

A background image showing a group of graduates in black caps and gowns. A male graduate in the foreground is looking to the right, and a female graduate next to him is smiling. The background is slightly blurred, showing other graduates and green foliage.

insidetrack +

CONTINUUM COLLEGE
UNIVERSITY *of* WASHINGTON

University of Washington Continuum College

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The story of the UW & InsideTrack partnership

The future of work is disrupting higher education



Up to 50%

Of today's jobs will be **obsolete** in the future as we more fully transition from an analog to digital economy

Only 36% Of today's students feel prepared for the workforce

46%

Of the US workforce feels they need additional education to advance in their current career (same in WA)

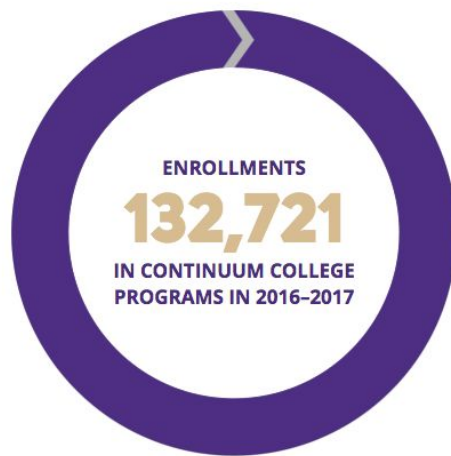
58%

Of education consumers say getting a good job is their primary motivation for going to college



According to the
Strada-Gallup Consumer
Pulse Survey (2018)

University of Washington Continuum College at a glance



389 
**INTERNATIONAL &
ENGLISH LANGUAGE
COURSES**

LAUNCHED
////// CAREER ACCELERATOR
CERTIFICATES
offering **NEW**
SELF-PACED
FORMAT 

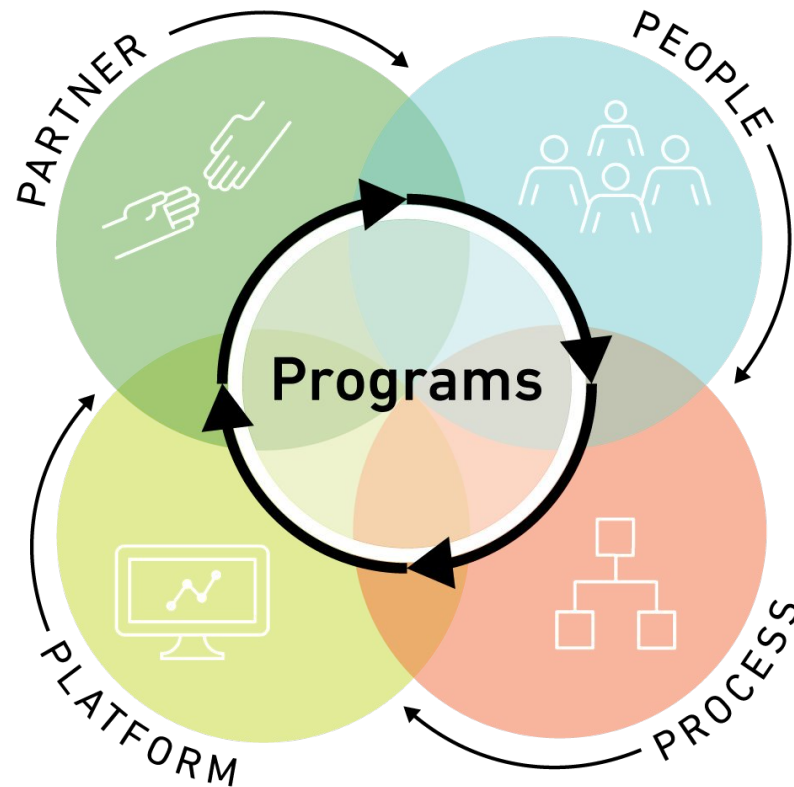
 PROGRAMS FOR
LEARNERS **AGE** 
6-86
From Summer Youth Programs to
the **OSHER** Lifelong Learning Institute

Student need & demand in just 1 city in 1 year

- 86 Non-credit certificate programs and 36 Credit certificate programs
- First 18 months - **15,000** requests for coaching
- **132,721** enrollments in programs between 2016-2017
- **15% enrollment increase** in noncredit programs from Fall 2016-Fall 2017
- **7,286** enrollments in online degree courses
- **2,972 students earned a certificate**
- 36% of certificate graduates see a change in job responsibilities during or after completing a program.
- 12% of certificate graduates enroll in additional certificate programs

