



THE POWER *of* COACHING

IMPACT REPORT

Celebrating 20 Years of Student Success

insidetrack[®]



Dear Partners and Friends,

We invite you to join us in celebrating a milestone anniversary — 20 years of student success, supporting more than 2.6 million students and 250 college, university and workforce partners. This also marks our first-year anniversary as a nonprofit, a reflection of our deep commitment to **coaching that empowers and advances all learners, making a positive impact on the collective good.**

As you will see, we're using our first-ever impact report to showcase how we support both learners and organizational partners. We share the quantitative, proven outcomes we achieve through coaching. But just as importantly, we share stories that reveal that behind every metric is a person whose opportunities are expanded by the holistic support that coaching offers. InsideTrack coaching helps students start (or re-start), continue and complete their educational journey — ultimately helping them attain their career goal. Armed with degrees, certifications and training, these same people are now better able to support their families and engage in their communities. **As a collective whole, we all rise.**

Just like those we coach, we too have been propelled forward on a journey of learning and growth. Along the way, we've deepened our values and mission. We've strengthened the efficacy of our coaching and our equity best practices. We've expanded the types of coaching we offer, as well as the way we deliver those offerings — always evolving and innovating to ensure we have the scale and impact to create the change we want to see in the world. **All while retaining our steadfast commitment to learner-centered success and equity.**

We hope you enjoy this overview of InsideTrack at this 20-year mark, and we invite you to join us as we continue on to our next 20 years. **Together, we can achieve a brighter, more equitable future.**

Thank you for your support and partnership,

RUTH BAUER WHITE

President

KAI DREKMEIER

Founder and Chief Development Officer

We believe everyone has the potential to grow and learn, contribute and lead. Through coaching, we foster that potential in individuals and organizations. Our coaches walk alongside students at every level, from every walk of life, helping them navigate their path, whatever that path may be.

We believe that life is full of possibility at every stage. Coaching is how we light the way for student growth and success. Whether it's a college degree, business-specific credentials or new career, we help turn "I can't" into "I did." Helping others reap the rewards of education is the reason we do what we do.

We believe in listening, so every voice is heard. We work with empathy. Understanding. Expertise. And compassion. With open hearts and open minds, we strive to create a more just and equitable society. One student at a time.

We've supported more than 2.6 million students...
and we've only just begun.

We are InsideTrack.



THE VOICE OF
Coaching

[WATCH VIDEO >](#)

Who We Are

Driving social impact through the transformative power of coaching

Welcome to InsideTrack's first-ever Impact Report. As we celebrate our 20th anniversary and our conversion to a nonprofit organization, we wanted to introduce (or reintroduce) ourselves and showcase some of our impact in higher education, the workforce and beyond. We're passionate about improving educational outcomes for all learners. And we know you are too. Working together, we can continue to make an even greater impact.

Who we are starts with OUR COACHING

InsideTrack pioneered the use of personalized, one-on-one executive-style coaching as a way to help all learners achieve their education and career goals. We promote learner-centered education and help break down silos to create a consistent, positive student experience — helping both students and institutions thrive. Our research-proven coaching methodology translates into better enrollment, persistence, completion and career readiness.

Since 2001, we have supported more than 2.6 million learners through our direct coaching. In addition, we have positively impacted millions more students through our work with colleges, universities, employer workforce development and other organizations through training, capacity building and strategic guidance.

Over those 20 years, we have worked with diverse learners at every type of institution. And we have partnered with over 250 organizations.

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.



COMMITMENT TO IMPACT: A shift to nonprofit

In the spring of 2020, InsideTrack completed the transition to a 501(c)3 nonprofit organization. This new status reflects our focus on positive social impact through the transformative power of coaching. It also enables us to facilitate new types of partnerships with educational institutions, philanthropic organizations, employer-based programs and others seeking to expand educational and career opportunities. We are proud to be a part of Strada Collaborative, a nonprofit organization whose mission is to empower learners and those who serve them.

WHY we do what we do

“What’s your why?” That’s the question our coaches ask the learners they work with as a way to get to the heart of why they’re going to school. It’s a focus of our organization too. Our work is centered around our collective why — to create opportunity, to fuel social mobility, to enhance well-being, to improve equity, and to better educational outcomes. As a nonprofit, our priorities are based on helping the people who need us most. These learners, and these realities, are why we do what we do.

Coaching addresses SYSTEMIC ISSUES:



36M

More than 36 million people
have some college, but no degree

Some College, No Degree; National Student Clearinghouse, 2019



Widening gap between
enrollment and completion



Increasing need for workers to reskill & upskill

MY WHY: A passion for supporting student success



Increasing numbers of students face more
systemic barriers and need holistic support:

- **First-generation students**
- **Low-income students**
- **Racially minoritized students**
- **Working adult students**

Our Impact Framework

How we propel change

InsideTrack's theory of change is our conceptual roadmap for how we strive to achieve our impact. It's designed to quickly explain what we do, who we serve, why it matters, how we achieve our outcomes, and what those outcomes are.

Shortly after our conversion to a nonprofit in 2020, we crafted our theory of change. This customized infographic serves as the framework and roadmap for the outcomes we strive for each and every day. We take a thoughtful, deliberate, and evidence-based approach to drive and measure our impact on all learners — especially those with the most barriers to overcome — and the institutions and organizations that serve them.



THEORY OF CHANGE

PRIMARY

All learners who benefit from holistic support to achieve their postsecondary educational goals
(Focus on people of color, low-income, first-generation, working adults)



Key Participants

SECONDARY

Postsecondary educational institutions and systems

DIRECT

STUDENT COACHING
Support throughout the entire student journey from enrollment to completion



Activities

INDIRECT

STUDENT SUPPORT VIA ORGANIZATIONS
Staff Development and Consulting

STUDENT OUTCOMES

NEAR TERM
Knowledge | Confidence
Goals & Plans | Belonging

INTERMEDIATE
Enrollment
Progress and Persistence
Education Completion
Career Readiness

LONG-TERM
Economic Stability | Well-being



Outcomes

ORGANIZATIONAL OUTCOMES

Knowledge & Capacity Building
Staff Training & Development
Student-Centric Culture Change

ORGANIZATIONAL OUTCOMES DRIVE STUDENT OUTCOMES



Ultimate Impact

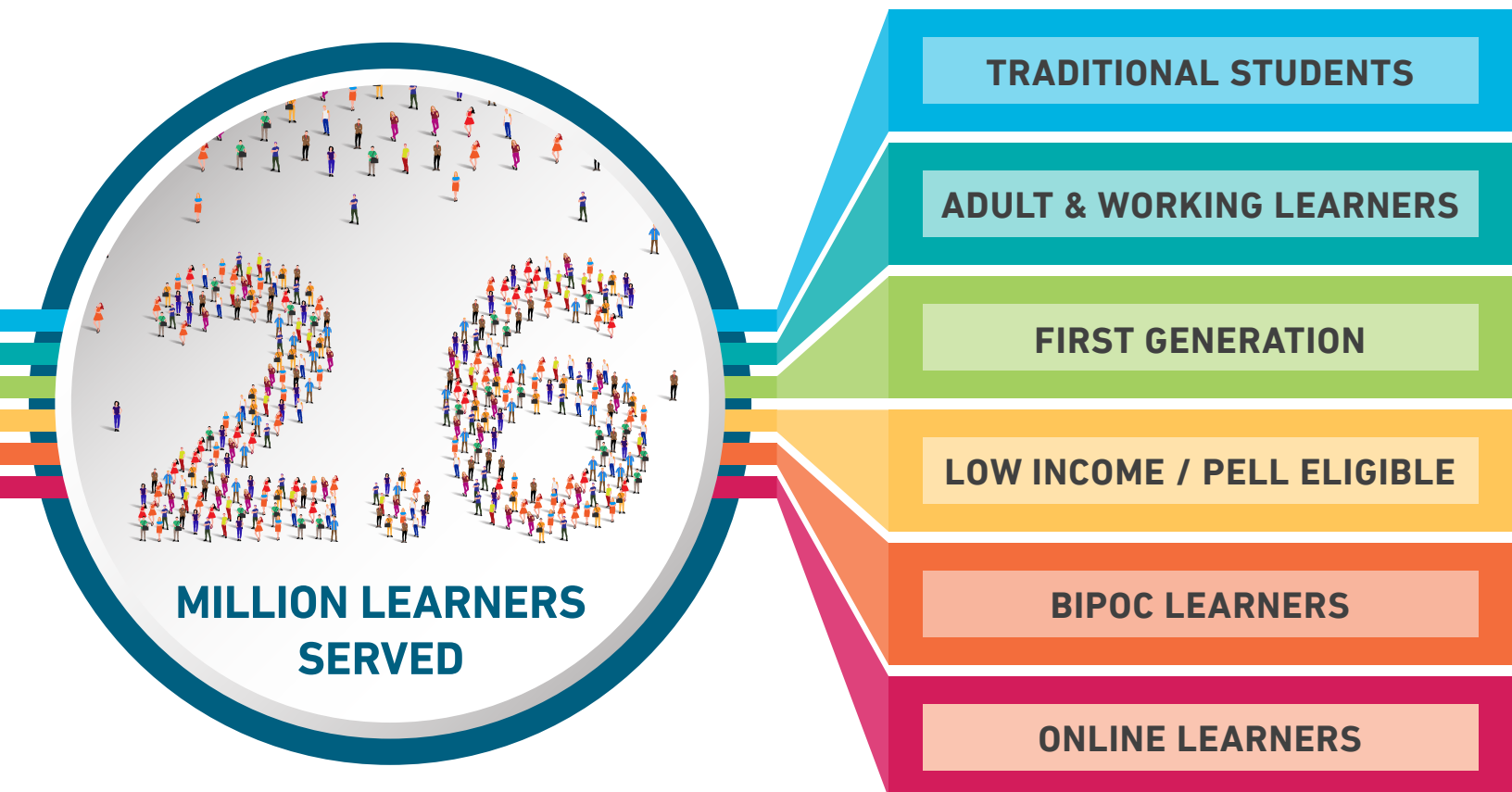
All individuals, propelled by their education, lead fulfilling and productive lives that contribute to their communities.

Who We Serve

Coaching that empowers and advances all learners

Every individual, regardless of their background or circumstances, can benefit from personal coaching support to keep them on the path to their educational and career goals. For more than two decades, our evidence-based coaching methodology has supported more than 2.6 million learners at every step of their student journey. For some, that means high school, community college and four-year universities. For others, it's employer-based educational programs and job-specific credentials.

Now, as a nonprofit with a mission to close equity gaps and fuel social mobility, we focus primarily on underrepresented traditional and adult students — including first-generation, BIPOC and low-income learners. Many work full- or part-time while attending school. Many have families and outside commitments. The common denominator for historically underrepresented or minoritized learners is that they often face barriers to their postsecondary success. Our mission is to help them overcome those barriers and achieve their goals.





OUR EQUITY STATEMENT

[WATCH VIDEO >](#)



The Student Success Ecosystem



Our essential role in the evolving learner ecosystem

InsideTrack's holistic coaching support is a proven catalyst for transformation. Simply put, coaching empowers every learner to navigate their unique circumstances and achieve their goals, regardless of their educational background, age or career stage. Education is a lifelong journey that often includes a unique mix of degrees, credentials and training. Coaching helps students thrive and excel, making the transformational promise of education a reality.

