



Texas Higher Education
COORDINATING BOARD
P-16 INITIATIVES

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DATE: September 10, 2010

TO: Presidents, Texas Public Institutions of Higher Education

FROM: Judy Loreda, Ph.D., Assistant Commissioner of P-16 Initiatives
Susan Brown, Assistant Commissioner of Planning and Accountability
Texas Higher Education Coordinating Board

RE: Uniform Recruitment and Retention Strategy (URRS), Institution of Higher Education (IHE), Best Practice Review Utilizing Coordinating Board Accountability System Data

The THECB is implementing a new URRS strategy and process to address the requirements of TEC section 61.086 for FY 2010. We will no longer collect separate URRS reports from IHEs, but will be analyzing the data provided by the institutions. To this end, between September 15, 2010 and December 15, 2010, Coordinating Board staff will be reviewing and analyzing institutional data in the Board's Accountability System.

In order to meet the requirements of section 61.086, in the newly expanded text box on the Accountability System associated with Participation, please enter information on the recruitment and retention strategies that have been developed or implemented by your institution to recruit and retain students from underrepresented groups such as racial or ethnic minorities, and highlight the most important strategies, i.e., those that have been successful or show significant promise of being successful. This Coordinating Board URRS strategy and process will be reviewed and updated annually.

Staff will identify IHEs that experienced increases between FY 2007 and FY 2010 in the recruitment and/or retention of students, especially among underrepresented populations such as racial or ethnic minority groups. It is our intention to invite IHEs that have shown success in recruitment and/or retention to serve as potential best practice demonstration sites for IHEs experiencing difficulty in meeting *Closing the Gaps* targets.

After the accountability data is reviewed and analyzed to identify IHEs that are exceeding their *Closing the Gaps* targets, a Best Practice Demonstration Site Team from these IHEs will then be matched with IHEs in need of technical assistance to improve recruitment and/or retention strategies.

The anticipated outcomes of the Best Practice Demonstration Site Team implementation include:

- raising institutional awareness of the need to increase and improve student support programs (academic, social, and financial);

- identifying and disseminating strategies that have proven successful for IHEs meeting *Closing the Gaps* targets for underrepresented populations;
- implementing best practices included in the *Accelerated Action Plan for Closing the Gaps by 2015*; and
- attracting more students into higher education and retaining a larger percentage of them, especially students from ethnic or racial groups who have not traditionally enrolled or succeeded in higher education.

We will be contacting institutions after the review of all institutional data to determine their interest in being considered as a part of the Best Practice Demonstration Site Teams. In addition, we will contact institutions who may benefit from a technical assistance site visit. Please contact Natalie Coffey at natalie.coffey@theccb.state.tx.us or 512-427-6227 if you have any questions.