NAGAP 2008
Soaring to New Heights
NATIONAL ASSOCIATION OF GRADUATE ADMISSIONS PROFESSIONALS

April 30 – May 3, 2008
Hyatt Regency Denver at Colorado Convention Center
Denver, Colorado
Streamline your enrollment process with Embark’s Admissions Center

Since 1995, Embark has helped hundreds of schools manage their recruitment and admissions process. With our solutions, Embark can help you achieve your goals.

Prospect Manager
Application Manager
Event Scheduler
Interview Scheduler

Our Solutions. Our Experience. Your Success.

Visit us to see the new release of Embark's enrollment software.

www.embark.com
Welcome to the NAGAP 21st Annual Conference! On behalf of the 2008 Conference Planning committee, I am pleased to welcome you to the Annual Conference in the Mile High City. The educational sessions will provide creative strategies and new approaches to a variety of topics related to our field. This year, NAGAP offers more than 60 sessions that will cover many areas including graduate admission, marketing topics, technology, diversity and recruitment. In addition to the professional development opportunities, we hope you will attend the many social activities that our conference committee has planned for you. The agenda allows plenty of opportunities to relax and enjoy conversations with colleagues and to visit the exhibit hall. In the exhibit hall, you will have the opportunity to visit over 40 sponsors and exhibitors who will be introducing us to their products and services.

The organization of this conference has required hard work and coordination by many individuals. My sincerest thanks go out to the 2008 Conference Committee – Rahul Choudaha, Maria Fallon, Michelle Howell Smith, Debbie Lesperance, and Dan Sandford. I would also like to thank the dedicated committee who coordinated our night out at the ball game – Don Murphy, Conference Crasher and husband to Renee Murphy (University of Hartford), Margaret Haley (Brandeis University), James Sabourin, (Brandeis University) and Christina Swift (Xavier University). This year’s conference would not have been possible without the hard work of the NAGAP Staff, Michael Flanagan, Joyce Miller, Janene Dawson and Raven Hardin who played an important role in facilitating the many new ideas intended to enhance your conference experience.

Hope you enjoy all that the conference has to offer!

Lisa Davis
2008 Conference Chair
2006-2008 NAGAP Governing Board

Officers

Thomas P. Rock, President
Teachers College, Columbia University

Jeffery T. Johnson, Vice President and Parliamentarian
Tulane University

Carolyn S. Payne, Past President
Iowa State University

Dave Fletcher, Treasurer
Barry University

Nancy Knight, Interim Secretary
Iowa State University

Committee Chairs

Lisa Davis, 2008 Annual Conference Chair
University of Nevada – Las Vegas

Thomas M. Evans, External Relations Chair
St. Edward’s University

Rick Liston, Technology Services Chair
North Carolina State University

John M. Bury, Publications Chair
University of Tulsa

Joanne Canyon-Heller, Marketing &
Membership Relations Chair
Roosevelt University

Ann Bruno, Professional Development Chair
Rensselaer Polytechnic Institute

Nancy Knight, Research and National Issues Chair
Iowa State University

NAGAP 2008 Conference Committee

Chair
Lisa Davis
University of Nevada – Las Vegas

Programming
Debbie Lesperance
Columbia University School of Social Work

Sponsorship/Exhibits
Maria T. Fallon
Hawaii Pacific University

PR/Communications/Marketing
Michelle Howell Smith
University of Nebraska-Lincoln

Moderators/Evaluations
Dan Sandford
New York University

On-Site
Rahul Choudaha
University of Denver

Colorado Rockies Baseball Subcommittee
Don Murphy, Conference Crasher and husband to
Renee Murphy, University of Hartford
Margaret Haley, Brandeis University
James Sabourin, Brandeis University
Christina Swift, Xavier University

Table of Contents

2006-2008 Governing Board ..................................................... 2
NAGAP 2008 Conference Committee ............................................... 2
Moderators .................................................................. 3
Recorders .................................................................... 3
Special Events ................................................................. 5
Information and Activities ..................................................... 6
Sponsors ......................................................................... 8
Guide to Educational Sessions ............................................... 10
Schedule of Events ............................................................ 13
Exhibitors .................................................................. 37
Meeting Room Map ............................................................ 44
Moderators

Helen Albertson-Ploucha, Drexel University, College of Law
Kay L. Arnold, St. Edward’s University
Marina Baeva, University of California – San Diego
Judith Baker, Nazareth College of Rochester
Rita Banz, Johns Hopkins University
Elizabeth A. Barker, University of Illinois – Urbana – Champaign
Janet Beagle, Purdue University Graduate School
Tracy Blandon-Allen, Emory University
Wilhelmena M. Braswell, Johns Hopkins University – School of Medicine
Keith T. Brooks, University of Maryland – Baltimore
Salvatore S. Calabro, Albert Einstein College of Medicine
Theola D. Campbell, Bethel Seminary San Diego
Greg Canada, University of California
Joanne Canyon-Heller, Roosevelt University
Tammy Coleman-Starling, Emory University
Anna DeCheke Qualls, Johns Hopkins University
Sheila M. DeTurk, National Defense Intelligence College
Debra P. Dickerson, Eastern Washington University
Charlene Dundie, Fordham University
Karen Eden, Palmer College of Chiropractic
Janet Erickson, University of Denver
Suzanne Faubl, Roger Williams University
Timothy C. Fitzpatrick, Central Michigan University
Dave Fletcher, Barry University
Victoria H. Freedman, Albert Einstein College of Medicine
Pamela W. Graham, Florida State University
Leona Gray, Wright State University – School of Prof. Psychology
Justin W. Gries, Ohio State University
Marybeth Gruenewald, Educational Credential Evaluators, Inc.
Philip Guerrero, University of Texas – Austin
Maryann Halter, Lehigh University
Marcus Hanscom, University of New Haven
Thelma L. Harding, Iowa State University
Cheryl T. Hill, University of West Georgia
Tynette Hills, Tulane University, Health Sciences Center
Janelle L. Holmboe, Pacific University
Judith L. Holzer, Johns Hopkins University
Traci D. Howard, California Western University
Terry A. Ingram, Emory University
Veronica Jarek-Prinz, Iona College
Craig R. Johnson, University of Buffalo (SUNY)
Jeffery T. Johnson, Tulane University
Gabrielle L. Julien-Molineaux, George Washington University
Nancy Kist, Xavier University
Lynda T. Konecny, A.T. Still University
Joshua J. Lafeve, Clarkson University
Christine E. Leland, Simmons College
Lisa J. Lennox, Cornell University
Leslie Lichter, Johns Hopkins University, School of Medicine
Phillip Mason, Fairmont State University
Christian A. Mattingly, University of Louisville
Kristine H. McCord, University of Colorado Law School
Jim Muskopf, Fontbonne University
Cory Nelson, Pacific University
Jeremiah S. Nelson, University of North Carolina – Charlotte
Patricia L. Newton-Curran, Illinois Inst. of Technology
Amanda L. Ostreko, University of Kansas
Traneshia D. Parker, University of Houston – Downtown
Carolyn S. Payne, Iowa State University
Renée M. Payne, Shippensburg University of Pennsylvania
Brad D. Peloquin, Boston University
Malcolm E. Randolph, University of South Florida
Ria T. Rasalan, Baruch College
Samara Rasmussen, University of Denver
George B. Robbins, Rensselaer Polytechnic Institute
Kathryn Roberts-Bubrig, University of Michigan
Janice Robinson, Brigham Young University
Charles W. Roboski, Ave Maria School of Law
Christiane Roth, Bocconi University – Milan, Italy
Rania Sanford, Stanford University, School of Education
Jami Satter, Salem State College
Anthony Shaheen, University of South Dakota
Don Sharples, Thomas Jefferson University
Devon Skerritt, Harvard Graduate School of Education
Robert W. Sommo, New York University
Jane Spink, St. Louis University
Judy K. Strand, Iowa State University
Pamela Suett, New York Medical College
Christina Swift, Xavier University
Vicky Verano, Florida State University
J. James Wager, SCRIP-SAFE Security Products, Inc.
Carl P. Wainscott, Marquette University
Dana K. Werner, Purdue University Graduate School
John H. Wilkerson, Columbia College
Robert Zierolf, University of Cincinnati

Recorders

Janet Beagle, Purdue University Graduate School
James C. Betbeze, UCSF School of Dentistry
Wilhelmena M. Braswell, Johns Hopkins University – School of Medicine
Keith T. Brooks, University of Maryland – Baltimore
John M. Bury, University of Tulsa
Salvatore S. Calabro, Albert Einstein College of Medicine
Angelica Compton, Georgetown University
Laina Derringer, University of St. Augustine
Debra P. Dickerson, Eastern Washington University
Karen Eden, Palmer College of Chiropractic
Sarah A. Fisher, St. Mary’s University of Minnesota
Hope Geiger, University of Tulsa Graduate School
Dian Hartley, University of St. Augustine
Vicky Hartwell, University of Arkansas
Patricia M. Johnson, Western Washington University
Lynda T. Konecny, A.T. Still University
Stephanie L.H. Krusemark, Morgridge College of Education - University of Denver
Julie Lauderbaugh, Western States Chiropractic College
Christine E. Leland, Simmons College
Kristine H. McCord, University of Colorado Law School
Kathryn J. Meyer, Texas A & M University
Jim Muskopf, Fontbonne University
Jeremiah S. Nelson, University of North Carolina – Charlotte
Amanda L. Ostreko, University of Kansas
Traneshia D. Parker, University of Houston – Downtown
Katie Pearce, Des Moines University
Nikki Raddi, OSU Office of Minority Affairs
Malcolm E. Randolph, University of South Florida
Samara Rasmussen, University of Denver
Erin M. Seheult, Loma Linda University
Anthony Shaheen, University of South Dakota
Devon Skerritt, Harvard Graduate School of Education
Christina Swift, Xavier University
Mayella Valero, Chapman University, School of Law
Helen Valine, Notre Dame De Namur University
Dana K. Werner, Purdue University Graduate School
John H. Wilkerson, Columbia College
Marianne H. Wood, University of Maryland – Baltimore County
GradSchools.com is now a part of the Prospecting Services Division of EducationDynamics.

