

**A holistic and
student-centered
approach to
re-enrolling and
retaining stopouts**

WACRAO 2023



Introductions



Stacy Riley
Executive Vice President -
Student Affairs

Gateway Technical
College



Bao Lee
Director of Recruitment

Gateway Technical
College



Ben Shoemaker
Director of University
Partnerships

ReUp Education



About Gateway Technical College

- Wisconsin Technical College Systems
- Located in Southeastern WI
 - Serving Kenosha, Racine, & Walworth Counties
- Serve over 19,000+ students annually



40M+

Americans who have Some College
& No Credential (SCNC)

746,703 in Wisconsin alone

89% want to return (Inside Higher Ed)

- 64% work (40% Full-Time)
- 24% have children



**Some
College, No
Credential
Learners by
County**

Gateway District

County	Total #	% Population
Kenosha	24,943	21.6%
Racine	30,282	22.3%
Walworth	16,213	22.6%

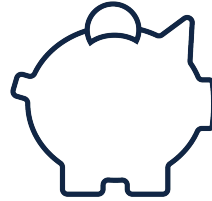
Source: US Census Bureau



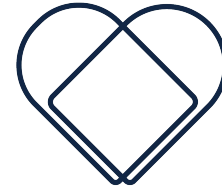
Why Focus on Stopouts?



Support Degree Completion



Impact social and economic mobility through education, specifically by earning a post-secondary degree



Providing support those students and helping them realize that it's not too late to achieve their goal

How Gateway approached this population historically?

- “Do what we could”
- Academic Advisors with non-returning students through phone calls, emails and texts
- Registration campaigns
- College-wide call nights focusing on non-returning students
- Follow-up after initial stop out semester was not consistent
- Needed a holistic, systematic strategic approach

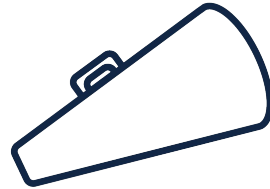


**RE
UP**

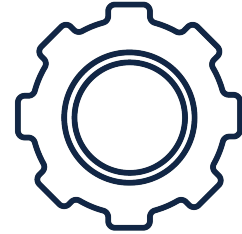
RE UP



**Patented
approach
to data**



**Unique,
student-centered
coaching method**



**Scalable,
right-time
enrollment tools**

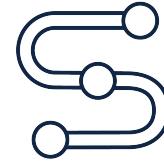
Our Mission is Aligned with Yours



We believe in fresh starts



We re-empower students



**We make a complex
process easy for students**



**Our incentives are aligned
with the student and the
institution**



**We help students achieve
their academic and life
goals**

We are uniquely positioned to serve adult learners.

FIND

Our technology and proprietary outreach strategy connects us to adult learners at scale

2x more effective

CONSULT

ReUp provides partners with insights and recommendations for learner success

Improvement on 8 key areas for each partner

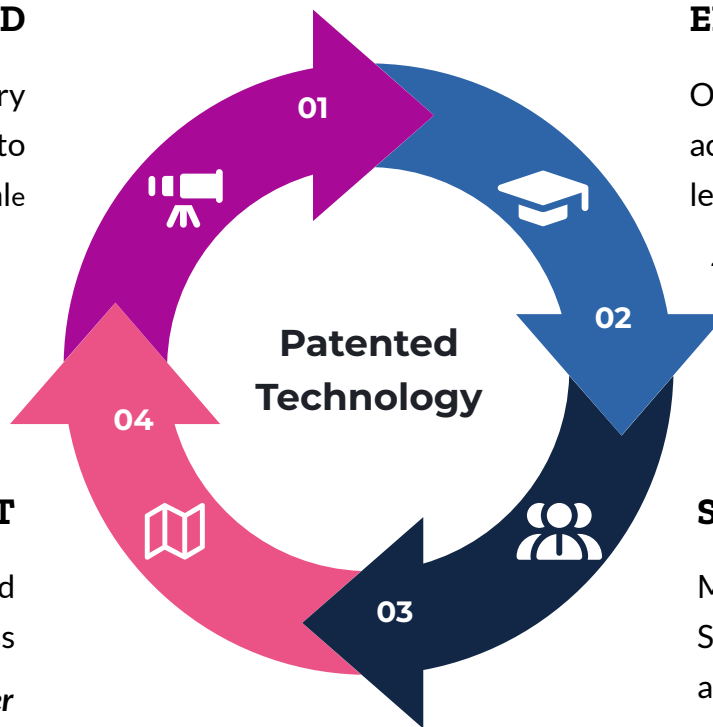
ENROLL

Our holistic approach takes into account all factors impacting a learner's decision to return

