

2024 Spring Insights

The New Jersey Office of the Secretary of Higher Education (OSHE), in collaboration with ReUp Education, continues their work to close the opportunity gap for the state's 790,000 students with some college credits, but no degree (SCND). Focused solely on stopped-out learners, ReUp seamlessly integrates with 22 NJ institutions of higher education, empowering learners to navigate their academic journey successfully and graduate with confidence. ReUp leverages both automated marketing and high-touch coaching interactions to dynamically support learners at scale in achieving their goals, ultimately increasing state-wide degree achievement and boosting local economies.

STUDENT ENGAGEMENT AND RE-ENROLLMENTS

5,230+

students re-enrolled from April 2023 to April 2024 as a result of the New Jersey and ReUp initiative.¹

202

students have graduated.¹

16,749

individuals have expressed interest in re-enrolling in college.¹

273k+

students have been outreached by ReUp since April 2023.

ECONOMIC IMPACT OF RE-ENROLLED STUDENTS

\$18.5m

in recaptured tuition collectively earned by the 22 participating institutions.

\$56.5m

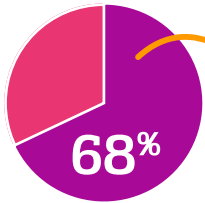
projected recaptured tuition gained by institutions when the 5,230+ students graduate.

\$43.3m

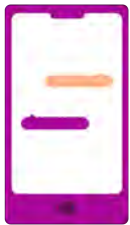
in additional expected contribution to the state economy through taxes and consumer spending in graduates' first year after graduation.²



DEMOGRAPHIC INSIGHTS



of re-enrolled students are **25 and older.**



Black and Latino/a learners are **more likely to engage** in ReUp Success Coaching than students of other racial/ethnic groups.

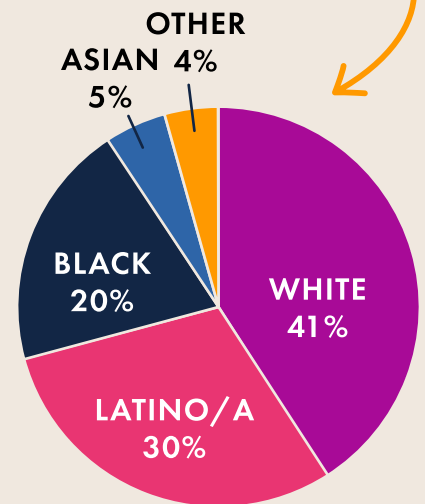


Across all racial and ethnic groups, Black and Latino/a learners have **higher re-enrollment rates than any other groups.**

Nationally, Black and Latino/a students stop out at nearly 1.5x the rate of white students.³



Among students supported by ReUp who reported their race/ethnicity (63%, n=180,000):



These insights indicate that underrepresented students benefit significantly from additional support as they return to school.

For questions or more information about the SCND initiative, visit nj.gov/highereducation/somecollegenodegree.shtml or contact **Stefani Thachik**, stefani.thachik@oshe.nj.gov.

* Race & Ethnicity are not mutually exclusive. The same person can be represented in both a race and an ethnicity category.

¹ This includes both waves of New Jersey schools, 17 launched in Spring/Summer 2023 and 5 launched in Fall 2024. ReUp Education Analytics, New Jersey 2024: 04/22/2024

² Upon graduation, students with an Associate's could see approximately \$3,700 per year in increased wages, while those with a Bachelor's could see approximately \$25,000. "Education pays, 2022," Career Outlook, U.S. Bureau of Labor Statistics, May 2023: <https://www.bls.gov/careeroutlook/2023/data-on-display/education-pays.htm>

³ Causey, J., Huie, F., Lang, R., Ryu, M., & Shapiro, D. (December 2020), Completing College 2020: A National View of Student Completion Rates for 2014 Entering Cohort (Signature Report 19), Herndon, VA: National Student Clearinghouse Research Center.