Come see the NEW GradSchools.com

The leading online resource for graduate school has been completely redesigned. The super-powered NEW GradSchools.com offers advanced marketing features such as:

- **Improved** ad placements to better attract student attention
- **Comprehensive** program information to get students to apply
- **Personal** profiles that keep students coming back and referring their friends
Wild West Welcome Reception
Sponsored by Peterson’s

Wednesday, April 30
6:00 p.m. – 8:00 p.m. in the Centennial Foyer

Please join us for our evening Welcome Reception which reflects the rich heritage of our host city, Denver, Colorado. One hundred years ago, Denver was home to Bat Masterson, Buffalo Bill, Calamity Jane, Soapy Smith, and other frontier icons, all out and about on the dusty streets teeming with cattle barons, gunfighters, wagon trains, salon keepers, madams, miscreants, and gold miners. Conference attendees are invited to come in their down-home denim for this fun evening of dancing, dining and networking. Each attendee will receive two (2) drink tickets for the cash bar in order to wet your whistle and we’ll have plenty of vittles, too. Be sure to check out our strolling magician and blackjack tables. You can even get an old-time caricature portrait! So do-si-do your way to the NAGAP Welcome Reception and experience the history of the Mile High City.

A Night at the Museum: The Denver Museum of Nature and Science
Sponsored by Gradschools.com

Thursday, May 1, 6:30 – 9:30 p.m.

History comes to life at this private NAGAP conference event at the Denver Museum of Nature and History (DMNS). Home to a number of exhibits, the museum focuses on research and education. DMNS maintains a number of diorama halls, and is home to the Phipps IMAX Theater and the Gates Planetarium. It is located in City Park, about two miles east of downtown Denver. The view from the western side of the museum is one of the most famous vantages of the Denver skyline and the mountains behind them due to the museum’s relatively higher elevation compared to the rest of the park. In addition to the traditional NAGAP dance floor and hors d’oeuvres buffet, each attendee will be able to take advantage of the hosted soda, beer and wine bar. Conference attendees will also be able to visit the Space Odyssey and Wildlife Exhibits from Australia, North America, and the South Pacific Islands.

The Gates Planetarium will also be featuring three complimentary showings of the show, Cosmic Collisions for conference attendees at 7:30, 8:00 and 8:30. Seating is first come, first served.

Buses run continuously from the lobby of the Hyatt Regency Denver at Colorado Convention Center from 6:00 p.m. – 10:00 p.m. in order to make it convenient for everyone to attend.

Explore Denver on your Own
Friday evening, the last night of the conference, you are free to enjoy all that Denver has to offer. The hotel concierge at the Hyatt Regency Denver at Colorado Convention Center is available to assist you with dinner reservations and directions. Don’t forget, this is “First Friday” and dozens of galleries in Downtown Denver hold open houses from 6:00 p.m. to 9:00 p.m. Most galleries have special programming like live music and refreshments to make the attending this event a truly unique experience. A free “Art Bus” shuttles visitors from gallery to gallery, and a free walking tour of historic neighborhoods is also available.

Delegates who pre-ordered tickets for the Colorado Rockies vs. the Los Angeles Dodgers baseball game or the Pink Martini concert should have received them in their registration packet. If you didn’t receive your tickets, or didn’t pre-order tickets and want to join the group, stop by the NAGAP Registration Desk for assistance.

Business and Awards Luncheon
Friday, May 2, 12:00 p.m. – 1:15 p.m.
Centennial Ballrooms A – D

The business and awards luncheon is held each year to conduct the association’s business and to recognize the winners of the Promotional Award for Excellence, Distinguished Service Award, Future Leaders Awards and the Building Bridges Award. This will be the inaugural year for presenting NAGAP’s new Visionary Award.

In an effort to continue with NAGAP’s “Go Green” initiative, the following items have been put into place during the 2008 Annual Conference to help PROTECT OUR ONE AND ONLY EARTH! The Hyatt Regency Denver is a “green hotel.” Green hotels are environmentally friendly properties whose managers are eager to institute programs that save water, save energy and reduce solid waste.

Hobsons is sponsoring water bottles for all 2008 Annual Conference attendees. By having attendees carry one refillable water bottle around during the conference, NAGAP does not contribute thousands of clear plastic water bottles to the landfill. The water bottles themselves are also made out of recycled plastic materials! Thank you Hobsons!

Rather than printing multiple copies of handouts for each session and throwing away the extra copies, NAGAP has provided the handouts online prior to the conference for the attendees. This allowed the attendees to only print the copies for the sessions that they are attending and save valuable tree resources. The handouts will also be available following the conference for those who wish to review them.

All NAGAP provided written materials are printed on Recycled Paper.

REDUCE! REUSE! RECYCLE!
NAGAP First-Timer’s Session

Wednesday, April 30, 5:00 p.m. – 5:45 p.m.
Mineral D-G Rooms

If you have never been to a NAGAP Annual Conference, then be sure to attend the First-Timer’s Session. Informative and highly interactive, this session will help acquaint you with our organization and give you some great tips on how to make the most of your conference experience. You will also learn more about NAGAP’s structure and meet the leadership of the organization. In addition to the invaluable tips, there are also really great door prizes, but you must be present to win!

Networking Room

We are once again offering an area exclusively for networking located just outside of the conference breakout rooms. This year’s NAGAP Networking Room (NNR) will be located in the Mineral Foyer. Be sure to drop off any extra promotional materials that you may have brought with you to share with other delegates. You can also post a job announcement and messages to other NAGAP Conference attendees on the message board in the NNR. It is a great place to connect with other delegates, information and ideas!

Exhibit Hall

Don’t miss the opportunity to see the latest in products and services. Exhibits are open Thursday and Friday, 7:30 a.m. – 4:00 p.m. in Centennial E-H.

Concierge Desk

A concierge service is on-site in the registration lobby of the Hyatt Regency Denver at Colorado Convention Center to assist you with dinner reservations for Friday evening and other plans for your free time.

Cyber Café

Sponsored by ETS

ETS will once again sponsor NAGAP’s Cyber Café, a place for attendees to check their e-mail and have access to the Internet while at the Annual Conference. Look for Cyber Café kiosks inside the Exhibit Hall and near the NAGAP Registration Desk.

Closing Brunch

Enjoy one last meal with fellow colleagues as we wrap up the NAGAP 2008 Annual Conference. The Annual Conference slide show is the highlight of the closing brunch, but the real reason to attend is the exciting door prizes. You must be present to win a free registration to next year’s conference, a free hotel room at the conference, or a free airline ticket (not to exceed $500) to the conference. Then learn where we’ll be heading for the 2009 Annual Conference – the countdown to next year’s exciting conference starts today!

Instant document access. Seamless SIS integration.
An IT partner you can depend on.

Just some of the reasons why more higher education institutions choose ImageNow.

More than 300 colleges and universities across more than 500 campuses use ImageNow enterprise document management, imaging and workflow to help cut costs and boost daily efficiency in student admissions, financial aid, registrar and many other areas. Let us show you how. Visit our booth at NAGAP for your one-on-one demo.

See ImageNow in Action | NAGAP 2008

ImageNow enterprise document management, imaging and workflow.
**Keynote and Luncheon Presentations**

**Keynote Speaker – Dr. Donald Hossler**

**Applying Best Practices in Enrollment Management for Graduate Schools and Graduate Programs**

DON HOSSLER is a Professor of Educational Leadership and Policy Studies and Director of the Project on Academic Success at Indiana University Bloomington. He is also the Coordinator of the Higher Education and Student Affairs graduate programs. Hossler has served as the Vice Chancellor for Enrollment Services for Indiana University Bloomington, and the Associate Vice President for Enrollment Services for the seven campuses of the Indiana University system, the Executive Associate Dean for the School of Education, and Chair of the Department of Educational Leadership and Policy Studies. His areas of specialization include: college choice, student persistence, student financial aid policy, and enrollment management. He earned his B.A. from California Lutheran University in Psychology and his Ph.D. from Claremont Graduate University in Higher Education.

