

Client:
InsideTrack

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Article

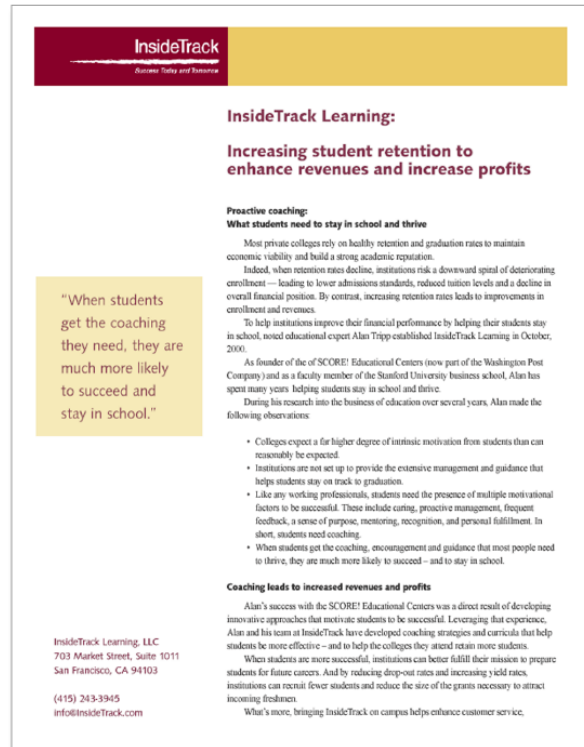
Objective:
*Promote coaching program
for college students*

InsideTrack provides colleges and universities with executive-style coaching for college students. The service is sold to institutions as a benefit of attending.

This article was written to present the benefits of the program and promote the company.

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**InsideTrack Learning:
An overview on increasing student
retention to enhance revenue**



Proactive coaching: What students need to stay in school and thrive

Most private colleges rely on healthy retention and graduation rates to maintain economic viability and build a strong academic reputation as well as a strong brand.

Indeed, when retention rates decline, institutions risk a downward spiral of deteriorating enrollment — leading to lower admissions standards and reduced revenue. By contrast, increased retention rates lead to greater student satisfaction, increased revenues, and an enhanced brand image.

In short, to attract more applicants, private colleges need a healthy retention rate. Even small increases in retention can lead to healthy improvements to the overall financial picture.

To help institutions improve their bottom line by helping their students stay in school, noted educational expert Alan Tripp established InsideTrack Learning in October, 2000.

As founder of the of SCORE! Educational Centers (now part of the Washington Post Company) and as a faculty member of the Stanford University business school, Alan has spent many years helping students stay in school and thrive. During his research into the business of education over several years, Alan made the following observations:

- Colleges expect a far higher degree of intrinsic motivation from students than can reasonably be expected.

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- Institutions are not set up to provide the extensive management and guidance that helps students stay on track to graduation.
- Like any working professionals, students need the presence of multiple motivational factors to be successful. These include caring, proactive management, frequent feedback, a sense of purpose, mentoring, recognition, and personal fulfillment. In short, students need coaching.
- When students get the coaching, encouragement and guidance that most people need to thrive, they are much more likely to succeed – and to stay in school.

Coaching leads to increased revenues and profits

Alan's success with the SCORE! Educational Centers was a direct result of developing innovative approaches that motivate students to be successful. Leveraging that experience, Alan and his team at InsideTrack have developed coaching strategies and curricula that help students be more effective – and to help the colleges they attend retain more students.

When students are more successful, institutions can better fulfill their mission to prepare students for future careers. And by reducing drop-out rates and increasing yield rates, institutions can enjoy increased demand for their educational product.

What's more, bringing InsideTrack on campus helps enhance customer service, providing additional benefit for students (and their parents) to consider enrolling at the college.

A 10 to 15 percent improvement in retention and revenues

The InsideTrack concept had been demonstrated at a wide variety of client colleges, from non-profit institutions such as Menlo College and Chapman University to some of the largest proprietary schools in the world, including:

- The University of Phoenix
- Career Education Corporation
- DeVry University
- Educational Management Corporation

The InsideTrack program can significantly increase both the number of graduates from a college and the academic performance of their students. Although the effect of increased retention and improved student success is the primary concern of client colleges, the economic impact of InsideTrack is significant — InsideTrack clients can anticipate revenue increases of 10 to 15 percent as a result of increased retention.