Source: [UW Continuum College Facts and Figures 2017 Year in Review](#)

New market demand required a new holistic approach to launching the new programs



InsideTrack Coaching Programs: experience & proven results

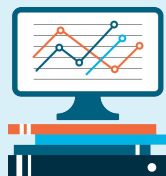
17 years • 1.9M students • 1,600+ academic programs



*[Bettinger/Baker Study](#) (in the U.S. Dept. of Education's *What Works Clearinghouse*): **"The Effects of Student Coaching"** measured the performance of 13,555 students across eight different postsecondary institutions, including 2- and 4-year schools and public, private not-for-profit, and proprietary colleges- **proving the efficacy of InsideTrack's coaching approach and methodology.**



+10-15%
Higher Enrollment
Enrollment Coaching for
Prospective Students



+15%
Higher Retention
Success Coaching for
Enrolled Students



Improved
Career Readiness
Career Coaching for
Graduating Students

InsideTrack has solutions across the student journey — we started with prospective students



We leveraged people from both InsideTrack and UW to jumpstart the enrollment function

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- Coached UW prospective students
- Facilitated trainings
- Consulted on hiring and staffing
- Developed managers

+

CONTINUUM COLLEGE
UNIVERSITY of WASHINGTON



- Provided sponsorship and vision
- Built an enrollment team
- Effectively marketed programs
- Provided subject matter expertise

Students often benefit from many different kinds of support — coaching is a critical element.



Training empowered the UW team to coach students effectively.



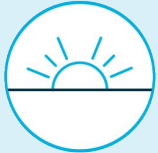
Building Relationships: Coach gets to know student as individual, demonstrates care, respect, and curiosity, and makes their role in supporting the student clear



Assessing: Coach develops holistic understanding of student's goals and situation, evaluates current factors impacting student, and prioritizes what to address during coaching time



Advancing: Coach collaborates with student to identify actions that will support the student's progress in overcoming obstacles and achieving goals

