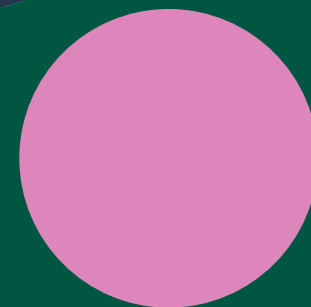


Impact Report

2024



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Some big things have changed for us this year.

When we released our last Impact Report, we went by a different name (Academic Partnerships), and we were about to embark on a journey to bring together two industry leaders — Wiley University Services and Academic Partnerships. Through that journey, we became Risepoint, a name that represents the experience, resources, and scale we now bring to the table to even better serve our partners and their students.

What hasn't changed? The heart of our business — our deep commitment to help our university partners expand access to high-quality, workforce-relevant education for working adults.

Our focus continues to be supporting our partners and their programs in critical fields, like healthcare, education, and business. Programs that help students like Dawn Wilkerson, who graduated from Northwest Missouri State University with her MEd. in Early Childhood Education in 2023. Dawn is a preschool teacher in a program that offers free, neighborhood-based pre-K education across her school district in the Kansas City Public Schools. Many of her students and their families are from underserved communities. Dawn chose NWMSU for its reputation among local educators. Now that she's earned a master's degree, she hopes to mentor other teachers working with young students. For Dawn, going back to school gave her the opportunity to have an impact on even more lives — including her own. After earning her degree, she received a pay raise that was greater than the total she paid for the degree.

It's stories like Dawn's that are the "why" behind what we do every day. At Risepoint, we are proud to support thousands of students like Dawn every year. With nearly 20 years of expertise, we currently support over 100 regional public and private universities, more than 2,000 programs, and over 1,400 instructors.

Since inception, alongside our partners, we are proud to have supported over 750,000 students.

The 2024 Impact Report, our first as Risepoint, highlights our impact through:

- ▶ How we support **university partners** in increasing access to life-changing education.
- ▶ How we empower **students** by connecting them with affordable, workforce-relevant education that helps shape their futures.
- ▶ How we help our partners impact **local communities** by providing education to local markets and connecting potential students and programs within the region.

This report brings these areas to life through personal experiences, shared stories, and what we call "risepoints"— those pivotal moments that can change the course of a person's or an institution's life for the better, forever. We've seen these moments, and we know what it takes to reach them. Now, we're excited to share them with you.

Cheers,
Fernando



Who we are

We are Risepoint, an education technology company that partners with universities to develop, launch, and grow their high-quality, affordable, workforce-relevant online programs, so they're able to expand access to higher education for working adults.

We have over
1,500 mission-driven
teammates

located across the US, Canada, the UK, and Australia, supporting partners and their students in 40 states and 5 countries!



Becoming Risepoint ▶

We are excited to share our first impact report as Risepoint. Risepoint was formed in 2024, as a result of the acquisition of Wiley University Services by Academic Partnerships. Becoming Risepoint and joining the talent, capabilities, and resources of two industry leaders in education technology has enabled

us to more effectively help our partners meet the growing demand for high-quality, affordable online degree programs.

Our combined organization brings decades of experience supporting universities, across the U.S. and globally.



