

RE
UP

Hi, Oregon



Agenda:

1. **The Some College No Credential (SCNC) Problem**
2. **Enrollment and Workforce Solutions**
3. **How other states are solving this**

100

million

adults with
no post-secondary degree

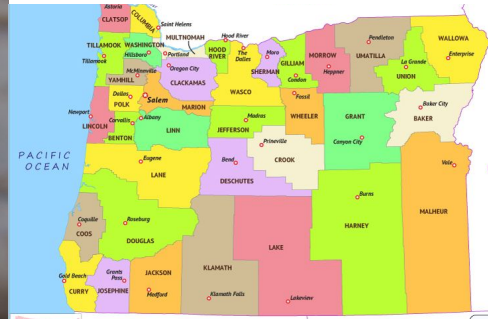
41

million

adults with
some college, no credential

National vs. Oregon

- 810K+ SCNC today
- Each year:
 - 9,200+ new stop-outs
 - \$9,499 average appropriation per FTE
 - ~ \$90 Million in FTE appropriations on students who stop out annually.



Challenges & Opportunities



7+%

Decline in public IHE enrollment from 2012-2013 to 2022-2023



2nd

Oregon has the second highest ratio of SCNC to currently enrolled undergraduate students and the third lowest re-enrollment rate of SCNC residents



66

Number of available workers for every 100 jobs in Oregon



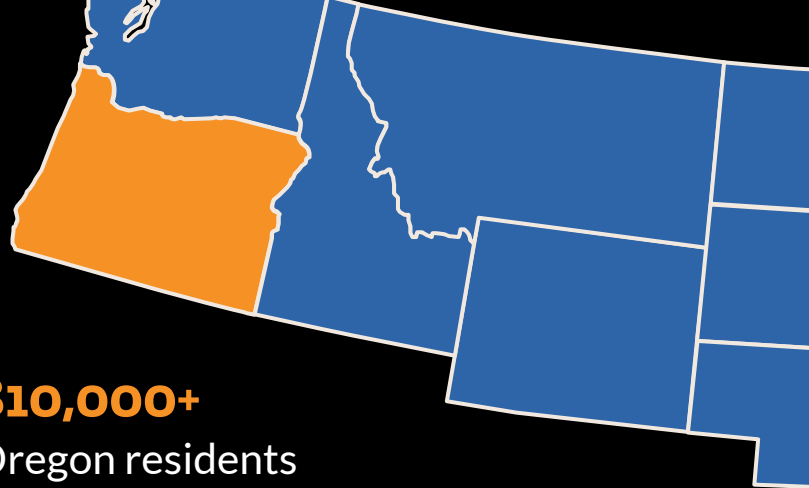
56%

Oregon's college going rate for the class of 2021 – nearly a 10% drop over the last ten years

Enrolling adult learners at scale is the fastest way to solve ongoing WF & skills gaps.

The Enrollment Cliff and the Skills Gap are generational problems. These can not be solved by relying on graduating high school seniors to fill the gaps.

18,000+ OR residents are enrolled in online, degree programs at out-of-state institutions, – resulting in **~\$180 M** in tuition dollars leaving the state.



810,000+

Oregon residents have some college but no credential

The State of Oregon has seen an increase of **51%** in students attending online, out-of-state institutions since 2016.

Finding, enrolling, and supporting these learners is increasingly difficult.



Find



Enroll



Support

Oregon's SCNC population is disproportionately high – similar to states with much larger populations (MD, GA, & NJ)

Founded in 2015, ReUp is the only full service government solution helping states **find, enroll, and support SCNC adult learners to increase economic advancement and build the workforce pipeline.**



