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What You Need to Know To Recruit and Retain Students of Color

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Lana Low is Senior Executive for Noel-Levitz and a noted authority on retention and assessment, having consulted with more than 200 colleges and universities. She is responsible for overseeing retention research and development for Noel-Levitz and a noted authority on retention and assessment, having consulted with more than 200 colleges and universities. Low is responsible for overseeing retention research and development for Noel-Levitz, her areas of expertise encompass all aspects of retention management.

Using her latest work, "Are College Students Satisfied? A National Analysis of Changing Expectations", Dr. Low offers her clients a rich reservoir of knowledge and experience. As a consultant for Noel-Levitz, she has served a broad spectrum of institutions, including North Carolina A&T State University, Hanover College (Indiana), Norwalk Community College (Connecticut), and Abilene Christian University (Texas).

Previously, she served 19 years at the University of Virginia's College at Wise as professor of education, director of enrollment management, director of advising and assessment, and chief institutional advancement officer, among other assignments.

A prolific writer, Dr. Low has presented retention and assessment research at more than 50 regional and state conferences, conducted more than 100 workshops and written numerous articles on student assessment. She has received awards throughout her career for excellence in teaching, research and academic advising.

Dr. Low received her doctorate in education research and evaluation from Virginia Polytechnic Institute and State University. She is a member of several professional associations, the honorary fraternities Phi Kappa Phi and Phi Delta Kappa, and nonprofit organizations in the community, nationally and abroad. Her keynote address is "What you Need to Know to Recruit and Retain Students of Color."