



# MOON SHOT FOR EQUALITY

## Second Chance for Adult Learners

Students discontinuing their college education before earning a degree is a pervasive challenge in higher education. 36.7% of Gateway program students did not complete their degree between 2018-2020 (combined), so the college secured a grant from the Wisconsin Technical College System (WTCS) to launch a re-enrollment initiative in partnership with ReUp Education targeting Gateway's 23,000 stop-out students.

By leveraging ReUp's expertise in student re-enrollment and employing predictive analytics, Gateway is learning to better understand patterns, risks and opportunities among students that do not persist to complete their degree. This data-driven approach informs our re-enrollment student outreach and support strategies.

### Goal Statement

Gateway will tailor marketing communications and messaging to stop-out students, secure funding to alleviate financial barriers and support admission fees, and continue our ReUp partnership to ensure ongoing outreach and support of stop-out re-enrollment efforts.

### Work To Date

Since working with ReUp Education in spring of 2023, Gateway has more than 1,034 stop-out students actively in our outreach pipeline, re-enrolling 411 students and ultimately generating \$1.9 million in recovered tuition. Adding one part-time Re-Entry Navigator position at Gateway, we've created a point of contact for all ReUp referrals who assists students with the re-enrollment process.

### Short-Term Goals

Our committee is actively pursuing two primary objectives—to secure external funding through the Gateway Foundation that will support fee waivers for students with a financial need and to collaborate with Marketing to create targeted communication strategies that highlight available support services and financial aid for diverse student populations.

### Committee Members

Bao Lee (Committee Lead) - Director, Recruitment  
Olivia Mayen - Director, Academic Advising  
Kristin Gunia - Director, Marketing and Communications  
Kevin Gerou - Academic Advisor  
Sabrina Morgan - Coordinator, Gateway Promise  
Mercedes Duran - Re-Entry Navigator/New Student Specialist

**Questions?** Please email Bao Lee at [leeb@gtc.edu](mailto:leeb@gtc.edu).

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of students did not  
complete their degree  
(2018-20)

**411**  
Program students  
re-enrolled to date

**\$1.9M**  
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re-enrolled students