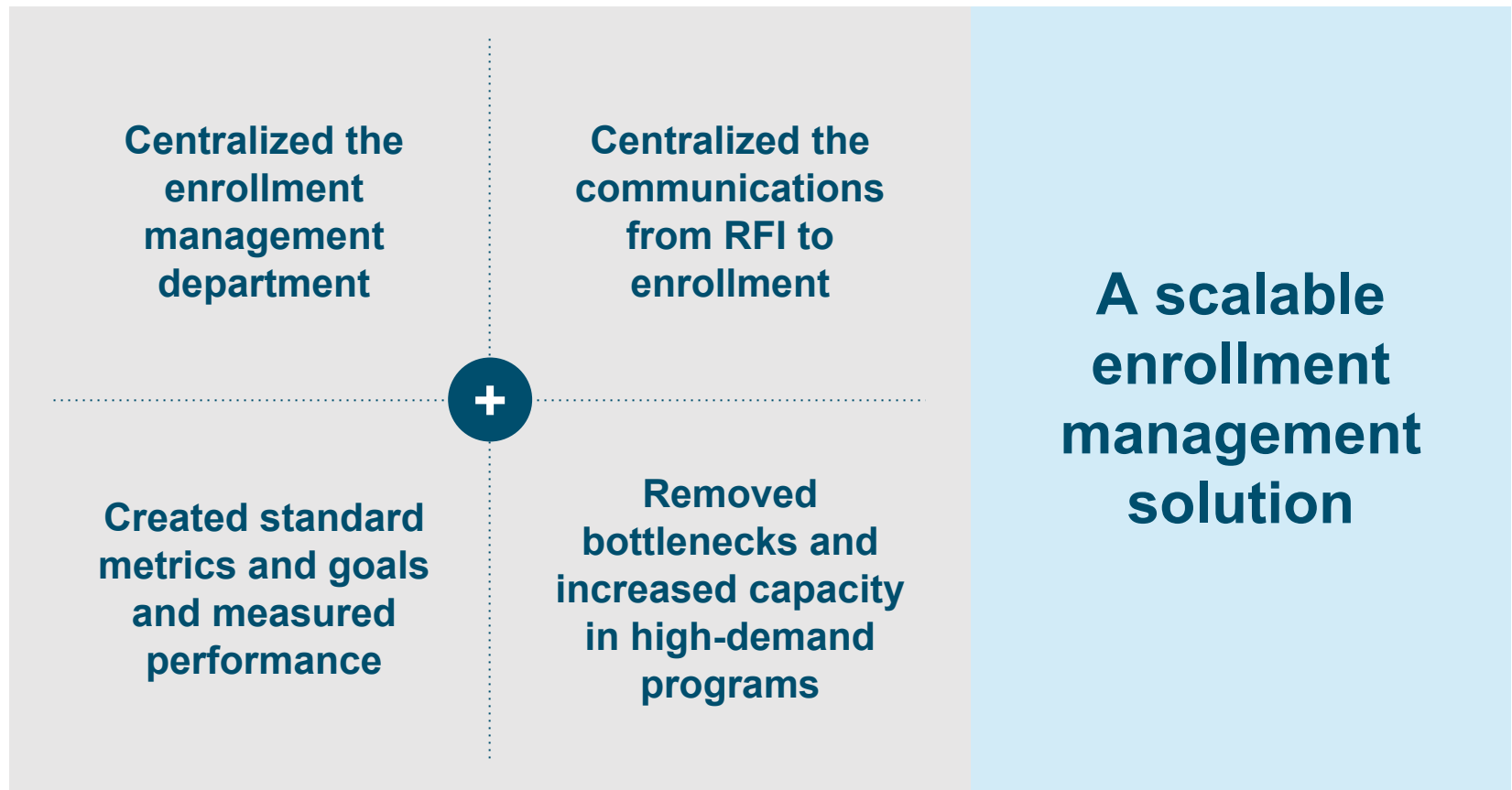


Building Motivation: Coach asks student to connect their current actions, perspectives, and efforts to their values and/or goals, and strategizes with the student how they can maintain motivation