As illustrated in the chart below, InsideTrack coaches can reduce student departure rates and increase academic performance of students. During pilot studies, the InsideTrack concept was tested on groups of students to be compared with control groups who did not receive InsideTrack coaching.

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The results are impressive, demonstrating that after four terms, InsideTrack coaching helped increase retention rates by 59 percent:

InsideTrack: How it works

InsideTrack brings executive-style coaching and mentoring services to college students, helping these students meet academic, career and personal goals. This guidance and mentoring – offered in a setting that is independent, safe and confidential – helps students stay in school, develop leadership skills, and thrive in an academic environment.

InsideTrack coaches meet with their students on a regular basis. While working with students for approximately thirty minutes per session, coaches use InsideTrack curricula and strategies to inspire successful behaviors in all students, especially those at risk of departing school prematurely.

During a typical InsideTrack session, coaches and students:

- Review long-term and short-term goals
- Evaluate current academic performance and compare to expectations
- Clearly identify reasons for success, or lack of success, during prior week
- Share positive feedback for successful activities but directly address ineffective activities
- Create strategies, define action plans and set deadlines for coming week
- Reinforce the decision to continue in school.

Working with InsideTrack:

Why an outsider's perspective can be valuable

While colleges and universities can certainly develop internal programs based on the general InsideTrack concept, there are a number of reasons why contracting with InsideTrack can result in a more successful coaching and mentoring program:

- **A superior product and service:**
The InsideTrack team has invested the last three years and significant capital developing and refining our successful approach to helping students and improving retention. Through our unique program, we have worked with schools throughout California to help students achieve success and stay in school. We bring this knowledge with us and put it to work immediately with our client colleges without delay or long learning curve.
- **A focused mission and entrepreneurial culture:**
The mission of InsideTrack is to help students improve their effectiveness and stay in school – and we're 100 percent focused on these results. Our primary mission is to do everything possible to help our coaches be more effective at helping students and improving retention. And because our coaches' careers depend largely upon their students' academic and economic performance, we have developed a performance-driven culture that brings positive results to our clients.

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- **Effective recruiting:**
Hiring and retaining the right people is a difficult task for any organization. The InsideTrack management team has more than 10 years of experience in successfully attracting and hiring performance-driven coaches who are extremely effective at connecting with students. We know the type of coaches we are looking for, where to find them, and how to make our company a great place for them to build successful careers.
- **Rigorous training program:**
InsideTrack has developed rigorous training programs that help us assure a consistently strong level of performance for each of our client colleges. And we're not only maintaining good results as we expand; our most recent data from all clients suggests that our performance is improving.
- **Turnkey program management:**
To operate an effective program internally, a college would have to hire someone to run the program (in addition to the staff) — or risk distracting administrators and deans from current responsibilities. InsideTrack provides a turnkey, no-headache solution, with no disruption to existing staffing or responsibilities. Our campus directors are experienced general managers who understand how to maximize performance and customer service, know how to evaluate and improve performance, and are personally responsible for the retention of the students served by InsideTrack.
- **Low risk and high return on investment:**
The cost of internally-developed programs can quickly escalate costs with little or no impact on revenue. With our experience and track record of success, we are able to guarantee our results, eliminating any financial risk to our client colleges. An InsideTrack program typically requires very little upfront investment.
- **A trusted third party:**
Our status as a trusted third party enhances our credibility with students, giving much greater weight to our advice and any positive comments we make about the institution. In addition, our independent status makes students feel more comfortable about discussing problems and issues, offering a chance for institutions to gain useful, qualified feedback.
- **A free branded service:**
Students appreciate the high perceived value of a branded service that is offered on campus at no charge.

Find out more about InsideTrack

For further information on InsideTrack and how our unique approach to coaching students could benefit your institution, contact Alan Tripp at 415-000-0000 or email <email address>.