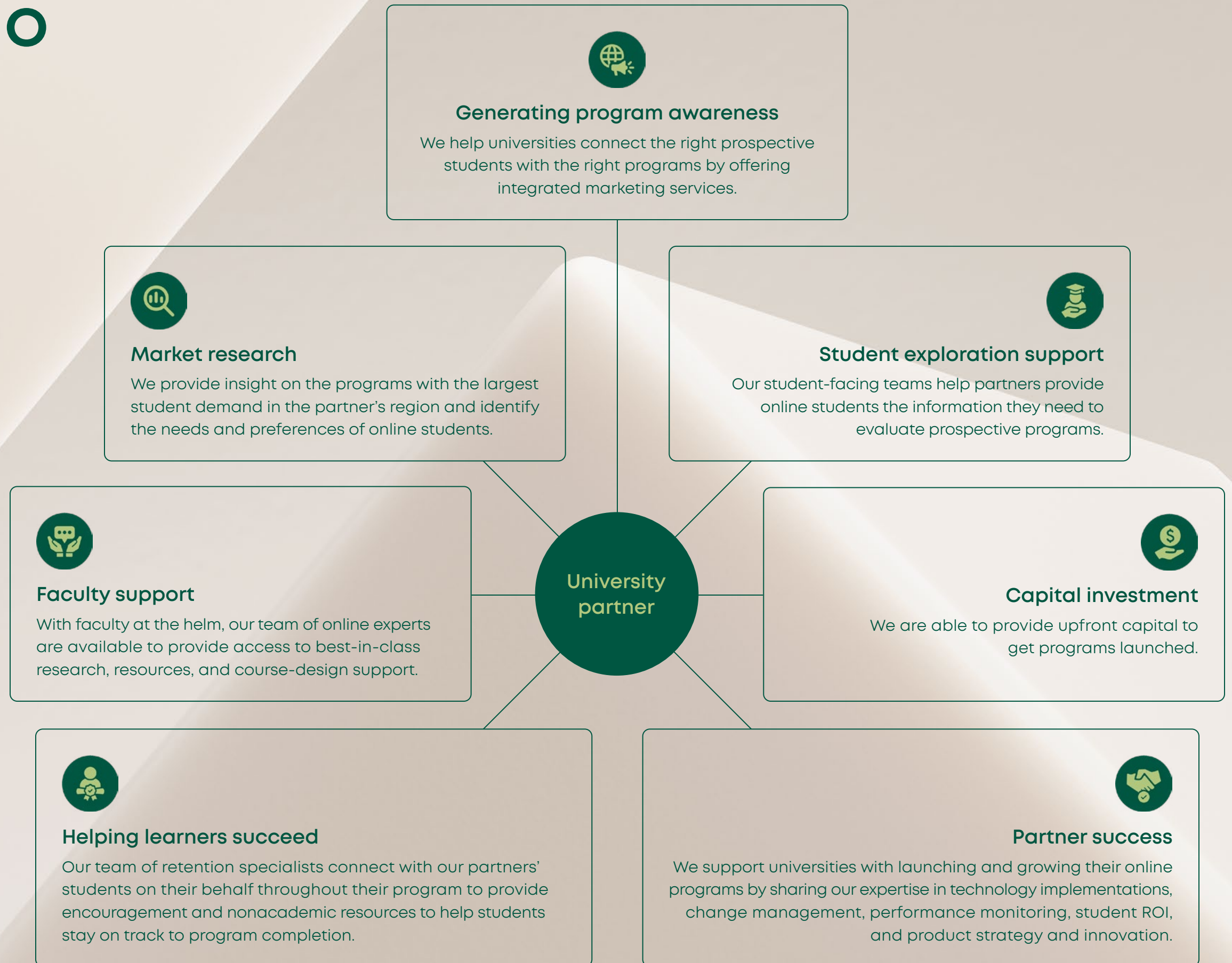
What we do

We are passionate about supporting our university partners in increasing access to affordable, online degree programs so that they can help more students reach their educational goals.

Our passion is brought to life through our core services ▶

Supporting all our services is a suite of curated technologies that help partners monitor program and student performance and reduce administrative complexity.

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



Who we serve

Our university partners

We intentionally partner with a diverse range of over 100 universities², most of which are regional public universities (RPUs), because of the significant impact they have on their students and their communities.

RPUs are proven to increase high school graduation rates, employment, household income, and geographic mobility for the people that grow up in the communities where they're located³.