Hossler has consulted with more than 45 colleges, universities, and related educational organizations including: The College Board, Educational Testing Services, the University of Cincinnati, Inter-American University of Puerto Rico, the Pew Charitable Trust, the University of Missouri, Colorado State University, the University of Alabama, and the General Accounting Office of the United States Government. He has presented more than 130 scholarly papers and invited lectures in the United States, Canada, China, and Russia on the topics of student college choice, student persistence, student financial aid policy, and higher education finance. He is currently directing funded projects from the Lumina Foundation and The College Board focused on postsecondary participation, student success, and student persistence.

Hossler is the author, or co-author, of 12 books and monographs and more than 65 articles and book chapters including his most recent book, *Incentive-Based Budgeting Systems in Public Universities*, published by Edward Elgar. His other notable publications include *Fifty Years of College Choice: Social, Political and Institutional Influences on the Decision-making Process*, *Going to College: How Social, Economic, and Educational Factors Influence the Decisions Students Make*, and *The Strategic Management of College Enrollments*. He also serves as the editor for *Enrollment Management Review*. He has received national awards for his research and scholarship from the American College Personnel Association and the National Association of Student Personnel Administrators.

Considered the “Guru of Enrollment Management,” Dr. Hossler will be sharing his thoughts on the applying best practices in enrollment management for graduate schools and graduate programs.

**Guest Speaker – Laura Stack, the Productivity Pro®**

**Mastering Personal Productivity**

LAURA STACK, MBA, CSP, is a productivity expert, who helps people leave the office earlier®, with less stress and more results to show for it. Stack is the president of The Productivity Pro®, Inc., a Denver-based training firm specializing in productivity improvement in high-stress organizations. Since 1992, Stack has taught her original principles on improving output, lowering stress, and saving time in today’s workplaces. She is a high-energy, high-content speaker, who educates, entertains, and motivates people to improve personal productivity.

Stack holds an MBA in Organizational Management from the University of Colorado, integrating the importance of productivity in business with employee retention and satisfaction. Stack was awarded a Board Approval in Productivity Improvement from the Society for the Advancement of Consulting (SAC). Widely regarded as one of the leading experts in the field of employee productivity and workplace issues, she has been featured nationally in a range of broadcast and print media.

Stack is the author or co-author of five books, including the bestselling book, *Leave the Office Earlier*, which was hailed as “the best of the bunch” by the New York Times. Her works also include *Find More Time* and two of the popular *Chicken Soup for the Soul* books. Her newest book, *Up Your Energy!*, hit bookstores on January 1, 2008.

Does the speed of life leave you feeling tested, bested, toasted, and roasted? Would you like to learn how to leave the office earlier, with less stress, and more to show for it? Attend this innovative, research-based course on improving your personal productivity! This is NOT your old-school “time management” class... it offers a multitude of physiological, psychological, behavioral, and environmental productivity strategies. Professionals, managers, and administrative staff will gain scores of new ideas from “The Productivity PRO®” on increasing output without increasing effort and performing at your matchless best!
Thank You to the 2008 Sponsors, Your Contributions are Appreciated and Help Make the Conference a Success!

Platinum Sponsors

GradSchools.com
1350 Edgmont Avenue, Suite 1100
Chester, PA 19013
Phone 484/766-2979
www.gradschools.com

GradSchools.com, a resource of EducationDynamics, LLC, is the Internet’s leading source of graduate school information. The site helps students find their ideal graduate school through a comprehensive directory of more than 60,000 graduate school programs organized by subject, school and location.

Peterson’s a Nelnet Company
2000 Lenox Drive
Lawrenceville, NJ 08648
Phone 609/896-1800
www.petersons.com

Peterson’s, a Nelnet company, is a leading provider of online and print educational solutions for students, families, schools, and educators in the areas of test preparation, admission, financial aid and career guidance. Peterson’s has targeted recruitment solutions for graduate schools and programs that connect them with the right students.

Hobsons
50 E-Business Way, Suite 300
Cincinnati, OH 45241
Phone 800/927-8439 X3286
www.hobsons.com

Headquartered in Cincinnati, OH, Hobsons U.S. partners with colleges and universities to empower enrollment and admissions efforts. Through domestic, international, and graduate student products, and Web sites and enrollment technology for schools, Hobsons U.S. helps colleges and universities elevate their enrollment strategies efficiently, effectively, and easily. For more information, please visit www.hobsons-us.com.

Gold Sponsor

ETS
Rosendale Rd., 15L
Princeton, NJ 08541
Phone 609/683-2726
www.ets.org

The best tests stand the test of time, that’s why the TOEFL® and GRE® tests have been the choice of admissions professionals at more than 8,000 institutions worldwide. Built to the highest psychometric standards, they draw more than a million students from nearly 200 countries to thousands of test centers. Products: testing services, student recruitment services, admissions/recruiting software and services, ESL products.
Since 1995, Embark has been a leader in helping you and your students through the college admissions process. Our online enrollment solutions and our student portal will help you achieve your goals. Stop by our booth to see the new release of Embark’s enrollment software.

**ImageNow by Perceptive Software**

22701 West 68th Terrace  
Shawnee, KS 66226  
Phone 913/667-3193  
www.imagenow.com

Perceptive Software created ImageNow enterprise document management, imaging and workflow to help higher education institutions efficiently capture and organize virtually any document type, then route and retrieve a precise page with a single click from within any SIS or business software application at the moment it’s needed.

**Golden Key International Honour Society**

621 North Ave., NE, Suite C100  
Atlanta, GA 30308  
Phone 678/420-6722  
www.goldenkey.org

Golden Key is the world’s premier collegiate honour society, recognizing outstanding academic achievement and connecting high-achieving individuals locally, regionally and globally with lifetime opportunity, reward and success. Founded in 1977, the society includes over 360 campuses in seven different countries. Membership is by invitation only.

**IELTS**

825 Colorado Boulevard, Suite 112  
Los Angeles, CA 90041  
Phone 323/255-2771  
www.ielts.org

The International English Language Testing System (IELTS), recognized in the U.S. and worldwide by top educational institutions and professional bodies, provides evidence that non-native speakers have the required English language skills for academic and professional success. IELTS has always tested all four language skills, and provides secure, valid, reliable results.

**The National Society of Collegiate Scholars**

11 Dupont Circle, NW, Suite 650  
Washington, DC 20036  
Phone 202/454-0980  
www.nscs.org

NSCS is a nonprofit college honor society with more than 550,000 members; the top quality, diverse candidate's recruiters are seeking. NSCS assists their Graduate School Partners, by marketing their graduate school and program opportunities to NSCS members through targeted e-mail blasts, campus visits, web site postings and much more.

**Goldner Associates**

231 Venture Circle  
Nashville, TN 37228  
Phone 615/250-8229  
www.goldnerassociates.com

Goldner Associates is Your Partner for Creative Promotional Products! We're dedicated to providing great quality, service, and creativity for many applications including; Recruiting Programs, Tradeshows, Give-aways, Spirit Items, Employee Gifts, Awards, and Imprinted Sportswear. Whether you are in admissions, university relations, or other departments, Goldner can help maximize your return on investment with measurable results!
Guide to the Educational Sessions

**Branding**
The Truth About Marketing and Branding .................................................. Thursday 1:45 – 3:00 p.m. Mineral A
Branding and Recruiting for a Web 2.0 Generation ........................................ Friday 8:45 – 10:00 a.m. Capitol 4

**Communication**
Increasing Yield by Increasing the Relationship Between Admissions and Student Affairs ........ Thursday 3:30 – 4:45 p.m. Mineral F

**Diversity**
Signals and Strategies for Recruiting Graduate Students of Color ............................ Thursday 10:15 – 11:30 a.m. Mineral G
Climbing the Mountain: Increasing Diversity Through the Admissions Process ............... Thursday 10:15 – 11:30 a.m. Granite A&B
Insights Into the Academic Success of Latino Students .......................................... Thursday 1:45 – 3:00 p.m. Mineral B
Evaluating Diversity Efforts: Internal and External Drivers ..................................... Friday 8:45 – 10:00 a.m. Capitol 6-7
Moving from Quantity to Quality: Aligning Strategies for Attracting Indian Talent .......... Friday 10:30 – 11:45 a.m. Mineral A
Increasing the Diversity Pipeline – the Collegiate Chapter Initiative of the National Black MBA Association ................................................................. Friday 1:30 – 2:45 p.m. Mineral A

**Enrollment Management**
Listen and Deliver: Tips Implementing a Comprehensive Prospect Communication Plan ........ Thursday 3:30 – 4:45 p.m. Centennial A-D
Surmounting New Challenges in Graduate Enrollment: Recruiting and Marketing for Interdisciplinary Programs .......................................................... Thursday 3:30 – 4:45 p.m. Mineral A
The ABCs of CRM ....................................................................................... Friday 10:30 – 11:45 a.m. Mineral D&E
Prospective Students to Admits/Enroll and Graduation: A Case of School of Nursing ....... Friday 3:15 – 4:30 p.m. Mineral F&G
Turning Admitted Students into Enrolled Students: How to Use a Student-Centered Approach to Increase Yield ............................................... Friday 3:15 – 4:30 p.m. Capitol 4

