AGENDA

» **Welcome and Overview**

» **Understanding the Adult Learner Engagement Index (ALEI) Framework**

» **State Insights from Kentucky and Pennsylvania on Supporting Returning Students**

» **Measuring What Matters: Tracking the Impact of ReUp's State Partnership**

» **New Jersey Highlights, Progress and Resources**

» **Wrap-Up and Closing Remarks**

Understanding the Adult Learner Engagement Index (ALEI) Framework

December 2, 2025 | 10:05 a.m. Eastern

Agenda

Corey Edwards
Managing Director,
Government Partnerships

ALEI Framing with ReUp Education

☆ Introduction

☆ Understanding ALEI framework

☆ Core components of ALEI

☆ How New Jersey is using ALEI

☆ Questions

Adult Learner Engagement Index

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

- **Continuum** for comparison

- **Gap analysis**

- Tangible **pathways**
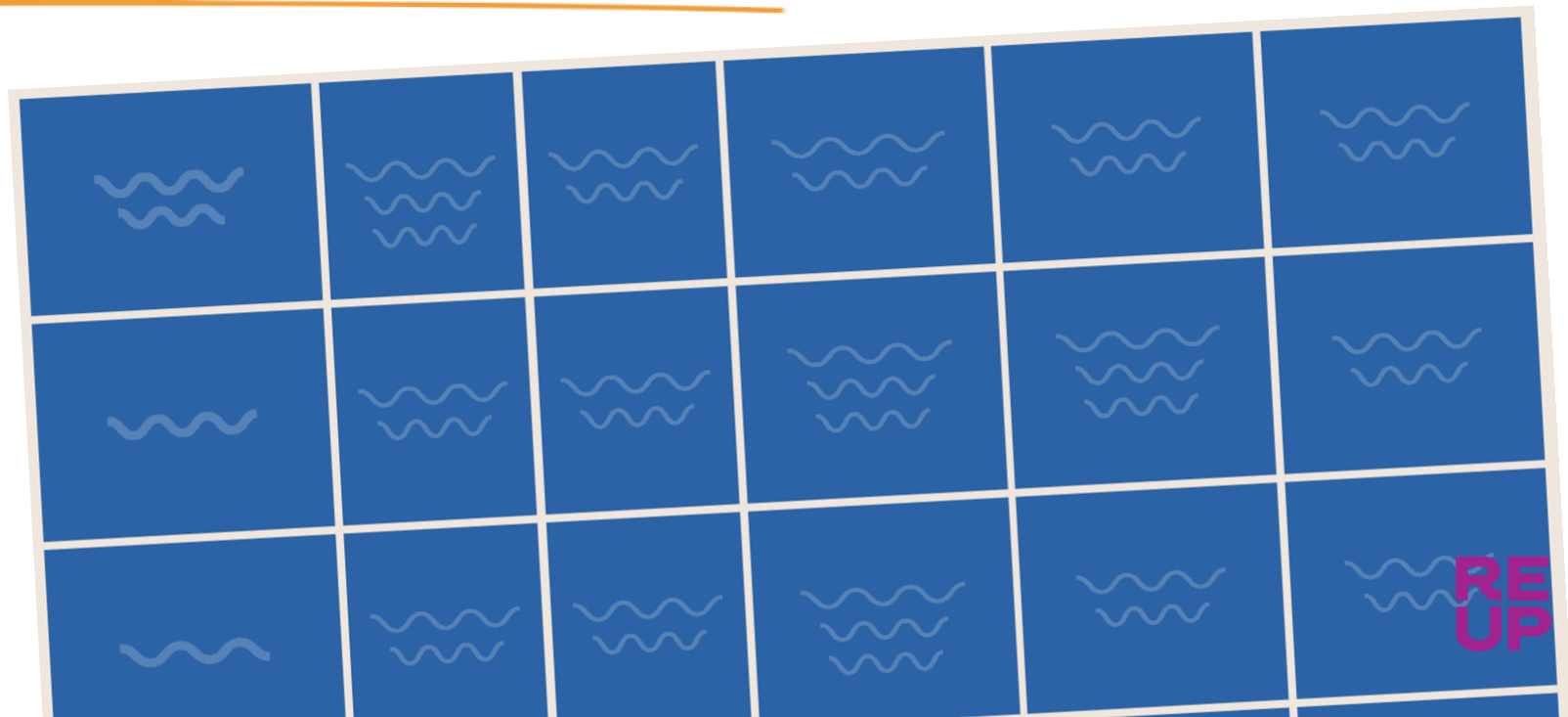
Core components of ALEI

