



# Elevating Latine Success: Differentiated Coaching as a Form of Servingness

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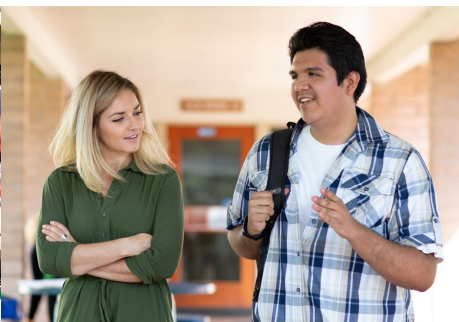
Coaching that empowers and advances all learners

# Driven by Mission



**Our mission is to fuel social mobility and close equity gaps  
by empowering and advancing all learners.**

**We use the power of coaching to support individuals in  
achieving their educational and career goals — transforming lives  
and organizations while creating social change.**



# My Servingness Story

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# Defining and Operationalizing Servingness

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## Who we serve



**3.3M**

### **3.3 Million Learners Supported**

InsideTrack has proudly served over 3.3 million learners, providing tailored support and guidance to help them achieve their academic and career goals.

**350**

### **350 Partnerships Established**

Our extensive network comprises 350 partners, including educational institutions, corporations, and organizations committed to fostering student success and workforce development.

**115**

### **Empowering Minority-Serving Institutions (MSIs)**

With a focus on equity and inclusion, we have collaborated with 115 Minority-Serving Institutions (MSIs) to enhance student outcomes and bridge achievement gaps.

**55+**

### **Advancing Hispanic-Serving Institutions (HSIs) and Emerging HSIs**

Acknowledging the significance of Hispanic-Serving Institutions (HSIs), InsideTrack has partnered with 55 HSIs in our history, and currently works with over 20 HSIs, providing targeted resources and strategies to empower Hispanic students and promote their academic attainment.

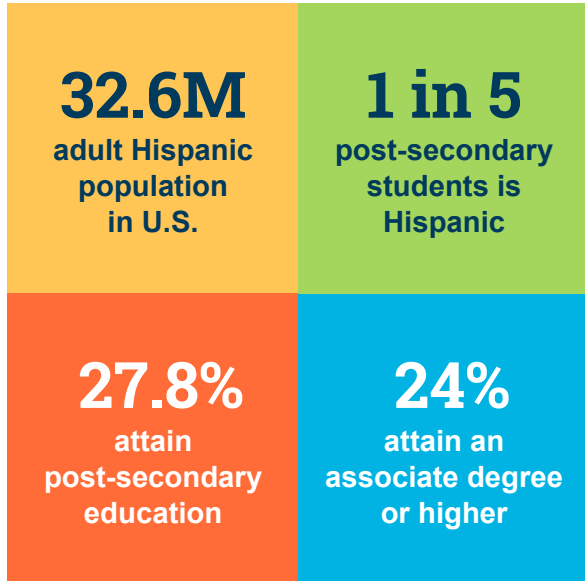
# Post-Secondary Latine/Hispanic trends and insights

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- 600 HSIs **enroll 62% of Latino undergraduates** but are **only 19% of all colleges and universities**.
- The Hispanic population has played a pivotal role in **reversing the trend of degree attainment among young people** (age 25-34), increasing from 19.4% in 2009 to 33.5% in 2022.
- A majority of Latino undergraduates **work 30+ hours per week** while enrolled, live off campus and about one-third of female students are also **caring for dependent children**.
- Notably, **44% of Latinx students are first-generation** college attendees, showcasing the resilience and determination within the community.
- There are also **412 emerging HSIs** in 43 states and they **represent 13% of all institutions**.



# Prioritizing equitable outcomes for Latinx/Hispanic students



## An urgent need to close equity gaps

Racial and ethnic disparities persist in educational attainment, despite tremendous potential for growth and advancement within the Latinx/Hispanic community. Students face multifaceted challenges and systemic barriers, particularly in terms of access, representation, financial strains and academic pursuits.

Harnessing the strengths of the community is crucial to overcoming these barriers and achieving equitable outcomes in education.

# Differentiated Latine Student Support?

- **What strategies do institutions use?**
- **How do these strategies embody servingness?**
- **What were the outcomes for Latine students?**



# Coaching vs. Mentoring

## How do Coaches support learners?

### HOLISTIC APPROACH

Coaches support the whole learner to develop strategies that address potential barriers to success across eight Focus Areas including health, finances, effectiveness, community and academics.

### LEARNER CENTERED

Coaches dig deep into learners' core values to empower them with the knowledge, skills, and beliefs to achieve their goals.

### EVIDENCE-BASED METHODOLOGY

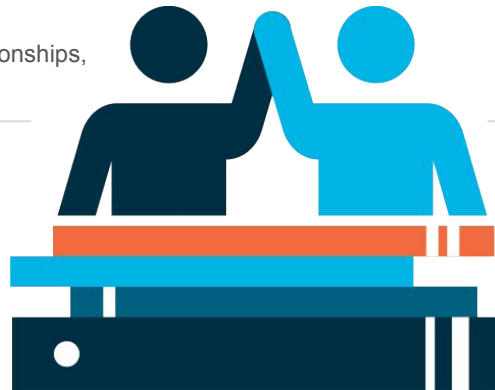
Coaches employ five fundamental techniques: Building Relationships, Assessing, Advancing, Building Motivation and Strategizing.