“Regional public universities build the talented workforce that keeps this country moving. These universities awarded 67% of all bachelor’s degrees and 68% of all master’s degrees earned at public four-year institutions in 2022. Nursing, education, counseling, public safety, and other fields essential to our economy and community well-being are their great expertise.”⁴

Charles L. Welch, President and CEO,
American Association of State Colleges
and Universities (AASCU)

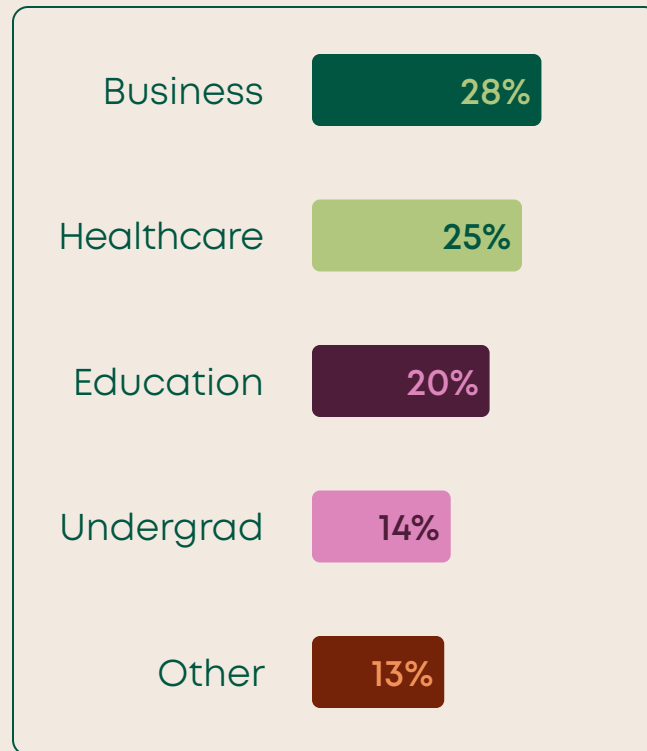
Some of our partners include ▶



Regional universities are critical to local communities because they offer workforce-relevant programs that meet the needs of students and employers.

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 needed, and bringing decades of experience to meet their unique needs.

Workforce focus of currently enrolled Risepoint-supported students⁵ ▶



We currently support² ▶

2,000+ programs

1,400+ instructors

43
Risepoint university partners earned a Tier 1 or Tier 2 ranking in Third Way's "Economic Mobility Index"⁶



“This nursing program is more focused on being a nurse in the community. Being a nurse as a part of a team. Taking the lead instead of just following.”

Cary Robinson, RN to BSN,
Southern Utah University



“I am a first-generation college graduate who started his undergraduate degree back in 1993 while in the military. I earned my associate degree in applied science in Criminal Justice in 1999 and didn't complete my undergraduate degree until 2020. I completed the accelerated online Bachelor of Science in Strategic Communication with Social Media Management Certification through Arkansas State University. In 2022, I graduated with an online MBA from Pittsburg State University. I hope that this serves as a testament to the power of determination and hard work.”

James Majors, Director of Student Engagement, Risepoint



Inherent in the mission of our university partners is expanding access to education for more students in their regions and beyond. They have a particular focus on reaching working adults, who need the flexibility that online learning provides. Many of these students juggle jobs and family responsibilities on top of their education – affordability and flexibility are critical for these learners.



“Collaboration is the driving force of our relationship. It’s laying the groundwork for growth that we didn’t know was possible before we began working with Risepoint. With Risepoint as our partner, we have the capacity and insights to not only grow, but to provide a better experience for our students. We can’t wait to see where the partnership leads us next.”

Dr. Jan Miller, Dean, UWA College of Education



“The online MBA and MEd degrees that we offer in partnership with [Risepoint] have increased our ability to be more nimble and flexible with adult learners. The majority of our online students are place-bound Oregonians who would otherwise have to look out-of-state for an advanced degree.”

Dr. Susan Walsh (retired), Provost and Vice President for Academic Affairs, Southern Oregon University



“If any of my colleagues were aiming to grow their online programs, I would definitely encourage them to explore options with Risepoint.”