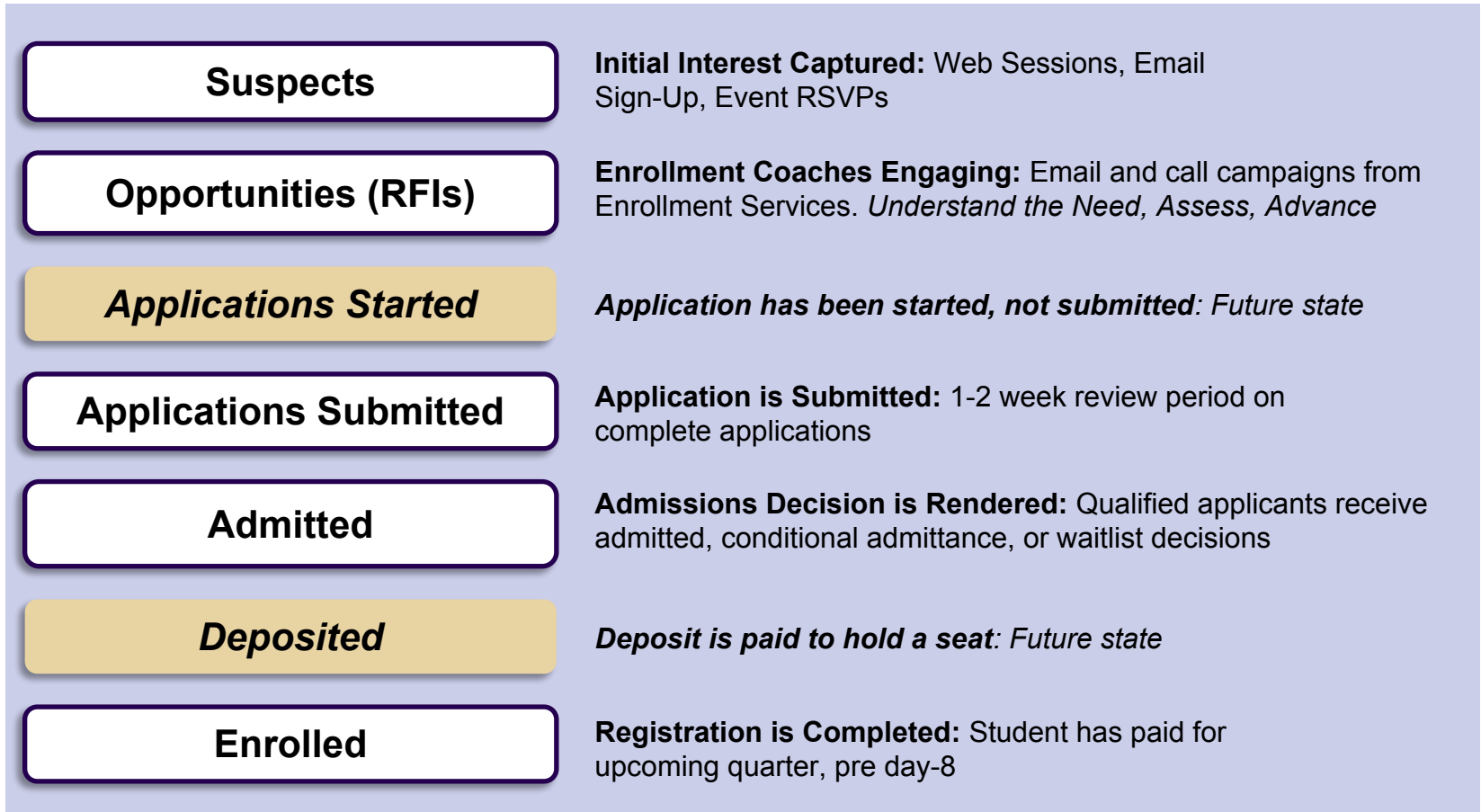


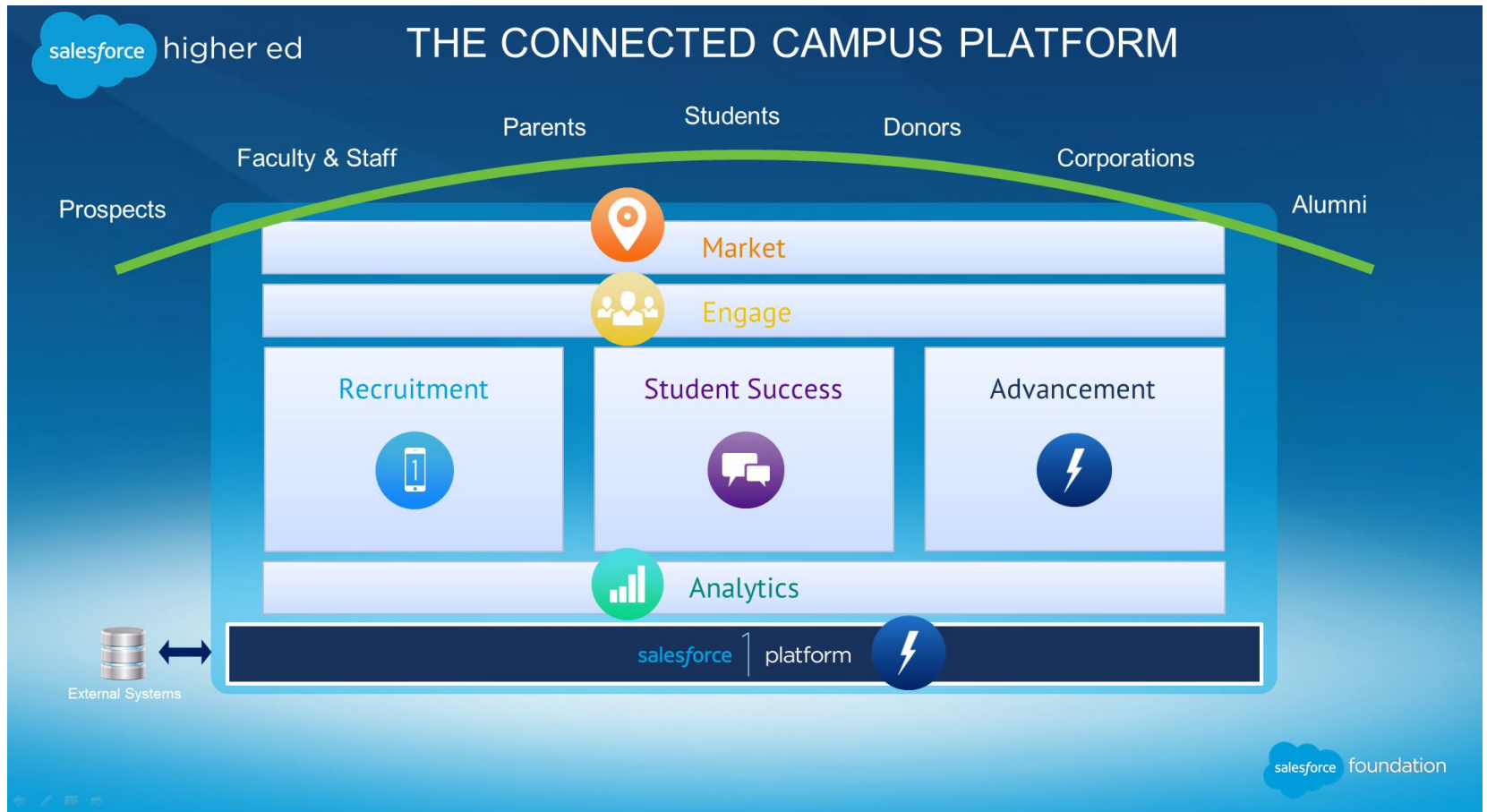
Strategizing: Coach makes decisions about when to work with which students, at what frequency, and with what approach in order to best serve their overall roster of students

