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**FOR IMMEDIATE RELEASE**

**Texas Wesleyan University promotes Andrea Canales to assistant vice president for enrollment**

FORT WORTH, Feb. 26 – Texas Wesleyan University promoted Andrea Canales to assistant vice president for enrollment in hopes of increasing student retention rates.

“Andrea has done a wonderful job in leading the admission team the past two years. New student undergraduate freshmen enrollment increased 27% from fall 2002 to fall 2003 under her leadership. She understands the trends in higher education and is very proficient in analyzing data. Andrea was the logical choice,” says Pati Alexander, vice president for enrollment and student services.

Canales’ duties include leading the retention initiatives, collecting, studying, and distributing retention data, supervising the office of international student services and tracking enrollment trends and patterns for the University.

Canales held the position of director of admissions at Texas Wesleyan since April 2002. Prior to her work at Wesleyan, Canales served as coordinator of international programs at the University of Louisville, in Louisville, Kentucky. While at Louisville, she

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worked for the dean of the college of arts and sciences and coordinated special events for university constituents including alumni, students, faculty and staff.

Canales says she is excited about her new position: “I really enjoy studying and researching. What I enjoy the most is seeing how we can serve our students.”

As assistant vice president for enrollment, Canales will help ensure an increasing retention rate at Wesleyan, as a part of the retention plan by Texas Wesleyan’s Quality of Student Life and Learning Committee.

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