Matt McKenzie, Senior Director, Southern Utah University



CASE STUDY:

Expanding access to underserved populations at Southeastern

Southeastern Oklahoma State University began partnering with Risepoint in 2015 to expand access to workforce-relevant graduate programs for students in its community who had few other local options.

Expanding offerings to support more learners ▶

Students can now choose from 75 online graduate, undergraduate, and certificate programs. With the success of its online offerings, Southeastern increased its overall enrollment to a record 6,100 students in 2024, nearly half of those from Risepoint-supported programs.

What's more, the University has been able to expand and improve its on-ground experience as well, positioning Southeastern to serve more students of all kinds. Most importantly, Southeastern graduates are using their skills to improve their community. While students attend Southeastern from 44 states, six in 10 graduates are working and paying taxes in Oklahoma one year after graduation, further strengthening the Durant region and the Choctaw and Chickasaw Nations.

Reaching underserved populations ▶

36%

of SE students are the first generation in their family to attend college.⁷

60%

of SE graduates are working and paying taxes in Oklahoma one year after graduation.⁸

24%

of SE's student population are students of Native American descent.

The university ranks 7th in the nation for graduating Native students.⁷

89%

SE graduates agreed their degree was worth the investment.⁹

87%

SE graduates would recommend their program.⁹

70%

SE graduates agreed their degree helped them advance their career.⁹



“88% of our master’s degree graduates will walk on December 13th and most have never been to campus before. They’re coming because Risepoint built a relationship with them from point one. It is carried forward by faculty, but it started with you.”

Dr. Thomas Newsom, President, Southeastern Oklahoma State University



“With my degree... I was able to become more confident in myself and then that got me to this manager position that I am in now. I love being able to reach out to the kids in my community and let them know that you can be proud to be First American, you can be proud to be Chickasaw.”

Lori White Buffalo, BA in Communication — Organizational and Strategic Communication, Southeastern Oklahoma State University



Meeting the needs of adult learners

Through our partnerships, we've helped more than 750,000 students,¹⁰ most of whom are working adults, reach new heights in pursuit of their educational goals.

These students are hard-working individuals who often experience economic and time obstacles that would otherwise prevent them from participating in traditional on-campus programs. Alongside our partners, we are on a mission to remove those barriers – to make education more affordable and accessible.

To be sure we are delivering on that mission, for the second year in a row, we commissioned research on the student ROI of the programs we support.

Ipsos, a leading research firm, surveyed more than 2,500 graduates from Risepoint-supported programs and found that they are fundamentally different from traditional on-campus students. An overwhelming 89% of students⁹ in Risepoint-supported programs work while completing their program and 87% are over the age of 25.¹¹ As working adults, these students need the flexibility that comes with online programs – for many that could mean being able to take one course at a time in an accelerated eight-week format or sequencing that lets them take breaks between courses as needed.

Who are Risepoint-supported students? ▶

89%

work while completing their program⁹

87%

are over the age of 25¹¹

We have supported over

750,000

students in their educational journeys¹⁰



“One of the best features of the program is that they get it. They understand that life is going to get in the way and that work is going to rear its ugly head on your off time, and it’s nice that they want to help you succeed.”

Ricky Neal, MBA,
Youngstown State University



“I didn’t have time in my life to go to a physical class. I had to do it in the evenings after my kids went to bed or on my days off when they were at preschool... So I really needed the flexibility of online just because I had a very full life.”