**Graduate Student Services**
Mile High “Round Table Discussion” of Best Practices of Graduate Open Houses and Graduate Orientations ................................................................. Thursday 10:15 – 11:30 a.m. Centennial A-D
SOAR: Strategic Organization, Action, and Results in a Graduate Division’s Path to Success ...................................................................................... Friday 1:30 – 2:45 p.m. Capitol 2-3
Exploring the New Frontier of Graduate Admissions .............................................. Friday 3:15 – 4:30 p.m. Mineral A
Goodwill Ambassadors: Leveraging Students and Alumni in Enrollment Management .... Saturday 9:30 – 10:45 a.m. Capitol 2-3

**How To**
Authenticity 101: How to Give Prospective Students What They Want Most ............ Thursday 10:15 – 11:30 a.m. Mineral D&E
Feed Them and They Will Come (err, Stay) Managing for Staff Retention .................... Thursday 1:45 – 3:00 p.m. Mineral C
Getting Rid of Stress and Burnout ...................................................................... Thursday 1:45 – 3:00 p.m. Granite A&B
What Type of Communicator Are You? .................................................................. Friday 10:30 – 11:45 a.m. Mineral B&C
You Want Access to Companies? Learn How to Create Your College Consortium! ........ Friday 1:30 – 2:45 p.m. Mineral F&G
MAT – An Assessment Option for Your Graduate Admission Program ..................... Friday 1:30 – 2:45 p.m. Quartz
Background Checks – Everything You Need To Know From Philosophy to Implementation to Automation ......................................................... Friday 1:30 – 2:45 p.m. Mineral D&E
The Power of One – A Workshop for Solo Practitioners ........................................ Friday 3:15 – 4:30 p.m. Capitol 5

**International**
IELTS: Reaching New Heights in Language Testing ........................................... Thursday 10:15 – 11:30 a.m. Mineral B
TOEFL® iBT: Reflecting on Student Performance and Score Requirements ............... Friday 10:30 – 11:45 a.m. Capitol 5
Reconsidering Existing Practices on Indian 3-Year Degrees ...................................... Friday 1:30 – 2:45 p.m. Capitol 5
# Guide to the Educational Sessions

## Marketing

| All the Basics of Search Engine Marketing | Thursday 10:15 – 11:30 a.m. | Mineral A |
| Incorporating Research into Your Admissions and Marketing Efforts | Thursday 1:45 – 3:00 p.m. | Centennial A-D |
| Direct Mail and E-mail for Prospecting: Multi-Channel Marketing for Adult-Student Recruiting | Thursday 3:30 – 4:45 p.m. | Mineral D&E |
| Marketing Online Degrees to Continuing Education’s New Constituencies | Friday 8:45 – 10:00 a.m. | Quartz |
| Small Budget Marketing Materials for Small Specialized Programs | Friday 3:15 – 4:30 p.m. | Capitol 2-3 |
| Reaching Tech-Savvy Students in an Online Age: Tips and Tricks on Search Engine Optimization and Internet Marketing | Friday 3:15 – 4:30 p.m. | Quartz |

## Process

| Networking Your Graduate Resources | Thursday 10:15 – 11:30 a.m. | Mineral C |
| Transitioning from Print to Electronic Communication with Budget Considerations – 101 | Thursday 1:45 – 3:00 p.m. | Mineral F |
| Detecting Forged and Altered Documents | Thursday 1:45 – 3:00 p.m. | Mineral G |
| Make It Work: Integrating a Centralized Application Service into Your Admission Process | Thursday 3:30 – 4:45 p.m. | Mineral B |
| 13 Rules of Graduate Foreign Credential Evaluation | Thursday 3:30 – 4:45 p.m. | Granite A&B |
| Achieving a Rocky Mountain High: Assessing the Communication Needs of Your Admission Office | Friday 8:45 – 10:00 a.m. | Capitol 5 |
| Update on GRE General Test Revisions | Friday 8:45 – 10:00 a.m. | Mineral D&E |
| Building the Graduate Admissions Office from the Ground Up: Creativity, Strategy, and Good Company | Friday 10:30 – 11:45 a.m. | Capitol 4 |
| Using Research For Fun and Profit | Friday 1:30 – 2:45 p.m. | Mineral B&C |

## Recruitment

| Move Academic Mountains with Power Recruitment; The Red Bull Truths of Graduate Recruitment and Marketing | Thursday 1:45 – 3:00 p.m. | Mineral D&E |
| No Mountains or Beaches? Why Do Students Come to Your Institution? | Thursday 3:30 – 4:45 p.m. | Mineral G |
| Transatlantic Recruitment – How are Programs Coping Pre-Bologna? | Friday 8:45 – 10:00 a.m. | Mineral B&C |
| Shooshing the Slippery Slopes of Recruitment: Challenges for a Small Graduate Program | Friday 8:45 – 10:00 a.m. | Capitol 2-3 |
| Using Student Organizations to Recruit Top Candidates: A Case Study and Interactive Panel Discussion | Friday 10:30 – 11:45 a.m. | Capitol 2-3 |
| Mining for the Mother Lode – Building a Campus-Wide Commitment to Graduate Yield | Friday 10:30 – 11:45 a.m. | Mineral F&G |
| Intergenerational Issues and Changing Demographics: Impact on Graduate Education | Friday 10:30 – 11:45 a.m. | Capitol 6-7 |
| Marketing Education in the 21st Century: Lessons from For-Profit Schools | Friday 1:30 – 2:45 p.m. | Capitol 6-7 |
| Recruitment and Retention Efforts of a Small Graduate School | Friday 1:30 – 2:45 p.m. | Capitol 4 |
| Making a Case for Diversity Recruiting: How The Ohio State University Rises to the Challenge | Friday 3:15 – 4:30 p.m. | Capitol 6-7 |
| Interviewing Applicants: Why and How | Friday 3:15 – 4:30 p.m. | Mineral D&E |
| Do I Drive or Fly? And Other Considerations for National Recruiting | Saturday 9:30 – 10:45 a.m. | Mineral B&C |
| Using Research to Increase the Yield of Female Applicants | Saturday 9:30 – 10:45 a.m. | Mineral D&E |
| Soaring to New Heights: Taking Recruitment Where No One has Gone Before | Saturday 9:30 – 10:45 a.m. | Capitol 4 |

## Technology

| Technology and its Impact on the Profession: Trends, Realities and Perceptions – Results of the NAGAP Membership Research Study | Thursday 10:15 – 11:30 a.m. | Mineral F |
| Moving Toward an Electronic Admissions Process | Thursday 3:30 – 4:45 p.m. | Mineral C |
| The Academic Transcript is Now Digital – Improving Student Service and Work Flow | Friday 8:45 – 10:00 a.m. | Mineral F&G |
| Using Cutting-Edge Research Techniques to Increase Institutional Productivity | Friday 10:30 – 11:45 a.m. | Quartz |
| Straight From the Horse’s Mouth: Refining Your Application with Feedback Surveys | Friday 3:15 – 4:30 p.m. | Mineral B&C |
| Gates Millennium Scholars: Emerging Leaders for America’s Future at NAGAP | Friday 8:45 – 10:00 a.m. | Mineral A |
Need help making sense of international credentials?

Let IERF assist you in making informed decisions regarding the eligibility of your foreign-educated graduate candidates.

**IERF services include:**

- Well-researched, reliable evaluations prepared by highly qualified, multilingual evaluators
- Widely accepted reports that are reasonably-priced and timely
- Customer-focused and user-friendly service
- Easy-to-use online application process
- Online evaluation status tracking facility
- Electronic reports available through EvalDirect, designed for institutional clients

For more information, call 310.258.9451 or visit www.ierv.org.

To see a demonstration of EvalDirect, visit our booth!

A Charter Member of the National Association of Credential Evaluation Services (NACES)
Wednesday, April 30

Registration (for Executive Professional Development Institute Attendees Only)

11:30 a.m. – 12:00 p.m. Centennial A-C
Lunch for Pre-Conference Executive Professional Development Institute Attendees

12:00 p.m. – 4:00 p.m. Centennial A-C
Pre-Conference Executive Professional Development Institute

Wed. 3:00 p.m. – Sat. 11:00 a.m. Mineral Foyer
NAGAP Networking Room (NNR)
We are, once again offering an area exclusively for networking. We have asked each conference attendee to bring a supply of the best promotional materials their respective schools use to share with other attendees. These materials, along with any extra materials you may want to take home with you, will be available in the networking room. You may also post job announcements or leave messages for colleagues on the message board.

3:00 p.m. – 7:00 p.m. Centennial A-C
Registration

4:00 p.m. – 5:00 p.m. Capitol 1
NYGAP Meeting
Chapter meeting for newly formed NYGAP (New York) members or prospective chapter members.

4:00 p.m. – 5:00 p.m. Granite
MDGAP Meeting
Chapter meeting for MDGAP (Maryland) members and prospective chapter members.

5:00 p.m. – 5:45 p.m. Mineral D-G
First-Timers Session
Presented by the NAGAP Board and Conference Chair
Informative and highly interactive, this session is a must for all NAGAP members attending their first Annual Conference. Be introduced to important NAGAP facts; learn how to best manage your time at a NAGAP Annual Conference; and get a kickstart to a great Conference. We welcome your attendance.