WRAPAROUND COACHING SUPPORT

insidetrack

We believe in a learner-centered approach.

Our wraparound coaching supports help learners build knowledge, confidence, clear goals, and purpose.

Through one-on-one personalized coaching, students work to problem solve, hone navigational skills, and utilize institutional resources, all while being held accountable for staying on track with the plans. These supports are proven to propel learners toward their goals.

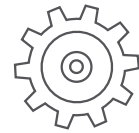
EDUCATIONAL JOURNEYS

Coaching can move and track with learners across every stage of their educational journeys, whatever path that takes — from degrees and credentials to workplace learning.

PARTNERS

We directly support students and partner with the educational institutions, organizations and employers that serve them.

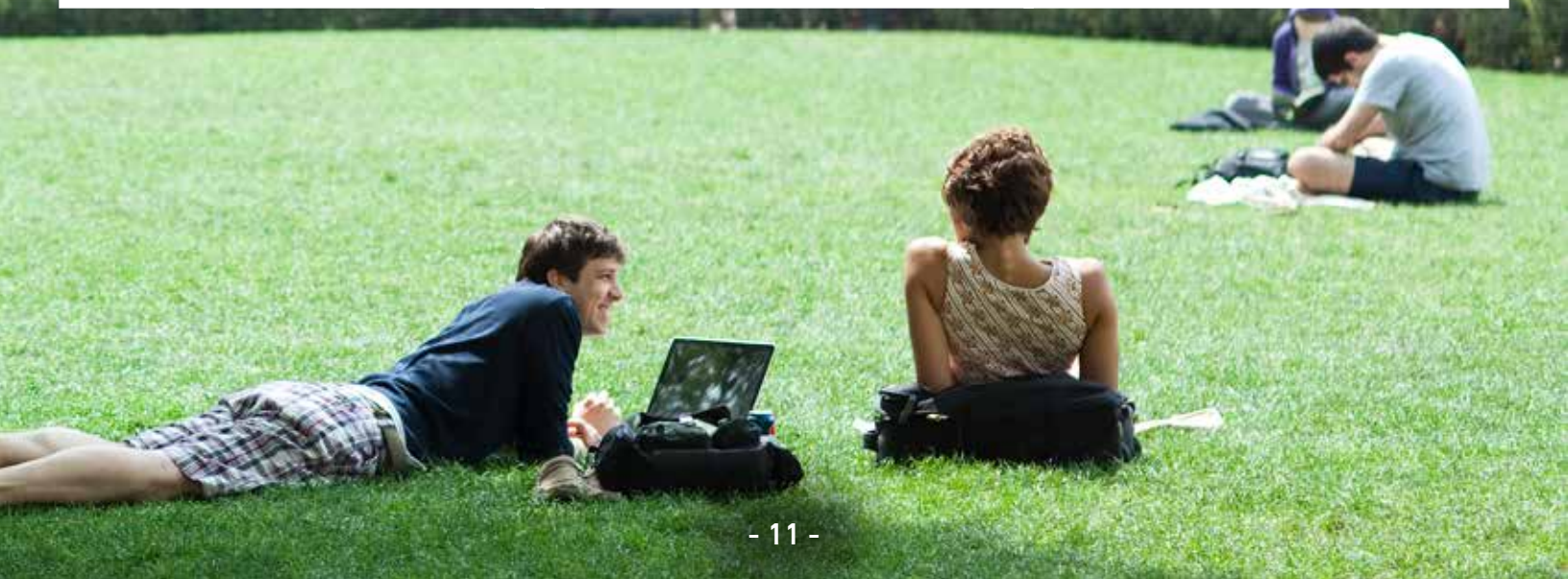
From every postsecondary school degree option to credentials to corporate learning programs, coaching benefits both the students and the institutions/ organizations with improved performance and better educational and career outcomes.



SYSTEMS & INFLUENCERS

Unlike other organizations, we don't stop there. Our mission drives us to care deeply about systemic issues and take action to reduce barriers to student success.

Through policy advocacy and research, along with partnerships with leading associations working to strengthen entire educational categories, we lead the way to ensure all students have the opportunity to succeed.



The Power of Partnership

Since 2001, InsideTrack has partnered with **more than 250 different organizations** — from public and private universities, community colleges, and online learning programs to organizations and workforce programs that support the education and career development of individuals across the country. In 2021 alone, we have over 100 partners. Now, as a nonprofit organization, we also actively work with philanthropic partners to ensure we reach the learners most in need, and help organizations create sustainable change.

Here are some of our partners, past and present:

EDUCATION





- 4-Year Public Colleges & Universities
- 4-Year Private Colleges & Universities
- 2-Year Colleges
- K-12 Schools
- Corporations & Nonprofits
- Government Entities
- Foundations

Among our higher education partners, many schools are serving our priority populations:

67%

So far this year, two-thirds of our partners have student populations with more than 30% Pell grant-eligible or Black and Latinx students.

CAREER



PHILANTHROPIC



Our Core Values

The values that drive our work

Helping a single person achieve their educational goals and move on to the career they aspire to can have a lifelong impact — not just on that individual, but also on their family, their community and society as a whole. Creating that ripple starts with our organizational values — five core values that form the foundation for everything we do. From the newest member of the team to the most tenured employee, these values fuel the work we do every day — helping learners overcome the obstacles to their success, achieving their goals and generating lasting impact.

Potential

We view the world through a lens of possibility, where everyone has the potential within them to reach their goals and find their purpose. We understand that it makes a huge difference to have a coach in your corner to support and encourage you.

Connection

We are passionate about personal connections. We strive to foster a sense of belonging and work to create a community where everyone can thrive. We believe in the undeniable connection between us all, and that every life improved better the collective whole.

Integrity

We value being honest, even when it means having the hard conversations. We do what's right, even when it's difficult. And we hold each other accountable, doing the repair work to make things right when we make mistakes.

Sustainable Impact

We pursue sustainable social impact through individual empowerment and organizational change support. We take a holistic approach to personalizing our work to ensure it will serve beneficiaries for the long run and support systemic change.

Equity

We treat all people with respect and show up with cultural humility. We design our coaching to play an active role in closing equity gaps to help create a more just society that fosters opportunity for all.

OUR DEI COMMITMENTS

How we increase equity and belonging for all employees and learners

Our commitment to diversity, equity and inclusion is interwoven into our values and everything we do. For us, this will always be a process of ongoing learning and growth, with the goal of creating concrete, actionable DEI policies and practices guided by our mission and rooted in our values.

DIVERSITY

There is power in representation, and we recognize the importance of reflecting the held identities and backgrounds of the learners we serve throughout our leadership and coaching teams.

EQUITY

Equity is central to our mission and values. We recognize that the foundation of our work includes addressing systems that have contributed to the inequity that we observe today, and that our strategy for social impact requires working from an equity lens.

INCLUSION

We center our work, both internally and externally, on recognizing the full humanity of all people. We have intentionally updated our foundational coach training with DEI best practices and continue to practice cultural humility and competence.

How we evaluate DEI practices

We specify which foundational theories underlie the way we approach equity for various protected classes and specifically call out how we focus on individual lived experiences from an intersectional identity perspective.

DEFINING THE WORK:

- We commit to honoring the full spectrum of human diversity
- We commit to equity in our work
- We commit to accountability and repair work
- We honor intersectionality
- We are focused on ensuring that our DEI work is not siloed, but rather embedded in every aspect of the work we do

EVALUATING PROGRESS:

- Employee demographics tracking
- Intentional succession planning and professional development
- Bias Awareness Tracking Tool to help form a welcoming and supportive work environment for all
- DEI audit for pay equity and performance management as well as compensation review
- Intergroup Dialogue Working Group to discuss the hard topics that come up

DEI QUALITY & TRAINING

[WATCH VIDEO >](#)

Yeshi's Story



Yeshi Vaughan

*Emigrated from Ethiopia at age 14,
2018 FosterClub All-Stars, Dean's List*

Felicia Wetzel

InsideTrack Coach

GOAL: Bachelor's degree in social work,
St. Martin's University

PARTNER: FosterClub, Washington State chapter

It's a long way from the metropolis of Addis Ababa to the foothills of Washington State. Having spent three years in an Ethiopian orphanage, Yeshi Vaughan was adopted by an American family when she was 14. New life, new culture and new world — with a family of strangers. Some 8,000 miles away from her homeland and a freshman in high school, life with her new family didn't work out and Yeshi ended up in a youth shelter, then in foster care. Despite these overwhelming challenges, her drive and resiliency shone through. She graduated at the top of her high school class, ran track and cross-country in college, and graduated two years ago — on time — with a degree in social work from St. Martin's University. Yeshi's goal is to become a social worker so she can advocate for others with obstacles and barriers to overcome.

FOSTERING SUCCESS

Partnering with FosterClub All-Stars aligns seamlessly with our mission of empowering and advancing all learners. As a former foster youth herself, Felicia Wetzel, a long-time coach at InsideTrack, was immediately drawn to this unique partnership and bonded with Yeshi during their year-long connection. When Yeshi was a senior in college, Felicia worked with her to build on her communication skills and bolster her confidence. Two years after Yeshi graduated, they reunited. "To hear Yeshi talk about applying the very things we discussed in our coaching meetings, it comes full circle," she says. "We did some serious work together and built a relationship, and it had a significant impact in her life."

A woman with braided hair, wearing a white dress with vibrant blue, yellow, and orange geometric embroidery, is walking down a modern glass and metal staircase. She is carrying a brown leather bag and smiling. The background shows the structural elements of the building.

“

She helped me
to use ***MY VOICE.***

WATCH VIDEO >



From Coaching Pioneers to Leaders in the Field



It all started in a small San Francisco office. Kai Drekmeier (far left) and Alan Tripp (left), co-founders of InsideTrack, were brainstorming the company's first direct-to-student offering — free face-to-face academic strategy sessions for Stanford University students. Now 20 years and 2.6 million students later, this human connection remains at the core of everything we do.

