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COMMUNITY COLLEGE DISTRICT NO. 508

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Re-Engaging Adult Learners Through a Partnership with ReUp Education

Expanding completion and economic mobility opportunities for former
CCC students

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Purpose of Today's Discussion

THE ASK Approve a performance-based partnership with ReUp Education to re-engage former students and support their return to City Colleges.

Today's discussion walks through four steps:



01

Introduce ReUp

Who ReUp Education is and the services proposed for City Colleges.



02

Review Results

ReUp's Illinois outcomes and the projected impact at City Colleges.



03

Structure & Cost

The proposed performance-based financial structure.



04

Complement CCC

How the partnership supplements CCC's existing re-enrollment and student support efforts.

Purpose: *Re-engage former students who stopped out before earning a credential and support their return to City Colleges.*

Strengthening Enrollment for the Future

Today's Reality

- We have experienced enrollment growth over the last several years.
- Ongoing recruitment, retention, and student success efforts continue to produce positive results.

Looking Ahead

- National and Illinois demographic projections indicate a decline in the number of traditional college-age students over the coming decade, increasing competition for enrollment among colleges and universities.
- Competition for students is expected to increase as institutions respond to these demographic shifts.
- Adult learner re-engagement helps diversify CCC's enrollment strategy and strengthens long-term enrollment sustainability.

Opportunity

- Former students have already demonstrated interest in higher education and CCC.
- Re-engaging former students supports enrollment, completion, transfer, and economic mobility objectives.

Former Students Represent a Significant Opportunity

FY25 Re-Enrollment Rates

Last Date of Attendance (LDA)	Eligible Population (est.)	FY25 Re-Enrollment Rate
1-4 Years	62,463	4.31%
5-6 Years	41,547	1.59%
7+ Years	294,878	0.49%

Return rates decline substantially as time away increases.

ReUp Education: Adult Learner Re-Engagement Model

- 1 FIND** Identify eligible stop out students, enrich contact information, and prioritize outreach.
- 2 ENGAGE** Use personalized outreach through phone, email, text, and digital channels to reconnect with students.
- 3 COACH** Provide one-on-one coaching to understand goals, address barriers, and develop a personalized return plan.
- 4 CONNECT** Prepare and connect students to CCC admissions, financial aid, registration, advising, and student support services.
- 5 PERSIST & COMPLETE** Continue coaching and accountability after enrollment to support persistence and credential completion.

ReUp provides outreach, coaching and persistence support. CCC retains responsibility for admissions, financial aid, advising, instruction, and student services.

Former Students Are Returning to a Stronger City Colleges



Student Affairs Transformation

- Established Vice President of Student Affairs leadership structure at the colleges
- Increased alignment between Enrollment Management and Student Experience
- Greater focus on student retention, persistence, completion, and equitable outcomes



Holistic Student Support

- Expanded wellness and student well-being initiatives
- Increased focus on basic needs and barriers to student success
- Greater emphasis on belonging, engagement, and supporting the whole student



Advising, Career & Transfer

- More proactive outreach and intervention strategies designed to keep students on track
- Expanded career-connected services and workforce alignment
- Stronger transfer support and student success pathways

ReUp pairs returning learners with ongoing coaching, regular check-ins, personalized resources, and term-break support from re-enrollment through completion. ReUp reports 70-75% fall-to-spring persistence among supported returning learners.

Illinois Statewide Results

Community Colleges & Universities



22,345

Learners
engaged



6,989

Learners
re-enrolled



4m

Activities with
learners



306

Learners
graduated



\$15m*

Recaptured
tuition

23 institutions statewide | including 16 Illinois community colleges

Oakton • Triton • Moraine Valley • College of DuPage

Most Illinois partnerships have approximately one year of implementation experience, and results are expected to continue evolving as partnerships mature.

