



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2025-2026

LFIR # 1425

1. **Project Title**
2. **Senate Sponsor**
3. **Date of Request**

**4. Project/Program Description**

ReUp Education will (a) align credential acquisition and workforce needs (b) support the Some College No Credential (SCNC) population in acquiring living wage jobs to decrease dependence on social services & (c) provide ROI on educational investments by recouping tuition dollars for public institutions that receive enrollees from our services. This requests represents a critical continuation of the work ReUp started last year with multiple Florida institutions, including Florida International University, Florida Gulf Coast University, State College of Florida Manatee-Sarasota, and St. Petersburg College. ReUp is three times more effective at finding, engaging, & enrolling the SCNC population than when colleges and universities attempt this work alone. ReUp provides a comprehensive platform that blends technology, data, and personalized one-on-one coaching to find and re-engage stopped-out students, guide them to re-enroll, and ultimately graduate at no cost to the student.

5. **State Agency to receive requested funds**
- State Agency contacted?**  Yes

**6. Amount of the Nonrecurring Request for Fiscal Year 2025-2026**

Type of Funding	Amount
Operating	1,300,000
Fixed Capital Outlay	0
<b>Total State Funds Requested</b>	<b>1,300,000</b>

**7. Total Project Cost for Fiscal Year 2025-2026 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	1,300,000	100%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
<b>Total Project Costs for Fiscal Year 2025-2026</b>	<b>1,300,000</b>	<b>100%</b>

8. **Has this project previously received state funding?**  Yes

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2024-25	0	1,000,000	125	No

9. **Is future-year funding likely to be requested?**  Yes

a. **If yes, indicate nonrecurring amount per year.**

b. **Describe the source of funding that can be used in lieu of state funding.**

N/A



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### Complete questions 10 and 11 for Fixed Capital Outlay Projects

**10. Status of Construction**

a. What is the current phase of the project?

- Planning    
  Design    
  Construction    
  N/A

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

e. What funding stream will be used for ongoing operations and maintenance of the project?

**11. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.**

**12. Details on how the requested state funds will be expended**

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits	Admin & Overhead: ReUp's Managing Director leads the initiative, ensuring accountability and success. The role involves high-level oversight, strategic decision-making, and resource coordination across internal teams.	65,000
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
<b>Operational Costs</b>		
Salary and Benefits	Coaching: ReUp's Engagement and Success Coaches, along with managers and training specialists, deliver one-on-one coaching to students. College Relations: ReUp's institutional engagement team works with colleges to collect and segment data, maintain communication, and facilitate reporting.	559,000
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study	Technology & Data Analytics: ReUp's predictive modeling, data analytics, and reporting tools optimize outreach and engagement strategies. Student Outreach: ReUp's multi-channel communication efforts leverage a technology-driven platform to engage students at various points in the re-entry process.	676,000
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		0
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>1,300,000</b>



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#### 13. Program Performance

##### a. What specific purpose or goal will be achieved by the funds requested?

Securing this request is crucial to sustaining and advancing the work ReUp began last year with Florida institutions such as Florida International University, Florida Gulf Coast University, State College of Florida Manatee-Sarasota, and St. Petersburg College, ensuring continued support for students statewide. ReUp utilizes postsecondary education as a vehicle to fill workforce shortages in a given state. ReUp achieves this goal by creating a marketplace of curated credentials from in-state institutions that align with the needs of business and industry. ReUp collects the stop-out lists from state institutions that opt to offer credentials on the marketplace. These lists of students are cleaned up, offered back to the institutions as a complete data set, and utilized to create targeted marketing campaigns to find, engage, and enroll Florida's SCNC citizens.

##### b. What activities and services will be provided to meet the intended purpose of these funds?

ReUp is the only company that offers this as an integrated solution to simultaneously address these issues with a statewide coordinated strategy.

Data Analytics: ReUp has analyzed over a million interactions with SCNC individuals, which gives us unique perspectives and insight. Learners often tell us that we have a deeper understanding of their circumstances and options than they have themselves.

Coaching: We leverage technology and data insights so our professional coaches can surface learners' readiness and motivation to re-enroll and succeed.

Product/Technology: ReUp removes the complexity for learners from the eligible to enrolled stage with coach and student facing technology that is as intuitive building intent to re-enroll.

Marketing: ReUp has a unique ability to find and engage learners who are distracted by the pressures of working frontline jobs with multiple commitments in other areas of their lives.

##### c. What direct services will be provided to citizens by the appropriation project?

Success Coaches: Identify their barriers and motivators by leveraging technology and data insights to help citizens assess whether they are prepared to re-enroll. Access available institutional, state, and federal resources – including programs and initiatives and make that information available to citizens, thus driving scale for existing programs and initiatives. Support continued success through reminders for key deadlines, communicating on the citizen's time and preferred method of communication, and remaining available through completion of the credential.

##### d. Who is the target population served by this project? How many individuals are expected to be served?

The target population is the state of Florida's 1.6 million citizens who have enrolled in a postsecondary institution but did not complete a credential.

##### e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

The expected benefits are (a) ROI for the state in regards to educational dollars invested in citizens who began a credential but did not complete, (b) driving scale and utilization of existing state programs like Florida Work Experience Program and Florida Public Postsecondary Career Education Student Assistance Grant Program, and (c) providing skilled and employable citizens aligned with the existing workforce gaps in the state.

ReUp provides reporting at both the state level and at the institutional levels. ReUp provides an aggregate summary report for the state of Florida and detailed summary reports for participating institutions on student outreach and subsequent pipeline, with contextual information such as: why students left their institution, what would motivate them to return, internal and external barriers to return and get a credential or complete a degree, timing, how programs of interest tie to state workforce talent pipeline needs.

##### f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for in the contract?

If the funds are not expended in accordance with this form, they will be reverted to the state.

#### 14. Is this project related to mitigation, response, or recovery from a natural disaster? No

##### a. If Yes, what phase best describes the project?



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- Mitigation (reducing or eliminating potential loss of life or property)
- Response (addressing the immediate and short-term effects of a natural disaster)
- Recovery (assisting communities return to normal operations, including rebuilding damaged infrastructure)

**b. Name of the natural disaster (or Executive Order # for events not under a federal declaration):**

**15. Has the entity applied for or received federal assistance for this project?**

- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

**a. If yes, provide the FEMA project worksheet ID#:**

**b. Provide the total project cost listed on the FEMA project worksheet:**

**16. Has the entity applied for or received state assistance for this project (other than this request)?**

- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

**a. If yes, specify the program and state agency (ex. Local Government Emergency Bridge Loan, Department of Commerce):**

**17. Requester Contact Information**

**a. First Name**  **Last Name**

**b. Organization**

**c. E-mail Address**

**d. Phone Number**  **Ext.**

**18. Recipient Contact Information**

**a. Organization**

**b. Municipality and County**



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#### c. Organization Type

- For Profit Entity
- Non Profit 501(c)(3)
- Non Profit 501(c)(4)
- Local Entity
- University or College
- Other (please specify)

d. First Name  Last Name

e. E-mail Address

f. Phone Number  Ext.

#### 19. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number

*The information provided will be posted to the Florida Senate website for public viewing if sponsored by a Senator.*