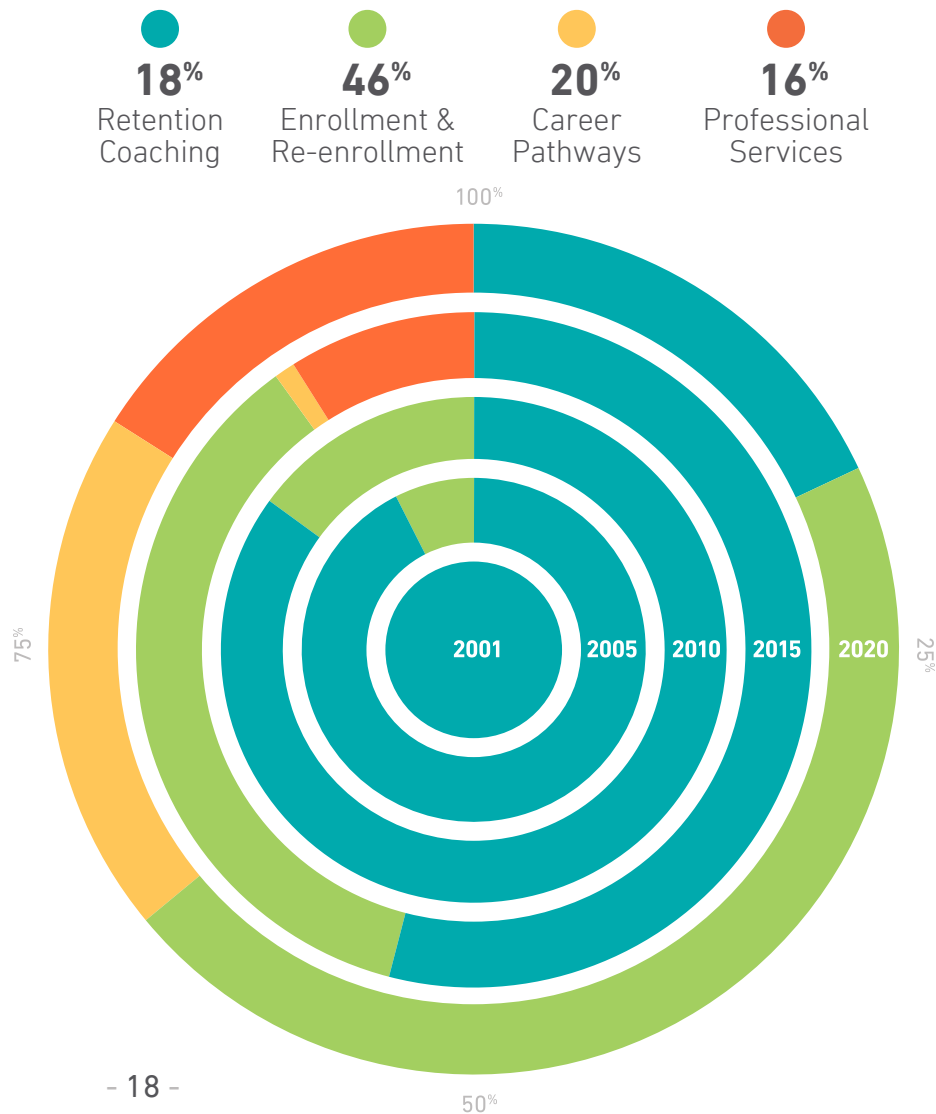
Innovation to support the entire STUDENT EXPERIENCE

Originally, coaching at InsideTrack meant retention coaching — designed to help students overcome obstacles, clarify goals and stay motivated to graduate. Over time, we've expanded and evolved our coaching programs to cover every step of a learner's journey — from enrollment and retention to re-enrollment (for students who stop- or drop-out) and career development. Always with a personal, human touch and a learner-centered focus. We set the gold standard for student support coaching.

In addition, we directly support our partners with professional services, such as student journey mapping, capability assessment, and competitive benchmarking, as well as training and consulting for staff and administrators. And through capacity building, we train members of an organization's team to use our coaching methodology, helping build in-house capabilities for long-term sustainable success.

EVOLUTION OF COACHING

Distribution of Partner Solutions

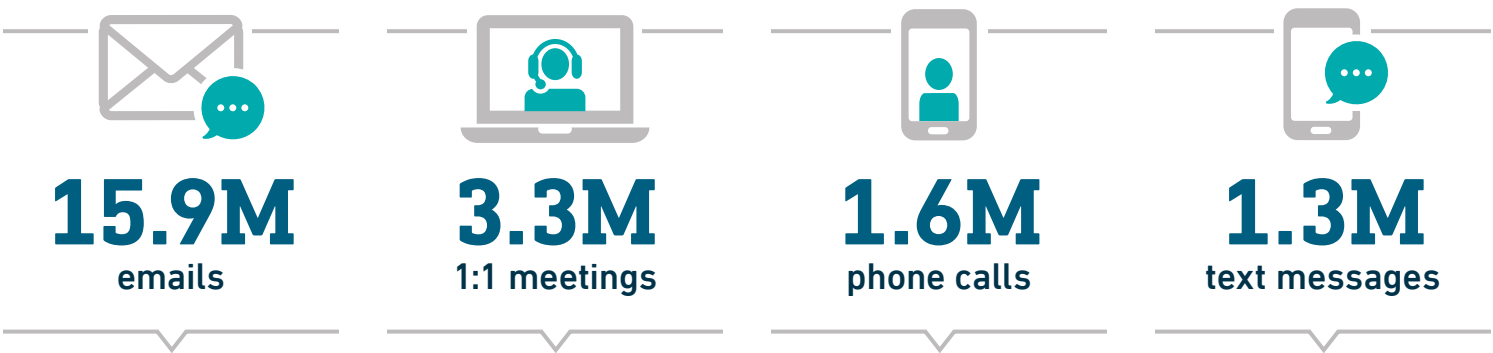


TECHNOLOGY for scale and responsiveness

The technologies our coaches use to connect with students have changed considerably over the years, and we have adapted along with it. We now use multichannel communication via a single platform to deliver our coaching. This means we can continue to tailor solutions to meet students where they're at, through their preferred channels of communication. From automated nudges to one-on-one phone calls, coaches use every channel at their disposal, ensuring that outreach is cost-effective and scalable. What's more, technology captures valuable insights about the student experience — insights we share with our organizational partners to strengthen the experience for all learners. Technologies will continue to change, but the personalized support our coaches bring to each conversation will always serve as the heart of our impact.

MILLIONS OF TOUCHPOINTS ACROSS DEVICES

Data from the last five years of coaching:

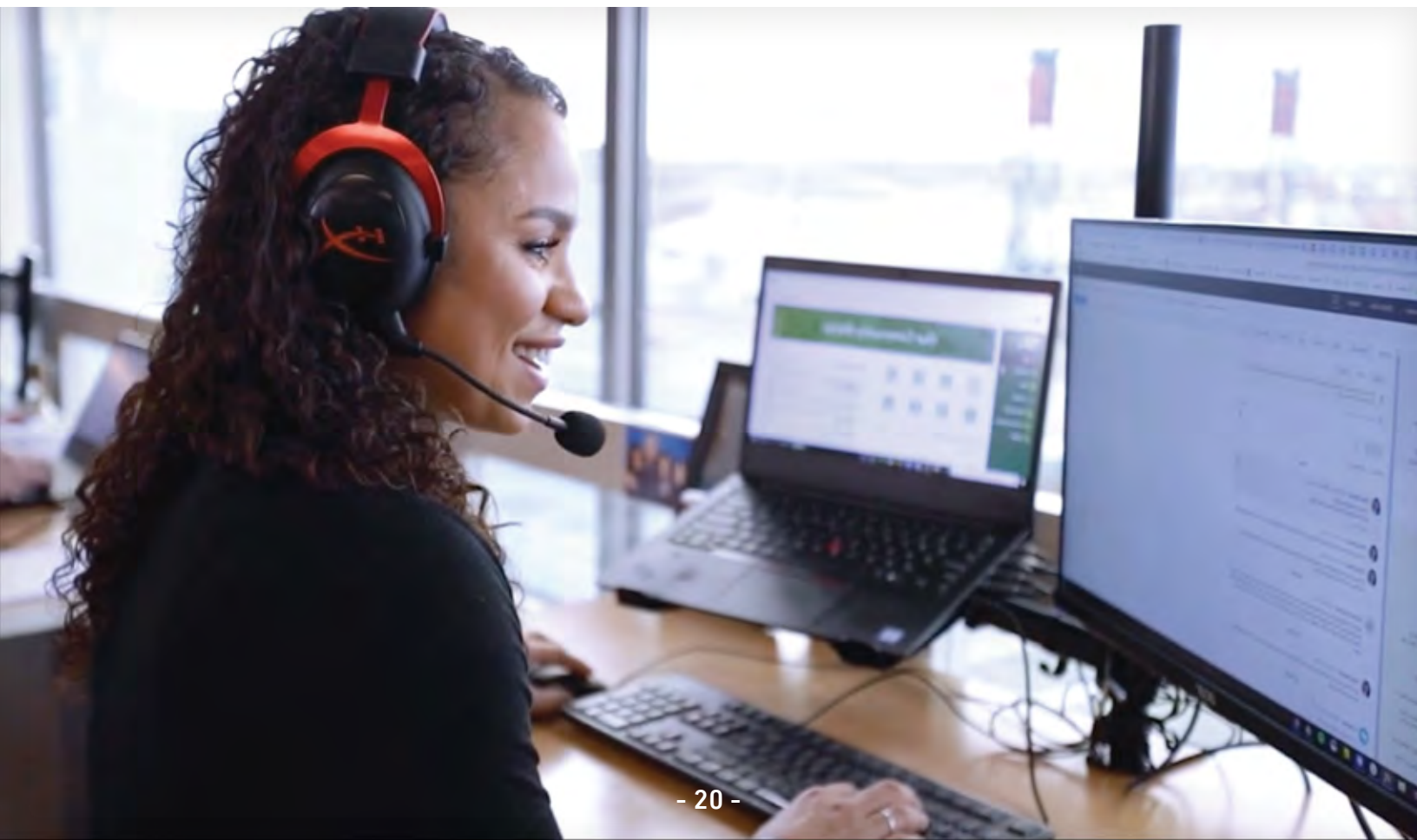
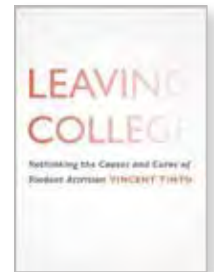
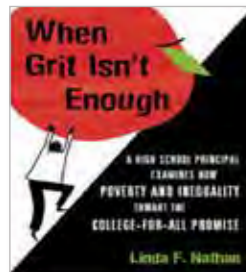
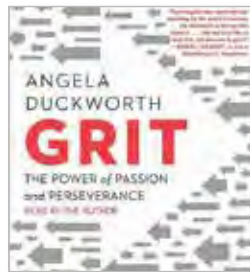
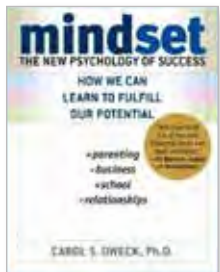




Coaching Methodology

Proven methodology produces maximum impact

Our coaching methodology is adapted from the best practices of some of the nation's leading thinkers on learner engagement, development and retention: Carol Dweck, Angela Duckworth, Vincent Tinto, Laura Rendon, Linda Nathan, John Whitmore and Nevitt Sanford, among others. These experts have shown that success depends on more than raw talent and academic ability. Research shows that noncognitive skill development is essential to student success. We drew from their works to influence our evidence-based methodology that focuses on student life in a holistic manner. Facilitating individual and institutional change is what we do. And we continue to refine our approach based on new research.



Research confirms our COACHING WORKS

The positive impact of InsideTrack coaching has been confirmed through nearly 100 randomized control trials (RCTs) during our 20-year history. The most widely known is the landmark study published by Stanford researchers Dr. Rachel Baker and Dr. Eric Bettinger in 2013. This study evaluated the effectiveness of InsideTrack’s coaching as a student success intervention.