### EFFECTIVE LISTENING

Coaches are trained in active listening to foster engagement, improve assessment and deepen relationships.

### INTEGRATED & MISSION DRIVEN

Coaches formally partner with institutions to drive direct learner impact and create sustainable, systemic change.



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## How do Mentors support learners?

### LIMITED SCOPE

Mentors are prepared to discuss specific topics and are not trained to engage learners in other areas of life.

### RECIPROCAL RELATIONSHIP

Mentors and mentees develop friendships for mutual benefit. Success depends in part on the degree of shared experiences.

### INFORMAL APPROACH

Mentors share knowledge and insights from their own personal experience.

### MORE TELLING THAN LISTENING

Mentors answer questions, give advice and provide feedback.

### INDEPENDENT PERSPECTIVE

Mentors bring their own values and purpose which may not align with an institution's mission and priorities.

# Illinois community college used Title V grant to better support Latinx and adult learners



## The Opportunity

- **Waubonsee Community College** is an HSI with over 31% Latinx student body and is one of the largest community colleges in Illinois
- They are focused on equitable degree attainment and how they serve their Hispanic population **from enrollment through graduation**
- With Title V grant funding, Waubonsee aimed to transform their student support processes and **fuel scalable, sustainable change**

## The Solution

A three-year **Coaching Development and Training program** to weave our holistic coaching methodology throughout all student-facing departments:

- Comprehensive diagnostic assessment of current student support practices
- Coaching training and certification for the entire advising team
- Manager training and mentoring
- Quality observations and debriefs
- “Train-the-trainer” certifications

## The Impact

30

Waubonsee case managers and admissions staff **certified as coaches**

3

coaches will be trained as **certified observers** to monitor coaching quality

5

coaches will also become **certified trainers** who can continue to train future staff and enable the program to scale beyond the partnership

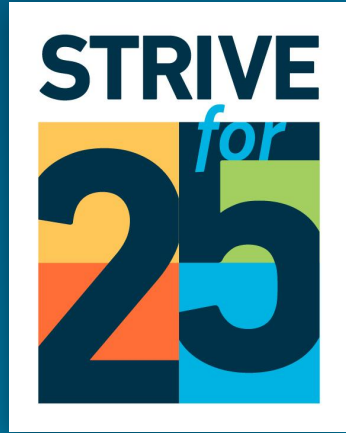
# HSIs must be committed to inclusion and Servingness

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Latine/Hispanic enrollment decline differs from other groups', underlining the importance of understanding diverse student experiences for effective support strategies.

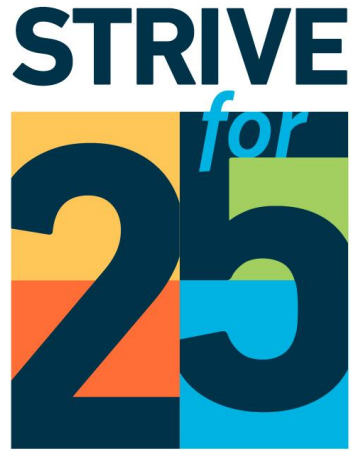
## Operationalizing Servingness

- **Fostering Inclusivity:** HSI (Hispanic-Serving Institution) Servingness initiatives enhance campus culture by promoting diversity and inclusion, fostering a sense of belonging among all students regardless of background.
- **Community and Family Engagement:** Implementing HSI Servingness programs encourages active participation and engagement within the campus community, strengthening interpersonal connections and nurturing a supportive environment.
- **Empowering Student Success:** By prioritizing HSI Servingness, campuses empower students from underrepresented backgrounds, fostering a culture where every individual feels valued, supported and equipped to thrive academically and personally.



## Emerging HSI Accelerator

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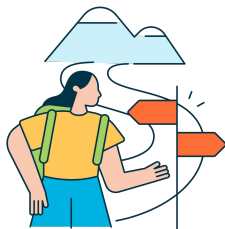


## Program Objectives

- ✓ Emphasize "servingness" through success coaching to **support Latine/Hispanic learners**
- ✓ **Enhance student success and retention rates** through InsideTrack's proven coaching and strategies
- ✓ **Advance the HSI Ecosystem by generating research** that highlights the effectiveness of coaching methodologies and amplifying learner voices
- ✓ Help selected HSIs achieve a minimum **25% Hispanic enrollment** for federal HSI designation
- ✓ Assist partner emerging HSIs in eligibility for federal HSI designation and access to the U.S. Department of Education **Title V Developing Hispanic-Serving Institutions Program**
- ✓ **Establish a sustainable internal coaching program** within partner institutions and provide expertise to institutionalize InsideTrack's coaching methodologies

# PHASE 1

## Success Coaching for students



### **BOOST** Enrollment

**+19.9%**

enrollment increase  
year-over-year



Mount Saint Mary's University  
LOS ANGELES



### **STRENGTHEN** Retention

**85%**

first-year retention,  
a school record



LOYOLA  
UNIVERSITY  
NEW ORLEANS



### **DRIVE** Re-enrollment

**8.4%**

re-enrollment rate across  
7 HSIs — 4x the national average



California  
Reconnect



The Strive for 25 initiative is more than a project – **it's a catalyst for systemic change.** Through our collaborative efforts, we aim to elevate emerging HSIs, amplifying their capacity to serve and support Latine/Hispanic students on their journey to success.

— DEBORAH A. SANTIAGO  
*CEO, Excelencia in Education*



# Thank you!

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