

RE
UP

Hello, New Jersey!

Convening
June 2023



ReUp Education Team

We're here for the first-gens and the single parents, the career starters and the career changers, the ones who dream of building a better future.



Christine Wyatt
Chief Operating Officer



Dr. Kiley Larson
Director,
Marketplace & Research



Dr. Christina Savas
Director,
State Partnerships



Virginia Bagley
Director,
Educational Services

Why NJ SCND Matters

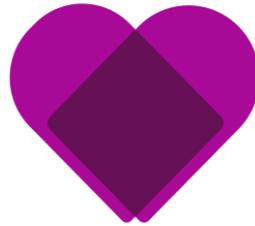
790,000+

Some College, No Degree
Residents in New Jersey

New Jersey Services



Marketing:
Identify, Reach &
Engage Stopped Out
Students

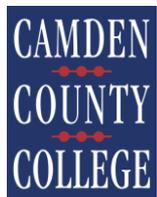


Coaching:
Provide
Personalized
Support to Students

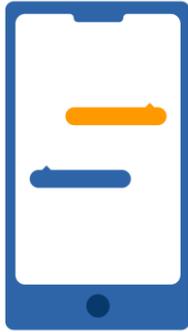


Research + Insights:
Leverage Data to Tailor
Services and Report
Results

Current NJ Partners



Early NJ Performance Indicators



84,056

Outreached



6,462

Engaged



348

Enrolled

NOTES: Data as of 6/27/2023. 17 institutions included; 8 at the 2+ month mark; 8 at the 1+ month mark; 1 at <2 week mark.

Understanding NJ Stopped Out Learners

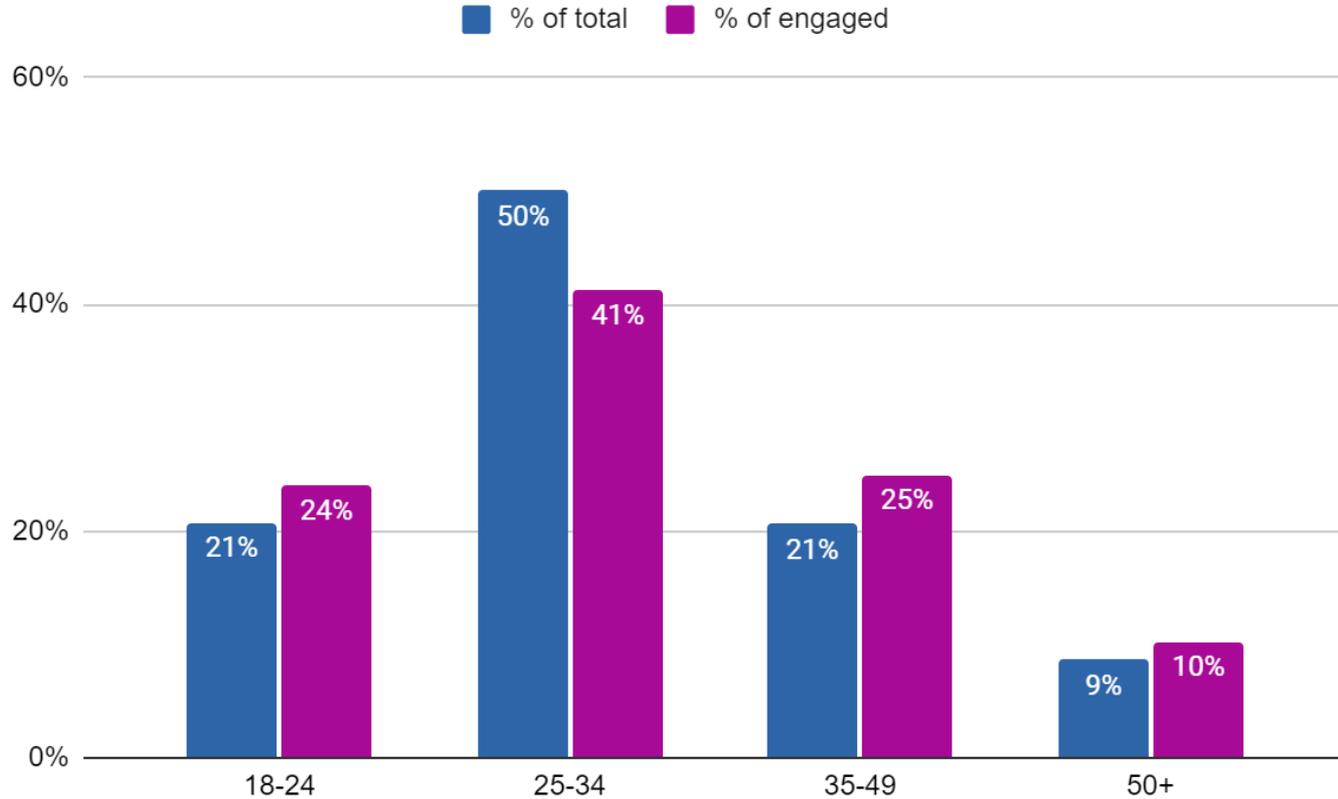
What's ReUp Been Up To?