6:00 p.m. – 8:00 p.m. Centennial A-C
Wild West Welcome Reception
Sponsored by Peterson’s

Please join us for our opening night Welcome Reception which reflects the rich heritage of our host city, Denver, Colorado. One hundred years ago, Denver was home to Bat Masterson, Buffalo Bill, Calamity Jane, Soapy Smith, and other frontier icons, all out and about on the dusty streets teeming with cattle barons, gunfighters, wagon trains, salon keepers, madams, miscreants, and gold miners. Each attendee will receive two (2) drink tickets for the cash bar in order to wet your whistle and we’ll have plenty of vittles, too.

Thursday, May 1

7:30 a.m. – 4:00 p.m. Centennial Foyer
Registration

7:30 a.m. – 9:00 a.m. Centennial E-H
Continental Breakfast
Sponsored by Perceptive Software

7:30 a.m. – 4:00 p.m. Centennial E-H
Exhibits Open
Don’t miss the opportunity to see the latest in products and services.

8:00 a.m. – 8:30 a.m. Mineral B
Moderator Briefing

8:30 a.m. – 9:00 a.m. Mineral C
Recorder Briefing

Thurs. 9:30 a.m. – Sat. 11:00 a.m. Cyber Café
Sponsored by ETS

9:00 a.m. – 9:45 a.m. Centennial A-D
Opening Session with Dr. Donald Hossler
Applying Best Practices in Enrollment Management for Graduate Schools and Graduate Programs
Sponsored by Hobsons

Hossler has consulted with more than 45 colleges, universities, and related educational organizations including: The College Board, Educational Testing Services, the University of Cincinnati, Inter-American University of Puerto Rico, the Pew Charitable Trust, the University of Missouri, Colorado State University, the University of Alabama, and the General Accounting Office of the United States Government. He has presented more than 130 scholarly papers and invited lectures in the United States, Canada, China, and Russia on the topics of student college choice, student persistence, student financial aid policy, and higher education finance. He is currently directing funded projects from the Lumina Foundation and The College Board focused on postsecondary participation, student success, and student persistence.

Considered the “Guru of Enrollment Management.” Dr. Hossler will be sharing his thoughts on the applying best practices in enrollment management for graduate schools and graduate programs.

9:45 a.m. – 10:15 a.m. Centennial E-H
Refreshment Break
BREAKOUT SESSIONS
10:15 a.m. – 11:30 a.m. Mineral A
All the Basics of Search Engine Marketing
Bruce Snyder, Associate Dean of Administration and Marketing,
Regent University, School of Global Leadership and Entrepreneurship
Marketing Beginning (<2 yrs)
With more than 67% of Americans using search engines to make purchase
decisions, effectively marketing your school and programs online requires
a well-ranked web site. High search engine rankings can increase visibility,
reduce customer acquisition costs and open new markets. This presentation
will address best practices regarding: • The Value of Search Engine Marketing
• Generating More Qualified Visitors to Your Web Site • Search Engine
Optimization (SEO) • Search Engine Advertising (SEA) • Measuring and
Assessing Online Performance.

10:15 a.m. – 11:30 a.m. Mineral D-E
Authenticity 101: How to Give Prospective Students
What They Want Most
Brian Niles, CEO, TargetX
How To All Levels
Authenticity. It’s the new buzzword in marketing, and it’s especially critical
when attempting to recruit today’s hyper-averse graduate students. Prospects
want to know the real you – blemishes and all. That means being less of a
control freak, learning to find and tell good stories, using communication tools
like blogs and social networks, identifying the intangibles that differentiate
you from your competitors, and other practices that help students decide
if your school or program is the right fit for them. This session will cover all
aspects of authenticity – online, in print and in person.

10:15 a.m. – 11:30 a.m. Mineral C
Networking Your Graduate Resources
Nicole Evans, Administrative Manager, The University of Texas at
Austin; Philip Guerrero, Graduate Coordinator II, The University of Texas at Austin
Process All Levels
In 2002, University of Texas at Austin staff members who support and
administer graduate studies throughout the university established the
Graduate Coordinator Network. The network has grown to more than
100 members with liaisons from every university office involved in graduate
studies policies or processes. By uniting the numerous offices and individuals
responsible for graduate studies on campus they have created an invaluable
resource for the staff members. The presentation will focus on how to bring
this network to your own university community.

10:15 a.m. – 11:30 a.m. Mineral F
Technology and its Impact on the Profession: Trends,
Realities and Perceptions – Results of the NAGAP
Membership Research Study
Rick Liston, Graduate School Assistant Dean for Operations & Fiscal
Affairs, North Carolina State University; Carolyn Payne, Assistant
Graduate Dean, Iowa State University Technology
This session shares the revealing results of the latest NAGAP Membership
Research Study of technology and its impact on the profession. The focus
is on trends, realities and perceptions. This self-assessment and evaluation
focuses on the use and impact of technology and perceptions as to how
widely and effectively it is being used. The speakers will present measures of
the extent and nature of changes in the use of information technology in this
core functional area.

10:15 a.m. – 11:30 a.m. Mineral B
IELTS: Reaching New Heights in Language Testing
Beryl Meiron, Executive Director, IELTS International; Richard
Halstead, Regional Manager, US Test Center Network
International All Levels
IELTS has reached new heights in candidature and recognition. Graduate
admissions professionals need updates and information on how to attract
and retain international students in a highly competitive, global market. They
also need reliable, valid, secure, and consistent measures of English language
ability of non-native speaker applicants to ensure academic success. This
presentation focuses on the latest information on test basics, current statistical
data, and score use at U.S. graduate institutions. Updates on new test center
network access, computer-based testing and services will be presented.
Usefulness of IELTS scores will be discussed in the context of score reliability
and validity.

10:15 a.m. – 11:30 a.m. Mineral G
Signals and Strategies for Recruiting Graduate Students
of Color
Frank Tuitt, Program Director and Assistant Professor of Higher
Education, University of Denver; Rahul Choudaha, Doctoral Student
in Higher Education, University of Denver Diversity All Levels
Although access to higher education for students of color has improved, it is
still far from equitable at the graduate level. According to the NCES, African-
American and Hispanic students in 2004 formed 13% and 11.3%, respectively,
of total enrollments at the undergraduate level compared to only 10.2% and
5.8%, respectively, at the graduate level. The session will use signaling model
to understand the decision-making process and progression of graduate
students of color through the recruitment pipeline. Building on the signaling
model, a comprehensive recruitment strategy for graduate students of color
will be presented.

10:15 a.m. – 11:30 a.m. Granite A&B
Climbing the Mountain: Increasing Diversity Through the
Admissions Process
Daniel Bennett, Assistant Dean, UCLA; Andrea Scott, Director,
University of Minnesota Diversity All Levels
Increasing the diversity of our student body is a challenge faced by all
graduate and professional schools. As graduate admissions professionals we
can play a key role in reaching this goal. Learn first about the innovative
admissions strategies under discussion at two research extensive graduate
schools in support of their institutional commitment. Their holistic approach
covers recruitment, the application and admissions process, and securing
acceptance. Come prepared to discuss admissions strategies used by your
university and others to address this critical national need.

10:15 a.m. – 11:30 a.m. Mineral A-D
Mile High Round Table Discussion of Best Practices of
Graduate Open Houses and Graduate Orientations
Renee Murphy, Associate Director, University of Hartford; Claire
Silverstein, Director, Barney School of Business Graduate Student Services All Levels
This session explores both Open Houses and Orientation at the university –
wide level and departmental specific. After an introductory of the university
– wide best practices at the University of Hartford, the Barney School of
Business will share their department – specific successful Tuesday Information
Session and “No Hassle” program. Participants will share ideas, experiences
and help you with your needs. Come to engage in discussion!
Red Bull Truths of Graduate Recruitment and Marketing

Move Academic Mountains with Power Recruitment; The institution’s greatest investment: its people.

Effectively managing to improve staff retention is akin to baking a quality pound cake: Do nothing or too little and the cake may never rise or maybe even fall. Do too much and the cake may never rise or maybe even fall. Finding just the right combination of ingredients, indeed the "recipe for success," to manage staff in times of rapid enrollment growth and changing realities is almost an art form. Explore various strategies to retain your success, to manage staff in times of rapid enrollment growth and changing realities. The session illustrates how to market/promote a smaller graduate school of thirteen programs, and manage relationships with as many program directors through the eyes of an efficient recruitment/marketing engine.

BREAKOUT SESSIONS

1:45 p.m. – 3:00 p.m.  
Lunch with Laura Stack, MBA, CSP, the Productivity Pro®  
Mastering Personal Productivity

Laura Stack, MBA, CSP, is a productivity expert, who helps people leave the office earlier®, with less stress and more results to show for it. Stack is the president of The Productivity Pro®, Inc., a Denver-based training firm specializing in productivity improvement in high-stress organizations. Since 1992, Stack has taught her original principles on improving output, lowering stress, and saving time in today’s workplaces. She is a high-energy, high-content speaker, who educates, entertains, and motivates people to improve personal productivity.

**BREAKOUT SESSIONS**

1:45 p.m. – 3:00 p.m.  
Move Academic Mountains with Power Recruitment; The Red Bull Truths of Graduate Recruitment and Marketing

Craig Davis, Executive Director of Recruitment, Graduate School, Friends University

Recruitment  
All Levels

With Wichita and Kansas topping the list of most higher educational resources per capita in the country, the small private institution of Friends University must be very aggressive to differentiate from the other state and private schools. With the majority of the student base non-traditional working adults, the speaker has developed a variety of recruitment and marketing strategies that reveal a sales environment and compliments collaboration with academics; but should NOT be confused or perceived as same process or philosophy as for-profit institutions. Success is dependant upon internal and external relationship building of logical but integral promotion. The session illustrates how to market/promote a smaller graduate school of 14 programs, and manage relationships with as many program directors through the eyes of an efficient recruitment/marketing engine.