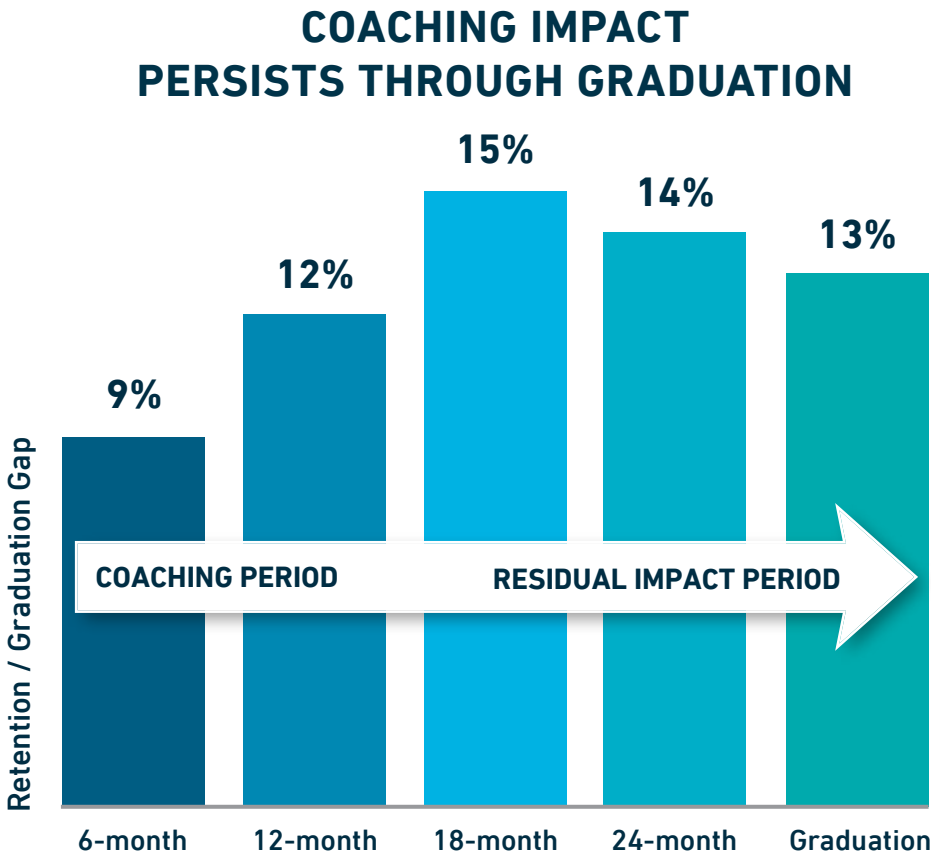
The randomized controlled trials measured the performance of 13,555 students across eight different 2-year, 4-year, public and private colleges and universities. The study showed significant increases in student persistence and graduation of coached students.

“

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

— DR. ERIC BETTINGER

Professor, Stanford Graduate School of Education



The increases in graduation and retention (the gap in outcomes between coached and non-coached students) continue beyond coaching.

To date, InsideTrack remains one of the only postsecondary coaching programs to meet the high evidence standards of the U.S. Department of Education’s “What Works Clearinghouse.”





Coaching Leadership

Evolving our methods to meet an ever-changing learner base

Today's learners are different than the students of five, ten and fifteen years ago. They're older. More diverse. They're often the first in their family to attend college. Many hold jobs and have families of their own. As the students have changed, so has our coaching methodology.

STRENGTHENING EQUITY best practices in coaching

In 2021's latest optimization, we incorporated **Diversity, Equity & Inclusion best practices** under the guidance of outside consultant Asia Wong, Director of Counseling and Health Services at Loyola University New Orleans. As a result, we:

- **Increased emphasis on access to and managing resources**
- **Focused more heavily on strengths and values**
- **Added knowledge and skills aimed at navigating inequity**
- **Redesigned our student development model, aiming to strike a balance between acknowledging systemic barriers and promoting individual growth and agency**

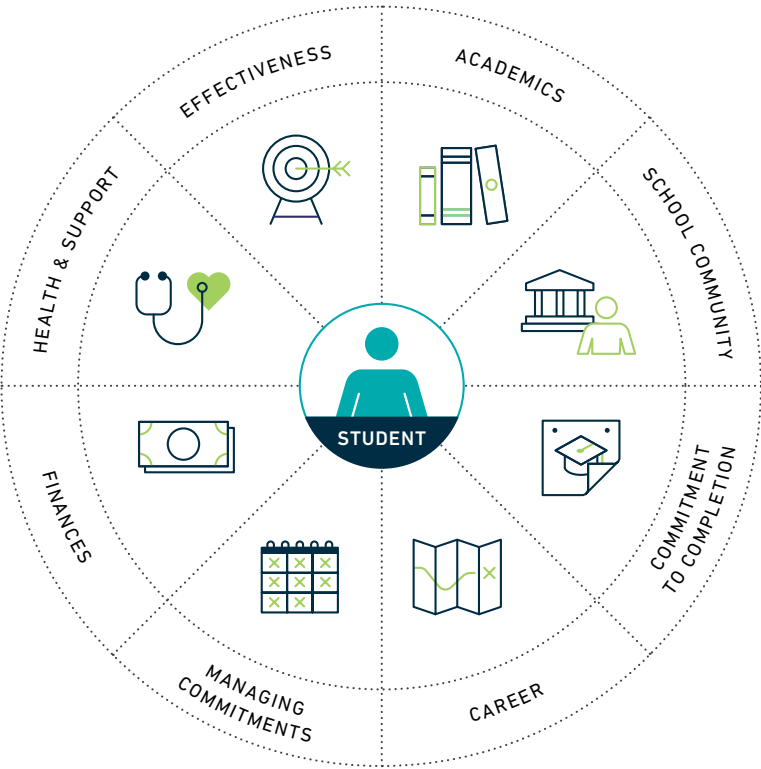
We also added healing-centered engagement to expand how we think about responses to trauma and offer a more holistic approach to fostering well-being.

Individualism, self- and situational awareness, and adaptability go hand-in-hand and help coaches fight assumptions and bias in their work. In order to enact these skills, we work to balance cultural competency and cultural humility.



Focusing on WHAT MATTERS MOST

Coaching is all about tailoring our work to the individual learner and their specific goals. To do so, **we focus on eight key areas that impact enrollment, retention and completion** — areas that are tied directly to our research on why students stop- or drop-out. We use these focus areas to assess and address learners' strengths, opportunities and red flags. Coaching helps ensure that learners are satisfied and successful in these areas, so they're more likely to get the most out of their education.



Setting learners up for SUCCESS

Coaching supports the development of specific knowledge, skills and beliefs necessary for success in school and beyond. Emphasizing noncognitive competencies — such as critical thinking, creativity and perseverance — promotes transformational, long-term learning.



KNOWLEDGE

Empower learners to understand themselves, their institutions, and resources that will support their goals.



SKILLS

Support learners as they identify and develop the abilities that will promote their goals and enhance their school experience.



BELIEFS

Celebrate and reinforce the beliefs that are serving learners' values and goals.

THE FIVE ELEMENTS OF COACHING

The five elements of coaching represent the core skillsets coaches use to personalize their support for greatest impact.



BUILDING
RELATIONSHIPS



ASSESSING



ADVANCING



BUILDING
MOTIVATION



STRATEGIZING



Training & Development

A strong culture of continuous learning

Consistent with valuing personal growth and potential, InsideTrack has long had a strong culture of learning. We are committed to continuous improvement and development across all departments and all employees. There are also several internal resources that support the InsideTrack culture. This includes the eagerly anticipated Month of Learning, quarterly learning grants, a monthly celebration of different heritages, and ongoing Unlocking Wellness presentations, to name just a few.

THE BEST COACHES produce the best results

The standards for InsideTrack coaches are very high, with each new coach undergoing a rigorous and formal training and certification process. Since our organization is completely remote (and has been for more than five years), we are able to recruit the best talent from across the nation, then invest in training and development to ensure our coaches are the most impactful and effective. Yet these coaches have something even more valuable than expertise, skills and dedication: passion for the work they do and belief in the students they work with. It's just one of the many reasons InsideTrack coaches are able to truly transform lives.

HERE'S WHAT SETS INSIDETRACK COACHES APART



All InsideTrack coaches are **EMPLOYEES**, not independent contractors.



During their first year, each coach receives **104+ HOURS** of professional development, then 35+ hours in each subsequent year.



All coaches receive cultural competency and bias training, in addition to the latest learnings in **EQUITY BEST PRACTICES**.



100% have **BACHELOR'S** degrees and 32% have **MASTER'S** degrees.



Each coach receives **15-20 OBSERVATIONS** and debriefs from the Quality Team in their first year.



We are committed to growing the diversity of our coaching staff, which is currently **36% BIPOC**.

Training and certifying OUR PARTNERS

Along with coaching, InsideTrack also provides learning and development expertise to our external partners. We train our partners' staff in the proven InsideTrack coaching methodology to build capacity, which in turn supports more students.

We are dedicated to improving the state of student coaching at colleges, universities and other organizations across the country. By training others, we vastly expand the ability to increase and improve student support.

113

coaches certified in
InsideTrack methodology
in 2020

6,000

formal observations of
coach/student interactions
since October 2017

4,451

training hours
delivered to partners
in 2020

2021

We launched the
Trainer Network in
order to continually
empower and
support our trainers.

Cynthia & Gloria's Story



Gloria Goldstein

Experienced critical care nurse, managing the demands of school, work and family

Cynthia Brinkman

InsideTrack Coach

GOAL: Bachelor of Science in Nursing

PARTNER: Ben Hudnall Memorial Trust

Gloria Goldstein isn't one to give up. Yet when she returned to nursing school after several years to earn her four-year Bachelor of Science in Nursing (BSN), she struggled with time management. "I didn't have the organizational skills to be a full-time student, employee, mom and wife," she said. "I never quit anything, but at the beginning of the program, it was so challenging to manage everything that it made me want to quit. That's when I called Cynthia."

Cynthia Brinkman was Gloria's InsideTrack coach. She remembers thinking "here we have a bilingual Latina nurse who is about to get her BSN and I'm like 'Gloria, you can't give up on this dream you've had for 10 years!' When I hung up the phone, I thought 'why was that so powerful for me?' That's when I realized that it was because of my own desire to go into medicine, something I put off 20 years ago when my mom died when I was in college."

FLIPPING THE COACH/STUDENT SCRIPT

For both of them, this heartfelt conversation was a true "aha" moment. This was a turning point that not only helped Gloria save her BSN, but also spurred Cynthia to begin her own nursing journey.

For Gloria, "That appointment was lifesaving." She finished her bachelor's degree, then went on to earn her master's. "Nurses become nurses to heal people and make them feel better," she says. "Cynthia is going to be so great for her patients!"

“

That appointment
was ***LIFESAVING.***

WATCH VIDEO >

Student Outcomes

Driving social impact through coaching

At the heart of every student-coach relationship is a one-on-one human connection. Coaches establish a genuine rapport with those they work with, forming a personal bond in a learner-centered way. These personalized interactions are scaled via text, phone and email in order to maximize reach and meet learners where they are — using their preferred modes of communication. Whether it's overcoming barriers, finding resources, creating ways to address inequities or helping develop actionable goals, the coaches at InsideTrack combine proven methodology with caring and empathy to improve outcomes and bolster success.

The impact we are driving can be measured by outcomes in these areas:

- **Enrollment**
- **Retention**
- **Completion**
- **Career Attainment**
- **Well-Being**

Since becoming a nonprofit in 2020 and establishing our outcome framework via a formal theory of change, we began surveying students to measure impact in key areas. These are the results from the first half of 2021, showing the percentage of learners surveyed who agreed or agreed strongly with each of these social impact statements:

“Coaching helped me...”

