



REACH

2025 in Review

Last fall marked five years since Reach University launched in its current form. Five years as the nation's first higher education institution built for the Apprenticeship Degree. Five years **turning jobs into degrees**. Five years building from the ground up a university, and a **revolution**.

Given that milestone, this annual report takes a different approach than prior editions. Rather than begin with a list of what we did in 2025, we start by stepping back: where we began, where we are now, and where we are headed next.

A Story of Unusual Growth

279%

170%

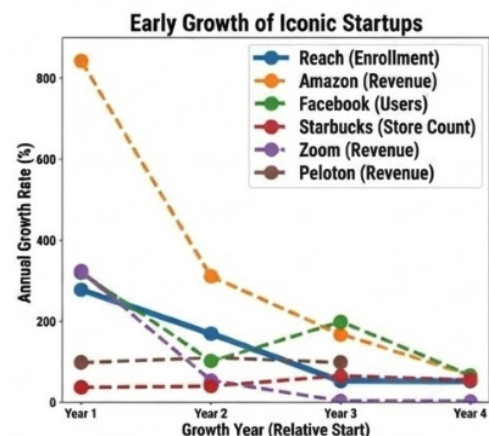
54%

55%

The numbers above are Reach's year-over-year growth rates as measured by undergraduate enrollment from 2022 through 2025. "Unusual" doesn't cover it.

One widely used framework defines growth above 50 percent as "hyper growth," and growth above 100 percent as "light-speed growth" (Flamholtz et al, 2007). By those measures, enrollment in Reach's job-embedded BA programs saw light-speed growth for two years and hyper growth for two more. Graduate programs tipped this year into light-speed growth, more than doubling.

As the chart shows, Reach's growth trajectory sits between the legendary spikes of Amazon and Facebook and the tapering curves of Starbucks, Zoom, and Peloton.¹ The standout is not just the height of Reach's early growth, but its persistence: four consecutive years above 50 percent growth, two of them above 100 percent. Few startups sustain such a pace for long. We don't expect to defy physics. But we continue to push the limits.



In 2025, Reach University achieved:

- **3400+ enrolled** across **8 states**
- **76% program revenue growth**² (amid federal grant cancellations)
- **2,400+ applications** (a record) with **<2% of budget** spent on marketing

Without investment, growth may taper to 29% in 2026—not from reduced demand but from rising completions as our early BA cohorts begin to graduate. **Still, this growth calls a question: Why?**

¹ Sources: SEC filings & company publications/press releases; Facebook user growth compiled by Salon.com

² FY25 fiscal year (July to June)

Why Is Reach Growing?

First, our North Star: pioneering pathways to upward mobility. In 2025, Stand Together [featured](#) Reach alum Angelica Torres, who spent years as a classroom aide during a persistent teacher shortage; today she is a math teacher because our **affordable, debt-free Apprenticeship Degree** made the pathway possible.

Second: employer demand. The NBC affiliate in New Orleans [reported](#) last summer that Jefferson Parish credited Reach with helping **cut teacher vacancies in half**. Like many of Reach's **550** employer partners, Grant Monda of Aurora Collegiate Academy [endorsed](#) Reach for program *quality*: "I'm not going to endorse a program just to endorse it."³

Third, growth moves us toward sustainability and evaluation-ready scale. Earned revenue already covers direct costs; at roughly 7,000 enrolled it also covers indirect costs—without philanthropy—while giving us the regional scale needed for additional third-party validation. Early [evidence](#) on wage gains is encouraging (see more below), but scale is a key variable.

What kind of scale are we talking about?

How Big Can This Get?

Reach will not, on its own, serve the **50 million** working adults who could benefit from this model. But by **2030**, Reach and its partners aim to enable **10,000** working adults across **20+ states** to earn Apprenticeship Degrees—changing the course of higher education **by example, not by size**. Seen through that lens, Reach's trajectory comes into focus:

- **2020** was a **starting point**. Reach launched in current form as the nation's first university built for the Apprenticeship Degree, and set out to bring Higher Ed into the workplace.
- **2025** is a **proof point**. Reach now has a five-year track record, and our work is focused on demonstrating validation at scale, with Reach as proof point #1.
- **2030** is the horizon for **tipping point**. The goal is to accumulate sufficient proof of causal impact, fiscal sustainability, and replicability to change "perceptions of what is possible"⁴ so the Apprenticeship Degree becomes a customary, trusted option nationwide.

In short: Reach's job now is *proof*. Proof the **Apprenticeship Degree** can revolutionize U.S. higher education in this century and create paths to upward mobility for 50 million working adults.

³ Transcript of full *Reel Talk* video interview with Grant Monda (Executive Director, Aurora Collegiate Academy) and Dominique Weeden, recorded on site in Memphis, TN, 2025, on file with Reach University. Watch [highlights](#).

⁴ Proof points offer evidence of effectiveness (Elmore, 1996), illustrate that the model is workable for new entrants (Sternberg et al., 2006), and build confidence that a model is worth investment (Sternberg, 2006), changing "perceptions of what is possible" (Bradach 2010).

What We Did in 2025

Our new [strategic plan](#) names five forms of proof needed to move the Apprenticeship Degree from *proof point* to *tipping point*: **upward mobility, workforce impact, sustainability, replicability, and enabling innovation**. As in prior-year reports, highlights below are anchored to our priorities.

UPWARD MOBILITY Apprenticeship Degrees start with a paid job and are designed to end with a better paid job—while also building the durable habits of mind that support lifelong flourishing. That’s why we believe the **Liberal Arts** matter, in life *and* the workplace. **What we did in 2025:**

- Projected current enrollees will see **\$20M/year** in **aggregate wage gains** ([third-party analysis](#))
- Conferred **370+** new BA degrees and 7 MAT degrees ([commencement ceremony](#))
- Reached **1,350** undergrads (cumulative) with our **CS & AI literacy** requirement ([more info](#))
- Provided **1,260** undergrads (cumulative) & **30** teacher interns **Science of Reading** intensive
- Pioneered Oxford Tutorial-style **peer mentorship** circles for our teacher induction program
- Built groundwork for new institute to embed classical **Liberal Arts** in Apprenticeship Degrees
- Maintained a candidate Net Promoter Score (NPS) score of **60+** ([benchmark = 32](#))

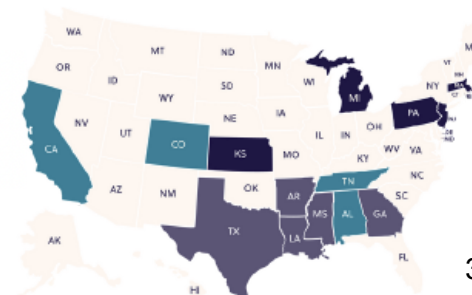
WORKFORCE IMPACT We aim to prove Apprenticeship Degrees builds representative local **talent pipelines**—not just by delivering credentials, but by building professional capital, skills, and networks. **What we did in 2025:**

- Trained **3,400+** teacher Apprenticeship Degree candidates across **550** school networks
- Grew enrollment in LA (**1,500**), CA (**550**), AL (**326**), AR (**316**), TN (**158**), TX (**90**), CO (**85**)
- Expanded **Reach Teachers College** to [Georgia](#), our **8th state** (as [forecasted](#))
- Received state authorization to launch in [Mississippi](#), our **9th state**
- Contributed to **halving teacher vacancy rate** in a Louisiana parish ([NOLA.com](#))
- Received press validation for workforce impact ([Chronicle of Higher Education](#); [AL.com](#))

SUSTAINABILITY We aim to prove the Apprenticeship Degree is a **sustainable model**—financially and organizationally—while keeping affordability non-negotiable, braiding debt-free funding, and avoiding student loans. **What we did in 2025:**

- Championed **no student debt** and maximum out-of-pocket **\$75/mo** for undergrads
- Achieved for the **fifth** consecutive year a perfect **3.0** composite ratio in our FY25 audit
- Finished the year with positive change in net assets despite federal grant & budget cuts
- Grew staff and faculty to over **460** (including part-time professors of practice)
- Maintained staff NPS of **41** and **8%** voluntary attrition


■ Reach Teachers College (RTC)
■ NCAD
■ RTC & NCAD



REPLICABILITY At Reach we “open source” everything. We aim to prove the Apprenticeship Degree (AD) can be replicated across industries and geographies. This work includes launching **new Reach verticals** as well as building **field capacity** through our [National Center for the Apprenticeship Degree \(NCAD\)](#). *What we did in 2025:*

- Entered strategic alliance to launch future **Reach AD** programs in **behavioral health**
- Shared learnings on embedding **CS/AI literacy** in ADs (w/[Apprenticeships for America](#))
- Supported **The College of New Jersey** master’s-level AD in clinical mental health counseling
- Advised **MSU Denver** in building master’s-level Apprenticeship Degree in social work
- Provided capacity building support to **MA community colleges** launching ADs in 4 verticals
- Supported **Colorado Mountain College** teacher AD which won state’s best-in-class award
- Won **Kansas** contract with State Apprenticeship Office to build capacity for ADs statewide
- Advised **Bloomberg Philanthropies** on healthcare [career-specialized high schools](#)
- Supported **Slippery Rock Univ** in securing RAP approval for its PK12 SPED post-bacc
- Secured funding from **Center for the Future of AZ** for a statewide AD design in 4 verticals
- Collaborated with **Propel America** to secure USDOL RAP approval for its Med Asst pathway

ENABLING INNOVATION We aim to build enabling conditions that allow Apprenticeship Degrees to scale: **shared standards of practice, better data, public support, and public policy** that aligns funding and accountability. *What we did in 2025:*

- Hosted **inaugural ICAD⁵ convening** in Oxford for 145+ attendees from 10 nations ([video](#))
- Facilitated **ADNet⁶ Cohort 3** with 66 leaders from 36 organizations and 16 states
- Headlined bipartisan salons at [AEI](#) and [PPI](#) to engage policymakers on AD expansion
- Provided “Apprenticeship Degree” language used for first time in Congressional Record 

Apprenticeship Degree.—The Committee encourages DOL to support apprenticeship degree programs where institutions of higher education integrate the awarding of affordable college degrees with the hallmarks of registered apprenticeships. The Committee further encourages DOL to prioritize funding for apprenticeship degrees in future Funding Opportunity Announcements.

What to Expect in 2026

This year Reach will launch a **new college** dedicated to **healthcare apprenticeship**. Our flagship **Reach Teachers College** will continue to grow, particularly in the southeast, in pursuit of self-sustaining scale. **NCAD** will catalyze wider adoption of the Apprenticeship Degree.

We seek to move the Apprenticeship Degree from proof point to tipping point—so the workplace becomes the learning place and workers everywhere can turn jobs into degrees. Ahead of a major capital campaign, **we invite early partners to join this effort** to renew the American Dream.

Thank you for supporting Reach University. Review our prior annual reports ([2024](#), [2023](#); [2022](#); [2021](#); [2020](#)). FY25 financial statements available upon request. Questions? Contact Joe Ross, president@reach.edu.

⁵ The International Convening on Apprenticeship Degrees (**ICAD**) was NCAD’s flagship event of the year.

⁶ The NCAD Apprenticeship Degree Network (**ADNet**) provides cohesion and support for innovators in the emerging Apprenticeship Degree field. Network cohesion gives rise to a “shared identity” serving as “the foundation for any field of practice” (Bridgespan, 2009), and supports widespread & systemic adoption of an innovation (Bellwether, 2024; Bolton & Davies, 2021; Han & Shah, 2019; Bradach & Grindle, 2014).