1:45 p.m. – 3:00 p.m.  
Feed Them and They Will Come (err, Stay)! Managing for Staff Retention

Johnna Watson, Associate Dean of the Graduate School, UNC Charlotte

How To  
All Levels

Effectively managing to improve staff retention is akin to baking a quality pound cake: Do nothing or too little and the cake may never rise or maybe even fall. Do too much and the cake may never rise or maybe even fall. Finding just the right combination of ingredients, indeed the “recipe for success,” to manage staff in times of rapid enrollment growth and changing technologies is almost an art form. Explore various strategies to retain your institution’s greatest investment: its people.

1:45 p.m. – 3:00 p.m.  
Transcending from Print to Electronic Communication with Budget Considerations – 101

Patricia Newton-Curran, Director of Graduate Communications, Illinois Institute of Technology; Kristine Pasto, Associate Director Communications and Marketing, Illinois Institute of Technology

Process  
Intermediate (2-5 yrs)

Graduate Enrollment Departments are experiencing a shift in how to reach prospective students, applicants and newly admitted students. Print advertising, letters, and e-mails are becoming less effective and pay-per-click advertising, blogs, and instant messaging are some of the new ways these students expect to be reached. This session will address what are current considerations of the marketing mix, how do you set priorities to start to transition to a different way of communicating, how do you know if the new ways are working (measurements, collecting data) and re-assessing your new marketing mix. This session is geared toward the department that is expected to make all these changes on a limited budget.

1:45 p.m. – 3:00 p.m.  
The Truth About Marketing and Branding

Margaret Andrews, President, Mind and Hand Associates

Branding  
All Levels

Like the old adage, many schools are wasting half of their marketing budget – they just don’t know which half. With the increasing supply of business programs, the looming faculty shortage and the anticipated slower growth in prospective students, many schools are increasing their investment in marketing and branding to attract more or higher quality students and faculty to their programs. This session will use several case studies in business school marketing and branding to showcase what marketing and branding initiatives entail and discuss best practices and common challenges.

1:45 p.m. – 3:00 p.m.  
Insights Into the Academic Success of Latino Students

Irene Rodríguez Martin, Director Graduate Enrollment, Smith College School for Social Work

Diversity  
Intermediate (2-5 yrs)

At 37.5 million, Latinos represent the largest and fastest growing ethnic group in the U.S. By contrast, the rate at which Latinos are being educated not only falls behind that of non-Hispanic Whites, but also behind every other racial/ethnic group in America. This seminar looks at the impact of traditional policies on the educational success of Latinos. Participants will review current models of college choice, access and retention which fail to address the unique cultural needs of Latino students. Emerging models will also be presented which better support academic success for Latino students from which graduate programs can benefit.

1:45 p.m. – 3:00 p.m.  
Detecting Forged and Altered Documents

Margit Schatzman, President, Educational Credential Evaluators, Inc.

Process  
All Levels

International education professionals must ensure that students being considered for admission present authentic documents. This session will provide advice on how to detect forged and altered documents. Obtaining verification and dealing with students who submit falsified documents will be included. An interactive activity will provide an opportunity to practice skills in detecting altered documents.

Thursday, May
1. Show your technology that you’re the boss.

2. Learn how to concentrate and stay focused.

3. Communicate constantly and ask questions.

4. Plug your own productivity leaks.

5. Build consistent personal routines.

6. Eliminate things you are tolerating.

7. Improve your efficiency.
Thelma Harding, Assistant to the Graduate Dean for Recruitment
Student Affairs, College of Engineering, Iowa State University; Nancy Knight, Director of Diversity and Graduate Admission, College of Engineering, Iowa State University; Carolyn Payne, Assistant Dean, Graduate College, Iowa State University; Michael Marchetti, Director, Graduate Enrollment and Admissions, University of the Sciences in Philadelphia; Lorraine Cella, Assistant Director for Graduate Student Services, University of the Sciences in Philadelphia

BREAKOUT SESSIONS

1:45 p.m. – 3:00 p.m. Centennial A-D
Incorporating Research into Your Admissions and Marketing Efforts
Charles Roboski, Associate Dean for Admissions and External Affairs, Ave Maria School of Law
Marketing
This session will focus on the various ways that research has been used to assess and then develop the school’s admissions and marketing plans. The presenter will provide examples of the various types of in-house research that were conducted, including student, alumni, and applicant surveys. The presenter also will discuss how such research was used to shape the school’s marketing messages, channels of communication, and how the school allocated both staff time and fiscal resources. The presenter attributes much of the school’s increase in applications (65 percent) to the changes that were made to the admissions and marketing plans.

1:45 p.m. – 3:00 p.m. Granite A&B
Getting Rid of Stress and Burnout
Laura Stack, MBA, CSP The Productivity Pro®
How To
The nature of work today can intensify emotional reactions. As you face the pressures of more work, more interaction with co-workers, and more stressful deadlines, you’re likely to find yourself in situations where it is critical to identify and control your emotions. Unmanaged stress not only destroys your productivity, but it can also destroy your health. Stress is a known factor in 70 percent of all diseases, so people must learn to boost their energy and reduce tension. This course examines the link between your emotions and stress and teaches behavioral techniques to help you productively manage your emotions, prevent out of control situations, and reduce your stress. This course will help professionals who are pushed to the limit everyday.

3:00 p.m. – 3:30 p.m. Centennial E-H
Refreshment Break
Sponsored by IELTS

3:30 p.m. – 4:45 p.m. Centennial A-D
Increasing Yield by Increasing the Relationship Between Admissions and Student Affairs
Mandy Meinhardt, Director of Recruitment, Dr. William Scholl College of Podiatric Medicine; Steve Weiand, Director of Academic Support Services, Rosalind Franklin University of Medicine and Science
Communication
With the Millennial Generation about to hit the doorsteps of graduate admission office’s offices, admissions professionals will be put to the test in offering the best services, the fastest response times and an array of on-campus services that top any four-star establishment. How do you accomplish all of this? Build relationships with the professionals on your campus who offer these services and ask them to “buy-in” to your recruitment strategies.

3:30 p.m. – 4:45 p.m. Centennial A-D
Listen and Deliver: Tips Implementing a Comprehensive Prospect Communication Plan
Michael Marchetti, Director, Graduate Enrollment and Admissions, University of the Sciences in Philadelphia; Lorraine Cella, Assistant Director for Graduate Student Services, University of the Sciences in Philadelphia
Enrollment Management
This session will describe the process USP’s Graduate Enrollment and Admissions staff went through to plan and implement our current prospect communication plan which included development of new, cost-effective brochures, a complete web site redesign, and implementation of a new e-mail marketing campaign. We will discuss how we successfully collected data from prospective students, current students, faculty and administrative staff and incorporated our findings into all aspects of the communications plan. We will also discuss how we combined that data with best practices as taught by groups such as NAGAP and GAPSEM to build a plan that delivered the type of information students are looking for in the ways in which they like to receive it. We will present a detailed description of our web site redesign process which included surveys, focus groups and collaboration from faculty, students and staff. We will present our current e-mail marketing campaign and the tool we use to deliver messages and assess performance. And finally, we will present methods of assessment and preliminary results of the plan.

3:30 p.m. – 4:45 p.m. Mineral C
Moving Toward an Electronic Admissions Process
Susan Hallatt, Director of Graduate Admissions, College of Charleston
Technology
In today’s “drive-thru” world where everything must be done faster, better, cheaper, it is often a challenge for today’s graduate admissions office to keep up. This presentation will address many aspects of launching a paper-less admissions process, including online forms, communication with applicants, faculty, staff and students and electronic record-keeping through document imaging. Can you bring your admissions process into the 21st century painlessly? It is possible!
Thursday, May 1

3:30 p.m. – 4:45 p.m.  
**Surmounting New Challenges in Graduate Enrollment: Recruiting and Marketing for Interdisciplinary Programs**  
Colleen Gabauer, PULSe Program Manager, Purdue University  

**Enrollment Management**  
**All Levels**  
Increasing interdisciplinary opportunities has become paramount to the success of graduate programs in higher education. This session offers a general overview of some of the different types of interdisciplinary graduate programs that exist, while providing a detailed account of the recruitment and marketing challenges posed by their uniqueness. The recruitment plan for the Purdue University Interdisciplinary Life Science Program (PULSe) serves as a model for discussion on how some of these obstacles can be overcome. The statistical results of PULSe enrollment management efforts will be shared.

3:30 p.m. – 4:45 p.m.  
**Make it Work: Integrating a Centralized Application Service into Your Admission Process**  
Jennifer Richardson, Assistant Director, Student Affairs, University of Oklahoma College of Pharmacy  

**Process**  
**All Levels**  
Change is scary, especially when it involves the unknown! This workshop will introduce participants to the concept of a centralized application service and the implications for belonging to such a service. The main focus of the workshop will be how you can integrate the new process seamlessly (almost!) into your existing admission process. For schools that are considering becoming a part of a centralized application service or that have newly joined an application service, this workshop will provide invaluable tips and guidelines but can also be beneficial to anyone who needs to manage a major change in his or her office.

