

# Impact Report

2025



Risepoint

# Contents

<b>Letter from the CEO</b>	02
<b>Who we are</b>	03
Our values	04
<b>What we do</b>	06
Technology and expertise support better outcomes at La Trobe University	07
<b>Who we serve</b>	08
Our university partners	09
CASE STUDY: Helping to reinvigorate St. Thomas University	12
Meeting the needs of modern learners	14
<b>Our student-centered approach</b>	17
<b>Student outcomes</b>	19
<b>Impact to the university and the community</b>	21
CASE STUDY: Keeping a community commitment at Southern Utah University	23
<b>Our team</b>	25
In service to our communities	26
Risepoint moments	27
<b>In closing</b>	30
<b>References</b>	30

## A lot continues to be asked of higher education.

Universities are navigating real financial and operational pressures. Students expect more connected and flexible experiences. And the pace of technological change continues to accelerate. Against that backdrop, what stood out most to me in 2025 was how consistently our teams showed up to help our partners and their students navigate that reality. **That commitment is at the heart of who we are.**

Over the past year, as we fully came into our own as Risepoint, we continued to evolve how we support universities. What began as bringing together capabilities has grown into a more connected way of working alongside our partners, helping them move forward with the purpose of bringing the future of education to many.

**Last year alone, we supported more than 108,000 of our partners' students** as they pursued educational and professional goals, with **over 40,000 celebrating graduations**. According to the Ipsos student ROI findings, 86% of graduates of Risepoint-supported programs say their program was worth the investment. Behind those numbers are working adults, caregivers, first-generation learners, and career changers balancing full lives with the belief that education can create new possibilities. Keeping that human context front and center continues to guide the choices we make.

For years, we have partnered with regional universities to reduce friction across the student journey, from discovery through completion. As expectations rise and the environment becomes more complex, many institutions struggle to do this work alone.

Our role is to support them across the full student life cycle in ways that are modern, connected, and built to last.

Technology will continue to play a vital role in that progress. By bringing marketing, enrollment, and student support closer together, and by working alongside faculty as they build confidence with AI and introduce new tools thoughtfully and responsibly, we help institutions better support students through every stage of their journey. When used with intention, technology can strengthen human connection and make it easier for us to do our best work.

## At the center of it all are people.

**People drive impact.** University leaders expanding access. Faculty adapting to new ways of teaching. Risepoint teammates supporting students every day. Learners working to change the trajectory of their lives for themselves and their families. When we get this right, the impact extends beyond any single individual or institution, bolstering communities and shaping futures.

The pages that follow reflect the experiences of the people and partners we serve, and the teams who support them. They show how our evolution, partnerships, and capabilities come together to create real outcomes for students, universities, and communities.

We're proud to share this year's *Impact Report* and grateful for the opportunity to do this work together.



Thank you,  
Fernando



# Who we are

**We are Risepoint.** We help universities make education more accessible, personal, and impactful for everyone.

We support universities to meet the needs of modern learners and are committed to expanding access to quality, high-ROI, workforce-relevant online programs.

With our expertise and technology, we help universities innovate to serve more learners, which in turn strengthens local communities and broader regions.

Our 1,400<sup>1</sup> mission-driven teammates are located across the United States, Canada, the United Kingdom, and Australia to support university partners in 35 states and 5 countries.<sup>2</sup>

1,400

employees

35

states

5

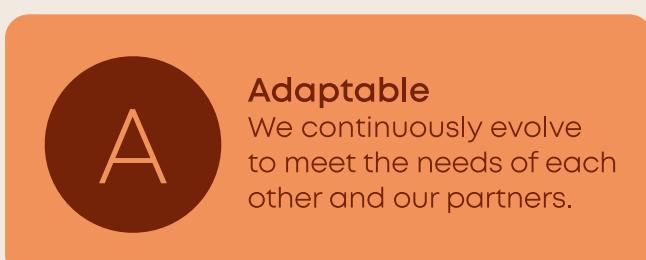
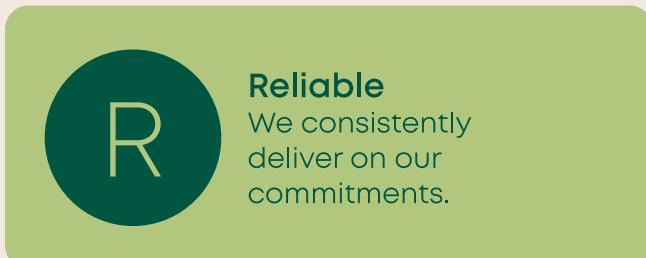
countries



# Our values

Together, over the past year, we defined the values that guide us in how we support our partners, their students, and one another.

Forming the acronym **REACH**, our values—**Reliable**, **Empowered**, **Adaptable**, **Customer-Centric**, and **Heart**—are at the center of how we operate every day.



## REACH values reflected in lasting impact

Throughout the year, we honor employees who represent our REACH values in their work. Nominated by their peers, these employees inspire us all. Here are a few of their achievements.



### Autumn Westbrook provides **reliable** dependability

Autumn Westbrook is a Senior Manager on the Partner Systems team. Her teammates nominated her for the Reliable award, stating, “Autum ensures that our team is thoroughly trained and knowledgeable in all aspects of [Product Data Management]. She takes the time to guide others, answer questions, and provide clarity—making sure no one is left behind. Her work is consistently error-free, completed on time, and delivered with precision.”



### Evelyn Sanchez **empowers** teammates to turn insight into action

Evelyn Sanchez, a Student Contact Specialist, was empowered to advocate for an enhanced support experience for students at partner universities. As a result of her efforts, the Student Engagement team has been able to streamline student interactions—ensuring they are routed more efficiently to the appropriate departments or experts for timely support.



Evelyn’s contributions have not only improved operational efficiencies but have also elevated the overall quality of service we provide to our partners’ students. Her ability to turn insight into action exemplifies what it means to be empowered, and her work continues to inspire those around her.