Enrollment Cliff



Workforce Gap



**Credential Attainment
(Big Goal: 60x30)**

**We solve for the gaps facing
institutions, states, and their constituents**

**RE
UP**

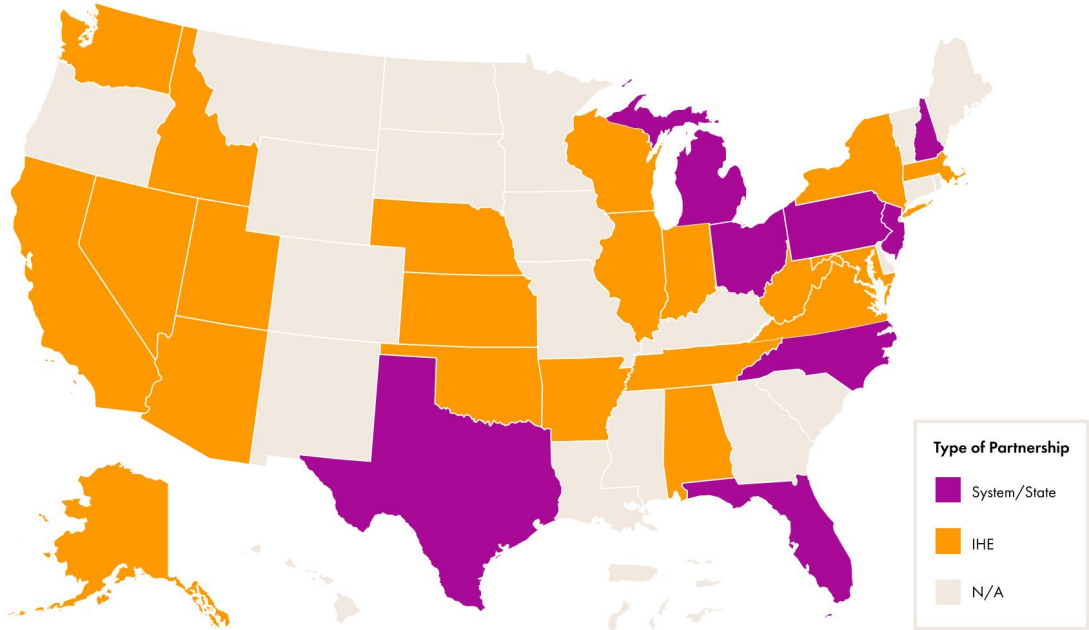
ReUp's Footprint with Systems, States, and IHE's

10's of Thousands

Enrollments

100's of \$Millions

Recaptured Tuition Revenue



New Jersey

\$18.5M

Institutional Revenue

5,300+

re-enrollments in
first year

\$43.3M

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

30 Days

Timeframe to
onboard 17
public
institutions

“

This innovative initiative reflects the realities on the ground and our commitment to serving the diverse needs of today's learners and tomorrow's workforce. By supporting our students in completing their postsecondary education, we are not only investing in their future but also building a stronger and more resilient economy as a whole.

- Governor Phil Murphy, New Jersey

Help Meet *Future Ready* Oregon Goals

Create a pipeline of Oregon residents for the next employers you want to attract

Wins for all stakeholders:

- Merchandise credentials & apprenticeships that align with workforce needs
- Keep Oregon learners and their tuition revenue in Oregon institutions
- Easier for institutions to enroll adults learners
- Increase utilization of adult student centric programs and incentives

Statewide Strategies are Required to Compete



Beneficiaries are: Residents, Colleges, and Workforce

Student Incentives & Support

- Scholarships
- Debt relief
- Favorable policies

Institutional Support

- Grants to institutions
- Communities of Practice

Outreach, Engagement & Learner Services

- Data analytics & technology
- Marketing & coaching



Other state models



Decentralized via CBO
and/or new Not for Profit
state org: FL, LA, MI, etc.



System or Sector driven: TX,
NC, PA, AL etc



State Government driven:
NJ, MI, FL

Comparing State Programs

	Grants/Debt Relief Directly to learners		Institutions paid by state		Funding an agency		Student Coaching		Near Completion/Recent Stop-Outs		All Adults		SCNC Only		Led by state higher ed		Led by state workforce		Led by institution(s)	
	FUNDING MODELS				SUPPORT		POPULATIONS SERVED				STAKEHOLDER LEADERSHIP									
Alabama ReEngage Alabama	✓												✓							
Colorado Finish What you Started	✓				✓		✓						✓							
Louisiana Compete LA					✓					✓									✓	
Maryland One Step Away	✓						✓						✓							
Mass Reconnect	✓								✓				✓							
Michigan Michigan Connect	✓						✓												✓	
Missouri Fast Track Workforce Incentive Grant	✓												✓							
Montana Become an Alum	✓						✓												✓	
New Jersey Some College No Degree Initiative				✓	✓					✓			✓							
Ohio College Comeback	✓						✓						✓							
Washington Challenge Grants				✓					✓				✓							

Oregon SCNC Picture: 810,344 Citizens

17%

Percentage of Oregon's
2022 high school graduating
class that is now SCNC

3X

There are three times as
many SCNC as
undergraduate students in
the state

1.4%

SCNC re-enrollment rate,
which is 33% below the
national average

Oregon Online Enrollment

26k+

Oregon residents enrolled
in online degrees at OR
public institutions

58%

Percent of those residents
are enrolled at 3
institutions: Portland
Community College,
Portland State University, or
Oregon State University