3:30 p.m. – 4:45 p.m.  
**Direct Mail and E-mail for Prospecting: Multi-Channel Marketing for Adult-Student Recruiting**  
Charlie Fraga, President, Direct Development, Inc.; Francesca Reed, Director of Graduate Admissions, Marymount University; Chris Domes, Vice President for Enrollment and Student Services, Marymount University; Tony Fraga, Director of Marketing, Direct Development, Inc.

**Marketing**  
**All Levels**  
Learn how to boost your inquiry pool of prospective students by combining direct mail and e-mail in one targeted campaign. Marymount University has partnered with Direct Development, Inc. for the past 11 years and has seen consistent results from their direct mail campaigns. With the recent growth of targeted e-mail marketing they have also experienced significant results from various types of e-mail campaigns. This workshop will focus on how to integrate these two channels. Discussions will cover identifying a target market, list acquisition strategies for postal and e-mail, pros and cons of various direct mail and e-mail initiatives, proper integration between direct mail and e-mail within a single campaign, and the advantages of segmentation and tracking.

3:30 p.m. – 4:45 p.m.  
**13 Rules of Graduate Foreign Credential Evaluation Process**  
Dale Gough, Director, International Education Services, AACRAO  

**Process**  
**All Levels**  
This session will provide a basic overview of information that is necessary and relevant to anyone completing foreign credential evaluations at the graduate level. It outlines the basic tenets of the practice and provides a solid foundation on which to build an expertise in the field. It takes a very practical approach to issues such as:

- avoiding debates on educational systems being inferior or superior
- discussing the equivalency issues when dealing with international grading systems
- providing some very sensible ways to approach the credential evaluation process
- issues concerning fraudulent documents and degree mills
- determining how your institution will look at any Bologna three-year degrees.

There will be time for a hands-on use of “The Rules.”

4:45 p.m. – 5:30 p.m.  
**Membership/Marketing Committee Meeting**  

**Session Sponsor**  
GradSchools.com

6:30 p.m. – 9:30 p.m.  
**Night at the Museum: Denver Museum of Nature and Science**  

Sponsored by GradSchools.com

History comes to life at this private NAGAP conference event at the Denver Museum of Nature and History (DMNS). Home to a number of exhibits, the museum focuses on research and education. DMNS maintains a number of diorama halls, and is home to the Phipps IMAX Theater and the Gates Planetarium. It is located in City Park, about two miles east of downtown Denver. The view from western side of the museum is one of the most famous advantages of the Denver skyline and the mountains behind them due to the museum’s relatively higher elevation compared to the rest of the park. In addition to the traditional NAGAP dance floor and hours d’oeuvres buffet, each attendee will be able to take advantage of the hosted soda, beer and wine bar. Conference attendees will also be able to visit the Space Odyssey and Wildlife Exhibits from Australia, North America, and the South Pacific Islands.

Buses run continuously from the lobby of the Hyatt Regency Denver at Colorado Convention Center from 6:00 p.m. – 10:00 p.m. in order to make it convenient for everyone to attend.
breakout session
7:30 a.m. – 8:30 a.m. Centennial Foyer Registration
7:30 a.m. – 4:00 p.m. Centennial E-H Continental Breakfast
7:30 a.m. – 4:00 p.m. Centennial E-H Exhibits Open

breakout session
8:45 a.m. – 10:00 a.m. Mineral B&C Transatlantic Admissions – How are Programs Coping Pre-Bologna?
Peter MacDonald, Tour Director, QS Quacquarelli Symonds;
Gail Gerushon, Senior Consultant, QS Quacquarelli Symonds;
Dario Consoli, Head of International Marketing Office, QS
Quacquarelli Symonds; Kristin Williams, Graduate Student Enrollment Management, The George Washington University
Recruitment All Levels
This session will target Senior Admissions representatives who are planning, or currently engaged in, student recruitment out of, or into North America. As the effect of Bologna will impact on student mobility in both directions across the Atlantic, participants will benefit from comparing notes, sharing their experiences and continuing preparation for Bologna.

8:45 a.m. – 10:00 a.m. Mineral A Gates Millennium Scholars: Emerging Leaders for America's Future at NAGAP
The Gates Millennium Scholars (GMS) program offers its scholars far more than educational funding. GMS offers a range of programs and activities based on a "4 R's" (Rigor, Relevance, Relationships, and Responsibility) model. This session will offer an overview of GMS, a basic understanding of the 4R's model, how GMS uses this model to develop academic, career development, and community engagement programs for its Scholars and best practices that GMS employs in its collaborations with colleges, universities, and other organizations.

8:45 a.m. – 10:00 a.m. Capital 5 Achieving a Rocky Mountain High: Assessing the Communication Needs of Your Admission Office
Christine Leland, Assistant Director of Admission, Simmons College
Process Beginning (<2 yrs)
In January 2007, the Graduate School of Library and Information Science identified a need to streamline, increase, and improve communications to prospective students, applicants, and admitted students. One staff member began to tackle the project by developing a recruitment plan to achieve these goals, but quickly realized a plan could not be created until current communications were evaluated. Between January and May 2007, a communications assessment was conducted. The final report outlined problems, challenges, and solutions; plans to implement the suggestions are currently underway. This presentation will discuss the process of evaluating communications, as well as describing preliminary findings.

8:45 a.m. – 10:00 a.m. Capital 4 Branding and Recruiting for a Web 2.0 Generation
Luis Casas, Director, Marketing and Recruiting, Florida International University, College of Business Administration; Miguel Molina, Director, Business Development, Quaxar
Branding All Levels
How can a graduate business school break through the communications clutter to capture the attention of the Web 2.0 generation? Join us as we share our experience: what worked and what didn't work.

8:45 a.m. – 10:00 a.m. Mineral D&E Update on GRE General Test Revisions
Dawn Piacentino, Associate Director, GRE Client Relations, ETS
Process All Levels
GRE staff will provide an update on activities related to the revision of the GRE General Test. Other GRE Program initiatives will also be discussed, including the newly developed Personal Potential Index™, a standardized evaluation of non-cognitive skills for use in graduate admissions.

8:45 a.m. – 10:00 a.m. Capital 2-3 Shooshing the Slippery Slopes of Recruitment: Challenges for a Small Graduate Program
Kathryn Kendall, Director of Recruitment and Alumni Relations, University at Buffalo School of Social Work
Recruitment Beginning (<2 yrs)
This presentation is a two-part presentation. Part one is a follow-up to last year’s, “When your university doesn’t have a top 10 sports team: Recruitment challenges for a small graduate program”. A one-year recap of the initially successful recruitment mailing project will be presented with outcomes, challenges, updates and new ideas. Come find out if the initial 400% increase in out-of-state applications was sustained or just a fluke. A sample of the mailing package will be available for viewing.

Part two will introduce another UB SSW effort to tap into the strength of our alumni and help in student recruitment. We are looking at taking an all but forgotten alumni association scholarship fund and adding a new and creative twist in hopes of increasing the fund to provide an annual full scholarship. At the time of the conference presentation, the project will be two to three months into the appeal period. Initial response and projected response will be presented.

8:45 a.m. – 10:00 a.m. Mineral F&G The Academic Transcript is Now Digital – Improving Student Service and Work Flow
J. James Wager, Vice President, SCRIP-SAFE International Technology All Levels
In almost every aspect of higher education administration processes have been transformed to take advantage of digital information services. The power of information technology is present in Web admission applications, online registration, degree audits, tuition payment, and numerous related areas impacting students, staff, and administrators. In the past two years the adoption of digital transcripts has seen explosive growth. This session will examine the shift from paper to electronic media and the associated advantages of reduced cost, improved efficiency, and document authenticity. Various digital alternatives including EDI, XML, and PDF will be discussed. Comparisons will be presented that examine the cost/benefits of proprietary solutions and alternatives that promote inter-operability.

8:45 a.m. – 10:00 a.m. Capital 6&7 Evaluating Diversity Efforts: Internal and External Drivers
Catharine L. Will, Manager, Student Recruitment and Programs, Johns Hopkins University School of Medicine Diversity All Levels
Hopkins University School of Medicine instituted an extensive recruitment initiative in 1995 aimed to diversify the graduate student population in the School of Medicine. After a decade of activity (1995-2004) they evaluated the success in meeting institutional goals with respect to diversity, and to assess resources needed to maintain the programs. The efforts included a substantial outreach effort at both the national and local level, establishment of a summer research program and initiatives to include middle and high school students.
How of implementing an effective online marketing program.

Hands-on workshop on e-marketing provides the what, when, why, and how of implementing an effective online marketing program. Participants will acquire the skills and knowledge necessary to develop and execute successful online marketing initiatives.
Moving from Quantity to Quality: Aligning Strategies for Attracting Indian Talent
Rahul Choudaha, Doctoral Student in Higher Education, University of Denver; Shevanti Narayan, Program Coordinator, United States Educational Foundation in India
International All Levels
India sends the largest number of international students to the U.S. higher education institutions. Indian higher education system with more than 340 universities and 17,500 colleges is also the world’s largest higher education system in terms of the number of institutions. There is wide variation among the higher education institutions in terms of quality. From the perspective of the American Graduate Admissions Professional, India is a lucrative but a challenging market. The session will discuss the market characteristics at two levels—institutional and prospective student. It will present a comprehensive and actionable recruitment strategy by leveraging recruitment channels like technology, consultants, and other stakeholders.