## Christine Hurd uses **adaptability** to expand reach



Christine Hurd represents St. Thomas University (STU) on our Field Marketing team, which helps partners connect with interested prospective students in the places they are, including at their workplaces and at industry events. Recently, Christine adapted her outreach for STU to extend support to night shift nurses, an often-overlooked audience. After establishing contact at a local hospital, she intentionally requested a follow-up visit focused solely on the night shift. Her willingness to adjust and engage in new ways helped expand STU's reach while showing genuine care for nurses who work during off-hours.



## Brianna Johnson leads with **customer-centricity**



As a Senior Partner Data Steward, Brianna took full ownership of a very complex and high-impact data migration process. This initiative was a foundational effort that directly enables partner success by ensuring their data is accurate, timely, and fully integrated into our systems. Brianna's approach is deeply empathetic to partner needs, with a focus on making the experience seamless and supportive at every step.



## Nicole Decker demonstrates **heart** for lasting impact



While rounding at a health center local to the University of North Carolina Wilmington (UNCW), Nicole Decker, one of our Field Marketing teammates, met a CNA who shared her dream of becoming an RN. UNCW did not offer an RN program, so Nicole, eager to provide genuine help, pointed her toward a local community college. Two years later, Nicole was presenting at that same college when she saw the CNA again, who was now an RN and interested in UNCW's BSN program. That nurse went on to graduate with her BSN and is now pursuing her MSN at UNCW. She credits that first conversation with Nicole as the moment that changed her career. Nicole's presence and encouragement brought Heart into the interaction.



**Matthew exemplifies reliability through his unwavering commitment to delivering results, fostering collaboration, and consistently going above and beyond in his responsibilities.**

**He is someone the team can always count on to follow through, problem-solve effectively, and strengthen cross-functional trust. He led the adoption of a new bug tracking tool that improves efficiency in web site design. He also created new automated processes for ensuring that accurate program information is pulled into partner websites, reducing manual work.**

### Matthew Rayome

Reliable



# What we do

Risepoint is a global education technology company that helps universities innovate.

We partner with institutions to identify the most in-demand, scalable online programs that meet local workforce demand, convert in-person programs to an effective online format, personalize student marketing and enrollment, and support students through graduation.

Our services and technologies complement the core skills of universities, so faculty and administration can serve learners in new and better ways and have more time to spend on what matters most. Through our expertise and technology, we help partners make data-informed decisions that streamline and personalize the student experience throughout their online education journey.

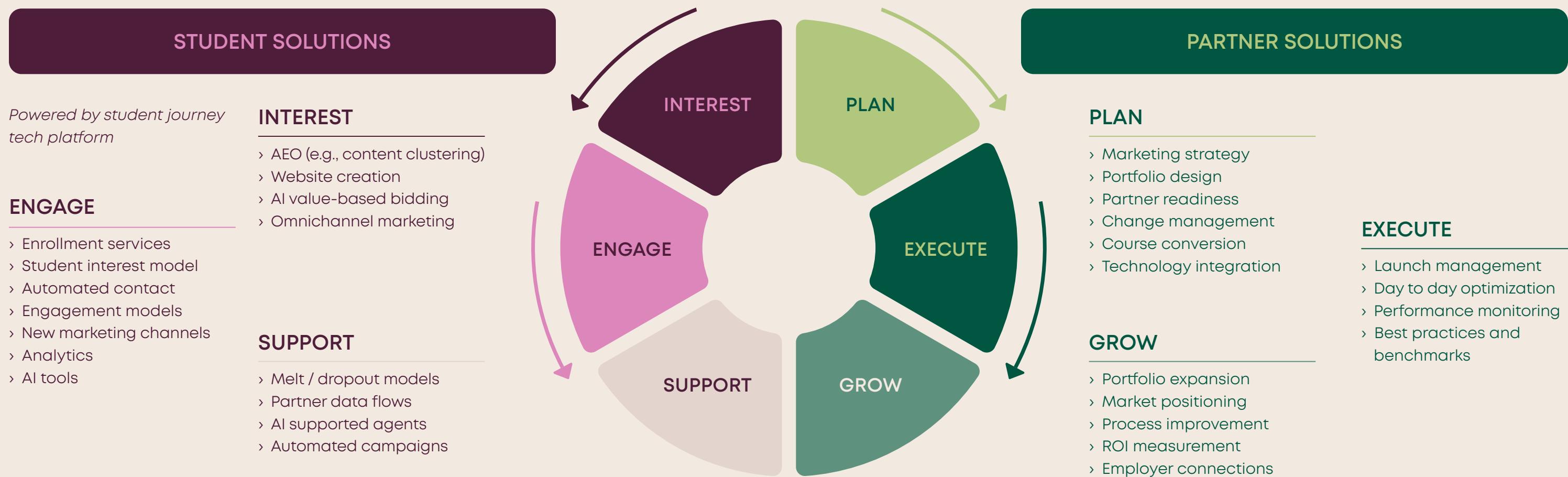
At a moment in which AI is impacting every industry, we are actively engaged in supporting our partners to take advantage of this powerful technology ethically and with student success at the center. From research to training, we are a source of trusted expertise to faculty and administration through this sea change.

Within our own operations, we are integrating AI to help our partners better reach interested students and support them from inquiry to completion. Learners today expect frictionless, self-service experiences wherever they are online, but with the option for live support when they want it. Helping our partners retain student-centricity during a time of immense change is central to our AI philosophy.

Our partners retain complete control over curriculum, instruction, admissions, tuition, financial aid, accreditation, and the conferral of degrees.

**From research to training, we are a source of trusted expertise to faculty and administration through this sea change.**

As the higher education landscape continues to transform, our strategy adapts to meet rapidly changing student dynamics.



# Technology and expertise support better outcomes at La Trobe University

## Technology-powered personalized student support

With our help, La Trobe University is transforming online learning through data that leads to more individualized student support.

Our teams collaborate with La Trobe in Australia to conduct a predictive analytics effort that identifies students at risk of disengaging early in the semester. Based on early warning signals—not accessing course materials or submitting assessments, for example—the system triggers a tiered outreach program via email, phone, and SMS (text) to address student concerns.