Student incentives and support

- Scholarships

- Institutional debt review

- Student-centric policy review process

Institutional support

- Incentives

- Communities of Practice

Outreach and engagement

- Data

- Analytics

- Marketing

- Coaching

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How New Jersey is using the ALEI

Identify → **Operationalize** → **Support**

Access more information about ReUp's Adult Learner Engagement Index

Tracy Teater, Associate Director of Adult Attainment, Kentucky Student Success Collaborative
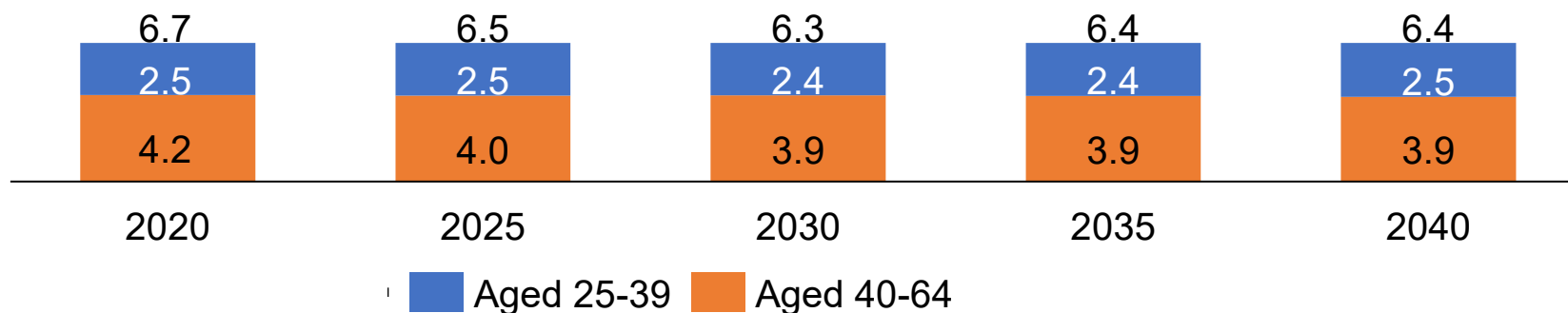

Ali Caccavella, Special Advisor to the Deputy Secretary and Commissioner, Pennsylvania Department of Education, Office of Postsecondary& Higher Education

STATE INSIGHTS FROM KENTUCKY AND PENNSYLVANIA

Demographic Trends: Adults

Declines in Pennsylvanians aged 25-64

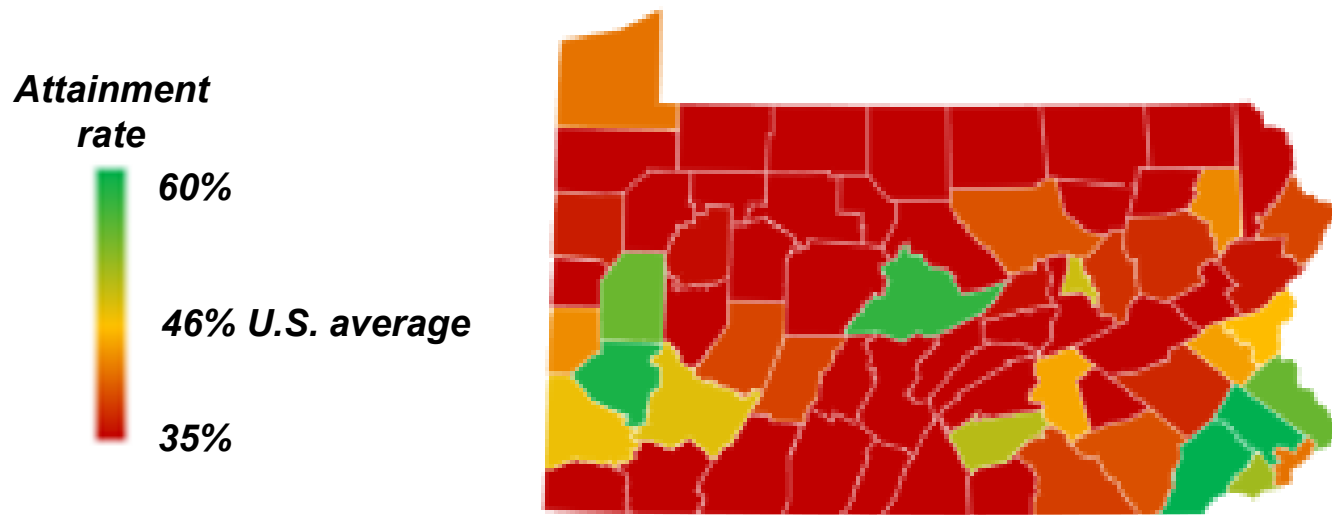|	2020	2025	2030	2035	2040
Aged 25-39	2.5	2.5	2.4	2.4	2.5
Aged 40-64	4.2	4.0	3.9	3.9	3.9
Total	6.7	6.5	6.3	6.4	6.4