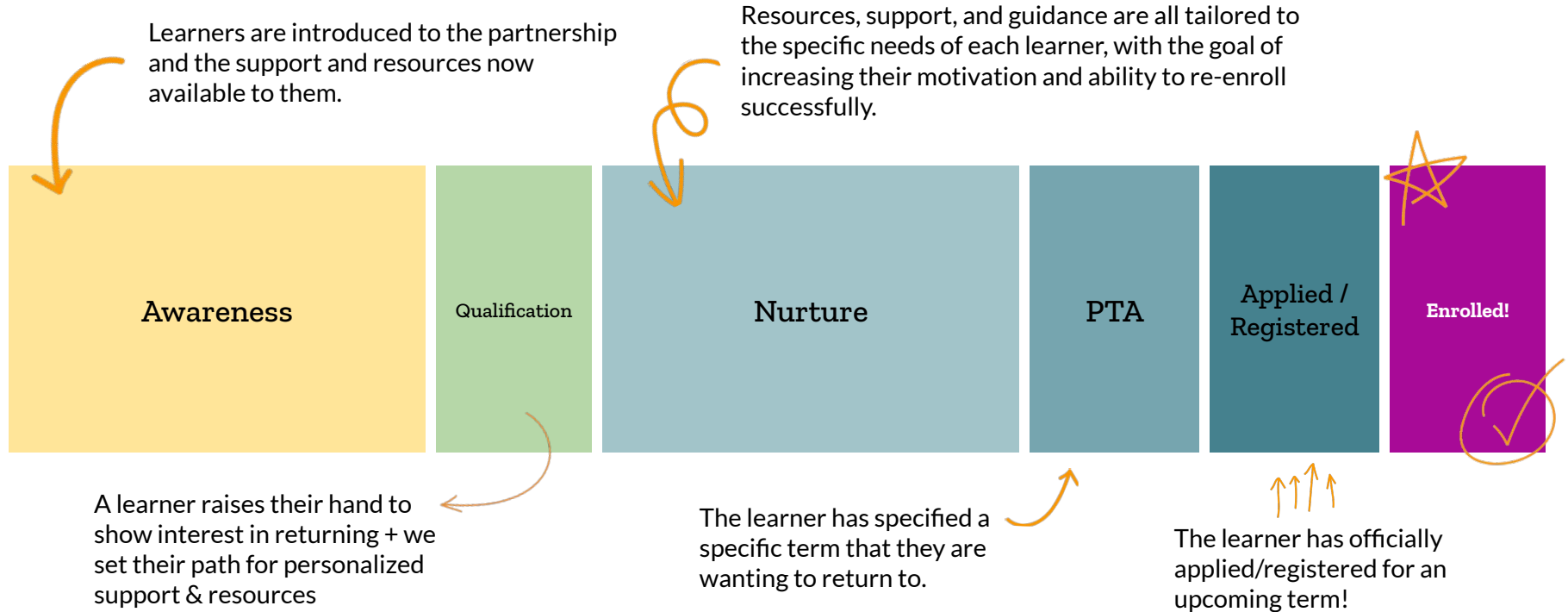
2 in 5 learners who inquire, enroll

SUPPORT

Meaningful connections with Success Coaches offer support and accountability throughout the entire journey