We focused on building best-in-class enrollment management processes

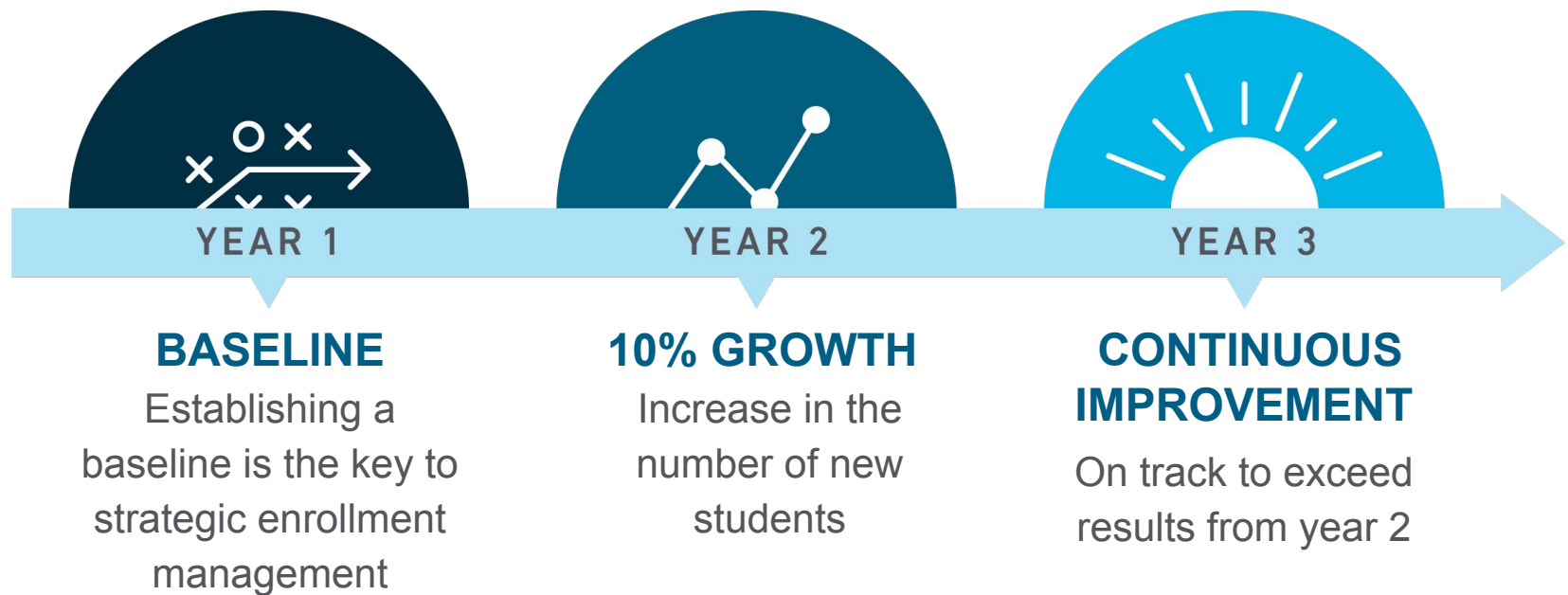


Carefully designed the enrollment funnel to better