When the investment is for students, impact is crucial.

Impact Calculator highlights the benefits of collaborating with 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
InsideTrack coaches repeatedly heard that cost was a financial barrier for prospective students wanting to attend some of the Extension School’s online programs.

As a result of this feedback, Harvard Extension School began offering discounted admission for undergrad courses in the school’s Bachelor of Liberal Arts Program.

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.

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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.

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

+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).
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.

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.
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.