In 2025, this effort resulted in a 10% reduction in the student drop-out rate year-over-year.



## Digital health research for more career-relevant programs

Risepoint is co-investing in a multi-year applied research partnership with La Trobe's Digital Health team, which explores how students develop digital health competencies and how well these skills align with employer needs.

Insights from this work are already informing planned curriculum enhancements for 2027, ensuring courses remain contemporary, industry-aligned, and focused on employability.



“The partnership balanced data-driven prediction with human kindness and relational support. Both were essential in reaching learners early and helping them stay engaged. Predictive analytics helped us identify need early, and [the] Risepoint human-centered outreach provided the care and connection learners relied on. Together, both elements strengthened engagement and support.”

Leanne Ngo, Director of Student Engagement and Employability,  
La Trobe University



“Partnering with Risepoint has elevated our digital health courses at La Trobe in ways we couldn’t have imagined. From promotion to delivery to research, we’ve seen the real magic that happens when organizations unite with a shared purpose. Collaboration is truly the engine of digital transformation in healthcare.”

Dr. Urooj R. Khan, Digital Health Postgraduate Courses Lead,  
La Trobe University



# Who we serve

## Our university partners

We choose to partner with a select group of more than **100 universities**<sup>2</sup> across the globe.

While nearly 50%<sup>2</sup> of our partners are regional public universities (RPUs), we also partner with regional privates, faith-based institutions, and HBCUs.

The common thread among all our partners is a commitment to access and opportunity, a prioritization of affordability and workforce relevance, and a commitment to student success and outcomes.

We are committed to ensuring that the institutions that serve as the backbone of opportunity in this country not only survive but thrive. The work we do every day—partnering with institutions to offer scalable programs, reach the right students, and support them through graduation—gives us a unique vantage point from which to support the transformation underway in higher education.

What is clear is that technology is reshaping every stage of the student journey, and in that process, some institutions may get left behind.

That's why we partner with universities whose values align with ours: creating access to affordable, workforce-aligned education that leads to real outcomes for students and their communities. In doing so, we are helping to ensure that those very universities who matter most to their communities remain strong for decades to come, so they can continue to provide the opportunities and impact that is at their heart of their missions.

**We are committed to ensuring that the institutions that serve as the backbone of opportunity in this country not only survive but thrive.**

RPU are proven to improve the economic<sup>3</sup> and social mobility<sup>4</sup> for the people that grow up in the communities where they're located. Through partnerships with Risepoint, these institutions are increasing access to online learning that supports the needs of modern learners and are supporting their regions with programs that directly address local workforce shortages and needs.



**“These programs are thriving because students enrolled in online classes and programs at regional public universities get the best of both worlds: the convenience of online education and the flexibility it affords to meet work and family demands, paired with meaningful engagement and access to in-person resources. As the higher education landscape changes, RPUs are also evolving to provide timely and relevant programming.”**

**Charles L. Welch**

President and Chief Executive Officer  
American Association of State Colleges and Universities<sup>5</sup>



## Some of our partners include:



Regional universities are critical to local communities because they drive workforce development<sup>3</sup> that meets the needs of students and employers. They educate nurses, teachers, and local business leaders.

In many areas, education and nursing shortages are already limiting the care that community members can access. By making education for these critical professions more accessible for working adults, regional universities are not only helping their students grow; they are helping to ensure that the next generation of children gets a quality education, that family members receive timely care when they are ill, and that communities are kept safe and strong.

Supporting regional universities and the students they educate is at the core of who we are, and we are built to serve them—prioritizing affordability, providing the up-front capital they need, and bringing decades of experience to meet their unique challenges.



“These programs embody who we are: an institution rooted in values, focused on access, and committed to empowering learners at every stage of life. By bringing our bachelor’s programs online, we’re extending our mission in meaningful new ways and meeting students with the flexibility, support, and academic quality they deserve.”

**Kate Lang, Ph.D., Provost and Vice President of Academic Affairs,  
Benedictine University**

By supporting regional universities with the resources and expertise they need to grow, they can provide their communities with high-quality education at institutions they trust and keep tuition dollars in state, further strengthening their local economies.

**Supporting regional universities and the students they educate is at the core of who we are, and we are built to serve them.**

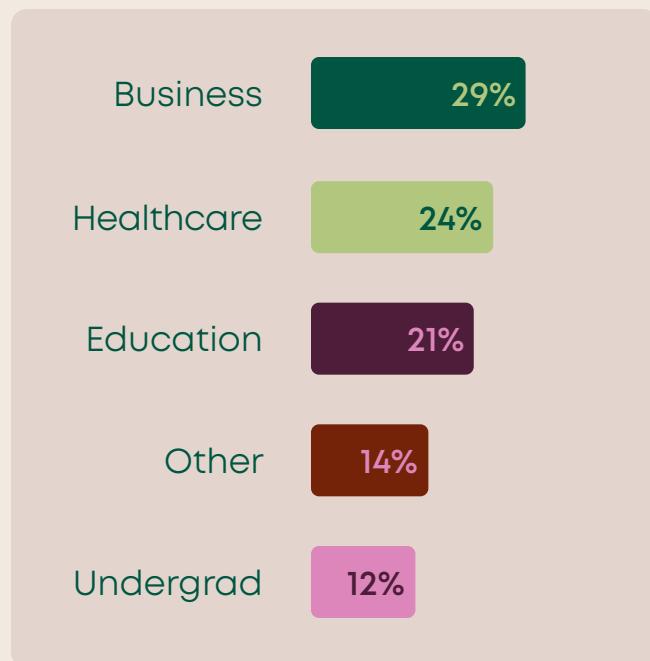


**“Our nursing program in particular works with the local hospitals and the regional health organizations. We have great partnerships with them and the students out in rural Utah and help increase access to healthcare, which is very important to us as a regional institution. That’s part of who SUU is and what we do. We’re the economic driver, we’re the cultural center, and we try to provide access where others wouldn’t have it.”**

**Mindy Benson**  
President  
Southern Utah University



## Workforce focus of currently enrolled Risepoint-supported students<sup>6</sup>:



## We currently support<sup>2</sup>:



26

Risepoint university partners earned a Tier 1 or Tier 2 ranking in Third Way's "Economic Mobility Index"<sup>7</sup>



"To be an 'online school' is, for us, to be a university of access, excellence, and adaptability. Our ability to design, deliver, and refine programs across modalities is not just a strength, it is essential to our future."