Over 1 Million

Meetings, Phone Calls, Text, and Emails
Since Outreach Began in April 2023

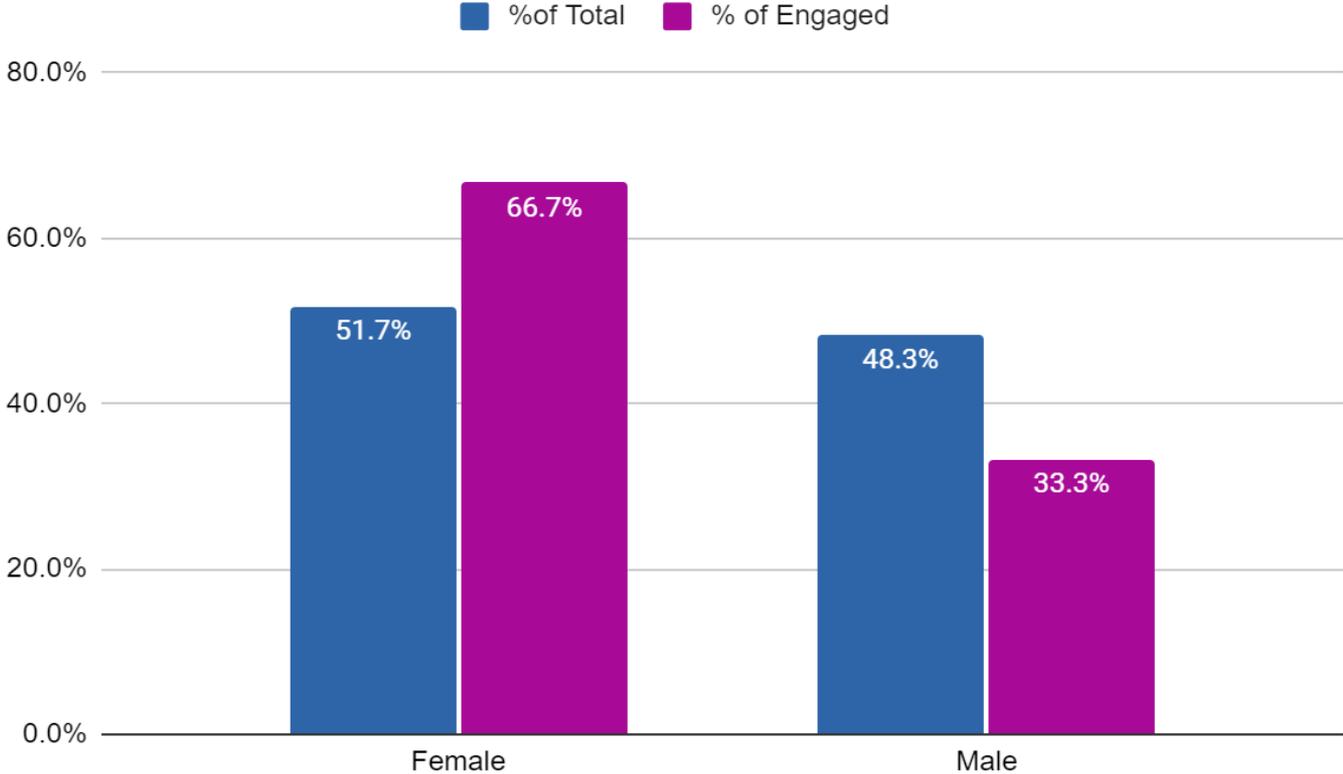
Age Distribution

All Learners versus Engaged Learners



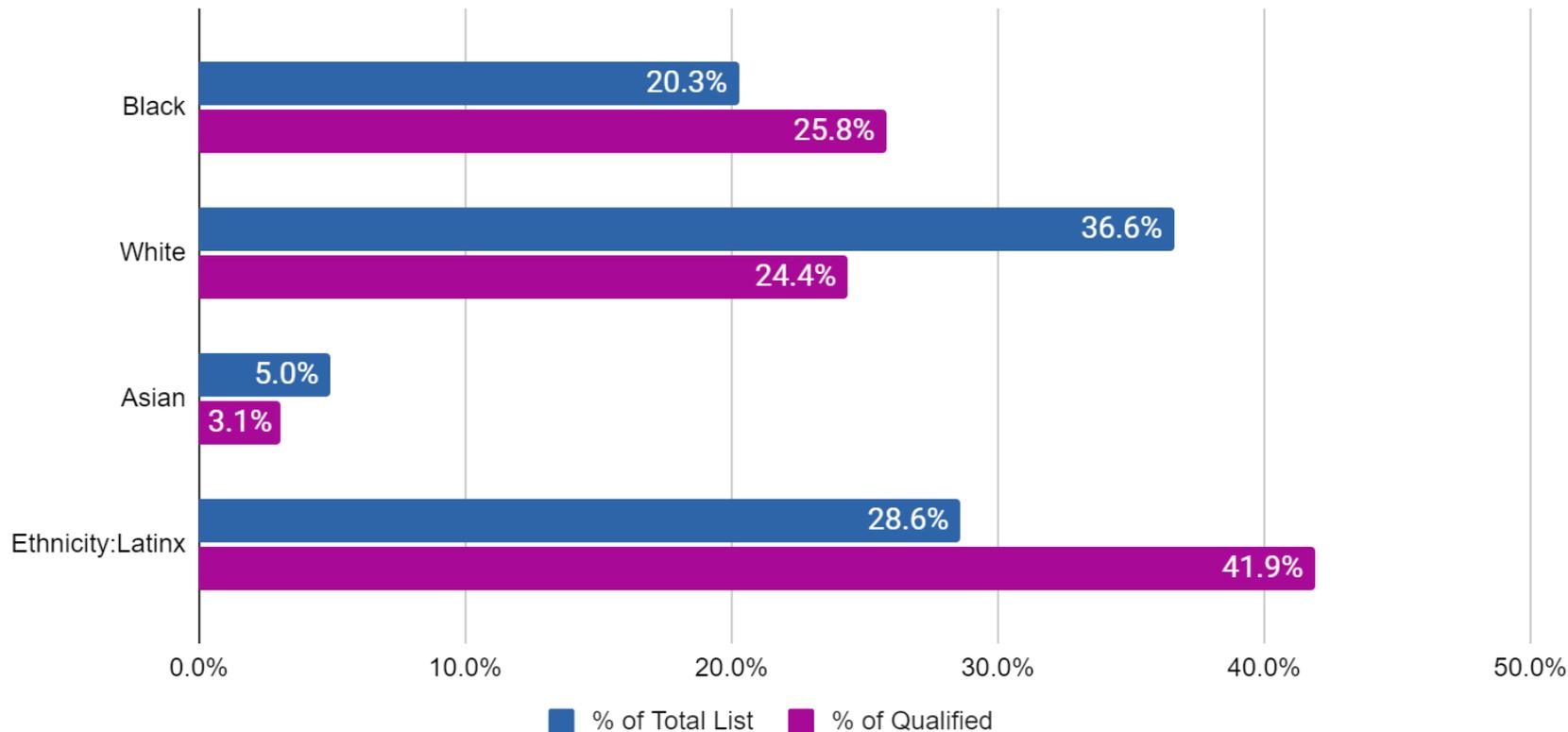
Gender Distribution

All Learners versus Engaged Learners