Expanding Re-Enrollment Beyond CCC's Current Reach

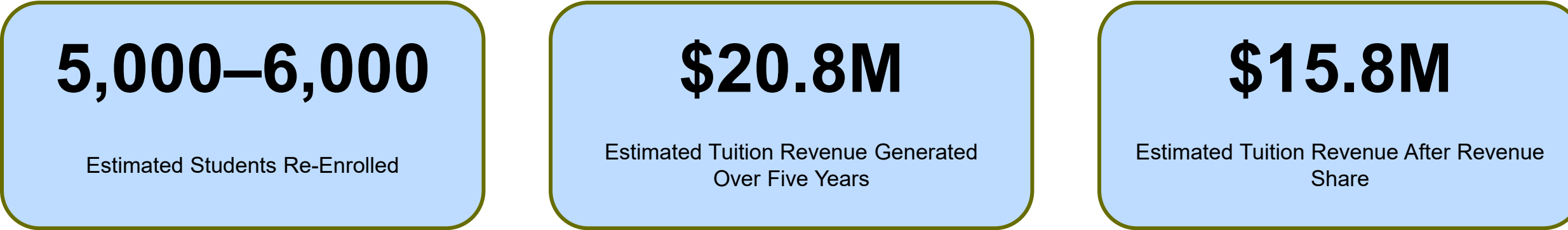
CCC already re-enrolls thousands of former students annually. ReUp is intended to increase conversion among students who are not returning through existing CCC efforts.

CCC FY25 Actual vs. ReUp Year 1 Projection

Last Date of Attendance (LDA)	CCC FY25 Conversion Rate	ReUp Year 1 Conversion Rate	Projected Increase
1-4 Years	4.31%	9.6%	+5.29% percentage points
5-6 Years	1.59%	4.7%	+3.11% percentage points
7+ Years	0.49%	2.9%	+2.41% percentage points

Before launch, CCC and ReUp will validate the eligible population, analyze the students already returning through CCC's existing efforts, and focus expanded outreach on populations not currently re-engaging at meaningful rates.