align with our adult





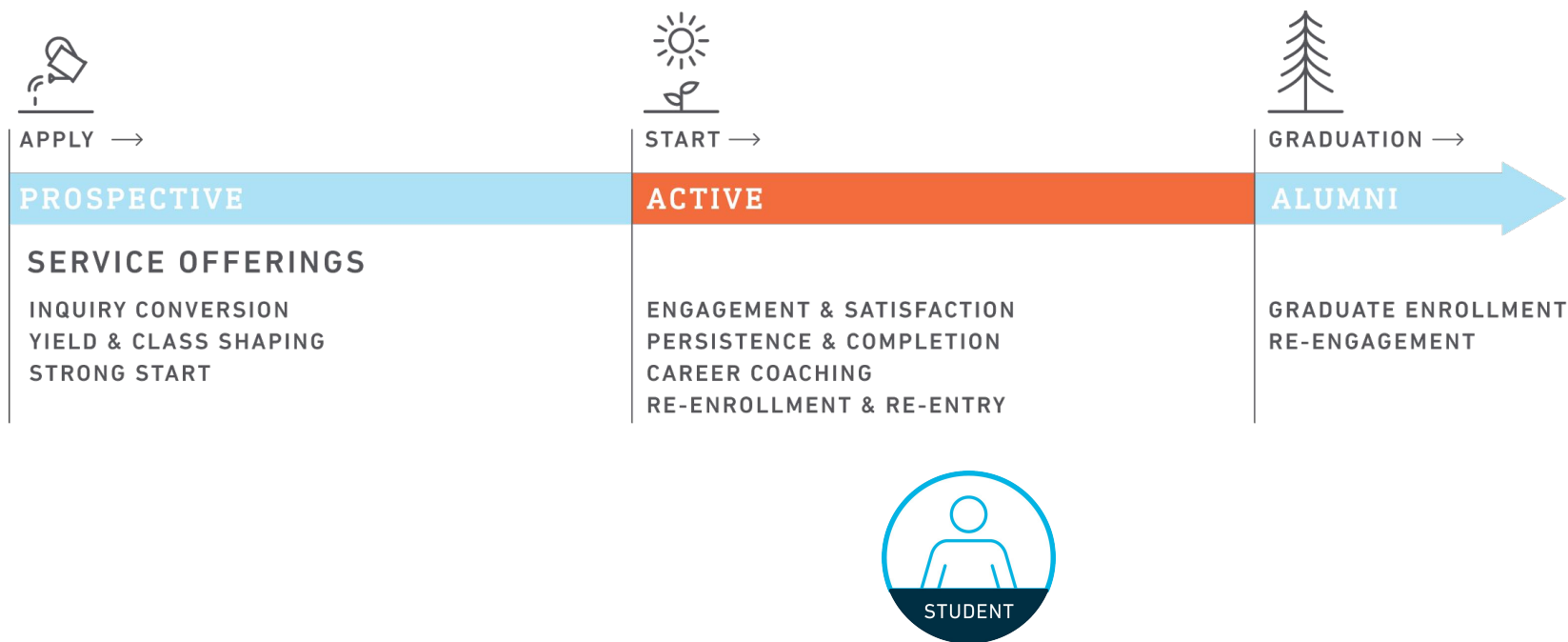
Results: we are growing enrollment



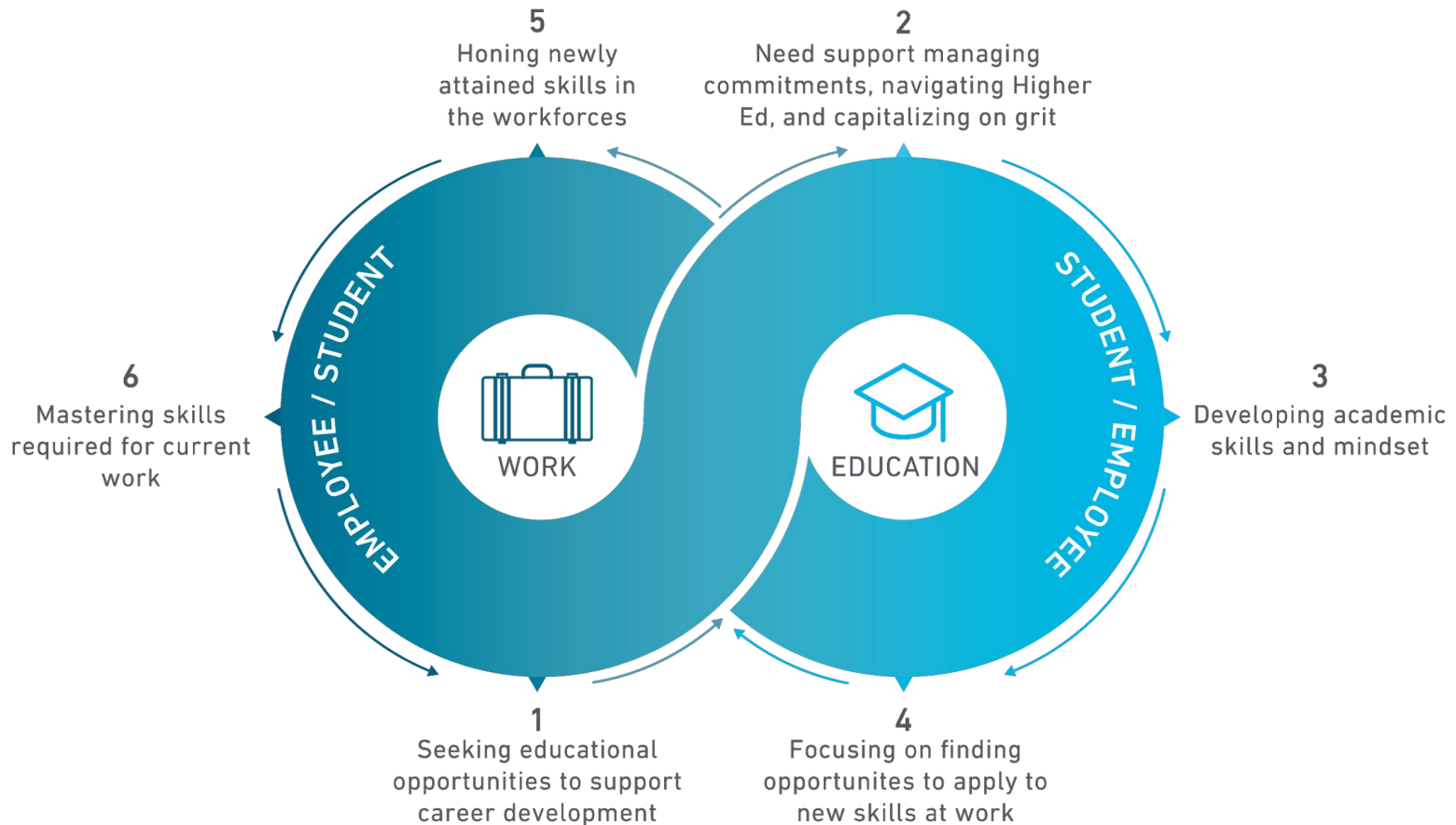