Race/Ethnicity Distribution

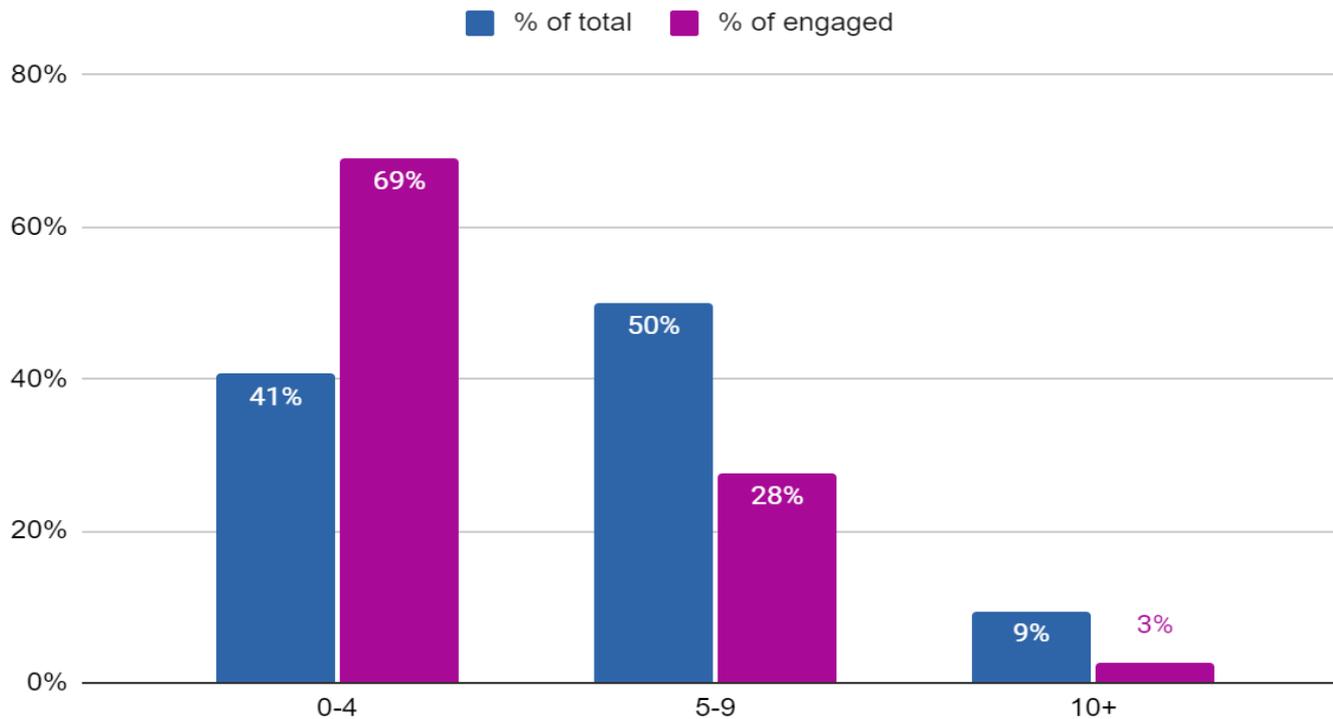
All Learners versus Engaged Learners



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

Years Out of School

All Learners versus Engaged Learners



Anticipated Timeline to Return

43%

Return ASAP

