



INTERVENTION SNAPSHOT

Supporting Postsecondary Success



InsideTrack® Coaching¹

Earning a college degree is one of the primary pathways to economic success. Median weekly earnings of full-time workers with an associate degree in 2017 was 17 percent higher than full-time workers with a high school diploma only. Yet, large numbers of students who enroll in college do not complete a degree. Many programs and practices aim to improve college persistence and completion, including *InsideTrack® Coaching*.

InsideTrack® Coaching provides proactive, personalized coaching to help students identify and overcome both academic and non-academic barriers to college persistence and graduation. This What Works Clearinghouse (WWC) report, part of the WWC's Supporting Postsecondary Success topic area, explores the effects of *InsideTrack® Coaching* on students' persistence and degree attainment. The WWC identified 10 studies of *InsideTrack® Coaching*, one of which meets WWC standards. The evidence presented in this report includes a study of the impact of *InsideTrack® Coaching* on four-year college students.

Findings on the study of *InsideTrack® Coaching* that meets WWC standards are shown below. For each outcome reviewed by the WWC, the effectiveness rating, findings, and the number of students and students that contributed to the findings is presented. These findings are based on 3,527 students for the persistence outcome and 1,346 students for the attainment outcome.

What Happens When Students Participate in *InsideTrack® Coaching*?

The WWC found that implementing <i>InsideTrack® Coaching</i> :	Effectiveness rating	Average performance (study findings)		Evidence meeting WWC standards (version 3.0)	
		Intervention group	Comparison group	Number of studies	Number of students
May increase students' persistence in college	Potentially positive effects	66.4% retained	61.4% retained	1	3,527
May result in little to no change in students' degree attainment	No discernible effects	35.2% graduated	31.2% graduated	1	1,346

FINDINGS ARE BASED ON:

1 study with **3,527** students in **3** four-year colleges



STUDENT CHARACTERISTICS:

Gender: **47% female**



What Does *InsideTrack® Coaching* Cost?

The cost of *InsideTrack® Coaching* varies depending on the objectives, scale, intensity, and duration of the program. The one study summarized in this report (Bettinger & Baker, 2014) reported that in 2004 and 2007 *InsideTrack®* charged about \$500 per student per semester for its most comprehensive program. This included a fixed charge for the cost of customizing its program to a particular university and a variable charge that depended on the number of students coached. A more recent *InsideTrack® Coaching* program launched in 2013 was reported to cost \$390 per student per semester.

LEARN MORE



Read more about the *InsideTrack® Coaching* intervention and the studies that are summarized here on the [Intervention Report webpage](#).

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Contact the developer for additional information on implementing [InsideTrack® Coaching](#).

¹ This report was revised following a routine WWC internal audit.