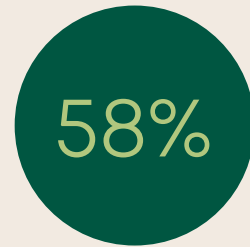
Bethany Gallagher, RN to BSN,
University of North Carolina Wilmington



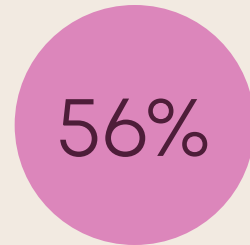
We are proud to currently support more than **100,000** students.¹²

Drivers for students of Risepoint-supported programs¹³ ▶

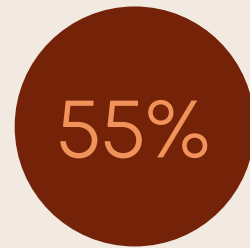
Nearly 60% (58%) said that the most important reason they chose an online program was **being able to work while earning their degree.**



Just under 60% (56%) said that **career advancement** was their primary reason for choosing an online degree program.



More than half (55%) said **affordability was the top reason** why they chose their program, while 36% said time to complete the program was their top reason.



“This has been the most consistent, helpful program I’ve ever been in. And I can see myself furthering my education even more if I could continue to do it online. I think it’s a great alternative if you can’t go in person. And it definitely fits your schedule and allows you to feel like you’re not just another student in a huge lecture hall or just another body. You actually develop relationships with your professors and advisors, and they actually reach out and you feel the care and support. I definitely recommend it.”

Jade Jones, MEd Public Health Education, Southern Oregon University

We had Ipsos measure the costs students incurred for their programs.

Affordability for students in Risepoint-supported programs¹³ ▶



Our student-centered approach



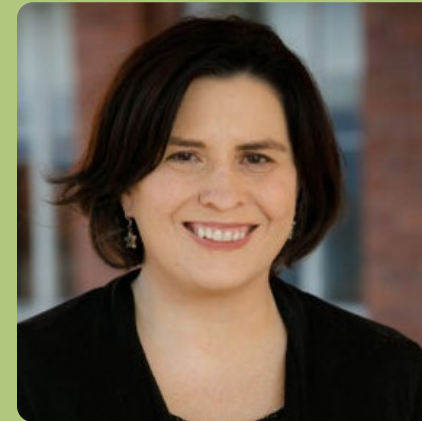
Student success is at the heart of everything that we do. Affordability is a baseline requirement for students, but we understand that succeeding in a program is essential for a student's return on investment. That is why our teams work with students on our partners' behalf every day.

While prospective students are evaluating potential programs, we help our partners provide information that supports students' decision-making. Once enrolled by a partner, our student retention team checks in with students throughout their program, connecting them to resources as needed and supporting them when difficult situations arise to help them stay on track to graduation.



"Most of our online students would have never been able to achieve their academic and career goals if traditional, in-person learning was the only option available to them."

Michael Shane Garrison, Ed.D., Dean,
Campbellsville University



"Really this is about access to college, especially for working parents, who are taking care of their families. These services give us the opportunity to work with... companies that can help us serve students better."

Dr. Lynne Bongiovanni, Provost,
University of Mount Saint Vincent



"From the get-go, I had this resource at my fingertips of a friendly person on the other end willing to offer to help with whatever I needed, which was very reassuring. Being out of school for not quite 10 years and then going back, it was a little daunting at the start getting back into school mindset... It was very reassuring and calming to know that, okay, well, if I can't figure out how to register for a course, I can just call this number and get help."