72%

Develop a purpose
and plan for my
education

86%

Build motivation
toward my goals

78%

Build academic
skills

79%

Attain my
career goals

73%

Understand finances
and budgeting

Realizing your DREAMS

Like a lot of high schoolers, Andrew Van Winkle was into gaming. So much so that he envisioned a career in video game development. “When you come from a small town,” he says, “there aren’t many opportunities related to the career you want. But you can’t let that stop you.” When he was a high school sophomore in rural Sandpoint, Idaho, a counselor told him about PTECH — a program that paired self-selected rural high school students with InsideTrack coaches. When he learned that one of the career pathways was information technology and website design, he was sold.

Along with the PTECH educational track came InsideTrack coach Hayley Kimble. “Andrew put a ton of work and effort into figuring out his future job goals and forcing himself to network and learn the industry in a way that most high school and college students don’t do until their last semester, if at all,” she says.

Once he completed his associate’s degree through PTECH, Andrew moved on to the University of Advanced Technology in Arizona. He graduated in 2020 with a Bachelor of Arts in Game Art and Animation. From there, he did quality assurance and video game testing for Xbox Game Studios,

then went to Blizzard Entertainment where he’s a contract video game tester working on *Diablo Immortal* and *Hearthstone*.

Just how impactful was his relationship with his coach? **“Without Hayley, I wouldn’t have known what to do — or how to get there,”** he says. “I can’t express how much I appreciate her guidance. To this day, I’ve used the lessons and mindset, as well as tips and tricks I learned from our coaching sessions.”



That conversation
CHANGED MY LIFE.

Andrew Van Winkle

Rural student, artist, gamer

- GOAL:** Career in the video game industry
- PARTNER:** Idaho Pathways to Early Career High School (PTECH)
- COACH:** Hayley Kimble, InsideTrack



Enrollment

Setting learners up for success, right from the start

Enrolling in a degree program is a pivotal decision for any student — whether that's a rising senior in high school, an adult student entering college or a worker looking to reskill or upskill. They want to enroll because they see this as the gateway to their future. The enrollment period is a time for students to review career options, explore different degree paths, learn more about available types of financial aid, and determine if any eligibility requirements need to be met, such as placement tests or prerequisite classes. Whether it's a traditional, first-gen or adult student, selecting the college that best fits their needs can be a life-changing decision. Having an enrollment coach serve as a trusted ally gives the student a way to ask questions and address their concerns right from the start.

Enrollment coaching provides immediate and long-term benefit both to the students and to the institutions. Research shows that students who receive coaching are more likely to enroll, select the program that best fits their needs, remain in school and ultimately graduate. The interactions between coaches and students generate actionable “voice of the prospect” insights into student attitudes, preferences and challenges — insights the schools can use to address any roadblocks and enhance the overall student experience moving forward.

At this stage in the student journey, coaching helps keep students engaged and connected with their institution. Building relationships with students during this formative period gives them a sense of belonging and helps them develop the habits and abilities that are critical to college success. From knowing the basics like how to maximize institutional resources, to developing the mindset to persist through challenges, coaches help prepare students to show up to school ready to thrive, setting the stage to continue on the path to completion.

PROVEN ENROLLMENT RESULTS:

28%

increase in yield



28%

increase in Fall 2020
enrollment

**GOLDEN GATE
UNIVERSITY**

+5.5%
pts

increase in yield



Turning potential into PURPOSE

When Brad Lee was a senior in high school, his father passed away. What should have been an optimistic, exciting time in this young man's life was anything but. "I didn't really feel like there was a future at all," he said. A meeting with his enrollment coach started to turn the tide. "Everybody was emailing me from different departments at Old Dominion University. For them to be like 'hey, we want you to be at this university' meant so much." He credits his coach as helping him "climb back up" and giving him an instant "personal connection with someone here at ODU."

These personal connections, he says, "gave me more of a purpose" and made him "a lot more determined to succeed." By the time he was a sophomore, he says he felt himself change. **"I had a whole new mindset. I was happier coming to school and had more of a purpose to be here."**



Now the future seems
A LOT BRIGHTER.

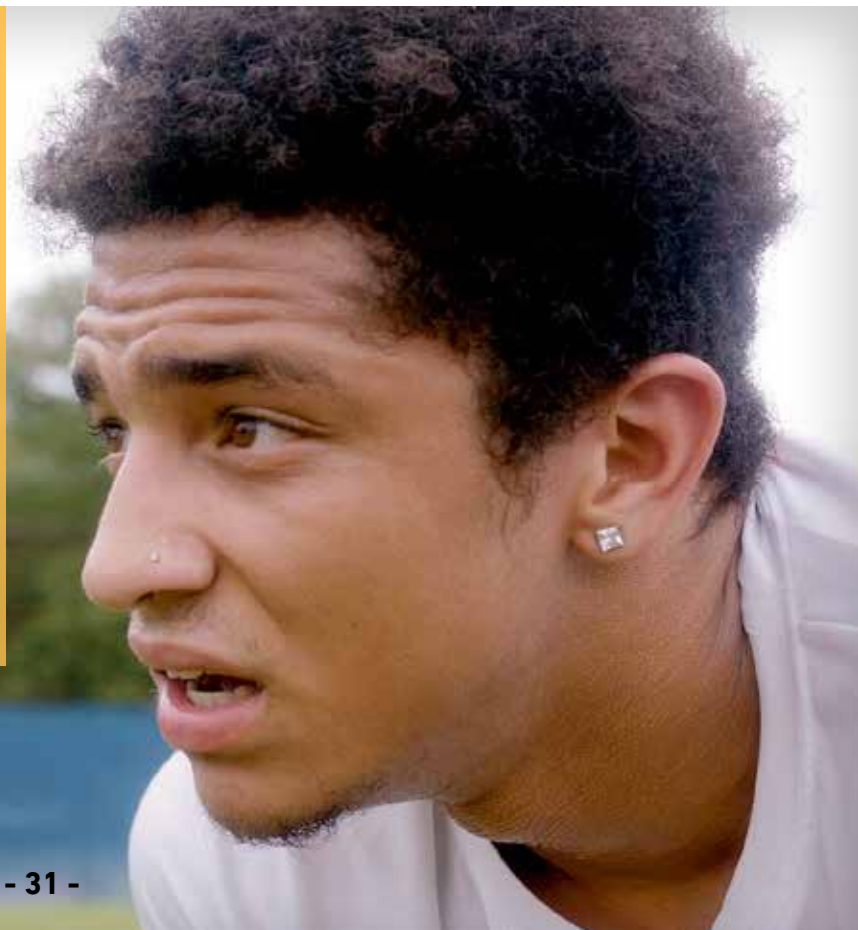
Brad Lee

*Filipino-American, intramural
flag football, soccer club team*

GOAL: Exercise science major

PARTNER: Old Dominion University

WATCH VIDEO >



Progress and Persistence

Keeping learners on track to reach their goals

Persistence is a key factor in educational success. Every learner starts out firmly believing that their reasons for pursuing a degree or earning a specialized credential — higher earnings, greater job satisfaction, overall happiness, increased stability, and the ability to make a difference in the community — are worth the time, effort and commitment required. Yet when challenges start to pile up, the life-changing benefits at the end of the journey can feel out of reach and motivation can fade.

Retention coaching helps students clarify goals, identify potential obstacles, persist through challenges, and stay connected to their reasons for pursuing their educational dream. Helping students tap into available campus resources adds another layer of support — connecting them to everything from financial aid and academic advising to tutoring, career services, and even organizations and clubs. Students learn that it's OK to ask for help and that setbacks are a normal part of the journey — for all students.

One of the main goals of retention coaching is to help students develop the mindset to stay focused on their goals and the practical skills like communication, time management, problem-solving and adaptability that can make their dreams a reality.

Proactive support for the issues that come up in and outside of the classroom can help students who are stuck, struggling or unsure of their path turn things around to successfully continue on and become proud graduates.

PROVEN PERSISTENCE RESULTS:

85%

record first-year
retention rate

+15.5%_{pts}

increase in retention

33%

increase in retention

LOYOLA
UNIVERSITY
NEW ORLEANS

AUSTIN
COMMUNITY
COLLEGE
DISTRICT

m OFFICE OF
HIGHER EDUCATION

Turning strengths into SUCCESS

For Shanelle Justice, being the first in her family to graduate from college meant everything. “It’s a dream I’ve had since I can remember,” she says, “as early as middle school.” Yet making the adjustment from high school to college wasn’t easy. She credits her InsideTrack Retention Coach, Kimmy Benson, for making it easier for her to be successful.

“Kimmy came into my life at a time when I was struggling with my mental health. With change. With feeling like I wasn’t heard or understood.” Today, she has a degree in social work and works as an adult education teacher. “My ultimate dream is to be a therapist focused on mental health and addictions, and to hopefully one day have my own private practice. I owe a lot of my success to working with Kimmy. **She was the mentor and friend that I personally and professionally needed.**”



Having my coach identify
the strengths in me
INSPIRED ME.

Shanelle Justice

Adult education teacher

- GOAL:** Master’s degree in social work
- PARTNER:** Indiana University-Purdue University Indianapolis
- COACH:** Kimmy Benson, InsideTrack

WATCH VIDEO >



Re-enrollment

Helping stopped-out learners finish what they started

No one goes to college or enters a workforce training program with the goal of stopping or dropping out. But it happens to roughly 40 percent of first-time college students. Too often, life gets in the way of learners fulfilling their goals. Challenges such as personal illness, family commitments, changes in employment and even difficulty fitting in can all lead students to leave school. Instead of seeing this as the end of the story, re-enrollment coaching gives students the chance at a new beginning.

Now more than ever, the economy needs skilled workers. So there's also an economic imperative to support these students and help them complete their degrees, certifications, licensure and training. Doing so connects them to a career, which improves their prospects, strengthens their lives and invigorates their communities.

Re-enrolled and BACK ON TRACK

The reasons for re-enrolling are often very powerful. Students want to change their path or change the trajectory for themselves and their family by earning their degree or certification and being able to raise their standard of living. They see education as the path to a better life. A re-enrollment coach can come alongside them to help them reconnect with those goals and reaffirm their commitment to graduation.

Students learn how to more effectively balance work, family, financial and academic obligations. They need to be empowered to have informed conversations with the different departments at their institution. They also need to know that their school is ready and excited to support them.

When academic status and financial aid holds are the cause of the stop- or drop-out, coaches work with students to take ownership of the issues, advocate for what they want, and ask questions until they fully understand the issues and get actionable answers. Most learners just want the opportunity to finish what they started and complete their dream. They just need guidance to help them prepare for success moving forward and overcome the challenges that caused them to leave school.

RE-ENROLLMENT CASE STUDY RESULTS:

15.6%

student return rate

1.5x

more likely to return
if coached by InsideTrack

383%

ROI in just three months



Returning to complete

In 2021, InsideTrack made re-enrollment a strategic priority as a remedy to the enrollment disruption caused by COVID-19.

We are on track to achieve our goal of successfully re-enrolling 3,000 students for the 2021-2022 academic year, with 65% of those students coming from historically under-represented populations.



InsideTrack offered support to 12,000 former community college students to help them navigate the complexity of re-enrollment, resume their studies, and develop a plan to complete their degrees.



InsideTrack reached out to 4,000 former HBCU and PBI students nationwide to work with them on setting goals and developing individual plans to help them make graduation a reality. This included building the necessary skills to balance work, family, financial and academic commitments — a key to student success.