- Adult population projected to decline 5.3% from 2020-2040.

- BUT over 1 million Pennsylvanians have some college but no degree.

1 High school graduation year is the end of the academic year.
Source: Pennsylvania Department of Health "Pennsylvania Vital Statistics 1997-2020." Methods based on Western Interstate Commission for Higher Education (WICHE) "Knocking at the College Door: Projections of High School Graduates." Issued December 2012. Updated by the office of Advanced Data Analytics July 1, 2022.; Center for Rural PA – Population Projections

Attainment Varies by Region

Pennsylvania Associate's and Bachelors' degree attainment rate by county

Attainment rate

60%

46% U.S. average

35%

Four-Year Graduation Rate (all 4-year Sectors, 2013 cohort):
51.8%

Two-Year Graduation Rate, Community Colleges (2017 cohort):
11%

Only 11 Pennsylvanian counties have a higher attainment rate than the national average of 46%

2023 Statewide Workforce Credential Gap

Statewide, Pennsylvania postsecondary institutions' annual credential supply fell short of employer's demands, resulting in a workforce credential gap of 61K in 2023

2023 Annual Postsecondary Credential Workforce Gap by Postsecondary Credential Type in Pennsylvania[1]
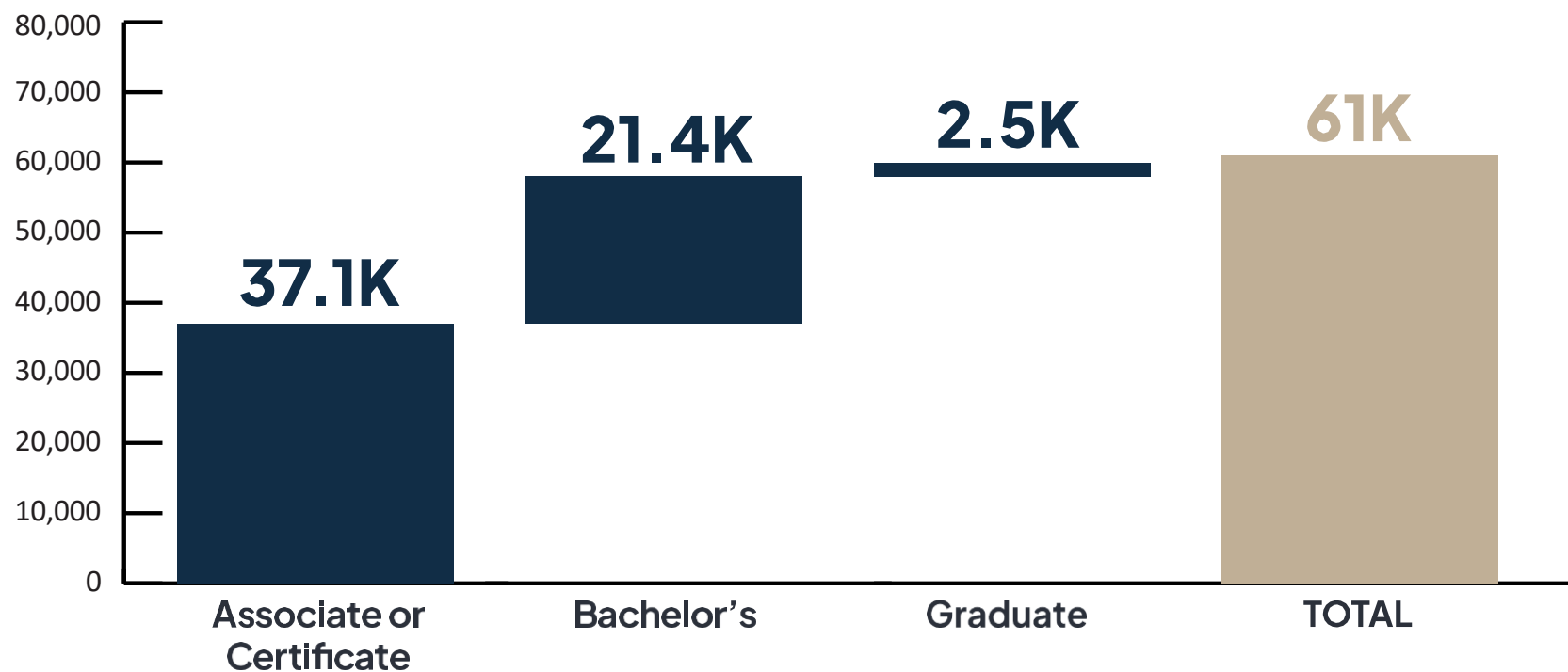
Workforce Credential Gap

