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Dear Webinar Attendee:

Welcome and thank you for registering for the webinar, “**Keys to Recruit & Retain African American Students for Your College**” scheduled for Tuesday, October 6, 2009 at 1 pm ET. Please check your time zone for the correct local time.

Enclosed please find the following webinar materials:

1. **Speaker Handouts** – “**Keys to Recruit & Retain African American Students for Your College**” presentation slides.
2. **DVD Discount** - This webinar will be recorded for your future use. You may purchase your own copy of just \$99 (versus the \$199 regular price). To reserve your CD, please complete the attached coupon and return it to Higher Ed Hero or call us toll free at 800-964-6033. Please note: It is a violation of copyright laws to record the webinar.
3. **Webinar Evaluation Form** – After listening to the webinar, each participant is asked to complete the evaluation form and return it to Higher Ed Hero. We would very much appreciate your comments and suggestions for future webinars.

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1. **20 minutes before the webinar is scheduled to begin:**
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- Please refer to the email titled “IMPORTANT WEBINAR INFORMATION FOR REGISTRANTS” to get the **CONFERENCE PASSCODE** and your **CUSTOMER PIN CODE**.
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the appointed time and last for 60 minutes. At the conclusion of the webinar, simply hang up.

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- We recommend that you MUTE your speaker phone during the presentation, as background noise in your listening area can cause the phone to mute the presenter, causing you to miss part of the conference. **Do not forget to un-mute your phone if/when you selected to ask a question.**

Interactive Question and Answer Period During the 60-Minute Program

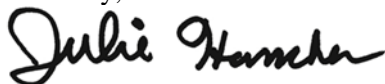
- The question and answer period of the conference will be interactive. We have scheduled the last 15 minutes of the program for this part of the session.
- The operator will make an announcement when the Q&A period is ready to begin. You will then be prompted to press the *** key then the number 1** on your touch-tone phone if you have a specific question for the speaker.
- When the time comes to ask your question we ask that you use the handset and not the speakerphone. This will ensure all attendees will be able to hear the question clearly.
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- If you are not selected to have your question answered or have any additional questions, Questions@higheredheroinfo.com and we will forward it to the speaker.

Additional Information

Remember you are free to put the webinar on “speakerphone” at each listening site so that additional colleagues may listen with you at no extra charge. However, conferencing in additional phone lines is unlawful. Please check your time zone for the correct local time that corresponds to 1:00 p.m. ET.

Again, welcome and thank you for your enrollment. If you have any questions, please contact us at 800-964-6033.

Sincerely,



Julie Hancher
Conference Manager
Higher Ed Hero

James H. Pogue, Ph.D

Dr. Pogue is the CEO of **The College Doctor LLC**. He is responsible for setting the vision and mission of the organization. In this role he has developed the three primary components of organization to provide the best possible services. College preparation seminars delivered in both large and small scale to parents and students via schools and school districts, city and county governments, in addition to partnerships with business and industry.

The Institute for Higher Education was also a brainchild of Dr. Pogue. The Institute is a specially designed series of professional development opportunities directed at person based upon their experience at the institution and their years of experience in higher education.

As a consultant Dr. Pogue has worked with several institutions and organizations across the country providing expertise and advice to facilitate institutional growth and development particularly in the areas of enrollment management and student success. A dynamic speaker Dr. Pogue is also a highly sought after speaker for colleges, universities, high schools and other organizations.

Dr. James H. Pogue currently serves as the Director of The Educational Opportunity Program (EOP) at Binghamton University. In this capacity he is responsible for managing the overall planning of activities and program development, including a summer program and orientation. In addition, he is responsible for the development and design of curriculum, tutoring components, academic and career advising with the EOP.

Dr. Pogue maintains a working relationship with essential university offices including Enrollment Management, Admissions, Financial Aid, Office of the Registrar, Residential Life, Binghamton Success Program, Campus Life (Activities), Bridges to the Baccalaureate Degree, in addition to a several other offices.

During his tenure, Dr. Pogue has managed his department in the face of significant economic adversity, while maintaining the highest quality in recruitment.

Compared to similar programs the retention and graduation rates for the students in Dr. Pogue's program are the highest in the country.

Highly respected by his colleagues, he has been asked to serve on the State University of New York's Retention Conference planning committee. His qualities have been recognized nationwide as well; Dr. Pogue was accepted to and attended, the prestigious Harvard Graduate School of Education Management Development Program in 2004.

As a Decorated Veteran of the Armed Forces, Dr. Pogue brings a unique perspective to higher education. His military experience both stateside and abroad, in Desert Strom, informs his direction and focus as he seeks to make a difference in the continued development and education of others.