PUSHING RESET on the learner journey

In the fall of 2020, Wake Technical Community College in North Carolina was looking for a way to connect with students who had stopped out, providing the support they needed to return to school. To do so, Wake Tech partnered with InsideTrack to provide coaches for a three-month re-enrollment program. Coaches reached out to 1,288 students who were not currently enrolled, but were close to completing a credential. As a result, 201 students returned for Spring 2021 — a rate of 15.6%.

Nico Hall, a re-enrollment coach with InsideTrack, remembers one of the students he worked with. “She loved the Wake Tech community. But because of COVID-19, she was feeling very anxious about how to proceed. I did my best to assuage some of her fears and keep her on track. She told me that she appreciated how I was always available to answer her questions and quickly respond to her. **Students often stop-out on negative or upsetting terms, so it’s important to really listen and be transparent.**”



Helping someone move
CLOSER TO THEIR GOALS
is incredibly rewarding.”

— Nico Hall, InsideTrack Coach

Completion & Career

Achieving goals beyond completion

For the vast majority of learners, all that hard work over multiple years boils down to one simple goal: turning that degree, credential or training into a successful career — one that builds a better life for themselves and their families.

Retention coaching keeps learners on track to reach their educational goals, while career coaching can help them meet their career goals — whether they are just entering the workforce, contemplating a career change, or seeking to advance within their field. Through career coaching, individuals gain the insights, skills and confidence to pursue their dream career. Engaging with a coach helps students with career planning, job search preparation, active job search and career advancement. By working with a coach, they can clarify where they want to go in life, connecting that goal to what they need to accomplish each week and organizing their commitments in order to turn their plan into a reality.

In the end, career coaching connects learning to work, helping individuals make the most of their talents and feel ready to take on new opportunities at every stage of their careers.

PROVEN COMPLETION RESULTS:

77%

increase in
two-year completion

33%

increase in retention
and graduation

13%

increase in graduation



CHAPMAN UNIVERSITY SYSTEM

The power of a PROMISE

Willena Glaster had a powerful motivation to return to college after 20 years — a promise to her mother that she would complete her degree and “elevate my family from poverty and show them that anything is possible.” Her vision? To open her own charter elementary school. Yet like many adult students, Willena faced the challenge of fitting school into a very full schedule. “I am married and a mother of seven. I have a preschool at home. I sing in the choir, teach youth classes at church, and I’m starting an after-school program.”

Then came breast cancer — on top of diabetes — but she was determined to pursue her education. “I put off going to school so many times, so I just said I was going to jump in and do this.” Fortunately, her university partnered with InsideTrack to provide coaching services.

“My coach helped me deal with one issue at a time. So I was able to take my mountain and turn it into a molehill.” With her coach’s guidance, Willena was able to overcome the challenges presented by her

illness. “She didn’t minimize how I felt. And she talked with me about what I needed to do so that my illness wouldn’t be an obstacle for me but a springboard.”

Most importantly, “my coach helped me visualize what it would feel like to graduate, with all of my family cheering my success. I know that my purpose is to educate children and give them the very best that I have.” Willena’s determination paid off: she graduated, proving the power of a promise.

“My coach encouraged and supported me through many obstacles. InsideTrack gave me the strength and self-confidence I needed to go back to school.”



Willena Glaster

*Community leader, cancer survivor,
mother of seven*

GOAL: Return to school after 20 years to complete a degree in early childhood development

PARTNER: Brandman University

WATCH VIDEO >



Organizational Outcomes

Maximizing impact to increase capacity

InsideTrack's capacity building services and coach training improve student outcomes and staff capabilities, while providing the training and tools needed to sustain those advances in-house for lasting, scalable impact. This applies to the full breadth and depth of stakeholders who support learners — from colleges and universities to nonprofit organizations to employers.

Stronger organizational impact leads to **STRONGER STUDENT OUTCOMES**

When working directly with an institution, these are the most immediate types of impact we make — each driving further positive student outcomes:

- Building Knowledge and Capacity
- Staff Training and Development
- Building a Learner-Centered Culture
- Clearer Institutional Strategy and Goal Attainment

A true partnership

Each year, we survey our partners to track feedback that can inform how we work together and foster continuous improvement. Here are the results from our **2021 Voice of the Partner survey**:

WORKING WITH INSIDETRACK...

- 90%** Meets my expectations
- 87%** Supports my short- and long-term goals
- 82%** Provides significant value relative to our investment of time, money and effort
- 75%** Gives me more confidence in making strategic decisions
- 72%** Helped us make systemic changes in how we support students due to our partnership

4,451

training hours delivered
to partners in 2020

91%

institutional staff say
training is impactful

113

coaches certified
in 2020



Building a coaching program, TOGETHER

“At ODU, any partnership we have is about the ODU mission and values, and that it fits with our culture. So partnering with InsideTrack was a natural.” So says Dr. Ellen Neufeldt, former Vice President of Student Engagement and Enrollment Services at Old Dominion University in Norfolk, Virginia. With more first-generation students and students facing financial challenges than any other public university in the state, the goal of this three-year capacity building partnership was to provide ODU with the foundation to build a student coaching program that’s sustainable and able to serve students for years to come. And that’s just what happened.

“**InsideTrack made us think about how we serve students in a different light,**” says Sherri Watson, Director of Mane Connect Success Coaching, the university’s in-house coaching program. “They helped our team understand how we can serve students throughout the student lifecycle. This is more than a job; we’re making real-life impacts.”



RETENTION really begins long
before that first day of class.”

— Dr. Ellen Neufeldt, former Vice President of
Student Engagement and Enrollment Services

While improving retention and graduation rates was the primary goal, that was just the beginning. According to Dr. Neufeldt, “It was also helping students find their way and understanding their journey into college. InsideTrack helped us create the infrastructure to go from the first point of contact through graduation and beyond.”

Sherri Watson

*Director, Center for Major Exploration
and Mane Connect Success Coaching*

PARTNER: Old Dominion University,
Virginia

PROGRAM: Mane Connect
Success Coaching

[WATCH VIDEO >](#)



Higher Education

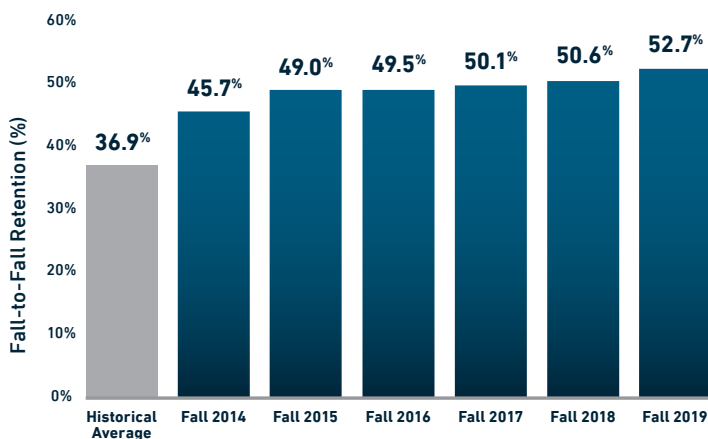
Programs for postsecondary student success

InsideTrack was founded to provide executive-style coaching to students in college. Since that time, our offerings and reach have grown tremendously. Yet our core partners have always been higher ed institutions. In 2020, higher ed accounted for 80% of our partnerships. We proudly partner with educational institutions of all types and sizes — from public and private universities, community colleges, and online programs to certificate programs, adult learner programs and even K-12 programs.

SOLUTIONS tailored to every partner

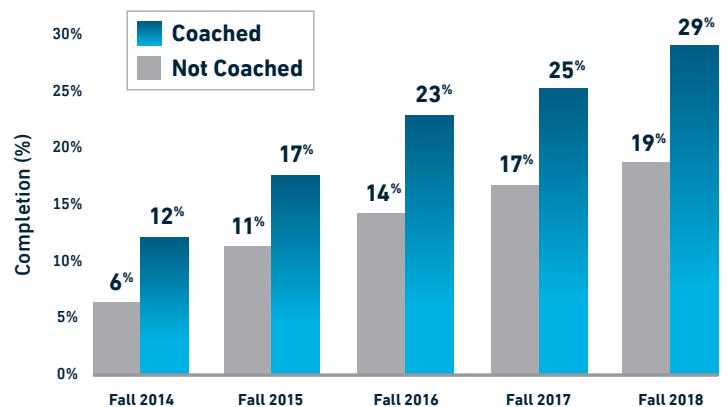
Each partner is unique and our solutions are carefully crafted to meet the specific needs of their programs and their students. Take the case of Ivy Tech, for example: Ivy Tech Community College is a network of 32 campuses throughout the state of Indiana. Their challenge was to cost-effectively improve persistence and on-time completion for a special group of low-income, first-generation students known as 21st Century Scholars. Selected in seventh grade and meeting milestones throughout high school, 21st Century Scholars receive a state-funded scholarship to attend college in Indiana. Despite their potential, the historical average retention rate for this group was less than 37% — before their partnership with InsideTrack began in 2014.

IVY TECH 21ST CENTURY SCHOLARS FALL-TO-FALL RETENTION RATES



IVY TECH TWO-YEAR COMPLETION RATES

Cohorts listed by start term





Seven years later, THE PARTNERSHIP THRIVES

Today, InsideTrack coaches continue to work with 21st Century Scholars, and coaching has expanded to groups outside of the program — specifically African-American, Latinx, and multi-racial students. Through this partnership, Ivy Tech support personnel have gone through a variety of InsideTrack training initiatives designed to build their skills to help sustain these results.

InsideTrack coaches document student trends and feedback to identify any policies and procedures that may unnecessarily hinder student success. This information is handed off to school administrators and, as a result, issues can be addressed, helping all students moving forward.



“

The proactive, relationship-based approach to student coaching we’ve put in place with InsideTrack has enabled us to meet students where they are at and support them in these most challenging and uncertain times.”

— CORY CLASEMANN

Vice President of Student Success, Ivy Tech



Cory Clasemann

Vice President of Student Success

PARTNER: Ivy Tech Community College, Indiana

PROGRAM: 21st Century Scholars, Retention and Completion Coaching

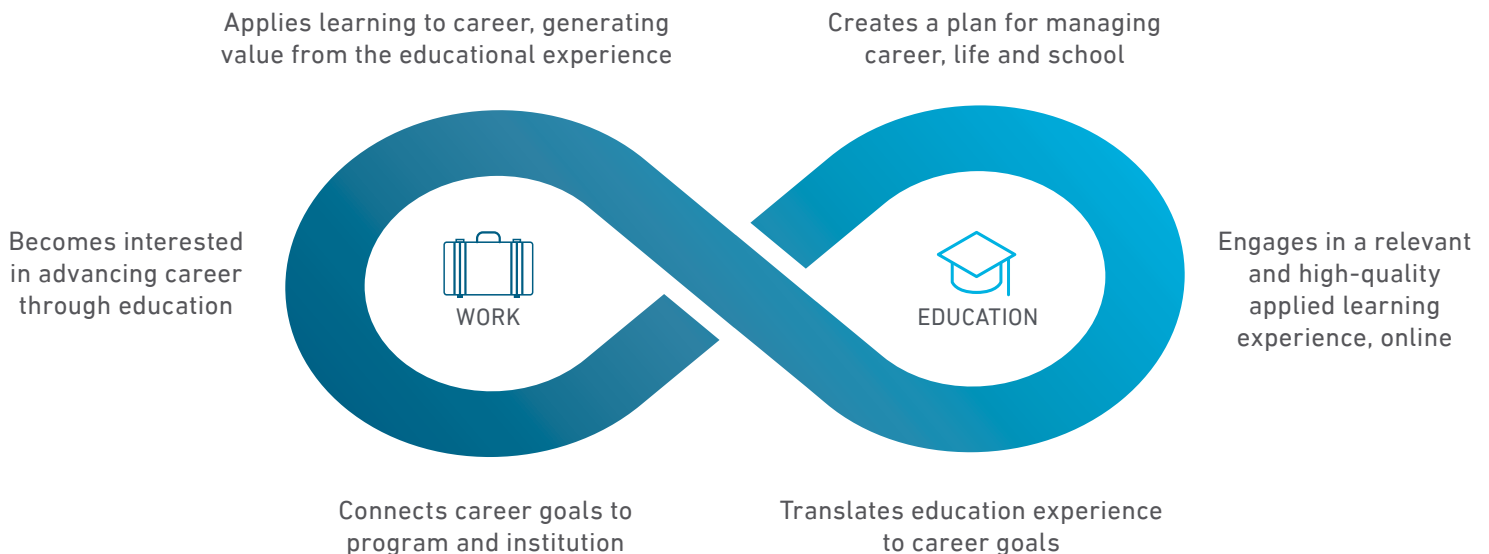
WATCH VIDEO >

Career Pathways

Coaching provides a win-win for employers & employees alike

For many employers, the need to have existing employees attain new degrees or credentials is crucial to building a workforce pipeline that meets their growing and evolving needs. Through coaching, InsideTrack can deliver impact to organizations focused on career pathways and workforce development. This allows the employer to retain engaged employees who are upskilling and reskilling in order to promote lifelong learning and enhanced career development.