- Workforce Credential Gap represents the difference between demand for workers with postsecondary-level skills and the supply of credentials from PA postsecondary institutions adjusted for reenrollment and out-migration assumptions[2].

[1] Gap represents the difference between demand for workers with postsecondary-level skills and credentials and the credential production from PA postsecondary institutions. Job Demand from Center for Workforce Information and Analysis "Short-Term 2022-2024 Forecast, Credential Supply: 2022 IPEDS credential award data for higher ed institutions forecast to 2023 and adjusted for reenrollment and outmigration. Totals may not tie due to rounding.

[2] Re-enrollment assumption: 22.5% of Associates/Certificate earners and 25% of Bachelor's earners enroll in an additional postsecondary degree after award (US Census & NCES). Out-migration assumption: 40% of Associate/Certificates, 50% of Bachelor's, and 65% of Graduate credential earners do not stay in the state after graduation (Lightcast)

Source: U.S. Department of Education: National Center for Education Statistics: CIP to SOC Crosswalk, Pennsylvania Department of Labor & Industry: Center for Workforce Information and Analysis, U.S. Department of Education: Integrated Postsecondary Education Data System (IPEDS), Baker Tilly Analysis

2032 Forecasted Postsecondary Workforce Credential Gap of 218,000

2032 Projected Skilled Worker Gap[1]
#, 000s

Net Job Growth +204K

Net Job Growth by Type:
Associate/Cert.: 45K
Bachelor: 103K
Postgrad: 56K

+

Decrease in Skilled Workforce ↓ -14K

=

Withing eight years, PA will experience a workforce credential gap of **218K** if nothing is done.

Filling the projected worker gap requires increasing attainment by 4.4% over current attainment projections.

1 Skilled Workers have some PS education or a credential
Source: Center for Rural PA, US Census, Bureau of Labor Statistics, Pennsylvania Department of Education, BT Analysis, CWIA

