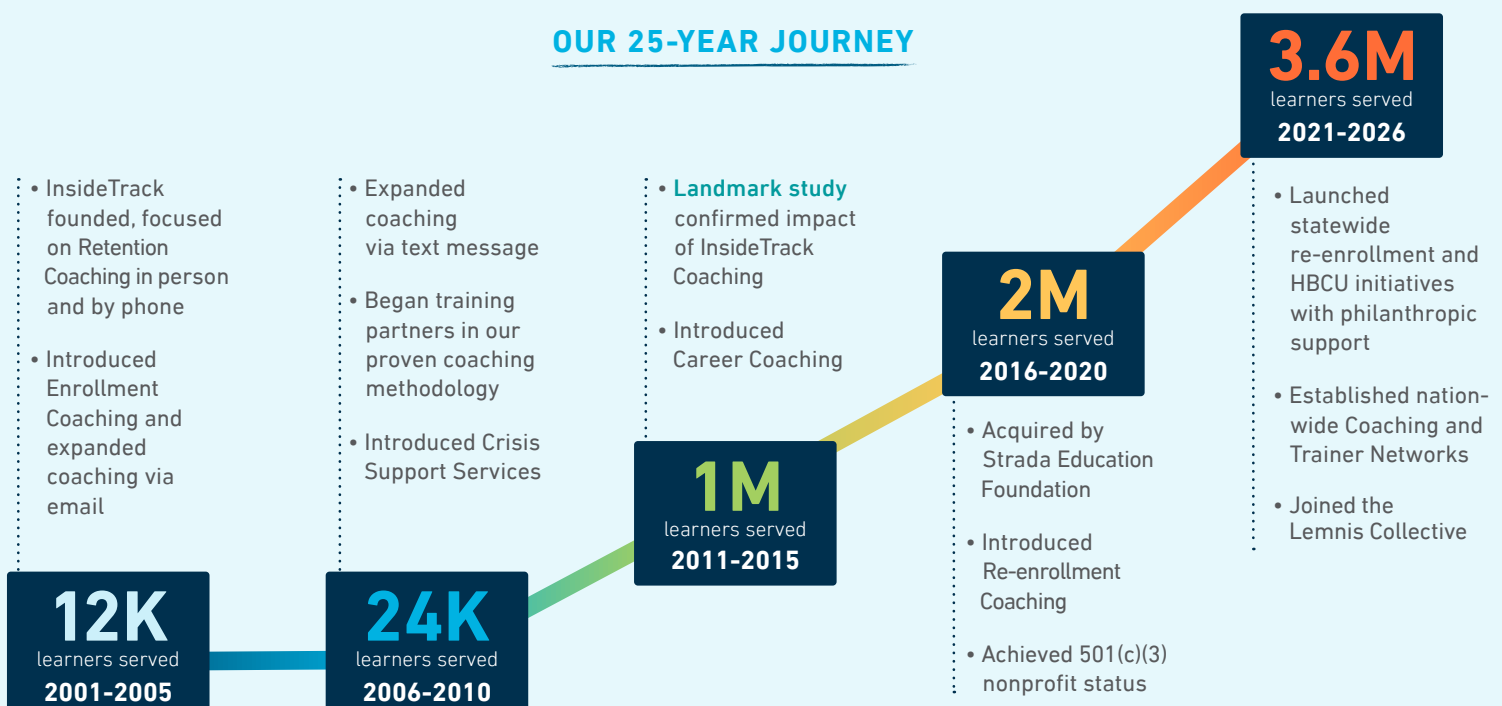


**Unlocking partner insights:** Sharing richer, more actionable trends to help institutions elevate support



**Informing broad advocacy:** Amplifying learner insights to drive student-centered policy and higher ed reform

## OUR 25-YEAR JOURNEY



# Advancing student outcomes through collective action

## Collaborating for lasting change

True transformation in higher education requires intentional, industry-wide collaboration. As a nonprofit, InsideTrack works with funders, institutions and other mission-aligned organizations to elevate student support nationwide. In the last year, we actively participated in communities of practice and convenings centered on:

- *Policy and advocacy for evidence-based student success practices*
- *Strategies for helping stopped-out adult learners return and complete*
- *Frameworks for promoting widespread, sustainable impact across higher education*
- *Guidance for emerging Hispanic Serving Institutions seeking funding and tailored student support*
- *Actionable learnings and takeaways from HBCU network coaching partnerships*

## Insights to elevate higher ed

We contribute to the higher education community by publishing in-depth research, sharing partner insights and facilitating dialogue across the field. In 2025, InsideTrack presented at 14 **conferences**, hosted or sponsored seven **webinars**, and published a wide array of **research**, **reports**, **toolkits**, and **op-eds** to help fuel student success advancement.



## Catalyzing growth through human connection

Real, enduring progress isn't achieved in a silo. Looking ahead, we're as committed as ever to walking alongside our partners and allies to make sure all learners receive the individualized support they deserve. By staying firmly rooted in what we know works — the power of human connection — we will continue catalyzing growth for communities, institutions and every learner we serve.

## About InsideTrack

InsideTrack delivers the enrollment, retention, completion and career-readiness outcomes that help higher education institutions — and the students they serve — truly thrive. We partner with colleges and universities to bring evidence-based student success coaching to their learners, helping students develop the self-efficacy, motivation, belonging, and resilience to finish their credentials, prepare for meaningful careers, and secure quality jobs. As a mission-driven nonprofit organization, we deploy both direct coaching programs and institutional staff training to create scalable, long-term impact. Since 2001, we have supported more than 3.6 million learners across 425+ institutions. InsideTrack is a division of **Lemnis**, a public charity dedicated to expanding learning for all.

Partner with us to drive student persistence and degree completion across higher education by emailing [hello@insidetrack.org](mailto:hello@insidetrack.org).

Sign up for our newsletter to get the latest news and insights by visiting [www.insidetrack.org](http://www.insidetrack.org).

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