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Looking forward

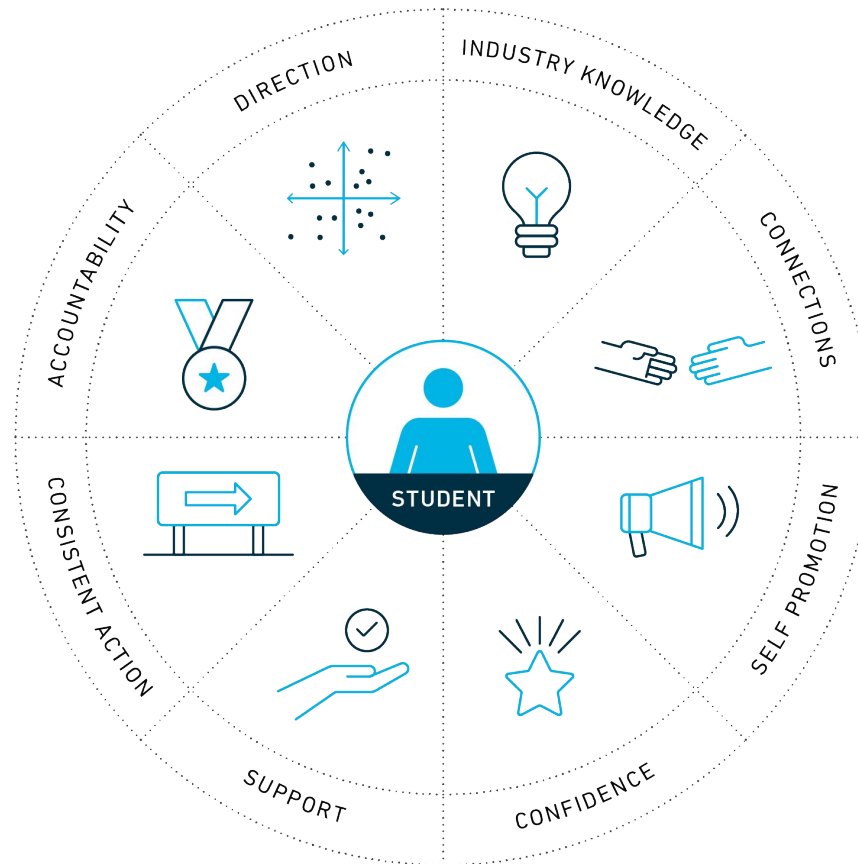
We are exploring a shift our partnership efforts to student retention