Community of Practice Benefits

- Examined strategy amidst de-centralized landscape

- Gathered information across low-data ecosystem
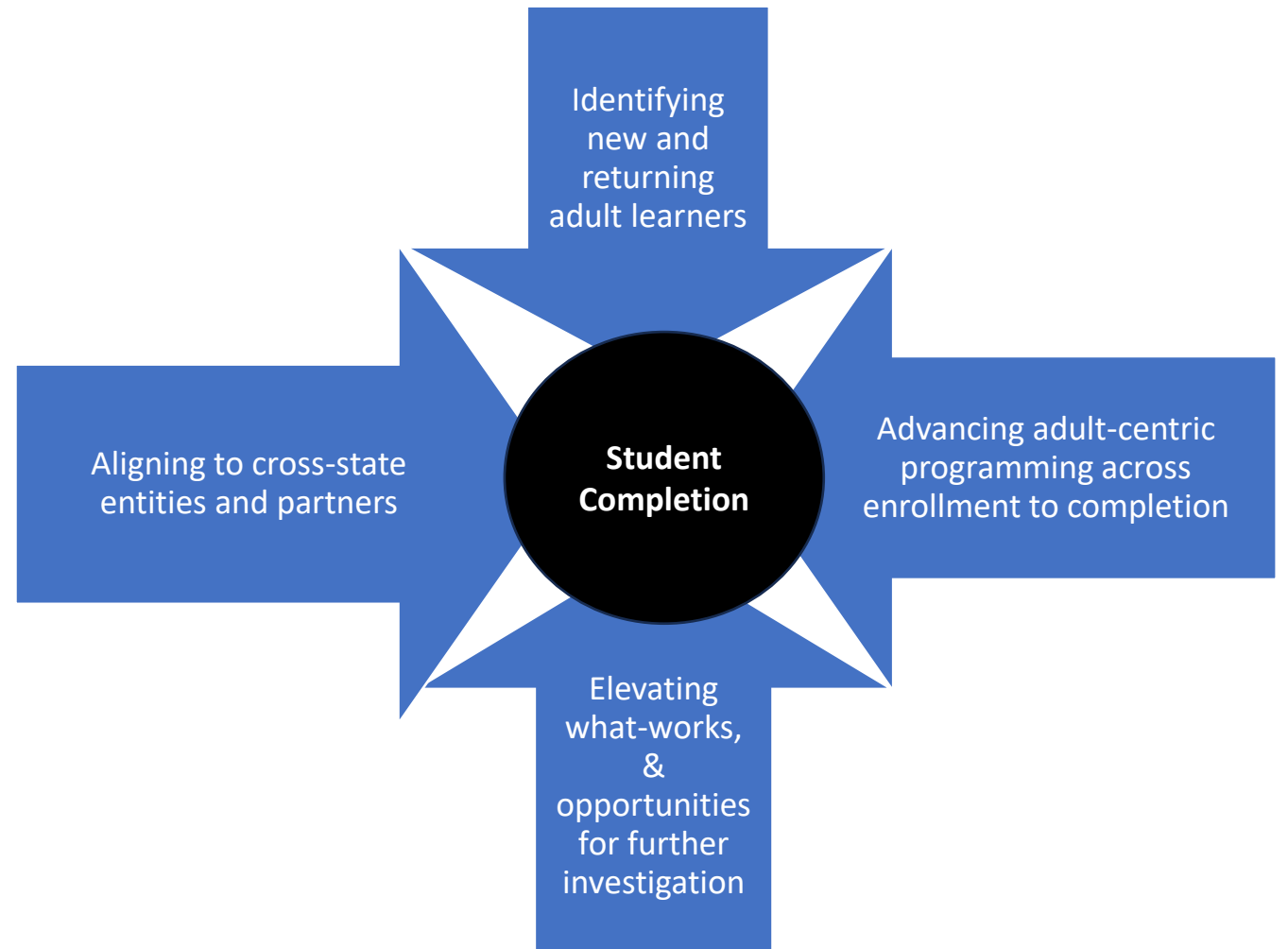
- Organized campus buy-in across sectors

Public 4-years

Community Colleges

Private Non-Profit & For-Profit

Collective Needs, Goals & Strategy for Adult learners with Some College No Credential

Leading the Way:
Campus Champions for Adult Engagement

Amidst unique challenges & opportunities for adult learners in PA

50+ PA institutions investing in this work:

- early exploration to advanced re-enrollment programs.

Identifying new and returning adult learners

Aligning to cross-state entities and partners

Student Completion

Advancing adult-centric programming across enrollment to completion

Elevating what-works, & opportunities for further investigation

PA EmpowerU for Students

Basic Needs Resources for students via keystones and by institutional offerings.

