



An innovative approach to attracting and keeping the best students.

Chapman University partners with InsideTrack® to coach students to even greater success.

Over the past 10 years, Chapman University in Orange, California, has redefined itself as an increasingly selective learning institution and a leading provider of both liberal arts and professional education for the 21st century.

As part of the process, Chapman has worked to dramatically improve its programs and facilities and has strengthened its reputation among prospective students and other colleges. As a result, the university has significantly increased the number of student applicants, attracted higher-performing students, admitted more out-of-state applicants, and strengthened the diversity of the student body.

Although its six-year graduation rate had been steadily climbing for nearly 10 years, the university wanted to improve it even further. Chapman began by looking at ways to improve the academic experience for its students. To achieve this, the college knew it had to somehow bolster the success of individual students, helping them to achieve better grades, accumulate more credits, and boost campus involvement.

Chapman takes a proactive approach to student retention.

Chapman decided to take a proactive and focused approach to retention in order to increase student persistence. Based on research showing first-to-second-year attrition rates to be the most important determinant of graduation rates, the university chose to concentrate its initial efforts on incoming freshmen.

With such an important task at hand, the forward-thinking educators at Chapman knew it was time to call in outside help to ensure the success of its future graduates. While satisfied with its existing advisement, mentoring

"We feel the support provided by InsideTrack gets students more involved and integrated with Chapman, both academically and socially. We've also seen the program increase students' motivation to succeed, interest in attaining a college education, self-confidence and identification with people who serve as role models."

Saskia Knight
*Vice President and Dean,
Enrollment Services
Chapman University*

and cocurricular student services, the university recognized that an outside organization could bring a fresh perspective and valuable expertise to the project by emphasizing proactive, individualized outreach and providing an independent, trusted resource that could help identify student issues that might be missed in interactions with faculty and staff.

“After meeting with several companies, we ultimately chose InsideTrack, a firm that provides student coaching services to universities,” explains Saskia Knight, Vice President and Dean of Enrollment Services. “We were impressed with the extremely high quality of its Coaches and methodologies, plus the company was able to demonstrate how it would closely manage the program to ensure consistent and durable results.”

Chapman sees measurable results with InsideTrack coaching.

To track the effectiveness of the program during its first year, InsideTrack divided the freshmen participants into two groups of 120 students each. A pilot group received weekly coaching sessions from InsideTrack, while a control group received only the usual services offered to all incoming freshmen. Following the successful completion of the initial pilot in academic year 2003, Chapman has expanded the program to serve an increasing number of students each year.

In the past three years, Chapman has found the results from InsideTrack coaching to be very impressive. In fact, the first two years of the program have already paid for themselves. What's more, over the life of the respective cohorts the pilots are on track to generate approximately \$1.1 million in increased tuition revenue for the university.

“In addition to retention-related benefits, InsideTrack has also become a two-way communication channel between the university and our students,” says Knight. “InsideTrack provides real-time data on the day-to-day status of the university, acting as an ‘early warning system’ that has been critical in our problem-resolution and decision-making processes.”

Not only did the program impact first-year retention rates, but students served by InsideTrack continue to demonstrate higher levels of achievement and persistence, even after coaching ends. For example, first-year retention for students served by InsideTrack improved more than five percentage points. By the end of their sophomore year, that gap had grown to eight percentage points.

Equally important is the fact that Chapman's students believe that InsideTrack's coaching services are of value to them. Indeed, when offered the opportunity to continue working with their coach a second year, 51% of the students “opted in,” even though they were required to cover part of the cost themselves.

As a result of its early successes with the program, Chapman University will be greatly expanding the program in the fall of 2005, offering InsideTrack coaching to fully half of its incoming freshman class.

Proactive coaching is key to student success.

In partnership with colleges, InsideTrack works directly with undergraduate students at institutions of higher education throughout the United States. The company's Coaches help students get the most out of their college experiences, working one-on-one with individuals to:

- Improve academic and personal effectiveness
- Set and achieve important goals
- Further personal development
- Plan for the future

Looking at the numbers.

First-Year Retention:

Increased from 83% to 88%

Second-Year Retention:

Increased from 70% to 79% (11.8%)

Average GPA:

3.20 (3.14 for control group)

Credits:

Completed 2.0 more credits in first year (more than 7.5% increase)

Dean's List:

Increased from 28% to 32% (15%)

For more information, visit

www.insidetrack.com or

call (415) 243-4440.