Sydney Riggs, MBA, Carleton University

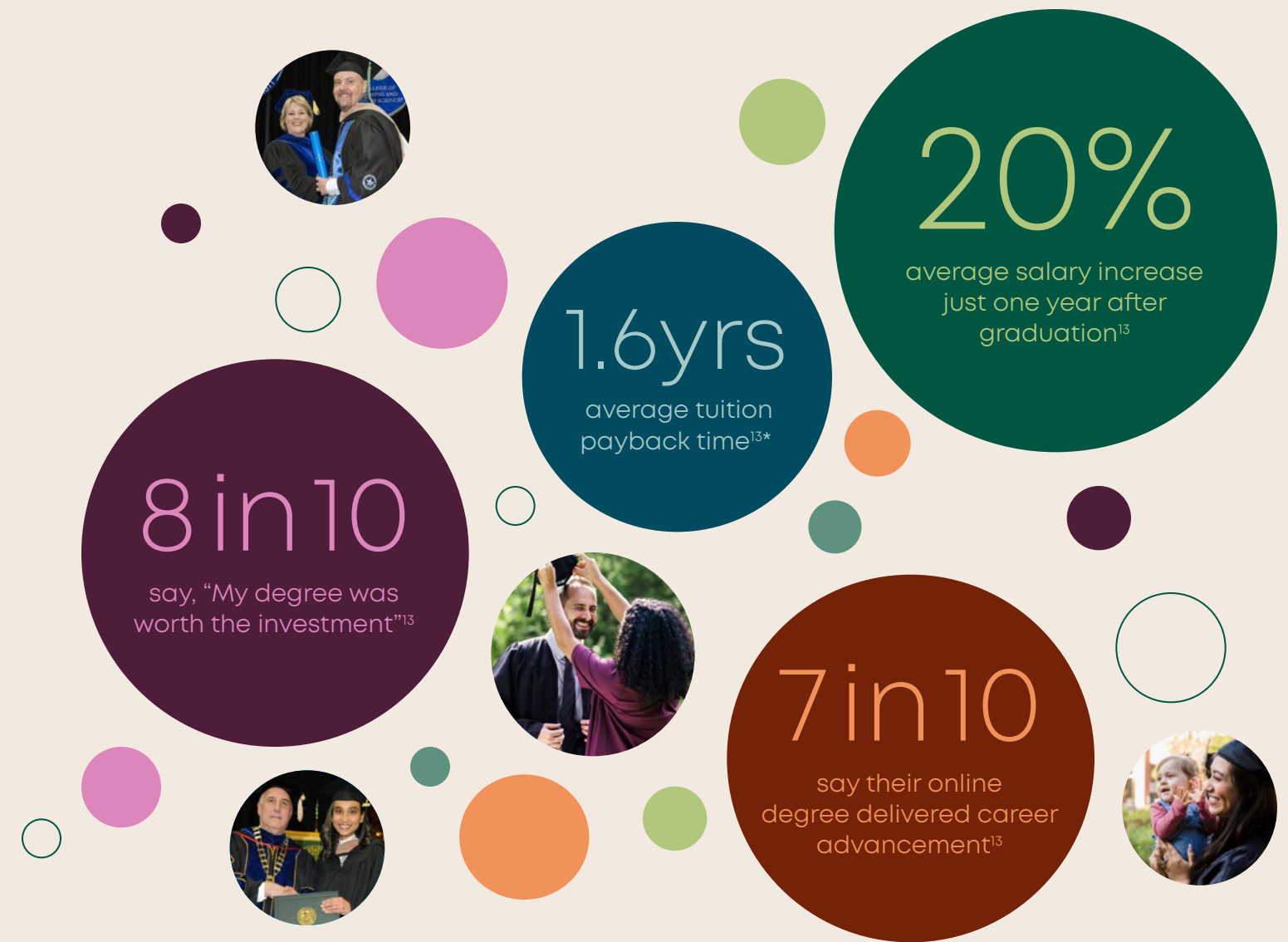


Student outcomes

The Ipsos ROI study clearly showed that graduates of Risepoint-supported programs see meaningful impacts following graduation.

The value of additional education is more than just a raise or a promotion. Children with at least one college-educated parent are far more likely to complete college, and the total earnings of children who had a parent attain higher education are significantly higher than first-generation college graduates.¹⁴

And beyond the numbers, some of the most meaningful feedback we hear is from graduates of Risepoint-supported programs, who share the pride and sense of purpose they feel, and the impact that these feelings have on their families.



"I will be the first in my immediate family to finish. It was a personal goal, and I think it shows my girls a little bit of grit, makes them want to finish."