Looking Ahead: Statewide Opportunities

Coordinated Strategy

Streamlined Data

State Investment

Increased Attainment
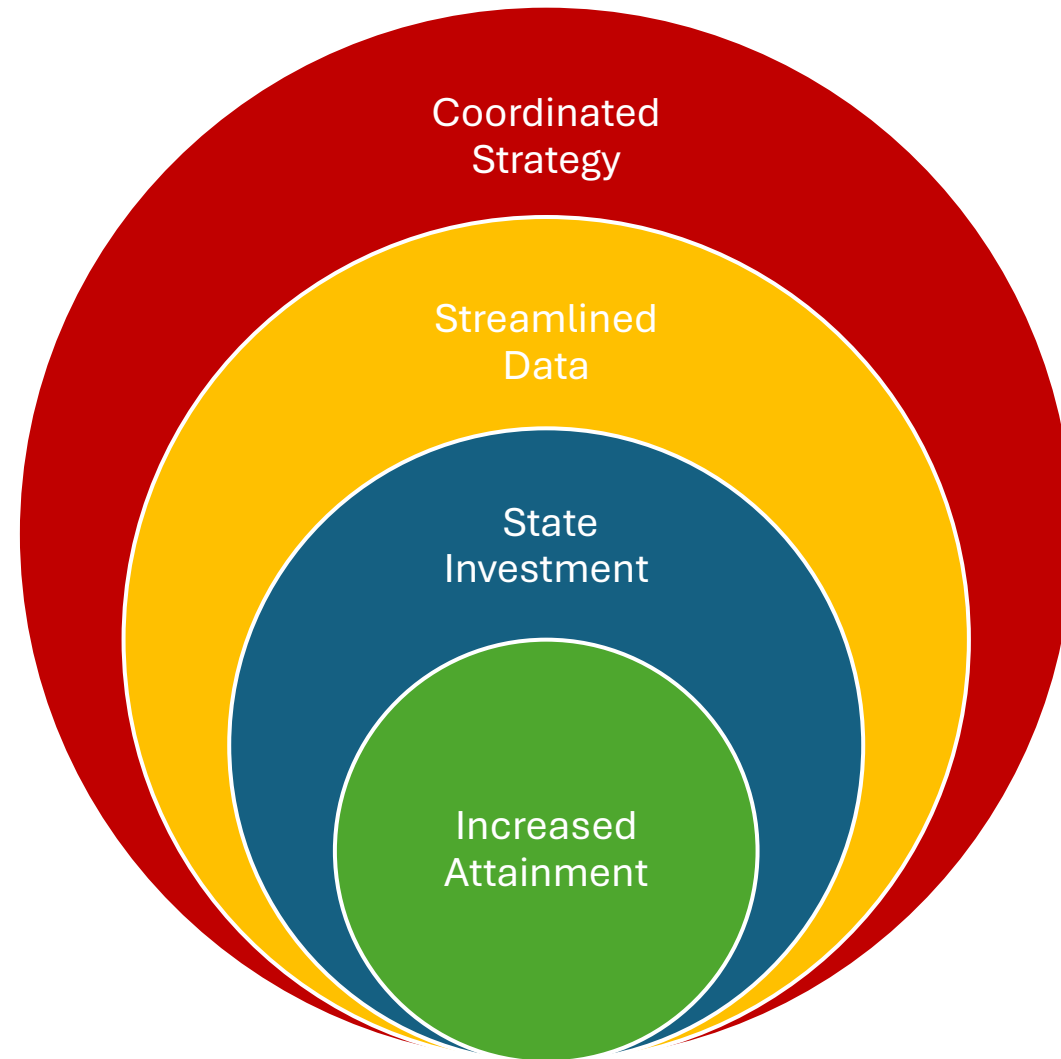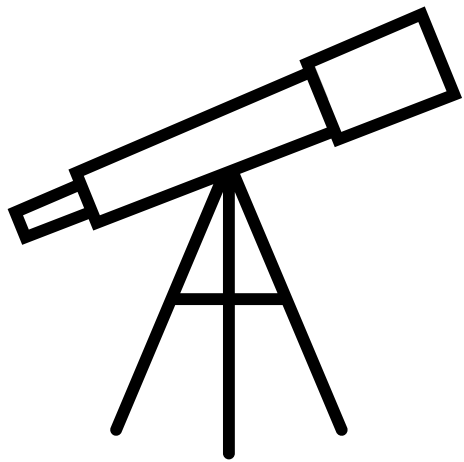
SBHE Mission

Pennsylvania State Board of Higher Education

To provide direction, coordination, and support to ensure that institutions of higher education fully meet the workforce and economic development needs of this Commonwealth and ensure that all residents of this Commonwealth have access to affordable, world-class postsecondary education.