Joseph Hopkins, President,  
Campbellsville University

More than

100

university partners<sup>2</sup>



46%

are regional  
public universities<sup>2</sup>



27%

of our partners are  
minority-serving<sup>2</sup>



62%

of US-based partners are  
regional universities<sup>2</sup>



88%

are rural serving<sup>2</sup>



# Helping to reinvigorate St. Thomas University

While many of our partners are RPUs, we are proud to partner with private institutions dedicated to increasing higher education access, including St. Thomas University, a Catholic institution in Miami that serves a high percentage of underserved students.

When St. Thomas University (STU) first partnered with RisePoint, the institution was suffering from financial turmoil and was at risk of closing their doors.

Thanks to President David A. Armstrong's visionary approach to leading the institution, STU has rebounded and is now able to continue offering workforce-relevant education to a diverse population of underserved students, ultimately helping to stimulate the South Florida economy and to provide more qualified nursing care to their aging population.

A cornerstone component to this rebound has been the partnership with RisePoint, which has helped St. Thomas University expand their reach within South Florida and beyond.

St. Thomas University is rooted in its Catholic mission of serving the culturally rich and internationally diverse population in the Miami region. In fact, the institution, initially called Biscayne College, was founded by Augustinian Cuban refugees<sup>8</sup> with the commitment of teaching students from different backgrounds.

St. Thomas University serves a broad population, including many underserved students:

**67%**

of students are first-generation college students<sup>9</sup>

**100%**

of students are awarded an institutional grant<sup>9</sup>

**61%**

of students awarded Pell Grant<sup>9</sup>

**50%**

of students overall are Hispanic or Latino<sup>9</sup>

**24%**

of students are Black or African American<sup>9</sup>



“Especially in the climate that we’re in now in higher education, lots of faith-based institutions are closing as we speak. And we’re thriving. We’re not just succeeding. We’re thriving.”

Michelle A. Johnson-Barnes, Provost,  
St. Thomas University



“With the online delivery module, it gives us another way to extend our reach as an archdiocesan Catholic university that educates ethical leaders for the global community.”

David A. Armstrong, President,  
St. Thomas University



# Helping to reinvigorate St. Thomas University

Prior to launching online programs, STU was on the brink of financial collapse.

Starting in June 2018, STU partnered with RisePoint to strengthen enrollments and help meet local workforce needs, especially in tourism, supply chain, and nursing, as well as in extending the institution's highly regarded sports administration program.

Since then, STU has achieved seven straight years of record enrollment growth and is better equipped to serve its diverse population of students, who in turn boost the economy of South Florida.<sup>10</sup>

## Enrollment and program growth:

- › Total **enrollment has grown 78%** from 2018 to 2025 and **graduate enrollment has grown 135%** from 2018 to 2024, partially due to online programs.<sup>11</sup>
- › **Online programs have grown 160%** in the past 5 years.
- › STU has achieved **seven straight years of record enrollment growth**.<sup>11</sup>
- › **RisePoint currently supports 37 online programs** in business, education, healthcare, criminal justice, and social work.<sup>12</sup>



“I feel like the program here with St. Thomas University prepared me beyond just your normal family nurse practitioner program.

They really work with you. They give you those immersions and your preceptors check on you. You have preceptors that they will pair you with that are very engaged, and they are checking to make sure that you’re progressing appropriately throughout the program.”

Faith Shaw, DNP Graduate,  
St. Thomas University



## STU stimulates the South Florida economy<sup>10</sup>

**\$56M**

generated in personal income

**\$93M**

added to Florida’s GDP by STU employees and students

**1000+**

jobs created



# Meeting the needs of modern learners

Through our partnerships, we've supported **more than 825,000 students**<sup>13</sup>, most of whom are working adults, to reach their educational goals.

These modern learners are busy, digitally native, and have many demands on their attention. They often juggle jobs, families, and other responsibilities that would make it impossible for them to commit to a full-time, in-person program. What's more, they expect a seamless user experience and 24/7 self-service support.

Without the convenience and flexibility of online programs, these students would not be able to pursue the higher education they are looking for to advance in their careers and lives. Because of the flexibility of online learning, **99% of students of RisePoint-supported programs stayed employed** while enrolled in their program.

And without online options from regional universities, these students would have no choice but to choose a program out of state from an institution with little understanding of the needs of their local employers.

## Who are RisePoint-supported students?

90%

work while completing their program<sup>14</sup>

86%

are over the age of 25<sup>14</sup>

We have supported over

825k+

students in their educational journeys<sup>13</sup>



"I worked in an emergency room, have two young kids—five and two years old, and I was pregnant throughout the program as well. So, having the convenience of being able to do most of my studying and most of my assignments at home while I'm rocking them to sleep, listening to my little headphones, meant the world to me."

Liz Phillips, MSN FNP,  
University of Texas at Arlington



"There was only one program that checked off all the boxes for me and that was at TAMU-CC. It was a fully online program. It was starting that month. It was affordable for me. It also came from a big school, a well-known school, and I trusted the program, the brand, the culture."

Miriam Hayashi, MAcc Graduate,  
Texas A&M University—Corpus Christi



"I did have a small cohort of our African American students who were in that cohort at that time ... almost five years later, we still have a text group. We send job opportunities to each other. We send conference opportunities to each other. We invite each other to our weddings and baby showers. And so many of us have had children and we send pictures of our children and our pets, and we share good news as well as heartbreak. And so, that community that we started with each other in 2020 when this program began for us is still there and it's still strong."

Dr. Shericka Smith, Doctorate in Social Work,  
University of Kentucky





"I leave work and then I can do a little bit of studying, take a quick break—whether it's eating dinner or just having 10 minutes of me time—and then [go] back to doing any school-related things....

