



How States Reengage College Stopout Students

Thursday, July 10th, 10:30-11:30am

Murano Garden Salon





**Daniel
Hurley**

Michigan Association
of State Universities



**Stefani
Thachik**

New Jersey Office of
the Secretary of
Higher Education



**Tristan
Stein**

Bipartisan Policy
Center



**Kimberly
Walker**

ReUp Education

Current challenge



**Enrollment
Crisis**



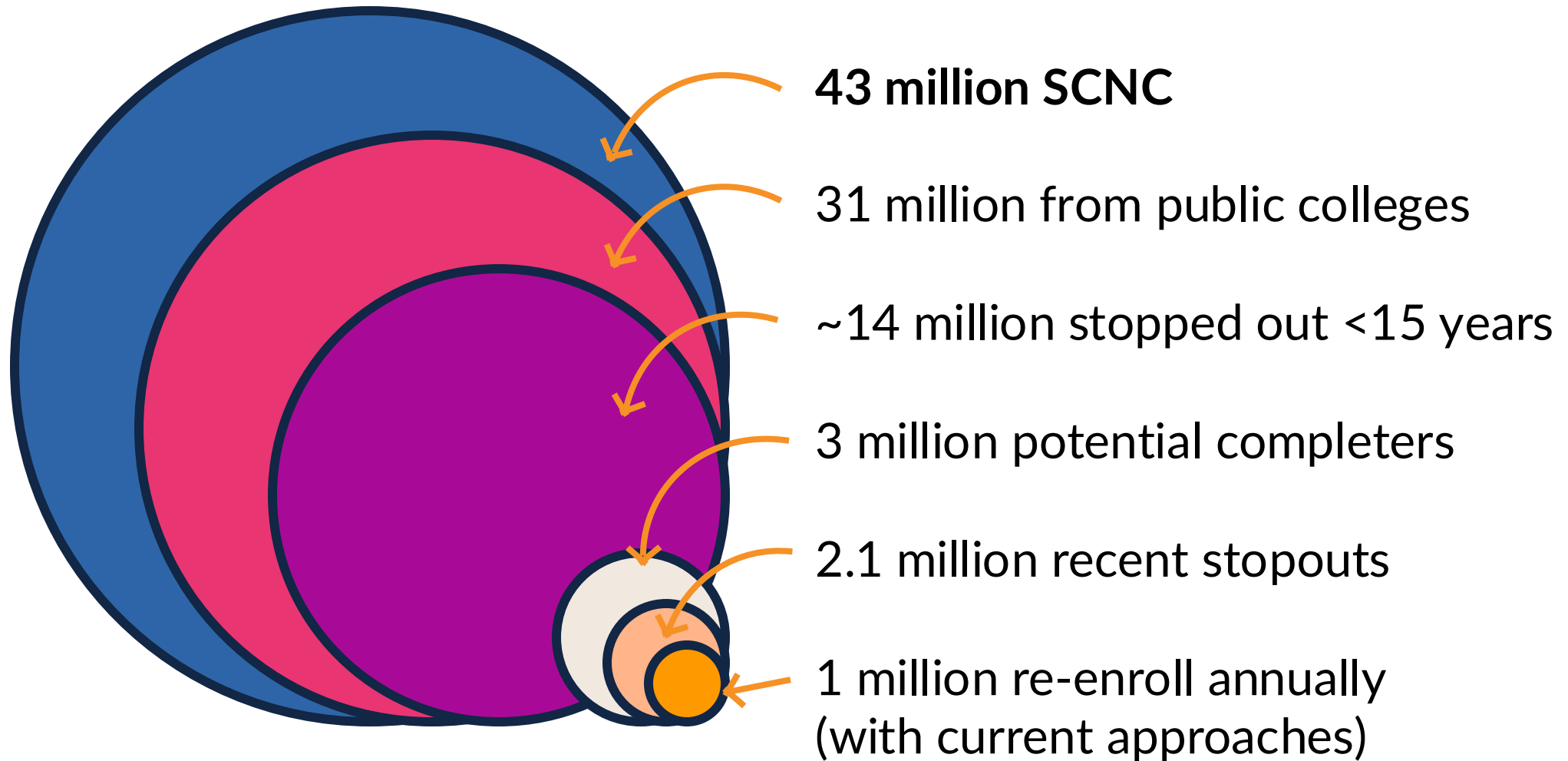
**Workforce
Crisis**



**Wage Gap
Crisis**



Some college, no credential



State of Michigan re-enrollment programs



- 85,000+ accepted applicants
- 27,000+ enrolled
- 5,200+ credentials awarded



- 223,000+ applicants
- 73,500+ enrolled at some point
- 10,000+ credentials awarded



Goal: By 2030, **60% of working age Michiganders** have a skill certificate or degree.