18K+

Oregon residents enrolled
in online degrees in other
states

Oregon Economic Impact

1:20

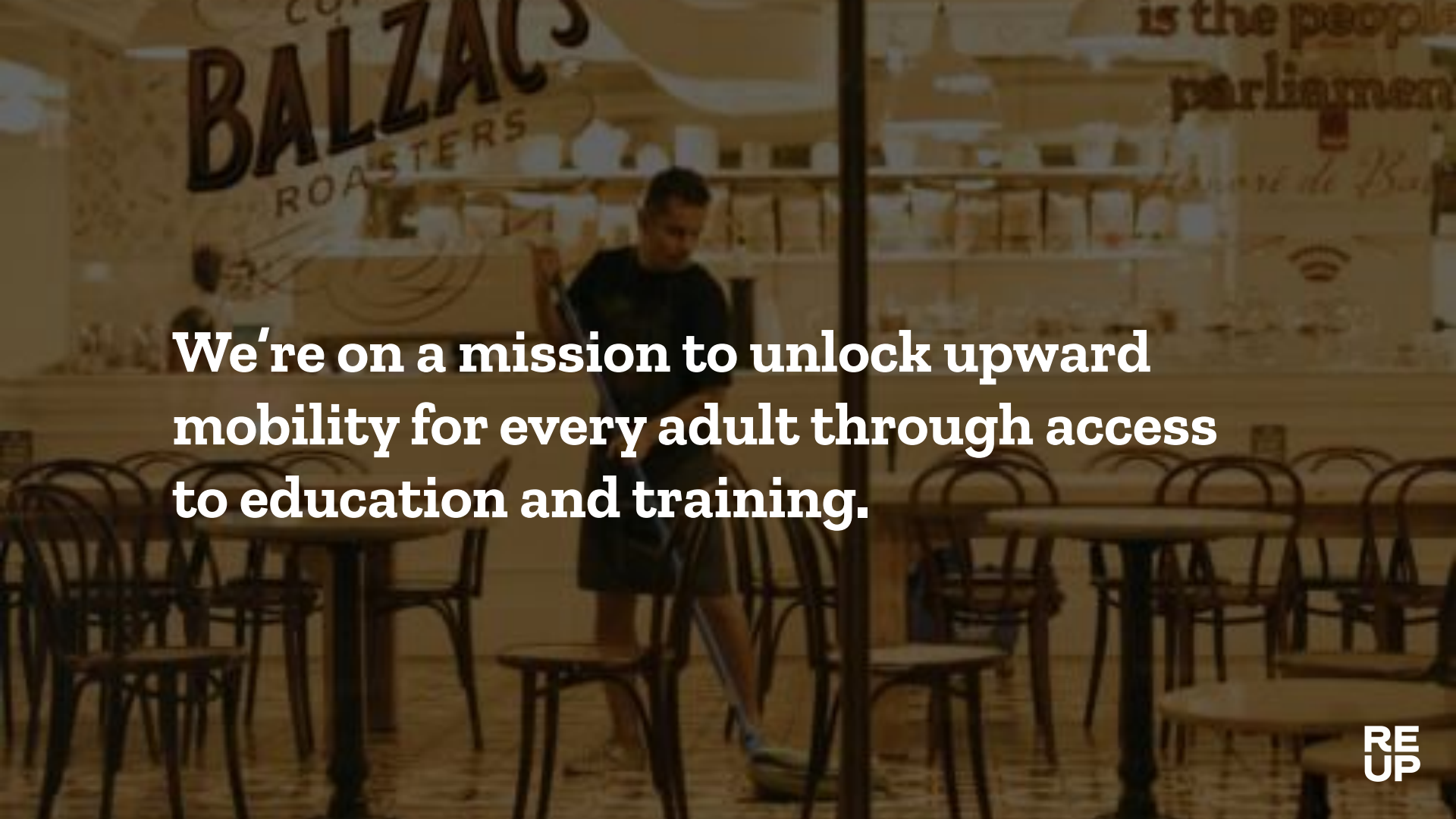
Ratio of High School
Graduates to SCNC
residents

110%

Median salary differential
between completing a high
school diploma and
bachelor's degree after five
years

34%

Percentage of jobs that
require education or
training beyond high school



We're on a mission to unlock upward mobility for every adult through access to education and training.