

# Executive Summary:

## Michigan Re-Enrollment

## Marketplace Impact Report

Presented by: **ReUp Education** | **March 2026**

More than 1.2 million Michigan adults have some college but no degree, 38,000 more stop out each year, and tens of thousands enroll in out-of-state online programs—redirecting hundreds of millions of dollars in tuition and public investment beyond Michigan’s borders. These trends represent substantial lost value for the state’s higher education system and talent pipeline.

Michigan’s statewide re-enrollment marketplace, powered by ReUp Education, directly addresses these challenges by bringing public community colleges and universities into a unified network designed to re-engage stopped-out learners at scale. ReUp expanded work in Michigan from partnerships with individual institutions to a systemwide partnership with the Michigan Association of State Universities (MASU), and now to the new Re-enroll with Reconnect program funded by the Michigan Department of Lifelong Education, Advancement, and Potential (MiLEAP). By closing geographic and institutional gaps, the marketplace expands access to postsecondary credentials and the economic mobility they provide for Michiganders statewide.

As of 2026, 18 Michigan institutions participate in the marketplace, giving more than 200,000 residents access to ReUp’s outreach, re-enrollment platform, and coaching services. More than 25,000 learners are actively exploring a return to higher education, with over 13,900 re-enrollments and over 1,700 graduates to date. Participating institutions have realized a combined estimated \$57 million in recaptured tuition revenue—an impact projected to grow as learners complete their credentials.

The marketplace operates through complementary partnerships with community colleges, public universities, and individual institutions, enabling coordinated outreach, personalized coaching, and data-informed engagement across learner populations and age groups. These efforts demonstrate that when re-enrollment is supported and scaled, education becomes a powerful engine for workforce development and economic advancement.

Through this growing statewide model, ReUp is strengthening Michigan’s education-to-workforce ecosystem, advancing the state’s Sixty by 30 attainment goal, and positioning Michigan as a national leader in sustainable, large-scale re-enrollment. The next step is to scale these strategies statewide by strengthening the existing framework into a sustainable model for driving re-enrollment and economic opportunity.



**18**

active institution partners



**25,000+**  
engaged learners



**13,900+**  
enrolled



**1,700+**  
graduates



Estimated

**\$57m**

recaptured tuition for Michigan<sup>1</sup>

<sup>1</sup> 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.

## ReUp's partner institutions in Michigan

1. Lake Superior State University
2. Alpena Community College
3. Mid Michigan College
4. Ferris State University
5. Delta College
6. Saginaw Valley State University
7. Mott Community College
8. Lansing Community College
9. Grand Rapids Community College
10. Grand Valley State University
11. Kalamazoo Valley Community College
12. Western Michigan University
13. Kellogg Community College
14. Jackson College
15. Eastern Michigan University
16. University of Michigan Dearborn
17. Oakland Community College
18. Oakland University
19. St. Clair County Community College
20. Henry Ford College



## Learner insights

51%

of Michigan learners are motivated by career advancement and creating a better life

52%

of Michigan stopout learner are women

72%

of re-enrolled learners that stopped out from a Michigan university are between the ages of 25-49

48%

of Michigan stopout learner are men



"I have dreams and goals and aspirations I never thought I had the worth to achieve. I would like to prove to myself and my family that absolutely anything is possible if you can make the time to put the work in for it. Thank you for the chance to resurface the person I have the potential to become."

- MICHIGAN STOPOUT LEARNER

## About ReUp Education

ReUp Education is the industry leader in finding, supporting, and enrolling 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 its founding 11 years ago, ReUp has re-enrolled more than 70,000 adult learners, and more than 2 million college stopouts now have access to ReUp's platform and coaching. ReUp supports more than 160 colleges and universities across 33 states and has helped its partner institutions realize more than \$350 million in additional revenue.

## Institutional success

**GRCC** | Grand Rapids Community College

**GRCC**

*Grand Rapids Community College: Sharing best practices through auto graduation policy*

In February 2025, Grand Rapids Community College (GRCC) implemented an automatic graduation policy for learners who have completed more than 61 units, ensuring eligible students receive the credentials they have earned and reducing barriers to completion.

Through its partnership with GRCC, ReUp identified stopped-out learners who may already meet graduation requirements and elevated these insights in monthly strategy discussions with institutional leaders. GRCC's auto-graduation model is now being shared across Michigan's statewide marketplace, with several partner institutions adopting and adapting the approach to strengthen completion pathways statewide.

 **SAGINAW VALLEY STATE UNIVERSITY**

**Saginaw Valley**

*Saginaw Valley State University: Expanding opportunity through grade forgiveness*

Saginaw Valley State University (SVSU) sought a meaningful way to reconnect with learners who had previously struggled academically and stopped out. With more than 6,000 former students holding GPAs of 2.0 or below, SVSU recognized that many wanted to return but faced significant barriers.

In partnership with ReUp, the university explored re-engagement best practices and identified policy changes to create a clearer path back. This work led to the launch of SVSU's new Grade Forgiveness Policy, giving eligible learners a renewed academic start. SVSU also strengthened tutoring and academic support services to help returning students persist.

Results to date show that more than 230 learners have qualified for forgiveness, 64 have re-enrolled, and two have already graduated. This demonstrates how policy innovation and student-centered support can reopen pathways to completion.

