



University of Idaho

Vice Provost for Strategic Enrollment Management

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To Whom It May Concern,

I am honored to provide a reference regarding our partnership with ReUp Education. We have been working with ReUp since 2019 and they have assisted us in our strategies to bring previously stopped out students back to the U of I.

By engaging with ReUp we have realized a significant return of students who previously left the university without completing their degree. The partnership has resulted not only in re-engagement of students but also has generated lost tuition revenue. Most importantly, we have graduated hundreds of Vandals who otherwise would not have a bachelor's degree.

I have been very pleased with the high-touch, targeted outreach that ReUp utilizes and their use of data and predictive analytics has great efficacy. Additionally, the partnership has informed us of opportunities where we can improve in our student retention efforts. The quarterly reviews, feedback sessions and the annual campus visits are helpful to our entire campus leadership regarding our students and their experiences. We sincerely appreciate the best practices and recommendations they offer through our regular interactions.

I would be happy to visit with you about ReUp Education and our partnership. I can be reached at dkahler@uidaho.edu.

Sincerely,

Dean R. Kahler, Ph.D.

Vice Provost of Strategic Enrollment Management