22%

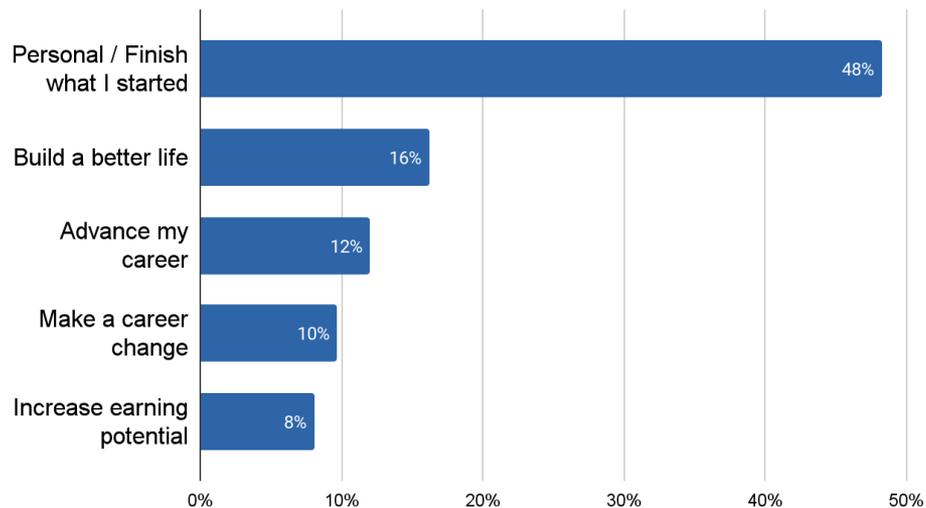
6-12 Months

35%

Unsure of Return Timeline

Top Motivations to Return

Top 5 Most Frequently Cited Reasons by Engaged Learners



64% of NJ learners are intrinsically motivated.

Returning is more than a transaction; this is personal.