Having that control of my own schedule is extremely important."

**Anysha Santiago Colon, MBA,  
Fitchburg State University**



"I learned so much about myself and what I was able to do. I learned my true potential and that's what I'm going to take into my community."

**Jasmine Bailey, Collaborative Special Education,  
University of West Alabama**



"I felt like my teachers were pretty accessible, especially because we're all online. If anything, sometimes that makes it a bit easier to reach out to individuals. And it was asynchronous, which was great because then I could do something like have a job ... but be able to pace my own work on my own time frame.

So, that was amazing."

**Laura Trachtenberg, Clinical Mental Health Counseling,  
Sacred Heart University**



**"Education is changing. What [I] learned 20 years ago is totally different from what we're learning now, with technology....**

**It's always evolving."**

**Lori Yarbrough**

Master's in Education in Curriculum and Instruction  
Southeastern State Oklahoma State University





We are proud to currently support over **107k** students<sup>13</sup>



“[My MBA] means a lot. I’m a first-generation college student. No one in my family attended college previously until I started. So, for me, it’s a big deal.”

Jailine Batista, MBA in International Business,  
University of Mount Saint Vincent

## Drivers for students of Risepoint-supported programs:

**78%**

said that they chose an online degree instead of in-person or hybrid format to better balance taking classes with work and/or personal obligations.<sup>14</sup>

**65%**

said that career advancement was their primary reason for choosing an online degree program.<sup>14</sup>

**73%**

said affordability was the top reason why they chose their program, while more than half (54%) said time to complete the program was their top reason.<sup>14</sup>



“I chose UTA because of the flexibility of the program. Like many of my colleagues, we are all working nurses and the curriculum at UTA enabled me to continue to work, continue to provide for my family while gaining the knowledge and skills to advance my career. So, UTA was a great fit for me because I was allowed to do that.”

Ty Nguyen, Adult-Gerontology Acute Care Nurse Practitioner,  
University of Texas at Arlington



# Our student-centered approach

Student success is at the heart of everything that we do.

Our work with university partners involves close collaboration with many different stakeholders to support success—from providing training resources to faculty to help them make their courses engaging, to helping leadership remove administrative hurdles for students, to providing resources and non-academic support to students throughout their programs.

**During this moment of technological change, we see enormous potential for AI and emerging technologies in three core areas that underpin student success:**

01. How universities design and deliver education
02. How they reach and enroll students
03. How they support learners from inquiry to completion.

In each of these areas, we're already seeing meaningful improvements in efficiency and student satisfaction in the efforts we're working on with our partners.

**Students today expect seamless, self-directed experiences—whether they are exploring programs, navigating enrollment, or engaging in coursework.**

Students today expect seamless, self-directed experiences—whether they are exploring programs, navigating enrollment, or engaging in coursework. AI-enabled tools, when implemented intentionally, allow faculty and staff to use their time where it matters most: providing personalized, high-quality instruction and support. They also allow Risepoint teams to focus high-touch interactions on the moments that matter and to interact with students where, when, and how they want to be engaged.



**“I’ll admit I was nervous at first. I thought I missed out on the depth of in-person classes, but the way professors structured their courses quickly eased those fears.**

**The material was detailed, accessible, and designed for real learning.”**

**Anakaren Gonzalez Villarreal**

MBA in International Business  
Texas A&M International University



One recent example of how we implemented a technology solution to support better student outcomes for our partners is in our Student Success Center.

Our teams connect with prospective students on our partners' behalf to provide information and support throughout the student journey. We use AI-powered technology to synthesize student feedback in these conversations, which we then provide partners to help them identify common challenges and concerns.

Through thousands of student interactions, we are able to gather data to determine important trends, advise on potential areas of opportunity, and share insights to improve the student experience and support better outcomes.

As the needs of modern learners evolve, we bring innovative technologies and thinking to our partners to help them create a more personalized and student-centric experience for their students, from discovery all the way to program completion.

**We use AI-powered technology to synthesize student feedback in these conversations, which we then provide partners to help them identify common challenges and concerns.**

Through our human and machine intelligence, we produce insights that can pinpoint the right time and way to reach out to students to help them successfully reach program completion, on their terms.



We also support student success through the guidance that we provide to faculty in instructional design for online environments, as well as in the ethical use of AI.

From webinars and resources to hands-on support from our Instructional Designers, our teams are available to help faculty level up their AI skills, save time, and integrate AI assignments into their curriculum in a meaningful way that supports, rather than undermines, learning.



“Working with Risepoint has opened my eyes to an entirely new way of teaching. Course development now begins with learning outcomes ... rather than simply assembling a list of topics or materials to cover. The pedagogical approach emphasizes active engagement between students, instructors, and peers, replacing passive information delivery with meaningful interaction and collaboration. This shift has made my courses more dynamic, purposeful, and rewarding for everyone involved.”

David Scherer, Director of Health Physics Professional Master's Program,  
Illinois Institute of Technology



“Risepoint was really instrumental in transforming our program, but yet, they were really respectful of our autonomy, which is a delicate balance. So they came in and they looked at the courses we had, and they just used what we had and created a carousel for us so that students could be on a schedule that would allow them to finish in a certain period of time. We had people that were helping with our course development, with Course Maps, and they helped us transition our classes over to seven week classes. We were on 15-week courses. So that was really helpful.”