Tracy Teater,
Associate Director of Adult Attainment, Kentucky Student Success Collaborative

Ali Caccavella,
Special Advisor to the Deputy Secretary and Commissioner, Pennsylvania Department of Education, Office of Postsecondary & Higher Education

STATE INSIGHTS FROM KENTUCKY AND PENNSYLVANIA

Agenda

Dr. Christina Savas
Group Director of
Partner Success

Hannah Oganeku
Director of
Partner Success

New Jersey Performance Update

- ✫ **Introduction**
- ✫ **The SCND landscape in New Jersey**
- ✫ **ReUp Education partnership**
- ✫ **Impact report overview**
- ✫ **Institution spotlights**
- ✫ **Questions**

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New Jersey's colleges face challenges in engaging adult learners

840,000
NJ residents have some college but no degree,
(SCND, or "stopouts")

21,000
more **NJ residents stop out every year**

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Challenges include increased competition from online and out-of-state programs

49,000
NJ undergraduates are enrolled in **online programs at out-of-state** institutions

$538 million
in net tuition is lost annually from NJ residents enrolled online out-of-state

Sources: National Student Clearinghouse; NC-SARA, SHEF

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ReUp's partner institutions in New Jersey

1. Sussex County Community College
2. Ramapo College of New Jersey
3. William Paterson University of New Jersey
4. Passaic County Community College
5. County College of Morris
6. Montclair State University
7. Saint Elizabeth University
8. New Jersey Institute of of Technology
9. Essex County College
10. Rutgers University - Newark
11. Hudson County Community College

12. New Jersey City University
13. Kean University
14. UCNJ Union College of Union County, NJ
15. Middlesex College
16. Thomas Edison State University
17. Rowan College at Burlington County
18. Rowan College of South Jersey
19. Camden County College
20. Rowan University
21. Salem Community College
22. Stockton University

ReUp and New Jersey

**ReUp and OSHE's partnership has
boosted re-enrollment, advanced degree attainment,
and enhanced the state's economic vitality.**

- ✓ ReUp's first-ever state partnership, launched in 2023 and continues through August 2026

- ✓ Established a statewide marketplace model of 22 institutions designed to increase degree attainment and advance statewide workforce goals

- ✓ Created a national model for how states can re-enroll learners at scale

Performance metrics in New Jersey

Since all 22 institutions launched, ReUp has conducted outreach, engaged with learners on their pathways back to school, and drove meaningful re-enrollment outcomes.

288,000+
outreached

28,000+
engaged

13,500+
enrolled

Measuring the impact

As a result of this work, we've transformed thousands of learner journeys and generated millions in recaptured tuition revenue.

1,400+
graduated

$74M
estimated
recaptured tuition

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"My family, my dad and mom, didn't graduate from middle school. I'm the first person from my family who graduated from high school and I'm the first person to go to college. I'm trying to get my degree so things can change. I mean, I want to make my mom proud of me."

–Kean University *stopout learner*

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New Jersey's
Some College, No Degree
Initiative Impact Report

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New Jersey 2025 impact report

ReUp is pleased to present our first comprehensive report detailing the remarkable success and continued growth of the SCND initiative.

The report includes:

- Introductory letters from the CEO of ReUp and the New Jersey Secretary of Higher Education

- The current state of re-enrollment and credential attainment in New Jersey

- An overview of New Jersey's strategic partnership with ReUp

- Achievements to date and insights into New Jersey's stopout population

- Learner and institutional spotlights

- Recap of state and national press coverage

New Jersey's
Some College, No Degree Initiative
Impact Report | December 2025

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Learner insights

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"I was coaching youth soccer and trying to go to school at the same time. On top of that, having to go on duty some weekends, I was stretched. Then I saw an email from ReUp and a lightbulb went off! I have someone to turn to."

—Thomas Edison State University *stopout learner*

✳ *Check out ReUp's* case study *with Thomas Edison State University*

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Insights into SCND learners across New Jersey

ReUp analyzes engagement patterns, barriers to re-enrollment, and demographic trends of adult learners, uncovering pathways that bring adult learners back, advancing equity, and strengthening the state economy.

68% want to return within 1 year

64% are in good academic standing

- Of learners who have engaged with ReUp, 45% want to return as soon as possible, and 23% want to return in 6 to 12 months.