Casey Graham, BBA in Management, Southeastern Oklahoma State University



"I'd definitely choose this program over again, in terms of what I'm getting out of it. I think it's going to be a good investment. I've already learned so much that I can implement right now that's going to affect not just the here and now, but the future for my students."

Amanda Silva, MSE — Teacher Education, Youngstown State University



Impact to the university and community



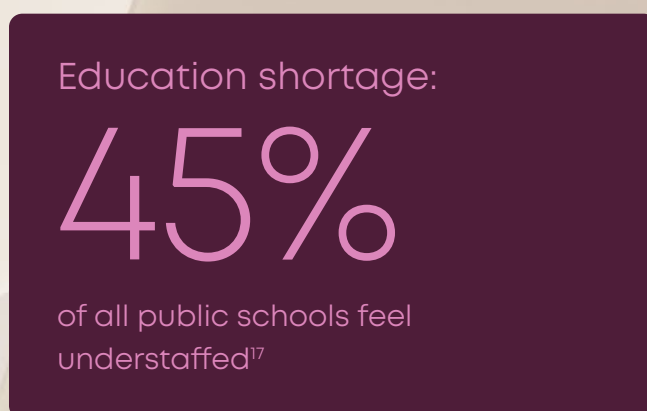
“Healthcare professionals and nurses are the heart of our mission, and [the collaboration between Avila University and HCA Midwest Health] ensures access to a high-quality nursing program while making significant progress on addressing the pressing nursing shortage within the area.”

Keith Zimmerman, President, HCA Midwest Health

Our university partners are located in more than 40 states in the United States and across five different countries.

As Jeffrey Selingo wrote in his recent white paper, *Strategies for Building Online Learning at Regional Universities*, “Regional colleges and universities often have established relationships with local employers, a significant advantage over national online institutions. These connections enable regional institutions to offer internships, job placements, and networking opportunities that are directly tied to the local economy.”¹⁵

Our partnerships are focused on fields that local communities need most and where there are the greatest workforce shortages: education, healthcare, and business. We are committed to helping our partners and their communities address these shortages by offering flexible, online programs that are built for working adults.



To help our university partners connect with the local workforce, Risepoint fosters relationships with local employers, including hospitals, healthcare systems, schools, school districts, and businesses.

Through the relationships we build with local employers, we help students learn about our partners' programs, and serve as a conduit between the university and the local workforce to help align the work being done “in the classroom” and the needs of the employers. **We are proud to have built over 9,000 relationships across the US!**¹⁸

Risepoint currently supports ▶

26,000+

healthcare students (mostly nursing)⁵

22,000+

education students⁵

9,000+

university-employer partnerships¹⁸



CASE STUDY:

University of Jamestown partners with regional healthcare providers to address local nursing shortages



With the help of Risepoint, University of Jamestown partners with Sanford Health, the largest rural healthcare system in the country, and other regional healthcare providers to offer accelerated nursing programs.

The new nursing programs include online nursing degrees that do not require prior experience to get started, which allow aspiring nurses to pursue a new field in a flexible format. The program includes 10 hours of weekly paid work for nursing students, ensuring that working adults, especially those with families, can afford to work through the program.

The university's partnership with local healthcare networks helps prepare future nurses for real-world applications, while also addressing the nursing shortage. Once students graduate from the program, Sanford Health offers employment and tuition reimbursement options.



“As a long-time clinical partner to the University, Sanford has benefited tremendously from the quality nurses the University graduates. Sanford is proud to partner with the University of Jamestown on this highly innovative new program that will add over 200 nurses to our staff throughout the three-year grant period.”

Theresa Larson, Vice President of Nursing and Clinic Services, Sanford Health



“We are delighted to be supporting Sanford Health and the Fargo community by providing access to such important programs. With this vital partnership, we can actively address the dire need for nurses by offering online access to education in our communities.”

Dr. Polly Peterson, President, University of Jamestown

10 hours of weekly paid work for nursing students are included in the program



Our partners' graduates have a lasting impact on their local communities. By investing in their education, they are improving their own lives, as well as the lives of those who they support at work.



