

Sauk Valley Community College
August 18, 2025

Agenda Item 3.1.2

Topic: **ReUp Overview**

College Health Metric: **Marketing – The College uses multiple contemporary marketing strategies to increase enrollment and retention of students and to promote the SVCC brand.**

Presented By: **Dr. David Hellmich, Aaron Schupbach-Roe**

Presentation:

Sauk Valley Community College plans to enter into a partnership with ReUp, a national leader in leveraging predictive analytics and success coaching to identify and re-engage “stop-out” students – those who have earned college credits but have not completed their degree or certificate.

Through this partnership, ReUp will do the following:

- Use data-driven outreach strategies to connect with former SVCC students who have not returned;
- Provide personalized coaching to guide them through barriers to reenrollment; and
- Support students from first contact through successful re-entry and persistence.

ReUp partners with 150 institutions nationwide, including 14 community colleges in Illinois. Peer institutions have seen significant results: for example, Triton College has re-enrolled 450 students and recovered \$1.2 million in tuition revenue since Spring 2023.

This initiative supports SVCC’s strategic priorities of increasing access, improving completion rates, and supporting student success while also contributing to tuition revenue recovery.

Anticipated Outcomes:

- Increased reenrollment of former students;
- Higher overall persistence and completion rates; and
- Strengthened community engagement and reputation for supporting all learners.

Partnership Model:

- Five-year Term: There is no investment or any upfront cost for SVCC. Any student contacted and recruited by ReUp will be identified and a part of a tuition share of 24% of the net tuition revenue from each returning student for each subsequent semester.