Dr. Pogue has had significant experience at multiple levels of education. Having served as a Math and Science instructor at the middle school level in Louisiana and as a High School Math and Science Instructor in Arizona, he has a keen understanding of transitional issues faced by parents and students as they navigate the college selection process.

With an earned Ph.D from The University of Arizona, in Higher Education, in addition to a B.S. in Biology from Grambling State University (*where he was a member of the World Famed Grambling State University Tiger Marching Band and served as Drum Major*), Dr. Pogue recognizes the importance of education, diversity and leadership and shares his experiences with a variety of organizations across the country.

His fields of expertise include Student Success, Retention and Graduation, Higher Educational Finance Models, Organizational Theory, Behavior and Leadership. Dr. Pogue has also been asked to share his expertise at the graduate level having served as an Adjunct Professor in the School of Education at Binghamton University and the Department of Psychology at The College of St. Elizabeth in New Jersey.

In his community, Dr. Pogue volunteers with the Broome County Urban League where he served on the Board of Directors and as Chairperson for 3 years. He also teaches Martial Arts and is a member of the United States of America Karate Federation. He has been a Black Belt since 1996 and is a 5-time US National Champion, and a participant at the recent 2007 World Championships, finishing 3rd.

Dr. Pogue resides in Binghamton, New York.

Keys to Recruit & Retain African American Students for Your College

A comprehensive approach to the
Recruitment, Retention and
Graduation of African American
Students.

James H. Pogue, Ph.D

Retention from the 1st Point of Contact

- Developing a Campus Culture of Retention
 - Top Down
 - Defining Recruitment
 - Institution Specific Initiatives
- Assessing Progress, Success, Challenges
 - Current Students
 - Alumni
 - Employers
 - Faculty and Staff
- Recognize Your Limitations

Developing a Culture of Retention

□ Top Down Administrative

- President
- Provosts and V. Presidents
- Deans and Directors
- Faculty and Staff

□ Top Down Student

- Alumni
- Students

Developing a Culture of Retention

□ Re-Defining Recruitment

- The act – consciously or unconsciously – of facilitating the development of an opinion of the college or university
- This refers to all persons connected with the institution, even through multiple degrees of separation

Developing a Culture of Retention

Institution Specific Initiatives

- Target specific individuals (faculty or staff) and provide them talking points to focus discussions with students.

- Proactive (Intrusive?) academic advising
 - Required meetings
 - Generally 3 per semester
- Mid Semester Evaluations
 - All Freshmen
 - Selected others

Developing a Culture of Retention

□ Institution Specific Initiatives

■ Institutionally Supported Summer Transition programs

□ Focused on relationship building

■ With Institution

- Academic advisors
- Faculty
- Administrators

■ With Students

- Cohort development
- Academic interest
- Social interest

■ With Self

Developing a Culture of Retention

□ Institution Specific Initiatives

- Relationship development through policy analysis and adjustment
 - Ex. 'one time saves' or adjusted probation status
- Meaningful engagement with faculty and Deans during first days on campus
 - In a student centered/'safe' environment

Developing a Culture of Retention

- Institution Specific Intentions
 - Appropriate and Timely Celebrations
 - Beginning of Semester
 - Holidays
 - Institutionally specific
 - Cultural
 - Monthly Birthday Celebrations
 - Homecoming
 - Graduation (Fall and Spring)

Assessing Progress, Success and Challenges...Feedback from Students

- Local Campus Climate Survey
- NSSE
- Student Government
- Fraternity/Sorority Leaders
- Graduating Seniors

Assessing Progress, Success and Challenges...Faculty and Staff

- Are the right questions being asked?
 - Ex. What are the variables that contribute to African American student persistence?
 - Parents feelings about education
 - Student's appraisal of his/her ability
 - Social relations
 - Respect for others
 - Do you prefer to work alone/with others
 - Father's and Mother's occupation
 - Home security
 - Evidence of leadership (especially in the community)

Assessing Progress, Success and Challenges...Faculty and Staff cont.

- Is campus programming addressing concerns in a prioritized fashion?
 - Identity Development
 - Environmental Stressors
 - Problem-focused Coping
 - Emotion-focused Coping

Assessing Progress, Success and Challenges...Faculty and Staff cont.

