

**insidetrack**®

Coaching Solutions for Student & Institutional Success



**“We founded InsideTrack to unlock the potential in students and institutions, so that society can benefit more fully from the transformative power of education.”**

Kai Drekmeier, President and Co-founder



InsideTrack is **passionate** about student success. Since 2001, we have been **dedicated** to partnering with colleges and universities to create **adaptive** coaching solutions that generate **measurable** results.

These solutions combine professional coaching, technology and data analytics to increase enrollment, completion, and career readiness. Our adaptive coaching methodology is based on the latest behavioral science research and knowledge gained from working with more than 1.3 million students and 1,600 programs.

In combination with our uCoach® Platform, our approach optimizes student engagement and generates valuable insights on the student experience through predictive modeling, behavioral analysis and multichannel communication.

**+46%**  
**ENROLLMENT  
CONVERSION**  
at Penn State  
World Campus

**+9%**  
**YIELD WITH HIGHER GAINS**  
for minority students at  
University of  
Alabama Birmingham

**+24%**  
**FIRST-YEAR  
RETENTION**  
of low-income/first-gen  
students at Ivy Tech

**+13%**  
**GRAD RATES**  
in peer reviewed study of  
10,000 adult students at  
8 institutions

## Our Solutions

InsideTrack's adaptive solutions empower students and institutions to continually improve and thrive. Our solutions include Coaching Programs, Training and Consulting, Capacity Building, and the uCoach Platform.

**"The results are clear: Coaching has a clear impact on retention and completion rates. Moreover, the expenditure is much smaller than that which would be required under an alternative policy."**

Dr. Eric Bettinger, Stanford University School of Education



### InsideTrack Coaching Programs

InsideTrack Coaching Programs are designed to improve enrollment, persistence, completion and career readiness. Adaptive and technology-enabled, these programs scale to meet the needs of each student and institution. Our highly skilled coaches use our proprietary Coaching Methodologies and uCoach Technology and Analytics Platform to meaningfully engage with students.

Students develop the knowledge, skills, attitudes and beliefs they need to succeed in college and beyond while the institution deepens its understanding of student attitudes, behaviors and preferences. The combination of direct student impact and more data-driven institutional decision-making results in significant, sustainable improvement year after year.



### InsideTrack Capacity Building

InsideTrack Capacity Building is a comprehensive, adaptive process for building and optimizing student support functions that combines InsideTrack's Coaching Programs, our uCoach Technology and Analytics Platform, and Training and Consulting. Through support with hiring, training, quality assurance, pedagogy, data analysis and technology, we empower you to deliver cost-effective, personalized support to every student.

Our phased approach produces immediate impact on student outcomes while building the foundation for long-term improvement and sustainability. In addition, our coaches are available to add flexible capacity as needed, and our trainers and other staff can seamlessly provide expanded training and ongoing strategic support.



### InsideTrack Training and Consulting

InsideTrack's adaptive, project-based Training and Consulting services support institutions in measurably improving student success. They include assessments, training, strategic planning, secret shopping and more. Using insights gained from working with every type of student and institution, we facilitate a deeper understanding of the student experience, competitive landscape and capability gaps.

Our passion, dedication and deep expertise make us an ideal partner for colleges and universities seeking to enhance student and institutional outcomes. Tap into the knowledge we've gained from coaching more than 1.3 million students and supporting more than 1,600 programs in reaching their goals.



### The InsideTrack uCoach Technology and Analytics Platform

The InsideTrack uCoach Technology and Analytics Platform optimizes student engagement, generates valuable, measurable insights on the student experience and enables the delivery of highly personalized support at scale. Designed specifically for students and the professionals who support them, our uCoach Platform provides anytime, anywhere access to the information and resources needed for student success.

Accessible through any device, our uCoach Platform offers secure institutional data integration, a console for staff, web and mobile apps for students, multichannel communication, interactive content, workflows, analysis and reporting. Adaptive and continuously enhanced through our work with 1.3 million students and counting, our uCoach Platform is ideal for improving student and institutional outcomes.

# insidetrack®

Coaching Solutions for Student & Institutional Success

We are passionate about student success. Join us and the leading institutions, foundations and others working to bring the transformative power of education to all individuals.

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@insidetrack



INSIDETRACK HAS COACHED 1.3 MILLION+ STUDENTS AND SUPPORTED 1,600+ PROGRAMS IN REACHING THEIR GOALS.  
THESE ARE JUST A FEW OF OUR OUTSTANDING PARTNERS:



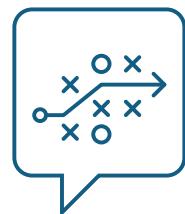
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COACHING



TRAINING & CONSULTING



CAPACITY BUILDING



TECHNOLOGY

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