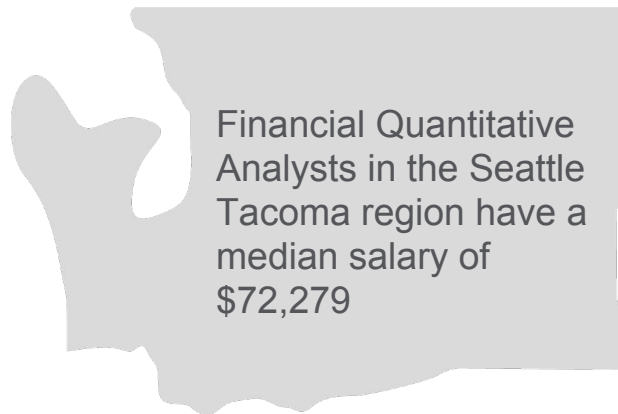
Students are fluidly moving between work and education as they advance skills



Post-traditional students need holistic career support right from the start



Labor market data grounds career conversations in the real world



**CERTIFICATE IN
STATISTICAL
ANALYSIS WITH R
PROGRAMMING**

Perform Large-Scale Data Analysis, Manipulation and Presentation

PROGRAM DETAILS

LOCATION: ONLINE, UW SEATTLE

DURATION: 9 MONTHS

TIMES: EVENINGS

COST: \$5,025

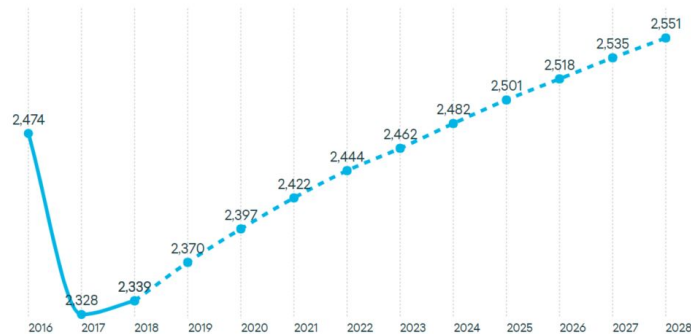
NEXT START DATE: SEPTEMBER 2019

[GET DETAILS >](#)

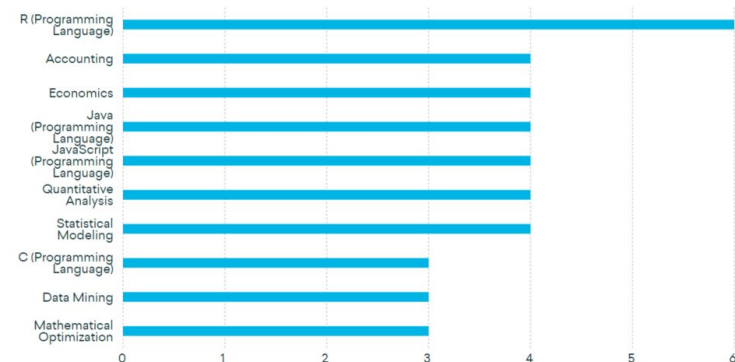
[REQUEST INFORMATION](#)

Employment Projection

There are currently 2,339 Financial Quantitative Analysts that are employed in Seattle-Tacoma-Bellevue, WA.



Skills employers are asking for



Like our students...we can't afford to stand still.

We are compelled to continue evolving, partnering, building and learning so that we can support learners throughout their life and into careers that have not yet even been conceived.

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A member of the nonprofit Strada Education Network

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