Preparing employees for the FUTURE OF WORK



THE BENEFITS of one-on-one, personalized coaching

When an employee decides to work toward a new degree or a specialized credential, having an InsideTrack coach can have innumerable benefits. Working with a coach can help individuals:

- Connect the value of their educational benefit to their career path
- Understand different career pathways and how their strengths and interests align
- Select the institution and program that best fits their learning style
- Create a plan for successfully managing commitments
- Gain increased confidence that their efforts will pay off

According to InsideTrack research, **MANAGING COMMITMENTS** is the number one reason working learners cite for stopping out of their program.

Coaching helps these learners effectively manage work, school and family responsibilities, allowing them to continue their educational journey.

Connecting to CAREER PATHWAYS

InsideTrack currently provides coaching on behalf of three large-scale healthcare-focused partners:



Maximizing employee benefits for LIFELONG LEARNING

Ben Hudnall Memorial Trust was created as an alliance between Kaiser Permanente and the Coalition, designed to ensure that their workforce is ready to adapt to the rapidly evolving healthcare landscape. Since 2016, InsideTrack has provided coaching to eligible Kaiser employees looking to use this continuing education and skills development benefit. "These coaches have experience helping students overcome any kind of gaps they may have," says Jeannette Maass, Senior Consultant with BHMT. To date, InsideTrack has coached 9,856 eligible beneficiaries and the partnership has expanded each year. Graduates receive a congratulatory email from their coach, and then later, an impact survey. These are the survey results since 2019:

- 92%** Motivated me towards my goals
- 90%** Found coaching valuable/very valuable
- 86%** Helped me attain career goals
- 82%** Increased my ability to get things done
- 82%** Helped me manage my commitments
- 81%** Helped me build academic skills
- 78%** Connected me with my support network
- 79%** Helped me understand finances & budgeting
- 76%** Connected me with appropriate campus staff



Jeannette Maass

Senior Consultant

PARTNER: Ben Hudnall Memorial Trust, California

WATCH VIDEO >

Philanthropic Partners

Partners with a shared passion for education

Over the past few years, InsideTrack has partnered with foundations to help us follow our mission to improve equity in education through a more holistic approach to enrollment, retention and completion. Our proven coaching solutions not only make colleges and universities more welcoming and accessible, but they also enable a diverse range of learners to reach their educational goals. Now that we are formally a 501(c)3 nonprofit organization, we hope to continue to grow and expand our philanthropic partnerships as a meaningful way to increase our reach and impact.

EXPANDING REACH to all learners

We have been fortunate to partner with foundations and other organizations that share our mission to support those who face systemic barriers to education. Grants help increase reach and impact, supporting incrementally more learners.

Partnering with InsideTrack drives outcomes at every stage of the learner journey.

Early enrollment coaching sets students up for success

Coaching helps increase retention and completion, including for those who have stopped out

It also drives outcomes related to workforce development and career success.

Helping individuals enter the workforce

Providing reskilling and upskilling for workforce advancement

Maximizing employer investment in workforce development

OUR RECENT PHILANTHROPIC PARTNERS:

BILL & MELINDA
GATES foundation



ECMC
Foundation

THE
KRESGE
FOUNDATION



InsideTrack is part of Strada Collaborative, a network of like-minded, high-impact nonprofit organizations supported by Strada Education Network. As such, we are often able to connect funders and enhance impact with Strada matching funds.



EDUCATION
NETWORK

FUNDING IN ACTION:

ON-DEMAND COACHING network created to support students in need

When COVID-19 first shut down campuses in March of 2020, students struggled to gain their footing. The pandemic has magnified many of the challenges a growing number of students were already facing. Institutions wanted to do more to help, but with already tight budgets stretched to the breaking point, finding additional funding during the pandemic proved to be a major barrier.

With funding from ECMC Foundation and a matching grant from Strada Education Network, the On-Demand Coaching Network was launched as a no-cost way for colleges to support students in crisis. Any student enrolled at a participating institution could access on-demand coaching services through a centralized portal. Skilled coaches would

then work one-on-one with students via phone, text and email, using best practices developed over more than a decade by InsideTrack's professional Crisis Support Services team.

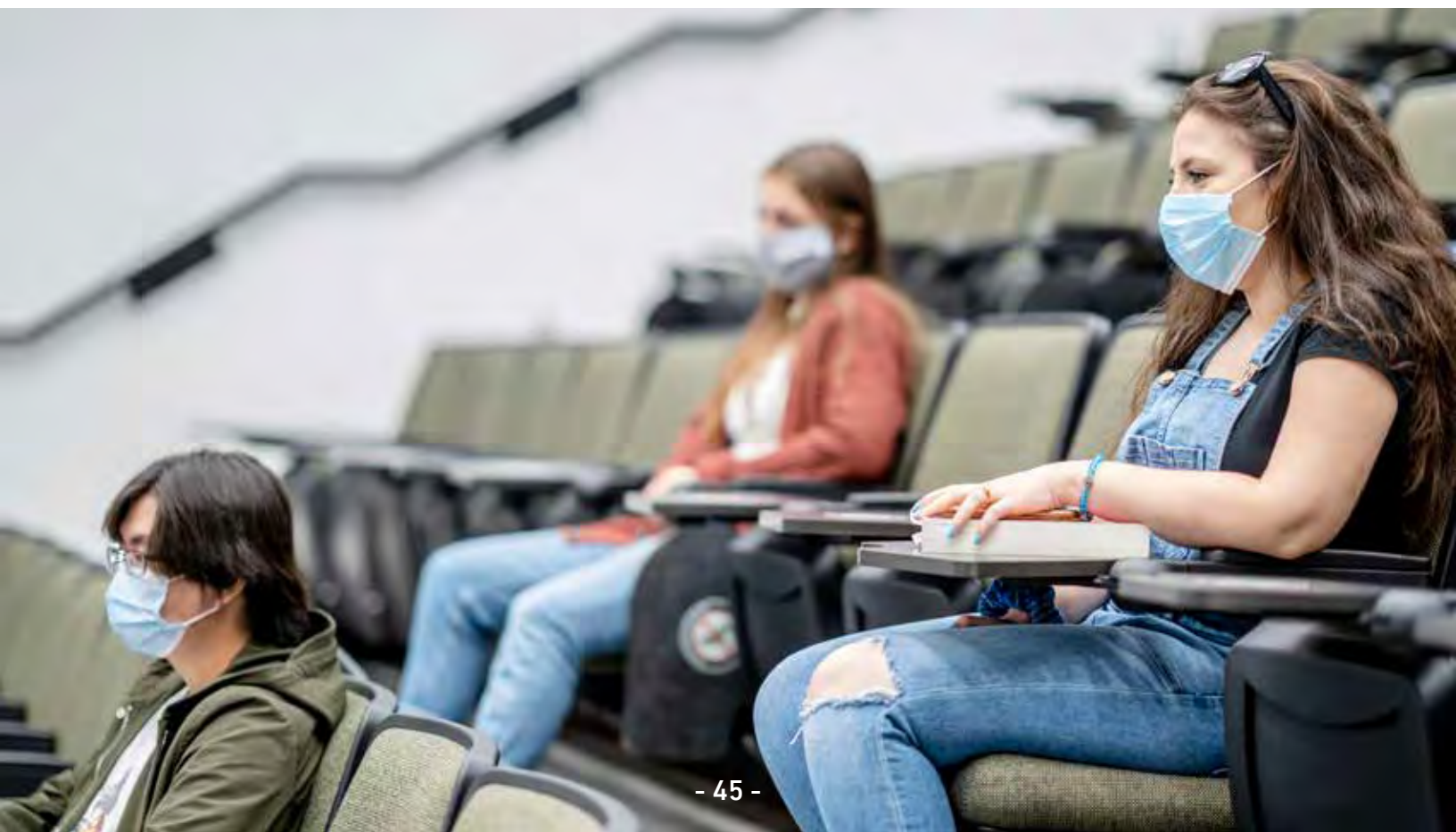
To date, over 20 schools and organizations are offering this program. By the time the program wraps up at the end of 2021, nearly 1,000 students will have been supported.

“

InsideTrack is delivering urgently needed support to students and assisting the institutions who serve them in building long-term support capacity.”

— PETER J. TAYLOR

President, ECMC Foundation



Commitment to Evidence

Creating impact through research

Over the past twenty years, InsideTrack has evolved in our understanding of how we can best use our strengths to drive positive change and have the greatest possible impact. Moving into our next 20 years, we are determined to better understand how we impact the learners and partners we work with and what we can do to be more effective in the present while preparing them for the future.