Possible future mitigation of SCND population through other new state financial aid programs:

- **Michigan Achievement Scholarship**
- **Community College Guarantee**



Michigan Association of State Universities

2,885

ReUp enrollments
through MASU

6

institutions
participating

1,000

re-enrollments
over past 12
months

132k

eligible stopouts
have received
outreach

9,000+

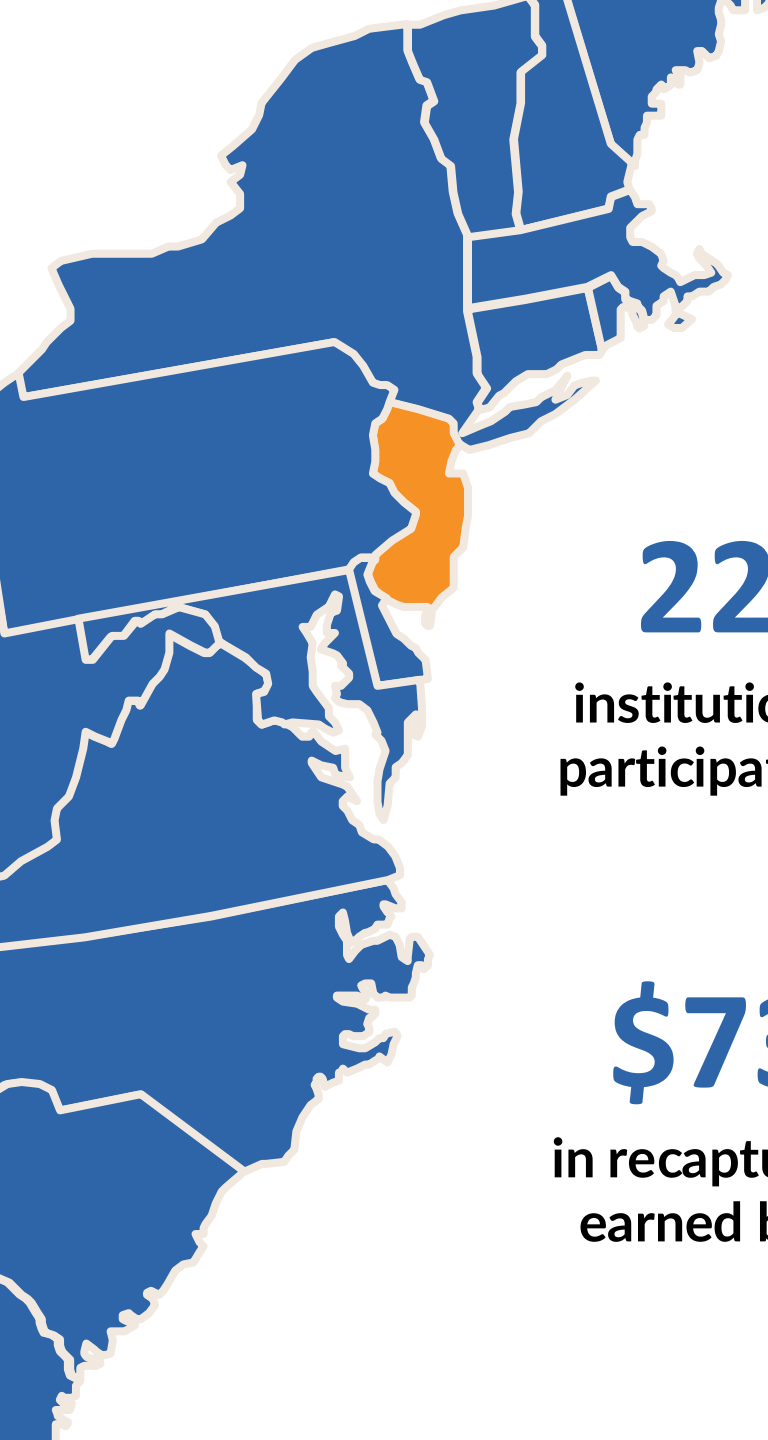
individuals have
expressed interest in
re-enrolling

754

students have
graduated

\$21.5 million

in recaptured tuition collectively
earned so far by the participating
institutions



New Jersey OSHE

11,800+

re-enrollments since
April 2023

22

institutions
participating

286k

stopouts have
received outreach

26,000+

individuals have
expressed interest in
re-enrolling

1,100+

students who have
graduated

\$73 million

in recaptured tuition collectively
earned by the 22 participating
institutions

\$112 million

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

Adult Learner Engagement Index (ALEI)