- Is campus programming addressing concerns in a prioritized fashion?
 - Persistence/Dropout Fears
 - Separation from Established but Dysfunctional Social/Psychological Anchors
 - Real and Perceived Racism
 - Unrealistic Perception of Self

Assessing Progress, Success and Challenges...the Alumni Perspective

- Underutilized recruiters
- Good fit for Younger Alumni
- Develop a Written Strategic Plan
 - Recruitment
 - Structure
 - Training
 - Removal of Volunteers

Assessing Progress, Success and Challenges...Lessons from Employers

□ Positive 'Pressure' for change

- Using corporate diversity initiatives as a catalyst
- What can we learn from employers
- Potential funding opportunities

□ Ethical Considerations

- Unfair advantages in recruiting
- Improper use of student information

Recognize Your Limitations...

- Recruitment, Retention and 'Fit'
 - Its not about 'Standards' its about 'Fit'
 - Every A.A. Student is not a good fit for your institution
- Gender considerations
 - A. A. Males need different attention
 - Institutionally supported groups
 - Community involvement/mentoring

Characteristics of Successful Learning Communities

- ❑ A community of high-ability students to whom other African American students can connect.
- ❑ A localizing of academic supports and financial resources.
- ❑ The presence of faculty and staff who are well trained and who are aware of the needs and abilities of the students.
- ❑ Structured tasks and activities that promote academic and social integration and cognitive development.
- ❑ The opportunity to develop a dual identity that is associated with being talented and (rather than versus) a member of one's racial community.

Anderson, James
University at Albany, SUNY
10-5-2006

Retention from the 1st Point of Contact

Questions and Answers...

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Webinar Evaluation: (#2228)
“Keys to Recruit & Retain African American Students for Your College”
 Tuesday, October 6, 2009 – 1:00 PM ET

Please take a moment to fill out this evaluation form and return it to Higher Ed Hero via fax (215-689-3435) or mail. Your comments will help us make future webinars even more valuable. If you would like your comments to remain anonymous, do not fill out the contact information below.

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Name: _____ Title: _____ Company _____
 Phone: _____ Fax: _____ E-mail _____

1. How many people listened in on the conference from the phone line you dialed in from? _____

2. Did the conference cover topics that you are interested in or currently faced with? _____

Comments: _____

3. Did you face any technical difficulties prior to or during the conference? _____

If yes, please explain: _____

4. Please rate the conference presenter on a scale of 1-5 (1=poor, 5= excellent):

___ Preparation ___ Verbal Presentation ___ Question and Answer Session ___ Expertise ___ Conference Materials

Comments: _____

5. Were the stated learning objectives met? Yes ___ No ___

6. If Applicable, were prerequisites appropriate? Yes ___ No ___

7. Were Program materials accurate? Yes ___ No ___

8. Was the program material relevant and did they contribute to the achievement of the learning objectives? Yes ___ No ___

9. Was the time allotted to the learning activity appropriate? Yes ___ No ___

10. Were facilities and/or technological equipment appropriate? Yes ___ No ___

11. Was the handout or advance preparation material satisfactory? Yes ___ No ___

12. Were the audio materials effective? Yes ___ No ___

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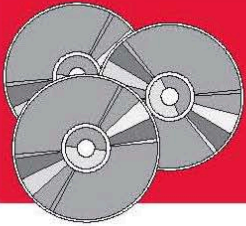
14. Are there topics you would like to see covered in future conferences? _____

15. Please rate the following topics that we are considering for upcoming webinars (5=very interested, 1=not at all interested)?

| | | | | | |
|---|---|---|---|---|---|
| ➤ Tips to Transition to Paperless Transcripts | 5 | 4 | 3 | 2 | 1 |
| ➤ Cell Phones on Campus: Recruitment & Student Tools | 5 | 4 | 3 | 2 | 1 |
| ➤ Implementing an Efficient Paperless Transcript Process | 5 | 4 | 3 | 2 | 1 |
| ➤ Better your University Brand with Facebook | 5 | 4 | 3 | 2 | 1 |
| ➤ Moving your Student Paper & Newsletters Online: How to Transition | 5 | 4 | 3 | 2 | 1 |
| ➤ Electronic Admissions: How to be Paperless & Compliant | 5 | 4 | 3 | 2 | 1 |
| ➤ Obama on Campus: Gaining Positive Press through Guest Speakers | 5 | 4 | 3 | 2 | 1 |

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Q: May I photocopy, fax or email a copy of my attendee packet to one or more colleagues for the purpose of calling from another location?

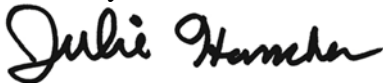
A: No. Only one phone line per registration is permitted. The first party to use your unique confirmation code will be the only phone line connected to the webinar.

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Sincerely,



Julie Hancher
Conference Manager
Progressive Business Conferences