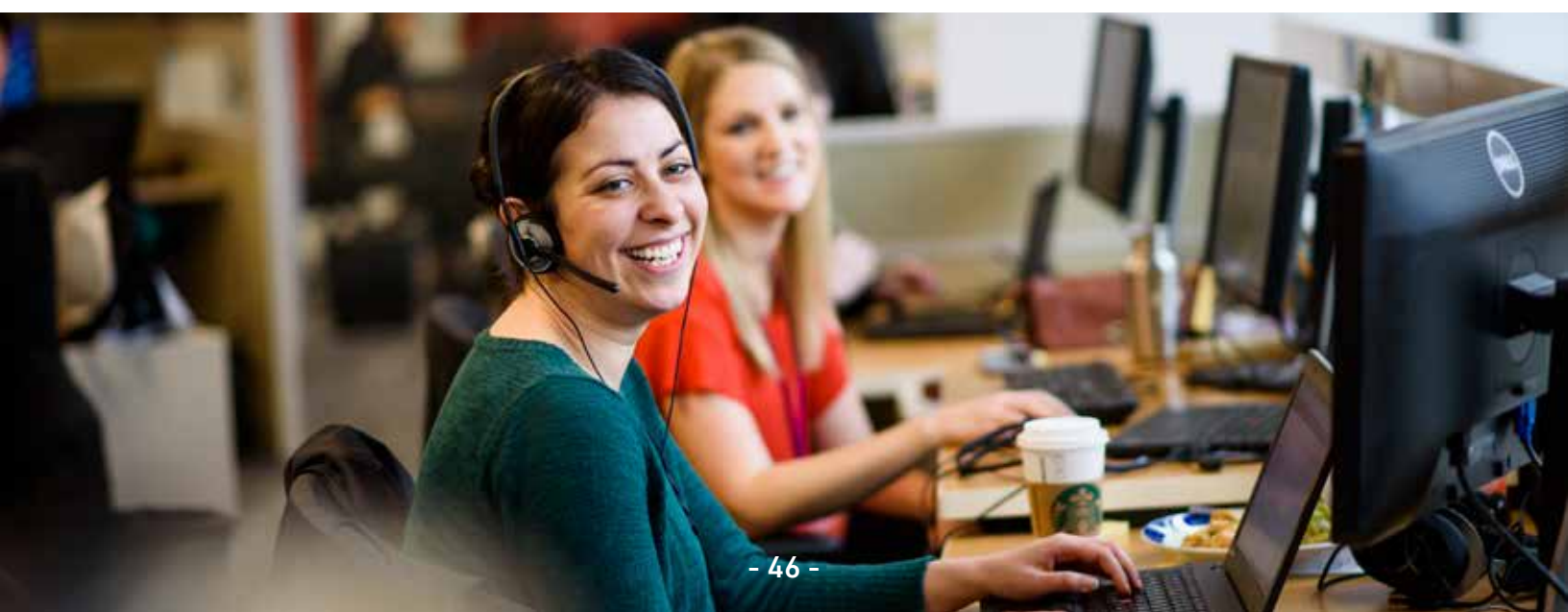
MAXIMIZING our coaching efforts to best serve all learners

In our next phase, InsideTrack will look at how we can increase our impact, how we can improve longitudinal data collection and analyses, and how we can actively contribute to the growing field of evidence-based practices.

When it comes to investigating the right questions, we are currently pursuing formal and informal evaluations — from looking at the effect of finances with or without coaching to examining the knowledge, transferable skills, beliefs and wellness that learners gain through coaching.

In particular, we look forward to launching a randomized control trial in the near future to delve into the key questions of an effective coaching program: **how much support is enough, when is the right time for support, and what is the right level of support.**

The results of this study will help identify the intensity of coaching necessary to achieve specific outcomes, highlight subgroups that may experience an outsized benefit, and provide data that allow institutions to understand the different trade-offs and investments needed to impact certain areas of learner success and completion.



BETTER DATA helps create better outcomes

We are also in the process of updating our data structure and processes for more consistent data collection and analyses. This will help us enable more responsive and tailored coaching, as well as the ability to determine the duration and nature of impact for particular types of support while maintaining strong practices in data privacy and security.

Updates to our data collection and analysis processes will also benefit our institutional research and improvement efforts. For years, we've known that our coaching makes a double impact. On one hand, we're advancing students directly through our work with them as individuals. In addition, we're providing valuable insights and feedback to our institutional partners — feedback that helps them improve student-facing policies, as well as practices that help them make significant systemic changes.

We intend to amplify this effort to provide institutional insights and improvements as institutions work to make themselves more accessible to improve equity for all students.

We are eager to share what we learn along the way, whether our hypotheses have been supported or challenged by the evidence. It's only through cross-pollination and collaboration that we can truly address the immensity of helping all individuals — propelled by their education — to lead productive and fulfilling lives that contribute to their communities.

And so, we invite our partners, learners, collaborators, policymakers, and researchers to provide us with feedback. This feedback will shape our research and work so we can better deliver support to individual learners, while helping to drive systemic transformation alongside our partner organizations.



Sharon's Story



Sharon Seales-Reid

Healthcare professional, honors student, COVID-19 survivor

Jodi Rafkin

InsideTrack Coach

GOAL: Master's in healthcare management

PARTNER: Ben Hudnall Memorial Trust

As a nurse, Sharon Seales-Reid was used to hard work. So when she went back to school to get a bachelor's degree in healthcare management, she didn't just want to graduate, she wanted to graduate summa cum laude. And in early 2021, she was on track to do so. But double-pneumonia and COVID-19 had other ideas, landing her in the hospital for more than a week. Sharon reached out to her InsideTrack coach, Jodi Rafkin. "I could tell from the first time we met that Sharon was really committed to getting a better life for her and her family," Jodi recalls. Yet in this instance, Jodi told her, "You just focus on getting better." But Sharon worried her grades — and her graduation plans — were in jeopardy. "You don't understand... I have to finish this," was her reply. "You will," said Jodi. "We want you back but we want you better."

Behind the scenes, Jodi worked with school administrators and the BHMT program manager to come up with a solution. In the end, Sharon was able to continue with her coursework and is on track to graduate — with honors. Next up, a master's degree in healthcare management.

EMPOWERED TO ADVANCE

For Sharon, adding a healthcare management degree to her experience with patient care is a natural fit. "By combining the business side with the clinical side, I have the best of both worlds," she said. "Working with an InsideTrack coach has helped me stay on course and plan a better educational foundation. Having Jodi help me map things out has been a weight off my shoulders."



“

THERE IS NO LIMIT.
I can go as far as I
humanly, possibly can.
Maybe even CEO.

WATCH VIDEO ›

Pandemic Support

Providing help and resources through a time like no other

2020 was nothing if not challenging. COVID-19 — a term no one had heard before — became a global pandemic, locking down major parts of everyday life. An economic recession quickly followed, making it challenging to find — or keep — a job. On college campuses from coast to coast, students were sent home and every school became an online school literally overnight. Issues ranging from food and housing insecurity and insufficient broadband access to loss of income, lack of childcare, health concerns, and emotional distress took center stage for an increasing number of students, making the goal of continuing and completing a college education harder than ever.

At InsideTrack, when schools were forced to move online in March of 2020, we doubled down on our commitments to education and equity. Our goal was simple: provide higher ed administrators with tools and resources they could use, right away, to support their students.

WEBINARS focused on topics like supporting students in times of crisis, supporting students considering stopping or dropping out, and setting students up for career success.

METHODOLOGY MATERIALS, such as the CLEAR Framework, the Focus Wheel, and Growth Mindset sheet, among others, were made readily available as downloads.

ON-DEMAND TRAININGS provided school staff and administrators with actionable ways to help their students during this challenging time.

Supporting partners — and learners — was our main goal throughout 2020. As schools moved toward a Fall 2020 term (whether it was online, on campus, or hybrid), we continued to develop and share new support materials.

CRISIS SUPPORT reaches all-time high

Not surprisingly, the need for InsideTrack's crisis support services grew exponentially during the first several months of the pandemic. The number of mental health crisis situations of all types rose significantly — including anxiety, grief and even thoughts of suicide. InsideTrack coaches connected students to our specially trained Crisis Support Service team in record numbers.

Making student-support resources READILY AVAILABLE

InsideTrack developed a Crisis Support microsite with convenient access to webinars, on-demand video trainings, resources, tools and worksheets on the following topics:

SUPPORTING STUDENTS IN CRISIS

- Emotional Support
- Medical and Financial Resources
- Tips for Parents and Caregivers
- Distance Learning Resources
- Holistic Assessment
- Self-Care for Student Support Professionals
- Trauma-Informed Communication

PREVENTING STOP OUTS & DROP OUTS

- Talking with Upset Students: The CLEAR Framework
- 6 Questions to Ask a Student Considering Dropping Out
- Gaining Trust with Students
- Building Motivation in Troubled Times
- 6 Techniques to Evaluate a Student's Needs

HELPING STUDENTS FORCED ONLINE

- The Focus Wheel
- Managing Commitments
- School Community
- Effectiveness
- Academics
- Health & Support
- Commitment to Completion

CAREER COACHING IN UNCERTAIN TIMES

- Tapping into Networking Tips
- Building Skills and Strengths
- Nurturing a Growth Mindset



BUILDING COMMUNITY: Stories from the front lines

In May 2020, college and university leaders faced difficult decisions for fall. Return to campus, remain online or roll out a hybrid model that combined the two? What about students who didn't have the necessary technology or internet access? Then there was the question of career support for students nearing graduation. To help our partners maneuver through this trying time, InsideTrack brought together administrators from institutions across the country for a virtual "community chat" to share their thoughts about challenges — and opportunities — for the fall term.



Leading Beyond the Pandemic

The support continues in 2021

Despite the pandemic, the impactful firsts at InsideTrack continued, with programs and partnerships designed to help learners, workers, and the organizational staff members who support them.



UNCF initiates nationwide RE-ENROLLMENT EFFORT

In May, UNCF (United Negro College Fund) collaborated with InsideTrack to provide personalized success coaching to thousands of former HBCU and PBI students across the country to help them successfully navigate the complexity of college re-enrollment, resume their studies, and develop a plan to successfully complete their degrees.

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“This initiative will empower returning HBCU students with high-impact resources and support to manage personal, financial and academic challenges of student life to the triumphant achievement of earning a degree.”

— DR. MICHAEL LOMAX

President and CEO, UNCF



Indiana launches career coaching for WORKERS IN TRANSITION

In June, the Indiana Governor's Workforce Cabinet and Ivy Tech Community College partnered with InsideTrack to provide up to four months of free one-on-one career coaching for thousands of Indiana state residents, including those who have been displaced during the pandemic. Participants will receive tailored coaching support as they navigate the path to new employment opportunities and identify the education or training they need to advance their career.

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It's critically important that we provide individualized support to help workers not only get back on their feet, but ultimately emerge stronger as the pandemic subsides and we build the state economy of the future.”

— PJ MCGREW

Executive Director, Indiana Governor's Workforce Cabinet

TRAINER NETWORK connects colleagues for added impact

In 2020, InsideTrack launched its Trainer Network. Our aim was to enable trainers at different institutions to share information and learn from one another, as well as to offer continuous support via access to updated training content and learning sessions.

Mid-year, we launched our Trainer Portal, which gives trainers access to a library of the most current coaching and training materials, making sure the programs they're leading on their campuses reflect the best InsideTrack has to offer.

Today, we are connected with facilitators across the nation through monthly workshops, weekly newsletters with training content, and our ever-growing portal of training content. We look forward to building a similar network and portal for our Certified Coaches in 2022.

116

Certified Trainer members



“

I revisited the training emails you've sent over the last year, and I want to extend a very hearty 'thank you.' The content is consistently timely, relevant and practical.”

— TRENA W. ANDERSON

Student Success Navigator, Waukesha County Technical College



The Next 20 Years

As our 20th anniversary year comes to a close, it's exciting to see how far we've come. From a single coach to a coaching team of over 150. From helping that initial student at Stanford to supporting more than 2.6 million students. From in-person, face-to-face sessions to phone, email and text sessions — still personalized and one-on-one.

But what truly excites us is the new chapter that lies ahead.

In our next 20 years, we look forward to being part of a world where systemic barriers have come down and every individual has the opportunity to pursue their dreams. A world where unique strengths are celebrated and communities lift up their members.

By continuing to grow, both in partners and in reach, we can impact millions of additional learners. Each with their own goals and dreams.

We are united in our efforts to improve lives and live as one human family. That ideal is what drives us.

Join us.





LEARN MORE: www.InsideTrack.org

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