

# Bay Area university posts 28% increase in fall 2020 enrollment

## INSTITUTION

Golden Gate University

## TYPE

Private, nonprofit university

## STUDENT BASE

Working adult learners

### The Challenge



Impact of COVID-19



Income and financial issues

As colleges and universities were enrolling for fall term 2020, it quickly became apparent that this “new normal” was going to require new approaches to student support. For adult online students, fitting in class and homework time was already challenging enough. When COVID-19 hit, the added pressures of income loss, financial issues, helping kids with remote learning, health concerns and an overall air of uncertainty greatly added to the stress.

Golden Gate University (GGU) — a private, nonprofit university serving adult students — knew that research showed steep enrollment declines across higher education. They also knew that the pandemic exacerbated the challenges faced by online learners. So they made the decision to partner with national student success nonprofit InsideTrack to bolster their enrollment.



# 28%

**Prospective student coaching resulted in a 28% enrollment increase**

### The Partnership

More and more, working adults are looking to advance their careers through degree

and certificate programs. These prospective students need support making informed enrollment decisions and balancing school with work, family and other obligations. That’s where this unique partnership came in.

InsideTrack coaches worked directly with GGU students through one-on-one meetings and ongoing digital communication via voice, email and text messaging. Coaches worked with students to define their long-term goals, evaluate program options, and develop the habits that will ensure their success — both in college and beyond.

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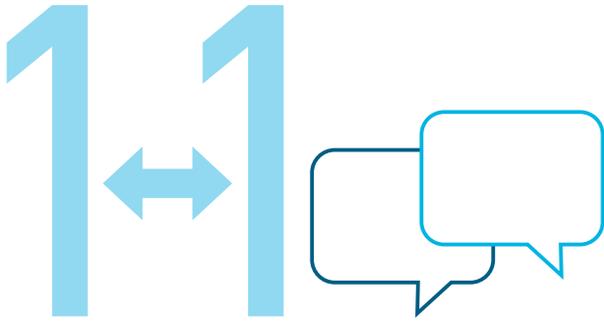


One-on-one coaching



Connect with coaches via phone, Zoom, email and text





## Coaches share insights gained from prospects with school administrators

“Managing commitments is a key challenge for students seeking an advanced degree,” says InsideTrack Coach Dan Fotoples. “These folks are considering taking on the commitment of earning a master’s degree on top of having a full-time job, a family, and all the responsibilities that go with each.”



### TURNING FEEDBACK INTO INSIGHT

During the course of hundreds of one-on-one conversations with prospective GGU students, InsideTrack Coaches learned a lot about how these students view and experience the university.

- What resonates and works well
- What might be an unexpected barrier or challenge
- The importance of clarifying and simplifying institutional procedures, forms and information

InsideTrack Coaches take what they learn back to the university, sharing GGU student goals and challenges — actionable insights that can make the GGU experience better for all students moving forward.

According to Fotoples, “I worked with a lot of prospective students who faced great uncertainty, even before COVID-19. In most cases, it has been several years — if not more — since they earned their undergraduate degree. So they were often hesitant about getting back into student mode.”



**Our collaboration with InsideTrack helped us create an enrollment experience that’s more seamless for the student and provides them with personalized support to start their higher ed journey on the right track.**

*Josh Burgher, CEO and CFO, Golden Gate University*



**Graduate accounting programs exceeded enrollment goals by 23%**

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I remember a student who said ‘I don’t know if I can do this.’ She didn’t have the confidence in her own abilities to do the work. We talked about the ‘why’ behind those concerns. Turns out that time management was holding her back. We discussed how she approached time management on the job and in her personal life, then worked to translate that to school. She told me that without this help, she would have left the program.

*Dan Fotoples, InsideTrack Coach*

### **The Impact**

Through this partnership, enrollment for degree and certificate programs from Golden Gate University’s Ageno School of Business and their graduate accounting programs increased by 28%, exceeding the school’s fall enrollment goal by 23%.

Beyond the numbers, this means countless more students are addressing the gaps between where they are and where they want to be. By advancing their education, they will be better equipped to advance their careers — no small feat in the face of ever-advancing technology and evolving roles. Ultimately, it shows that backed by the expertise of InsideTrack Coaches, these students feel comfortable enough to take a chance — and a big step toward making a better life for themselves, their family and their community.

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**Golden Gate University’s strong enrollment gains this fall demonstrate the value that comes from creating a more supportive enrollment experience and assisting students in fitting academics into their already busy lives.**

*Angela Jaramillo, Strategic Partnerships Director, InsideTrack*

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