Kevin Stein, Professor of Communication and graduate director of the Master of Arts in Professional Communication program, Southern Utah University



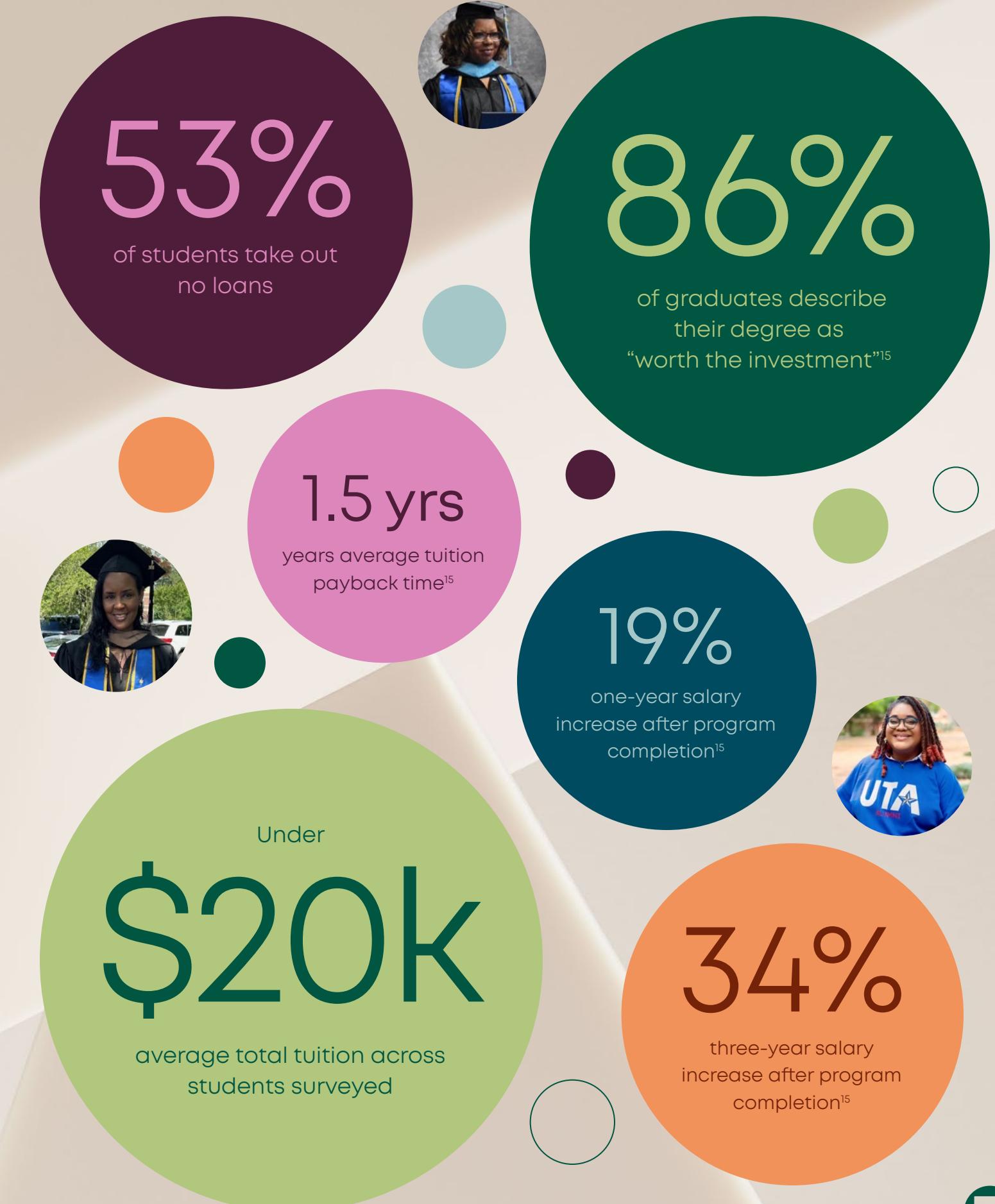
# Student outcomes

Education provides more than career advancement—research shows that higher education in fact can result in intergenerational upward socioeconomic mobility.<sup>16</sup>

Americans owe a staggering **\$1.81 trillion in student loans**. As the student debt crisis worsens in the U.S., it is especially important that institutions provide affordable education and a positive student ROI.

That's why we intentionally partner with universities that are committed to increasing access to education that is both affordable and high-quality.

For the third year in a row, we had Ipsos measure the ROI of RisePoint-supported programs, confirming yet again that students see them as worth the investment.



# Beyond the numbers, the graduates of Risepoint-supported programs say it best when they share how **their education has given them confidence and improved their lives.**



“I’m working in a job where I didn’t expect myself to make six figures.... I feel like whatever I spent on my undergrad has paid off in dividends in the first year of my new job ... it’s worth the investment.”

Kim Rodriguez, BS in Public Health,  
University of Texas at Arlington



“I received a promotion while I was in the program, and I received a promotion after I was done with the program. And that was due to advancing my skill set in data communications as well as software development and applying machine learning techniques that I was learning during one of the programs.”

Juston Ellis, MS in Computer Science,  
Norfolk State University



“Interning and getting my master’s [degree] at the same time, I was able to put some real-world perspectives and scenarios into class.”

Manuel Josue Valenzuela, MS in Sport Management,  
University of Wisconsin-Parkside



“Southeastern was a phenomenal investment. If you’re looking at everything from a return-on-investment point—and that’s what I was looking at other schools on—is it worth this other school to pay an extra \$20K, \$30K in the scheme of it? That’s a car. That’s a down payment on a house.”

Joshua Rojo, BBA Management,  
Southeastern Oklahoma State University



“I didn’t think I could do it. There were many times when I was like, I’m not going to finish; it’s too hard ... but now I understand that I just had to keep pushing and not give up.... I’ve realized I’m a lot stronger than I thought I was.”

Jessica Brown, MA in Urban Education: Mathematics,  
Norfolk State University



“That’s why the online program is so amazing—because I was able to work full time. I was in school all the way from eight to four, went home, did my work ... did my classes on the weekend, and I was able to do it.”

Amy Samson, MS Childhood Education & Special Education,  
University of Mount Saint Vincent



# Impact to the university and community

Regional universities are more than just places for education. They are often the heart of their local areas, offering important social and cultural activities and connecting their communities through athletics, celebrations, and service.

By adding affordable, high-quality online learning to their offerings, these universities are even better equipped to serve the students, community members, and employers in the place they call home.

Regional universities also often serve as their area's economic lifeblood, both as large employers and as the training ground for qualified leaders in the industries that have a massive impact on their residents' day-to-day lives — often the very same industries that suffer from workforce shortages in healthcare and education.