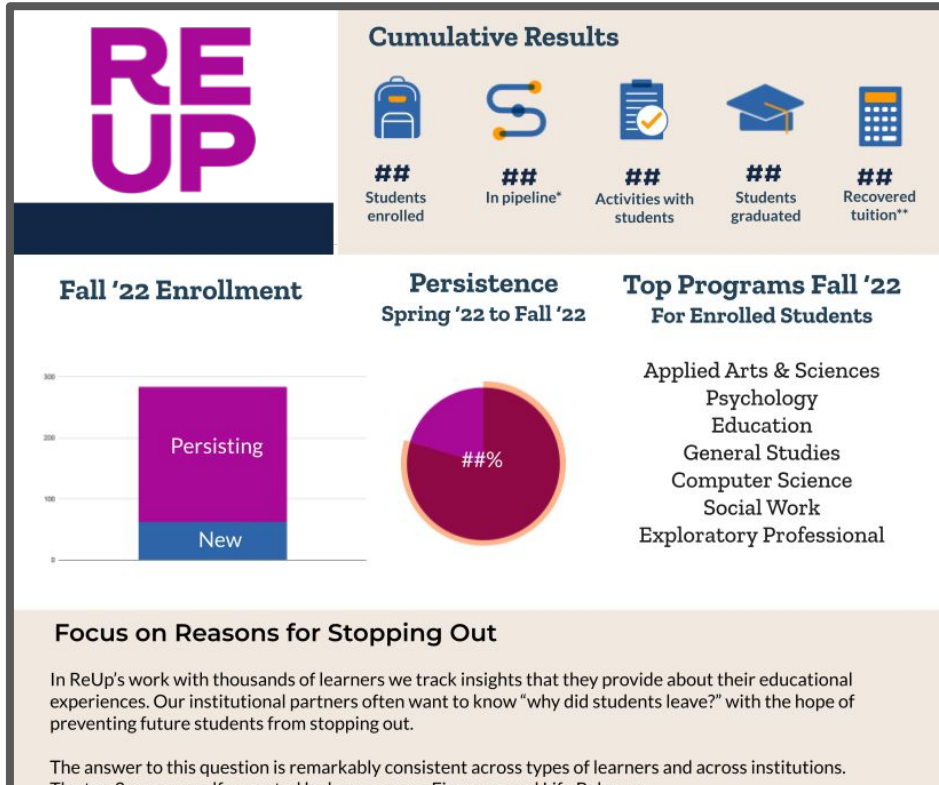


The ReUp Learner Experience



Not only do we support your learners— we support you, too.

Sample partner one-pager





Partnership

Launched the program in January 2023

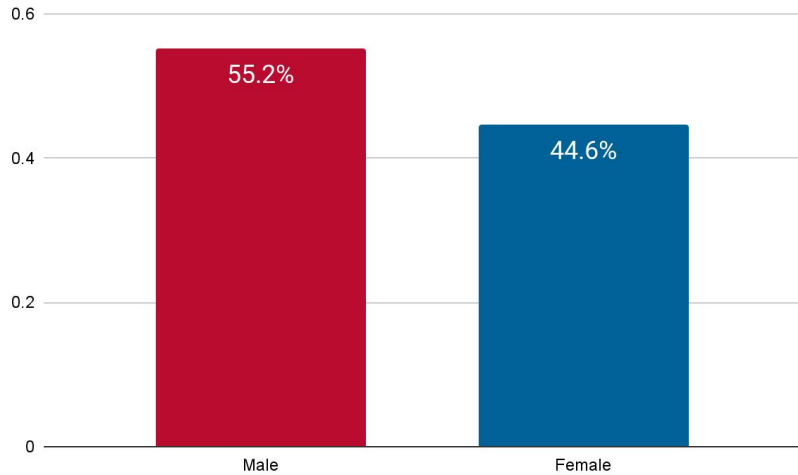
**Pulled 23,128 students from the past 20 years
who stopped out**

- Previously active in a post-secondary program
- Did not earn a credential at Gateway (or another institution)
- Not currently enrolled at Gateway (or another institution)

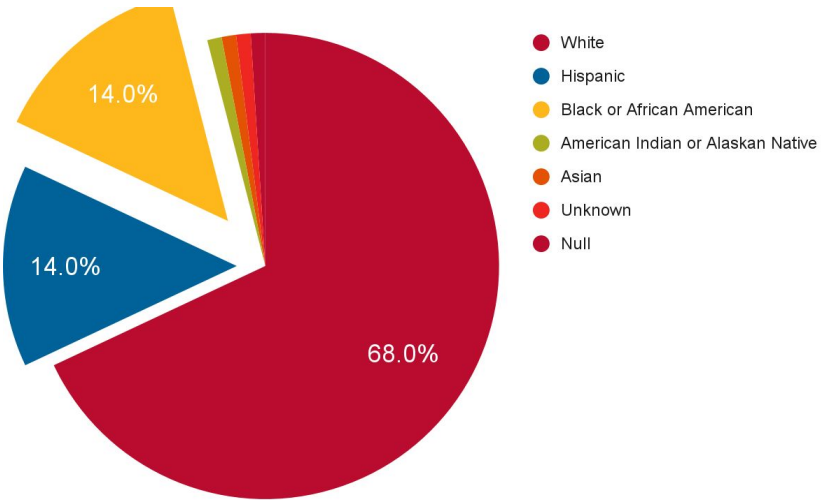


Stopouts by Gender & Race/Ethnicity

Gender



Race/Ethnicity



Stopouts by Credits Earned

77%

Have up to 29 Credit Hours

17%

Have between 40 -59 Credit Hours

4%

Have between 60 and 89 Credit Hours

**What we've
learned thanks
to our
partnership
with ReUp**

Focused Approach (Re-Entry Navigator)