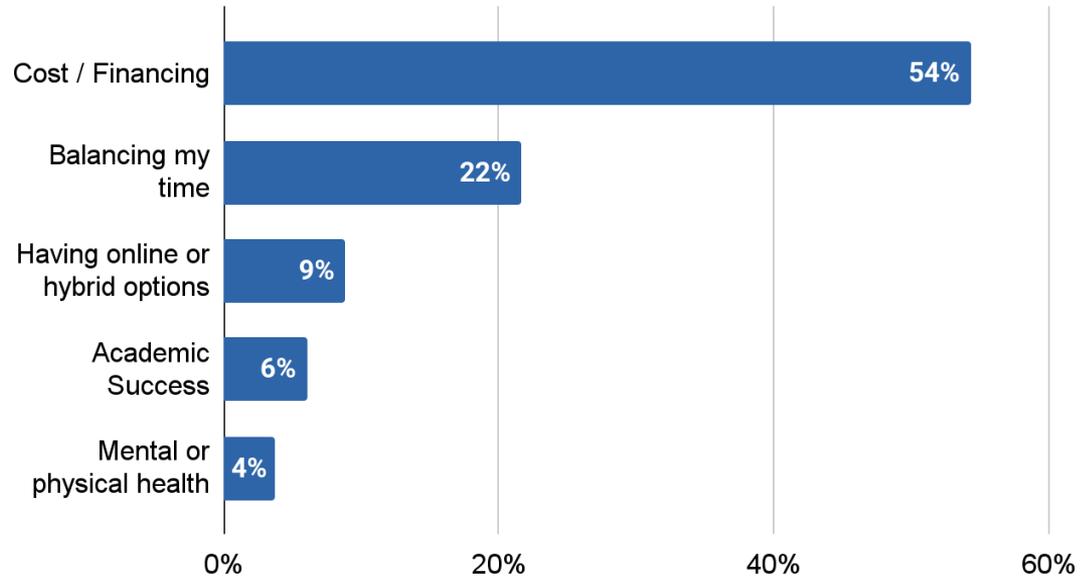
Finances continues to be the #1 barrier to returning, outpacing all other by 32%.

Clearly defining resources for returners is key.



Barriers to Return

Top 5 Most Frequently Cited Reasons by Engaged Learners



Supporting NJ Stopped Out Learners

“

"It's hard to find people to help you. It's almost like it's filled with people who don't care. So that was really frustrating when I went there, to try to get help. So if I have someone, you know, in my corner that is a huge stress reliever.

”

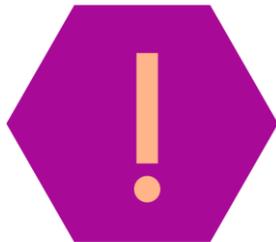
— New Jersey Stop Out Learner

What Stop Outs Want to Know:

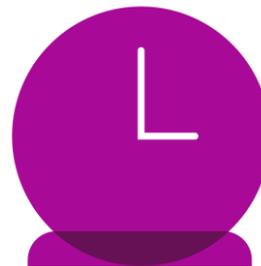
Most Common Concerns Learners Raise in Their Coaching Sessions



What steps do I need to take
in order to return?



How do I overcome my
low GPA?



How many classes
do I have left?

High Impact & Low Cost Policy Change

ReUp has consulted on several IHE websites on copy, content, and layout. In one example, changes resulted in **900% increase in traffic** reported from IHE.

Ensure websites are readmission and transfer student friendly

Help returning and transfer students feel welcome with a dedicated website that provides all the necessary information to get started.



Ensure websites:

- Are easy to find
- Are welcoming
- Are up-to-date
- Provide deadlines and important dates
- Give clear instructions for application
- Clearly list links to the application, student services, and program information
- Have contact information for assistance

Meet Marilyn

Marilyn failed two of her classes while on academic probation, and is unsure how to go about “substantiating” her SAP appeal.



Simplify the Satisfactory Academic Progress (SAP) process and requirements



Institute FAFSA-SAP appeal policies that allow returning students the opportunity to explain how they plan to be successful this time

Support returning by eliminating the requirement for proof of hardship including doctors notes, death certificates, etc.

Provide clear instructions for appeals on the website, SAP policy, deadlines, contact information, and link to submit application

Current State

3 of 16

Participating NJ SCND Institutions
provide degree audits prior to application
Four are in the process of implementing

Provide a degree audit and transcript evaluation before learner applies



- **Give learners the maximum number of transfer credits** which helps them decide to apply
- **Provide unofficial audit/evaluations** within 1 week of the request and deliver official evaluations with admission
- **Instill confidence** in the learner; they know what to expect when admitted
- **Offer self service transfer credit tools** and contact information for live assistance
- **Help future students understand the fastest way to graduation** with a degree plan

End on a High Note: Meet Jacob

Background:

28 years old, working FT as Accounting Clerk

Plans to Return:

As soon as possible, taking one class at a time

Motivation:

Increase salary/career opportunities

Barriers:

Struggling with the online application process



“What I’m taking away from this meeting, is that someone is going to take time to just go out of their way to just help me and that’s pretty cool.”