

Executive Summary:

New Jersey's Some College,

No Degree Initiative

Impact Report

Presented by: **ReUp Education** in partnership with
New Jersey's Office of the Secretary of Higher Education (OSHE) | December 2025

Approximately 840,000 New Jersey adults have stopped out after earning some college credit and before completing a degree. Re-engaging just 5–10% of individuals has the potential to transform thousands of lives and help New Jersey achieve its ambitious goal of 65% postsecondary credential attainment among working-age residents.

Building on this opportunity, OSHE established a nationally recognized model for statewide re-enrollment. With support from the Governor and State Legislature, OSHE created the Some College, No Degree (SCND) marketplace, which has delivered exceptional results in student re-engagement and completion. With 22 institutions actively participating, the statewide marketplace offers broad geographic coverage and positions New Jersey as a leader in coordinated re-enrollment efforts.

To date, the initiative has engaged 280,000 adult learners leading to more than 28,000 actively exploring a return to education and over 13,500 re-enrollments. In addition, over 1,400 adult learners have earned a degree. These learners now have life-changing credentials that will empower them to earn \$3,700 more per year for an associate degree and roughly \$25,000 more for a bachelor's degree, per national data.²

Institutions also feel this economic impact firsthand. New Jersey institutions partnering with ReUp have already realized an estimated \$74 million in recaptured tuition revenue, a figure projected to rise to an estimated \$183 million as each re-enrolled learner completes their degree.

This work has been nationally recognized, with the State Higher Education Executive Officers Association giving OSHE the "Exceptional Agency Award of 2025," spotlighting New Jersey's leadership and excellence in statewide re-enrollment efforts.

New Jersey's re-enrollment marketplace is now a proven, scalable model that other states can emulate. Continued investment in adult learner re-engagement will strengthen New Jersey's position as a national model for higher education completion, lifelong learning, and workforce readiness.

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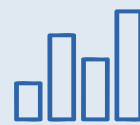
13,500+
re-enrollments



1,400+
graduations



Estimated
\$74M
recaptured tuition¹



Estimated
\$128M
additional expected contributions
to the state economy through taxes
and consumer spending in graduates'
first year after graduation²

¹ **Recaptured tuition calculation:** The number of enrolled students at each institution through ReUp was multiplied by the average number of credits for their school type and then multiplied by that institution's cost per credit. The average number of credits to complete by school type is: 30 credits on average for AA degrees and an average of 60 credits for BA degrees.

² **Calculated based on the U.S. Bureau of Labor Statistics.** Nationally, AA holders can expect to make \$3,700 more annually and BA holders \$25,000 annually than individuals with SCND. "Education pays, 2022," Career Outlook, U.S. Bureau of Labor Statistics, May 2023.

ReUp partner institutions



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 Technology
9. Essex County College
10. Rutgers University - Newark
11. Hudson County Community College
12. New Jersey City University
13. Kean University
14. 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

Learner insights:

68%

of learners expressed interest in returning within one year

51%

of learners cited cost, including financing, as the biggest barrier to return to school

37%

of re-enrolled learners are Hispanic / Latino

25%

of re-enrolled learners are Black / African Americans

Both of these populations, with the support of ReUp, are re-enrolling at rates that exceed the share of the stopout population (26% and 19% respectively).



"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

About ReUp Education

ReUp Education is the industry leader in finding, enrolling, and supporting adult learners at scale. By combining personalized coaching with data analytics, ReUp partners with institutions, systems, and states to bring learners back to higher education and help them successfully complete their degrees. Since 2023 ReUp has re-enrolled more than 40,000 adult learners, and more than 1.8 million college stopouts now have access to ReUp's platform and coaching. ReUp supports 140 colleges and universities across 33 states and has helped its partner institutions realize more than \$275 million in additional revenue.

Institutional Success

Many New Jersey institutions that partner with ReUp have made notable strides in reducing barriers for adult learners returning to campus.

Here are a few highlights. More can be found in the [full Impact Report](#).



Essex County College

Re-engaging learners through Project Re-Enroll

Inspired by ReUp's work, Essex County College launched Project Re-Enroll to welcome back academically dismissed students. The college used ReUp's expertise to tailor its letter and email outreach, and ReUp provided strategic guidance and material review. Following the personalized summer 2025 campaign, 103 learners re-enrolled—demonstrating the power of targeted, student-centered communication to reopen pathways to education.



Ramapo College of New Jersey

Strengthening adult learner success through proactive retention initiatives

Ramapo College of New Jersey appointed an Advising Team Lead to launch its first Persistence Initiative, focused on strengthening retention among returning adult learners. The lead coordinated tailored, proactive communications to support re-enrolling students. As a result, Ramapo achieved a 60% increase in returning-learner retention from Summer to Fall 2025—demonstrating the impact of data-driven, student-centered strategies.