- 64% of stopout learners left college with a GPA above 2.0.

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Learner insights: Top graduate pathways

When students graduate from high-demand pathways offered through New Jersey's SCND marketplace, the benefits extend well beyond individual achievement to strengthen the state's overall economy.

Top Graduate Pathways	
2-year	**4-year**
Health Professions and Related Programs	Business, Management, Marketing, and Related Support Services
Business, Management, Marketing, and Related Support Services	Health Professions and Related Programs
Liberal Arts and Sciences, General Studies and Humanities	Engineering/Engineering-Related Technologies/Technicians
Multi/Interdisciplinary Studies	Liberal Arts and Sciences, General Studies and Humanities
Homeland Security, Law Enforcement, Firefighting, and Related Protective Services	Computer and Information Sciences and Support Services

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Institutional insights

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Essex County College

Re-engaging learners through Project Re-Enroll

Inspired by ReUp's work, Essex County College launched Project Re-Enroll, a pilot initiative designed to welcome back students who had previously been academically dismissed.

As a result of the personalized invitations sent over the summer (2025), 103 learners have already re-enrolled, demonstrating the impact of thoughtful, student-centered communication in reopening pathways to education and opportunity.

"Project Re-Enroll reflects what Essex County College stands for — access, opportunity, and second chances. Every student deserves the chance to finish what they started, and I'm proud that our team's efforts have helped so many learners return and thrive"

- Dr. Augustine Boakye, President

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Ramapo College of New Jersey

Strengthening adult learner success through proactive retention initiatives

Ramapo College of New Jersey appointed an Advising Team Lead to direct the institution's first Persistence Initiative, a strategic effort designed to strengthen returning student retention and success.

As a direct outcome of these efforts, Ramapo College recorded a 60% percent increase in retaining returning learners from Summer 2025 to Fall 2025, underscoring the effectiveness of data-driven student success strategies and the institution's commitment to supporting diverse learner populations.

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"I've never not wanted to finish. I'm sure that's how most people are. I struggled with school most of my life just between personal family stuff and access to school itself...I'm finally at a good place where I can finish my degree..."

–Middlesex College *stopout learner*

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*Access the
New Jersey SCND
impact report*

Questions?

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Resources Overview

Report Title: *Addressing Re-Engagement and Re-Enrollment Barriers for New Jersey Students with SCND*

- Findings from institutional data on administrative holds, past due balances, etc.

- Insights from SCND grantee reports on grant usage and impact

- Perspectives from stakeholders on challenges in serving students with SCND

- Considerations/recommendations for institutions and the state

Brief Title: *Supporting Adult Learner Re-enrollment Statewide*

- Overview of the key statistics from institutional data

- Overview of the SCND grant impact

- Key considerations for re-engaging students with SCND

Key Takeaways from New Jersey's Statewide SCND Initiative

Re-Enrollment & Retention Barriers

Past due balances

Lack of personalized/flexible engagement and enrollment supports

Administrative holds

Barriers identified through data and stakeholder input

SCND Grant Usage

Direct student assistance (vouchers, basic needs, balance relief)

Personalized support

Student outreach and communication initiatives

Prominent grant-funded strategies that addressed institutional and student barriers

Key Takeaways - Institutional and State Considerations

Flexibility: balance resolution, emergency aid, program structures

Capacity: responsive systems, dedicated offices or points of contact

Sustainability: leadership buy-in, culture/policy shifts, future funding streams

Considerations for strengthening and scaling re-engagement efforts

Using the Report and Brief to Inform Future Work

- Use findings to assess and identify gaps in current practices

- Utilize data on holds and balances, and promising practices to build leadership support for adult learner re-engagement

- Modify promising policies and processes for administrative hold and balance resolution, and enrollment supports to fit institutional contexts

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Thank you!

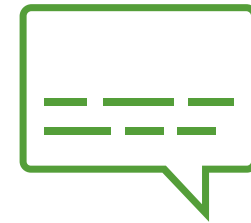# STATE UPDATES

State Related Programs and Resources

FY26 ReUp Partnership Continues Through August 14, 2026

Share Updates, Feedback, and Ideas

Thank you!
Feedback or Questions- Reach out to:
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December 2, 2025