

TEXAS  STATE
UNIVERSITY®

November 19, 2024

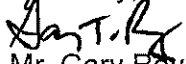
To Whom It May Concern:

Please accept this letter as a formal reference for ReUp Education. Since June 2020, ReUp Education has partnered with Texas State University in our re-enrollment strategy to bring back stopped out students. The "Bring Bobcats Back" program has been recognized and submitted to the Texas Higher Education Coordinating Board as one of the top five Texas State student success initiatives. ReUp has provided the following services over the course of our partnership:

- Delivered innovative and results-driven re-enrollment solutions. ReUp has provided an innovative and student-focused model tailored to Texas State University's strategic enrollment plan.
- Uses data analytics to create an affinity for Texas State University amongst our former students. ReUp tailors personalized through persona-based marketing and deploys compelling messaging to enhance the student experience.
- Uses "spheres of health" to inform one-on-one success coaching sessions from consideration of returning through to graduation
- Clear updates on initiative progress and suggested timely solutions to any questions or challenges that emerge in the form of Partnership reviews.
- Recommendations and best practices for Texas State University's re-enrollment and retention strategies
- Actionable insights gleaned from student feedback, surveys, coaching sessions, and SMS exchanges.

Please contact me with any questions using the contact information below.

Sincerely,



Mr. Gary Ray

Associate Vice President for Enrollment Management
Texas State University
601 University Drive
San Marcos, Texas 78666
gtr21@txstate.edu
(512) 245-1977

Associate Vice President For Enrollment Management
601 University Drive | San Marcos, Texas 78666-4684 | phone 512-245-1977 | fax 512-245-7720 | www.txst.edu

Texas State University was founded in 1899.

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM