## RETENTION WORKSHOP AGENDA

**Texas Higher Education Coordinating Board**  
20<sup>th</sup> Annual Recruitment and Retention Conference  
Austin, TX  
June 21, 2004

**Dr. Watson Scott Swail**  
President, Educational Policy Institute

**Mr. Jacob Fraire**  
Assistant Vice President, TG

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<th>Time</th>
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| 2:00pm| **Introduction**  
• The ongoing retention challenge  
• Why students leave  
• The “cost” of retention (individual, institutional, societal) | Presentation  
*Dr. Watson Scott Swail* |
| 2:20pm| **Discussion 1:**  
*What do you want/expect to get out of this workshop?* | Discussion w/Worksheet |
| 2:30  | **Discussion 2:**  
The Greatest Challenges Facing You and Your Institution Regarding Retention (Small Group) | Discussion |
| 2:40pm| **Reporting Back**                                                      |                                                        |
| 2:50pm| **A Framework for Student Retention**                                   | Presentation                                           |
| 3:15pm| **Break**                                                               |                                                        |
| 3:25pm| **Embedding Debt Management Strategies across Institutional Enrolment Management Plans** | *Jacob Fraire, TG* |
| 4:00pm| **Best Practices in Student Retention**                                 | Presentation w/ Audience Involvement                     |
| 4:30pm| **Making a Plan**                                                       | Worksheet                                              |
| 4:45pm| **Discussion 3: Reporting Back**                                        | Discussion                                              |
| 4:55pm| **Concluding Thoughts**                                                | *Dr. Watson Scott Swail*                                |