- Serves as the liaison with ReUp Student Success Coaches and is the main point of contact for the returning students
- Ensures smooth readmission process and maintains follow-up contact with returning students
- Helps to address identified barriers related to the reentry
- Coordinates financial support related to readmission



**What we've
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Re-Enrollment Support

- Application fee waiver
- Financial support for admissions fees (i.e. criminal background checks)
- Technology support
- Navigator ensures the students are connected to the appropriate departments to assist with their questions (re-enrolling, course substitution, student balance, etc.)



What we've learned thanks to our partnership with ReUp

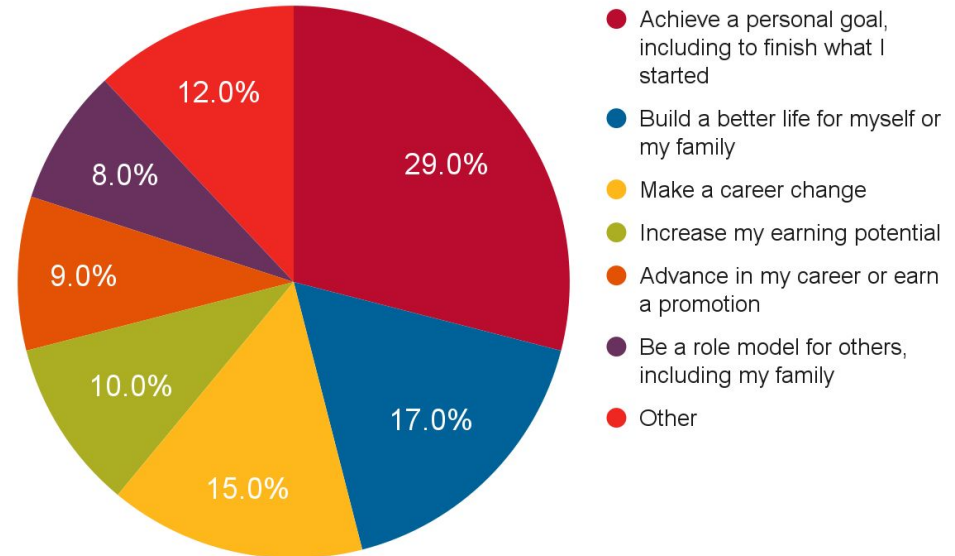
Changes in Policies

- Policy reviews to reduce barriers
 - Debt forgiveness
 - Adult Promise Program
 - Technology Support
- Importance of single/primary point of contact
 - Re-Entry Navigator
 - Insight from ReUp's efforts inform our recruitment and marketing approach



**What we've
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partnership
with ReUp**

Motivators to Return

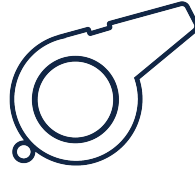


Gateway Technical College Results

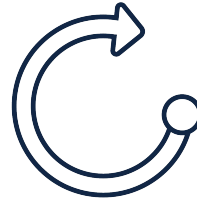
(as of Fall 2023)



Activities with
Students
334K+



Coaching
Sessions
415



Re-enrolled
Students
273



Engaged and in
the Funnel
776

Re-Enrolled by Last Date of Attendance

146

1 to 5 Years LDA

71

6 to 10 Years LDA

56

10 to 20 Years LDA

Measuring success against our goals



Building a **scalable** and **systematic** re-enrollment structure that allows us to provide meaningful support



Re-engage stopouts with a solution focused on not just re-enrollment, but **support** through degree attainment



Drive **social** and **economic** mobility for students, which in turn supports workforce needs

Thanks for attending!

Questions?

For copies of this presentation and more information on the Gateway Technical College and ReUp Education partnership, please visit <https://go.reupeducation.com/gateway>

