

An Invitation to the REACH Initiative

A National Initiative for System-Wide Adult Learner Re-Enrollment

“We built this because we wished it existed when we were doing this work.”

— DR. SHUN ROBERTSON (UNC SYSTEM) & DR. SHONDA GIBSON (TEXAS A&M UNIVERSITY SYSTEM)
CO-LEADS OF THE REACH INITIATIVE

The REACH Initiative is a first-of-its-kind, year-long program led by a small cohort of innovative higher education systems from across the country that are committed to re-engaging adult learners who left college with credit but no degree. Built and led by system leaders who have scaled re-enrollment, this working cohort is designed for peers ready to do the same. Dr. Robertson and Dr. Gibson will lead every session, sharing what actually happened in their own systems, the wins and the missteps, so your team is learning from live practice, not a case study.

Offered in partnership with the National Association of Higher Education Systems (NASH), the REACH Initiative's playbooks will be shared across NASH's national membership.

Co-Led By Peers Who Have Scaled This Work

The REACH Initiative is co-led by two system leaders who have scaled adult learner re-enrollment initiatives within their own systems, guided by a special advisor with deep credibility in postsecondary access and state policy.

- **University of North Carolina System:** Dr. Shun Robertson, Senior Vice President, brings direct experience leading system-wide re-enrollment strategy and multi-campus implementation.
- **Texas A&M University System:** Dr. Shonda Gibson, Sr. Associate Vice Chancellor for Academic Affairs and Chief Transformation Officer, brings proven success scaling a re-enrollment culture across a complex system.
- **Special Advisor Dr. Brian Bridges** brings distinguished expertise in postsecondary equity and student success, including his tenure as New Jersey's Secretary of Higher Education and his leadership at UNCF's Frederick D. Patterson Research Institute. Dr. Bridges advises on the REACH Initiative's curriculum and content.

What Participation Means For Your System

- **Peer-tested strategy, not theory.** Direct access to how UNC System and Texas A&M System built the internal case, secured funding, and aligned stakeholders for re-enrollment at scale.
- **Executable playbook and immediate value.** Build your custom funding plan, stakeholder strategy, and execution roadmap section by section, enabling your team to deploy each piece immediately rather than 12 months later.
- **A trusted peer network.** Ongoing relationships with peers navigating the same institutional and political realities.
- **National visibility and NASH impact.** The REACH Initiative's playbook is shared across NASH's national membership at no cost. Your system's contributions are fully credited, positioning your leaders as recognized national experts in adult learner re-enrollment.
- **No cost to participate.** ReUp Education underwrites the REACH Initiative's design and facilitation. The only ask is your team's time and candor.

Who Should Represent Your System

The REACH Initiative works best when your system is represented by the leader(s) positioned to act on what the cohort builds:

- A senior enrollment management, academic affairs or student success officer with system-wide authority over enrollment and completion strategy (e.g., Provost, Vice Chancellor, or Senior Vice President level).

Program Format and Time Commitment

The REACH Initiative runs from December 2026 through December 2027, combining two brief virtual sessions and two in-person convenings designed to fit seamlessly into executive schedules. Starting with Session 1 baseline assessment, each session delivers a finished section of your system's custom playbook so you gain immediate value. Independent work between sessions is self-paced, backed by optional 1:1 strategy calls and draft reviews from co-leads and the special advisor.

SESSION	FOCUS	WHAT YOU LEAVE WITH	WHEN	FORMAT & TIME
1	Why Adult Learner Re-Enrollment?	Grounding in the national landscape and the start of your system's self-assessment.	December 2–4, 2026 Held alongside the NASH Superconvening, Washington, D.C.	In-Person Half-day
2	Funding Pathways & Models	A draft funding section for your playbook, informed by how co-lead systems secured their own.	Thursday, March 25, 2027 4:00–5:30pm ET	Virtual 90 minutes
3	Stakeholder Alignment	A draft stakeholder map and engagement strategy for your system.	Thursday, May 25, 2027 4:00–5:30pm ET	Virtual 90 minutes
4	Playbook Finalization	A completed, executable roadmap and a trusted peer network.	June 22 – 24, 2027 ReUp Education HQ, Austin, TX	In-person Full day
*	Playbooks & Resources to NASH	NASH Online Repository	December 2027	Asynchronously

What We Ask

- Attend and actively engage in all four sessions and bring candor about your system's context, constraints, and progress. The REACH Initiative works because participants show up honestly.
- Contribute your own system's learning back to the NASH knowledge base for the benefit of future cohorts.
- The REACH Initiative fosters a confidential space for safe sharing. Insights shared by co-leads and peers stay within the learning community unless explicitly cleared for wider sharing.

Next Steps

We welcome a brief conversation to answer questions and explore whether this cycle is the right fit for your system. Reach out to Dr. Kimberly Walker at kimberly.walker@reupeducation.com.