“Once you graduate, you’re going to be educating someone. You’re going to be teaching. You’re going to be training. You’re going to be doing things that matter to people. And if it’s worth doing, it’s worth being your best.”

Cassandra Elliott, DNP Education,
Arkansas State University



“I want to help build a community wherever I can... and I aspire that when I become a lead principal or move into a district position, that I don’t lose sight of the importance of the community and school connections and relationships... We’ve got to be intentional and strategic about connecting with our community because there is great value in that.”

Melrick Bogier, MEd in Education Leadership,
Northwest Missouri State University

Closing the teaching gap in Texas communities

Lamar University, with the support of the RisePoint Field Marketing team, partners with Manara Academy, a charter school with campuses in Irving and Arlington, Texas, to offer an Alternative Certification Program for aspiring teachers.

The program allows bachelor’s students to complete their teaching certification within one year, with the option to continue into a master’s program. This fast track for educators assists in closing the teaching gap in Texas communities while also expanding access to education programs for those who are willing and ready to be in schools quickly.



Our team

Behind everything we do is our mission-driven team. Our team has unmatched experience and training in higher education, but most importantly, we can relate to the students we help our partners support.¹⁹

92%

of teammates have earned a bachelor's degree or higher level of education



Prior to Risepoint,
53%

of teammates worked in the education sector

More than
40%

of our teammates are first-generation college graduates

15%

of teammates have participated in a Risepoint-supported program



43%

of teammates have worked in higher education for 10 years or more



rise·point | rīz·pōint

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.



“I was offered a management position on the condition that I would have to work toward and complete my bachelor’s degree. My previous attempts at online classes were unsuccessful but I decided to try again... Now my diploma sits right in front of my desk as a reminder of my accomplishments. I enrolled in an MBA program shortly after graduation and started in January of this year. I’m about to start my 4th class with a predicted graduation date of later next year – and I have a spot saved right above my first diploma for my second one... I’m so proud of myself for rising above. I’m happy that I’ve been able to share my personal journey with the students I speak with each day and now with all of you.”

Dwane Newbold, Senior Student Engagement Specialist



“I am a first-generation college graduate. Although I had high grades though middle school, high school was a challenging time for me personally and academically. Sports was my saving grace; I was admitted into college for my gymnastics ability... It is amazing how a supportive environment can change everything. From that day forward, I knew I could accomplish any goal I set for myself.”

Heather Colley, AVP I, Managing Director



“I was the first person in my family to graduate with a master’s degree and that was through a Risepoint partner!”

Jess Parsons, Instructional Designer



“I was the first [in my family] to earn a graduate degree. My mother, a teacher, was incredibly proud of my accomplishments... I am proud of my ability to manage full-time coursework and develop new time management skills. As we often tell students, balancing work, school, and home life is challenging but achievable with proper time management. This lesson has not only helped me feel relatable to the students we serve but is a lesson that will stay with me throughout my life.”

Dana Duran, Student Operations Specialist



“A key risepoint moment for me was immigrating to the US for my bachelor’s degree. It was very difficult to move countries at 18 and be by myself and I was not sure if I was ready for it. Through the support of everyone at the university, I was able to adjust and thrive, so I am very thankful for the support I received to help me achieve that risepoint moment that changed my entire life. I think about this moment often as I see our job is to help our university partners and their students reach similar risepoints that can forever change their lives.”

Fernando Bleichmar, CEO



In closing

We are proud of the work that we do, connecting with universities across the globe and helping to expand access to education for their students.

We couldn't imagine a better reason to do the work that we do, and we continue to be honored to be in the service of the universities and students who are making a difference in their communities every day.

Looking forward, we're confident that our university partners' programs will continue to make a difference for the students whose lives are changed for the better, and that they, in turn, will make an impact on the communities that they learn, work, and live in.

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