Projected shortage of  
**63,720**  
full-time registered nurses  
by 2030<sup>18</sup>

As many as  
**400k**

underqualified teachers  
now make up more than  
10% of the U.S. workforce<sup>18</sup>

Risepoint currently  
supports:

**26k+**

healthcare students<sup>13</sup>

**22k+**

education students<sup>13</sup>

We have served  
**11k+**

employer relationships  
since inception<sup>20</sup>



"I just love my BSPH program so much. I feel like it really helped the students, especially [those] who come from vulnerable areas like myself. I want to be able to provide other students, other generations with that same knowledge."

LaKristie Davis, BS in Public Health,  
University of Texas at Arlington



"I want to set an example for other paramedics ... that pushing yourself for higher education is a good thing."

Hanna Thompson, BS in Health Science,  
Northern Kentucky University





"I strongly believe that education is the key to a successful life.... If we can get our students to be more successful here in our district and understand that there are resources out there available to them and communicate how important it is that education is part of your story, [they can] break cycles of poverty and overcome challenges.... And hopefully, as a result of these things, the community around us changes."

**Kimberly Dickens, MS in Education in Reading,  
Arkansas State University**



"I know great things are going to come out of this program.... I've learned so much about rural development, higher level education, politics and rural communities, strategic planning, things that I can take and use even outside of rural communities. I've learned a lot about collaborations and partnerships and asking tough questions and not being afraid to ask those questions."

**Waretha Butler, Ed.D. Rural Education — Higher Level Administration,  
University of West Alabama**



**"As a regional comprehensive university, at the center of our mission is that we serve the workforce needs of the region. And so, our employers in the region sit on advisory councils, they have partnerships with faculty, and they participate in curriculum development.**

**And when we partner with RisePoint, we also get the most up to date developments in the workforce in terms of where the trends are going. That's how we make sure that we have the information always embedded into how we develop programs and how we design them for our students."**

**Katherina Pattit**  
Provost  
St. Cloud State University



# Keeping a community commitment at Southern Utah University

## Southern Utah University's roots in Cedar City run deep.

The university was founded as a teacher training school in 1897, when Cedar City residents united with the goal to “enhance educational accessibility for underserved populations.”<sup>21</sup>

Community members contributed resources and physical labor to build the university's first building—including both great-grandfathers of current university president Mindy Benson.

From the start, Southern Utah has been synonymous with Cedar City, and the loyalty of its students runs deep. Offering programs online has helped SUU expand but also continue to serve local graduates who want to continue to learn at SUU but have different needs as working adults.

Since launching online programs with Risepoint in 2020, Southern Utah University (SUU) has expanded its service to the Cedar City community, nurturing professionals in nursing, business, communication, cybersecurity, and music across Southern Utah and the country.



“Our role here at the SUU Dixie L. Leavitt School of Business is to raise the overall economic condition of individuals and families that live here in Southern Utah, and to be able to increase the economic output of this region... Because of the affordable program, the high-quality education, and the flexibility that we provide, I think that we are making a real significant impact in our communities today.”

Ken Hall, Dean, Dixie L. Leavitt School of Business,  
Southern Utah University

# 3,136

new student enrollments  
since partnership inception

MBA program has grown  
from 84 students to over

# 1,000

students, due to its  
seven-week courses and  
affordability

MBA program  
graduates have a

# 1.4 year payback period

MBA program graduates  
see, on average, a

# 20%

salary increase just 1 year  
after graduation



## Keeping a community commitment at Southern Utah University



“Our partnership with Risepoint has gone back about six years, and they really helped us have a vision for what we could be in the online space. Their expertise, their professionalism, their ability to help us understand ourselves better is one of the most valuable things. They’ve helped us with market research, so we know what students are interested in. They’ve helped us align our academic programs to what the industry needs. They’ve also helped us deliver our programs in meaningful and efficient ways.

Risepoint has really helped us to take our programs to scale online.”

James Sage, Associate Provost,  
Southern Utah University



“[The MMTT program] was great because it gave me a lot of flexibility to do it on my own time, being an asynchronous program. So just the ease of that, and setting up my schedule, because there were times that I was doing 10 shows a week”

Kit Chatham, MMTT Graduate and  
Director of Graduate Music Technology programs,  
Southern Utah University



“In this community, there’s a huge gap in health care. We’re in a rural area, and there are doctors, but there are very few. And so, I feel like our healthcare system is a little bit overwhelmed here. Family nurse practitioners can step in and bridge the gap between people being seen or not seen.... having nurses pursue an advanced degree helps your own community to strengthen their healthcare system.

It gives more opportunities for providers and patients to get good health care.”

**Taylor Harris**

FNP student (online) and BSN graduate (in-person)  
Southern Utah University

# Our team

Our work at RisePoint wouldn't be possible without our passionate and experienced team.

RisePoint colleagues have deep expertise and experience in higher education and in their functional areas, equipping them to provide high-quality support to our university partners.

And critically, our teammates can relate to the students we help our partners support.<sup>22</sup>

**40%**

of teammates are first gen college graduates



**6%**

are currently enrolled in a RisePoint-supported program

**8%**

have completed a RisePoint-supported program



**94%**

of teammates have college degrees



**60%**

of teammates worked in education prior to RisePoint

**46%**

have 10+ years of experience working in higher education



# In service to our communities

Supporting local universities and their communities is at the heart of what we do, and that commitment extends into the communities where our teammates live and work.

**In 2025, Risepoint teammates donated more than 5,000 hours in service to support local communities.**

We encourage volunteerism in several ways, including providing personal volunteer hours to every employee, incorporating service into many in-person meetings, and creating opportunities for teammates to serve together or virtually. These efforts make it easier for colleagues to give back in ways that align with their passions and our mission.

**Change happens community by community, day by day, person by person.**

A cornerstone of this commitment is **REACH Community Service Week**, a company-wide week of service designed to bring our cultural values to life.

During the week, more than 250 teammates across the United States, Australia, and the United Kingdom came together in person and virtually to support education- and workforce-focused organizations. Activities ranged from packing educational supplies, mentoring future professionals, organizing donations, and participating in virtual career readiness and e-mentorship programs.