ReUp's ALEI is a framework for how to think about and discuss coordinated, statewide, adult centric post-secondary education initiatives

ALEI components		
Student Incentive Support	Institutional Support	Outreach & Engagement
- Scholarships - Institutional debt review - Student-centric policy review	- Incentives - Communities of practice	- Data - Analytics - Marketing - Coaching

ALEI		Unaddressed	Early Implementation	Established	Fully Implemented
Student incentive support	Scholarships	State-sponsored scholarships do not specify or specifically target adult learners, SCNC, or transfer students	Narrowly targeted scholarship efforts such as last dollar, credentials of value, or recipient age	Near completers or recent stop-out scholarships geared towards those with specific amounts of accrued credit hours or who have stopped out in the last 6-12 months	Fully funded, continual statewide scholarship programs focused on adult learners, SCNC, and/or Transfer students
	Institutional Debt Review	No state lead debt review and reconsideration efforts that focus on adult learners, SCNC, or transfer students	Limited debt review and reconsideration programs for returning learners, adults, SCNC, or transfers (ex: time limited state and philanthropic initiative or \$500 or less)	Significant, continual, state sponsored debt review and reconsideration programs for returning learners, adult students or transfer students (\$500 - \$1,999)	Substantial, continual, state sponsored debt review and reconsideration programs for returning learners, adults, SCNC, and/or transfers (\$2,000 or more)
	Student-Centric Policy Review	Disparate IHE or campus-based processes regarding re-enrollment policies and practices	Resourced, statewide task force, committee, or advisory council with reporting and recommendations expectations	Established review cycle and improvement process for IHE policies and practices regarding re-enrollment separate from regional accreditation requirements	Centralized, identifiable, accessible and curated database or report of IHE level and statewide policies or guidelines for adult learners, SCNC, and/or transfer students
Institutional support	Incentives	No state-sponsored grant opportunities for IHEs to engage adult learners, SCNC, nor transfer students	Time limited or philanthropic, state supported initiatives that prioritize adult learners, SCNC, and/or transfer centric initiatives	State-sponsored, ongoing grant dollars for generalized student support services or wrap-around services	State supported funding models or grants to institutions for research, initiatives, and student support services prioritizing adult learners, SCNC, and transfer student success
	Communities of Practice	No statewide nor campus-based Communities of Practice that prioritize adult learners, SCNC, or transfer students	Identifiable campus-based, IHE specific communities of practice tailored toward adult learners, SCNC, or Transfer students	Centralized, regular statewide sharing of ideas (ex: consortium, conferences or webinars) focused on adult learner, SCNC, or Transfer student success	Centrally facilitated sharing of adult learner, SCNC, and transfer student best practices for colleges and universities on a recurring cycle
Outreach & Engagement	Data	No access to statewide reporting of enrollment, completions, nor credential aligned workforce pathways	Unique & disparate datasets regarding overall enrollment, completions, or credential aligned workforce pathways (Ex: downloadable individual files)	Identifiable, existing datasets publicly available that indicate overall enrollment, completions, or credential aligned workforce pathways (statewide aggregate data)	Centrally accessible, functioning, statewide, longitudinal data system in place
	Analytics	No readily available statewide adult learner, SCNC, or transfer student dashboards, reports, or other analytics tool	Partially available data dashboards, stagnant reports, or tool that lends insights into either the adult learner, SCNC, or transfer populations	Disparate but available dashboards and reports that provide limited insights on adult learners, SCNC and transfer populations	Centrally accessible, technology enabled data dashboards, reports, and information sharing that provide insights into the adult learner, SCNC, and transfer populations.
	Marketing	Marketing is addressed at the IHE level. No existing statewide efforts in place	General/generic student recruitment and enrollment marketing campaigns, such as billboards.	Targeted marketing campaigns with limited or very little elements of multi-channel marketing	Centrally led and funded multi-channel re-enrollment campaigns targeting adult learners, SCNC, and transfer students
	Coaching	No existing statewide coaching model. No IHE coaching being done at-scale.	Campus based college navigators focused on acute student needs and support beyond academics	Centralized, pre-enrollment coaching or support including website navigation and student IHE selection	Institution agnostic, individualized, ongoing student support such as college navigators, success coaches, or specialized whole student support through student graduation

Download an advance copy of the ALEI framework



<http://reup.fyi/ALEI>



Q & A

Thank You, Partners!

Champion



Trailblazer



Promoter Plus



Promoter



Supporter Plus



New Meridian



Supporter



Before We Leave...



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in the app!**



**Coming up:
Networking Luncheon**
11:30 a.m. - 12:30 p.m.



**EDUCATION
COMMISSION**
OF THE STATES

Your education policy team.

Thank You!

Shytance Wren
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