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ADOPTED – BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
NOVEMBER 5, 2026

BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508
COUNTY OF COOK AND STATE OF ILLINOIS

ENROLLMENT MANAGEMENT
REUP EDUCATION, INC.
DISTRICT WIDE
AGREEMENT

THE CHANCELLOR RECOMMENDS:
that the Board of Trustees authorizes the Chair, upon final approval of the General Counsel of the legal form of such agreement, to execute an agreement with ReUp Education, Inc., for re-enrollment and stop out recovery services for the period commencing no sooner that November 5, 2026, and continuing for three (3) years after such commencement date, at a total cost not to exceed $5,000,000 for the term of the agreement.

VENDOR: ReUp Education, Inc
201 West 5th Street, Suite 1405
Austin, Texas 78701

USERS: District wide

TERM: The original term of this agreement shall commence no sooner than November 5, 2026, and continue for three (3) years after such commencement date.

SCOPE OF SERVICES:
Identifying, engaging, re-enrolling, retaining, and graduating former students who stopped out before completing a credential. Services include analyzing student records to identify and prioritize eligible stop-out populations, conducting personalized multi-channel outreach campaigns, and providing dedicated success coaching to support students through re-enrollment, academic planning, and key persistence milestones. ReUp Education will leverage student segmentation, predictive analytics, and personalized support strategies to address barriers to enrollment and completion, while also providing access to its technology platform, reporting environment, and applicable Marketplace opportunities. Regular reporting and dashboards will track outreach activities, student engagement, re-enrollment and retention outcomes, pipeline progression, and overall program performance. CCC will support the engagement by providing required student data, coordinating institutional resources, collaborating on enrollment strategies, and participating in ongoing performance reviews. Key deliverables include an implementation plan, student identification methodology, outreach campaigns, success coaching services, performance reporting, enrollment dashboards, and continuous improvement recommendations, with success measured through contact rates, student responses, re-enrollment, persistence, credential completion, pipeline conversions, and return on investment. Billing will be based on enrollment 60 days after the census, dashboards, and continuous improvement recommendations, with success measured through contact rates, student responses, re-enrollment, persistence, credential completion, pipeline conversions, and return on investment.dashboards, and

continuous improvement recommendations, with success measured through contact rates, student responses, re-enrollment, persistence, credential completion, pipeline conversions, and return on investment.

BENEFIT TO CITY COLLEGES OF CHICAGO:
CCC requires a vendor capable of re-enrolling stopped-out students at scale through data-driven outreach strategies while providing high-touch, one-on-one success coaching to support students throughout the re-entry process and their continued persistence toward completion. The selected partner will be able to identify and address both institutional and individual barriers that impact student re-enrollment and success, while also delivering actionable insights and robust reporting to inform of CCC's broader student success and enrollment strategies. Following internal discussions with key stakeholders, CCC has determined that it does not possess the internal capacity, infrastructure, or specialized expertise necessary to execute this work effectively. As such, this partnership represents a strategic district initiative designed to support enrollment growth and create a new revenue stream. Payments to the vendor will be made based on successful student enrollment.

VENDOR SELECTION CRITERIA:
In accordance with sole source policy procedures, this service is exempt from the district's competitive bidding process.

MBE/WBE COMPLIANCE:
The Office of Procurement Services has reviewed the proposed compliance plan and recommends a full waiver of the Board Approved MBE/WBE Contract Participation Plan due to the nature of the agreement (enrollment management) and the absence of subcontracting opportunities.

GENERAL CONDITIONS:
Inspector General – It shall be the duty of each party to the agreement to cooperate with the Inspector General for City Colleges of Chicago in any investigation conducted pursuant to the Inspector General's authority under Article 2, Section 2.7.4(b) of the Board Bylaws.

Ethics – It shall be the duty of each party to the agreement to comply with the applicable provisions of the Board's Ethics Policy adopted January 7, 1993, and as amended by the Board.

Contingent Liability – Pursuant to Section 7-14 of the Illinois Public Community College Act, all agreements authorized herein shall contain a clause that any expenditure beyond the current fiscal year is subject to appropriation in the subsequent fiscal year.

FINANCIAL
Total: $5,000,000
Charge to: Office of Student Experience
Source of Funds: Education Fund
Budget Line: 530000-00003-0017015-80000

Respectfully submitted,

Juan Salgado
Chancellor

November 5, 2026 – Office of Student Experience