Across each of these moments, we are reminded why this work matters. Change happens community by community, day by day, person by person.

**By showing up with intention for our partners, our neighbors, and one another, we continue to live our mission in meaningful and lasting ways.**

## 5k

hours donated in local communities



## 100%

departments represented at service events



## 13

organizations supported across 6 virtual and 7 in-person events



"Because of your recent participation in our Kits for Kids program, you provided students with essential supplies. This means 330 more students don't have to go without a pencil or some of the other basic supplies needed each day. In the words of an Orange County teacher, 'The supplies help so many kids who might go without and helps me to create more engaging projects for my students, which I would otherwise be unable to do due to lack of money for supplies.'"

**Sarah Miller, Community Engagement Representative,  
A Gift for Teaching**



# rise•point | rīz•point

*Noun:*

The pivotal moment that changes one's trajectory for the better.

Creating risepoints for universities and students is our purpose. Many of our own employees have been able to experience these moments and see their lasting impact.



“A pivotal risepoint in my life was moving to Boston to pursue my university education. As a first-generation student who immigrated to the U.S. at an early age, this transition represented far more than academic advancement; it embodied years of perseverance, sacrifice, and unwavering aspiration.... That moment crystallized not only my resilience but also my deep gratitude for the path forged before me and the future I was determined to build. It remains a defining chapter in my personal and intellectual growth.”

Juliana Castro, Marketing Operations and Strategy Analyst



“I’m a first-generation everything. When there is a challenge, it’s a moment to prove myself. Each setback is a reminder to reflect on my values. The achievements aren’t just mine; it feels like my family’s as well. That’s why each moment feels like a risepoint.”

Kapri Livingston, Academic Program Strategist



“Earlier in my career as a consultant, I was constantly dropped into unfamiliar situations... This variety of experiences taught me to adapt quickly, move fluidly between strategy and execution, and combine analysis and creativity to make a lasting impact. That was my risepoint moment: realizing the power of integrating diverse ways of thinking to solve problems with both rigor and originality.”

Sajit Joseph, Chief Technology Officer





"I stepped away from my career after four years to stay home and raise our triplets. Being out of the workforce for over a decade left me uncertain about my next step, so I began reconnecting and networking. That process led me into higher education – a field that allowed me to earn my master's degree and build friendships that have lasted through countless ups and downs. I'll always be grateful for that fresh start."

Sarah Gusewelle, Senior Partnership Director in Partner Support



"During college, I worked as a tutor for an online, high-school level American Sign Language class. We got to redevelop the curriculum, and I worked with an instructional designer for the first time. This was my first encounter with the concept, and I thought it would be a fun, rewarding job. I haven't looked back!"

Ivy Sudweeks, Instructional Designer in Academic Services and Products



"I did not start working in higher education until 2016 after [a different] company layoff. I was extremely nervous about starting a new career path. I am glad I was able to overcome those nerves. Higher education is my passion. It's where I belong. The students matter to me, and I love being part of their journey."

Mitchell Baskin, Senior Student Engagement Specialist



"I grew up in a very small town in Eastern Oregon and decided to go to college at the University of Oregon in Eugene, Oregon. Transitioning from a small high school to a large university was much harder than I expected. After changing majors and joining a fraternity, I became confident in myself. My risepoint moment was when I graduated! The four years in college provided me with an opportunity to be independent, meet my future wife (now married for almost 35 years), and have life-long friends."

**Darrin Marks**  
Senior Manager, Field Marketing





“A single moment that changed my life’s trajectory was meeting the social worker assigned to the case of a newborn baby my family took in—who later became one of my siblings. Meeting her and witnessing her advocacy work inspired me to become an advocate for children as well, a role I fulfilled for more than 10 years. That experience gave me the opportunity to deepen my understanding of family dynamics, advance my leadership skills through training, and make meaningful impact on my community.”

Heather Moore, Student Operations Specialist



“A major risepoint in my life came after having my twins, when I realised that staying in my career as a textile dyer was no longer a long-term option. The job wasn’t family-friendly, and with manufacturing in Australia continuing to shrink, I knew I needed to look at a more sustainable and meaningful path. That turning point inspired me to return to university and retrain as a K-12 teacher, a decision that completely changed my family’s life for the better. It allowed me to pursue a career that aligns with my values, supports my family, and helps me make a positive impact on the next generation.”

Kathryn Dalton, Learning Designer



“My dream was to pursue a college degree. I didn’t think I could afford it as a single mother of two daughters, but I qualified for a Pell Grant and my college journey began!”

Lynda Hearn, Student Engagement Manager



“I was a young mother, and I did not go to college right away. It took me a few years to get my undergraduate degree [because] I took care of my kids and worked. When I earned my undergraduate degree, I said, ‘I can do this,’ and now my kids are looking up to me and they’ll see that I’m a role model to them and to my grandkids that are coming up.”

Denisia Simpkins, Senior Student Retention Specialist



“In 1994, I came to the USA from [the] war-broken country of Yugoslavia. I was one of the few lucky kids that got an opportunity to come here and get my education. I knew how bad the situation in my country was and that I [could turn] this opportunity to leave my homeland into something positive. I finished high school and undergraduate degrees in Rockford, IL. I was the first family member to obtain a college degree and did not want to stop there. During this time, I have helped many kids come to the USA from my country and gave them the same opportunity I was once [given].”

Goran Secerovic, Partner Operations Manager



# In closing

## Higher education continues to be the best path to a better life.

When people have access to affordable, high-quality, and workforce-relevant education, they can improve themselves, better serve their families, and create stronger, more sustainable local communities.

As technology changes the world, some universities may get left behind, the ripple effects of which are far reaching. It's our commitment to support the universities who educate our neighbors, family members, and friends, wherever we live. We are committed to ensuring that these universities not only survive but thrive.

We're grateful to be able to do the work that we do and honored to have the opportunity to provide the technology, expertise, and support to help the universities we support bring the future to their students and communities.

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