Generating New Revenue Through Adult Learner Re-Engagement

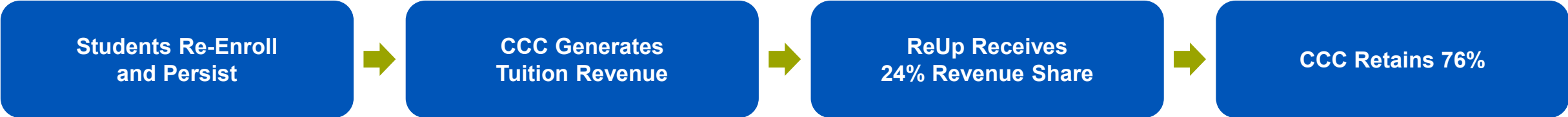


24%

Negotiated Revenue-Share Rate

\$5M

Not-to-Exceed Board Authorization

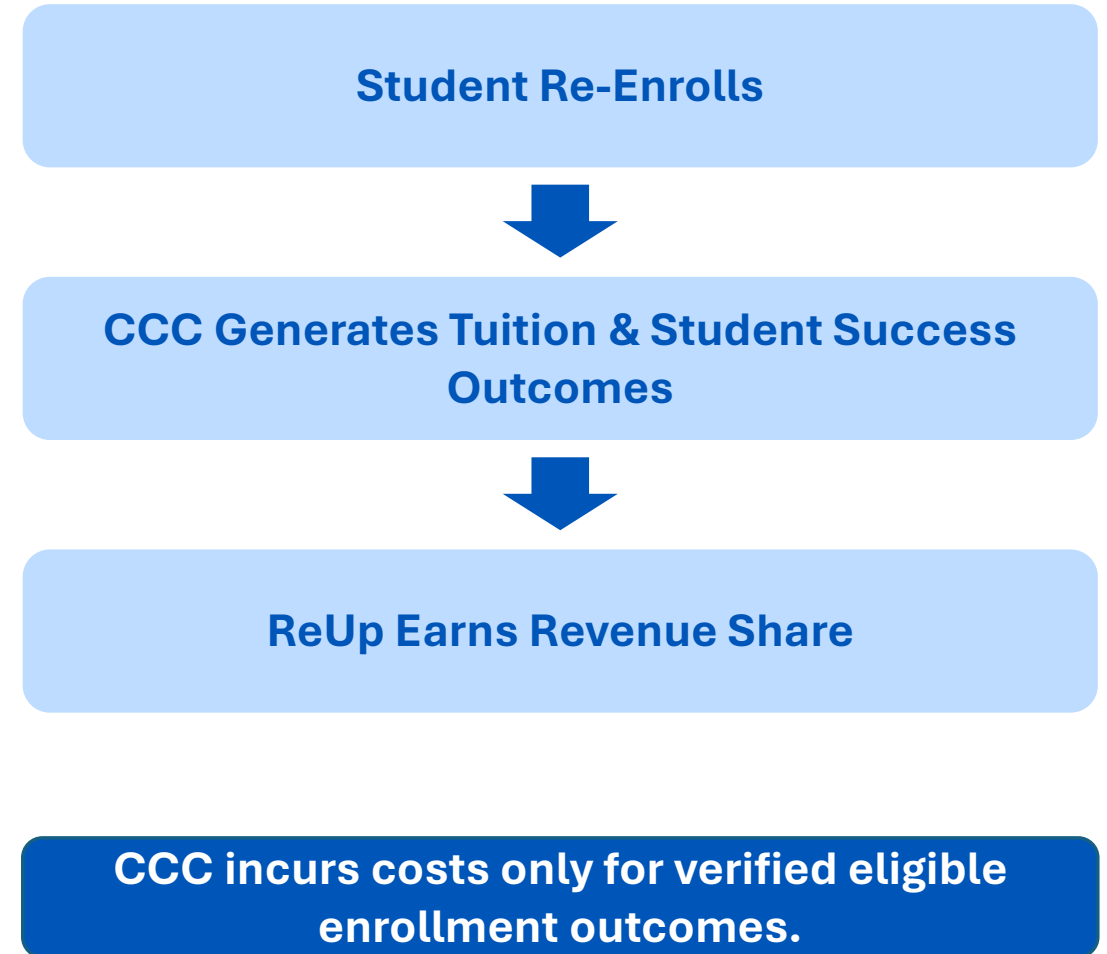


CCC incurs costs only when eligible students re-enroll, persist, and generate tuition revenue under the agreement.

A Pay-for-Performance Structure Aligns Cost with Results

Financial Structure

- No upfront implementation fees or startup costs.
- Payment is based on verified eligible enrollments under the agreement.
- ReUp's success is directly tied to CCC's enrollment outcomes.
- The partnership provides specialized outreach, coaching, and student success insights without requiring CCC to build these capabilities internally.
- ReUp has offered CCC a 24% revenue-share rate and extended ReUp's standard invoicing timeline from 30 to 60 days following census, providing additional time to account for enrollment and financial-aid adjustments.
- Board authorization: not to exceed \$5 million over 3 years



Alignment to Forward Together: 2026–2030 Strategic Plan

FORWARD TOGETHER

2026–2030 Strategic Plan

STUDENT EXPERIENCE

Build an Exceptional Student Experience



STUDENT EXPERIENCE

Targeted Student Services



COMPLETION COMMITMENT

Supports Completion-Focused Practices



CONTINUOUS IMPROVEMENT

Data-Informed Decision Making

HOW THE PARTNERSHIP SUPPORTS FORWARD TOGETHER



Personalized Outreach & Re-Engagement

Re-engages former students through personalized outreach and support.



Dedicated Adult Learner Coaching

Individualized support at critical milestones in the return journey.



Persistence & Completion Support

Supports persistence, credential completion, and transfer outcomes.



Student Insight & Improvement Data

Insights on barriers, motivations, and process improvements.

This partnership advances Forward Together by strengthening the student experience, supporting completion and transfer outcomes, and providing insights that improve student success.

Questions

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