Building the Graduate Admissions Office from the Ground Up: Creativity, Strategy, and Good Company
Rania Sanford, Director of Academic Services, Stanford University School of Education
Process All Levels
This is a presentation of the story behind the development of the admissions office at the Stanford University School of Education from a fragmented clerical support service into an enrollment management operation. The session starts with a background of the difficulties in doing admissions ‘the old way’, and proceeds to describe the process by which the Admissions Office developed resources, activities and its value for the School. The presenter will describe the leadership strategies that initiated and catalyzed the change process which ultimately institutionalized the new office as part of the School’s mission and culture. The presentation will draw on the importance of leadership in this process and the use of Kotter’s change model. The presenter will also describe her adaptation of other approaches from the business world in managing creativity and innovation into the higher education setting.

The ABCs of CRM
Margaret Andrews, President, Mind and Hand Associates
Enrollment Management All Levels
Constituent Relationship Management – or CRM – is a relatively new term in higher education and many people don’t yet understand what it is or how to use it. So what is it? This session will introduce the basic principles of CRM, including what it can help an institution achieve, how to prepare for CRM, and highlight both pitfalls and best practices. We will highlight how Annenberg School for Communication at the University of Pennsylvania prepared for and thought through their various constituents, what these constituents needed and how they wanted to be communicated with, and the results the school has been able to achieve with minimal investment and in a short period of time. The session will conclude with a question-and-answer session and the opportunity for those in the room to share best practices and lessons learned.

Business Meeting and Awards Luncheon
The business and awards luncheon is held each year to conduct the association’s business and to recognize the winners of the Promotional Award for Excellence, Distinguished Service Award, Future Leaders Awards and the Building Bridges Award. This is also the inaugural year of the new Visionary Award.

BREAKOUT SESSIONS
1:30 p.m. – 2:45 p.m.
Reconsidering Existing Practices on Indian 3-Year Degrees
International All Levels
Since 2001/2002, India has remained among the top three countries of origin for graduate students coming to the U.S. (CGS/IIE Open Doors). With countries around the globe creating a more competitive environment for attracting international students, U.S. graduate schools need to better position themselves to attract and retain those students.

In view of the new competitive international landscape and India’s quality assurance system, U.S. graduate schools should reconsider their policies regarding the Indian 3-year degrees. In our session, we will examine the international recruitment environment and discuss India’s National Assessment and Accreditation Council (NAAC). Participants will be introduced to new methodologies for establishing graduate admissions policies that are reflective of current Indian higher education.

Marketing Education in the 21st Century: Lessons from For-Profit Schools
Doug Brown, President, CEO, All Star Directories
Recruitment Intermediate (2-5 yrs)
Over the past several years, enrollments at for-profit institutions of post-secondary education have grown faster than those at traditional schools. Continuing education divisions are often focused on the same populations as proprietary schools: working professionals. What are the secrets to reaching these sought after learners today and generating enrollments cost-effectively? How can you compete with aggressive for-profit schools and their multi-million dollar ad budgets? Join us for this interactive conversation that will look at lessons the continuing education community can glean from the best practices of for-profit schools.

You will learn:
- How to ensure the money invested in leads does not go to waste
- Effective online marketing tactics for recruiting students
- Lead follow-up strategies that draw more starts

Target Audience:
- Novice and seasoned marketers and enrollment managers

You Want Access to Companies? Learn How to Create your College Consortium!
Lacey Smith, Assistant Dean, School of Professional Studies, Avila University
How To All Levels
Would you like to gain access to businesses in your community? Are you tired of hearing “no” from your local HR managers? This session will introduce you to how a college consortium will get you in the door to your key companies. You will learn how to (1) begin the process of starting a college consortium in your area, (2) learn how to collectively engage the business community with your consortium, (3) learn how the consortium can contribute to raising your inquiry pool and enrollments, (4) and finally other benefits of the consortium like professional development and collaborative efforts between competitors.
1:30 p.m. – 2:45 p.m.  
**Increasing the Diversity Pipeline – The Collegiate Chapter Initiative of the National Black MBA Association**  
Eric Lyons, National Black MBA Association

**Diversity**  
The presentation will focus on information regarding how we are making minority undergraduate students aware of graduate education opportunities including MBA and Ph.D. programs.

1:30 p.m. – 2:45 p.m.  
**MAT – An Assessment Option for Your Graduate Admission Program**  
Don Meagher, Senior Research Director, The Psychological Corporation; Cindy Agonis, Manager Post-Secondary Education, The Psychological Corporation; Ann Winship, Director, Graduate Education Services, The Psychological Corporation

**Process**  
The Psychological Corporation is respected worldwide for its technically superior assessments that are used to assist in graduate admission decisions, which include the Miller Analogies Test® (MAT) and the Pharmacy College Admission Test (PCAT™). The focus of this presentation is on The Miller Analogies Test (MAT). The MAT has been utilized as a graduate school admission tool for more than 60 years in university programs throughout the United States. The information presented is intended to provide options in your graduate admission process. This session will address questions that deans, faculty, and admission officers may have concerning the adoption of the MAT as a graduate admission tool. The MAT is administered in both paper-and-pencil and by computer-based formats. Online practice tests are also available at milleranalogies.com. The Psychological Corporation is an exhibitor at the NAGAP Annual Conference and will have information available concerning the MAT and PCAT.

1:30 p.m. – 2:45 p.m.  
**SOAR: Strategic Organization, Action, and Results in a Graduate Division’s Path to Success**  
Amanda Ostreko, Coordinator of Research and Grad Programs, University of Kansas School of Engineering; Nickie Lee, Coordinator of Graduate Student Recruitment and Diversity Programs, University of Kansas School of Engineering

**Graduate Student Services**  
As more institutions compete for research funding and graduate students, administrators must be able to understand how to develop an organizational structure that will enhance the graduate student experience and promote research activity. This presentation will use the School of Engineering at a large, public research university as a model for how to use strategic planning and management to develop and implement an organizational structure that supports graduate study and research, promotes professional development of graduate students, faculty and staff, and successfully implements goals and objectives of a growing academic unit.

1:30 p.m. – 2:45 p.m.  
**Recruitment and Retention Efforts of a Small Graduate School**  
Kristen Sterba, Assistant Dean, Office of Graduate Student Recruiting and Retention, University of Arkansas for Medical Sciences

**Recruitment**  
The University of Arkansas for Medical Sciences Graduate School has 300 graduate students in 17 Ph.D. and M.S. programs. Over the past few years, UAMS has increased its efforts to recruit and retain graduate students. With a staff of four, the Graduate School has significantly increased the number of applications received since a recruitment plan was initiated. In addition, a number of activities and events are now planned to enhance graduate students’ professional and personal development. This session will describe these efforts and the results.

1:30 p.m. – 2:45 p.m.  
**Background Checks – Everything You Need to Know from Philosophy to Implementation to Automation**  
Rick Williams, Assistant Vice Chancellor for Student Services, Loma Linda University; Mike Wharton, Vice President for Strategic Development, MyBackgroundCheck.com

**How To**  
Are you feeling the pressure to get a background check system going for your institution? Does the administration of such a program seem daunting? Hear the rationale about why background checks are useful/necessary and – once the choice is made – how to create an automated system that leaves you looking like a genius. Session will cover requirements, components, timing, process, automation, and administrating failed background checks.

1:30 p.m. – 2:45 p.m.  
**Using Research for Fun and Profit**  
Margaret Andrews, President, Mind and Hand Associates

**Process**  
While faculty are expected to conduct research to improve knowledge in their field, we don't often use the same rigor in assessing our program opportunities and results. Many graduate schools and programs rely on hearsay, ad hoc assessments, rankings, “that's the way we've always done it,” and squeaky wheels to guide their marketing, services, and operations. This session will highlight several cases where using research produced surprising findings and better results and invite audience members to share their research stories and best practices.

2:45 p.m. – 3:15 p.m.  
**Background Checks – Everything You Need to Know from Philosophy to Implementation to Automation**  
Rick Williams, Assistant Vice Chancellor for Student Services, Loma Linda University; Mike Wharton, Vice President for Strategic Development, MyBackgroundCheck.com

3:15 p.m. – 4:30 p.m.  
**Exploring the New Frontier of Graduate Admissions**  
Cecil Foster, Chief Operating Officer, Embark Corporation; Jim Moore, Director of Graduate Admissions and Information Systems, UC-Santa Cruz

**Case of School of Nursing**  
Julius Kitutu, Assistant Professor, University of Pittsburgh School of Nursing

**Enrollment Management**  
The investment in recruitment among the school and or universities may not seem to pay when examined. Travel to conferences, mailing of materials to prospective students, information sessions, school open houses, general and personal calls, arranged visits to schools, attractive web sites, and many other models of recruitment integrated together may or may not translate into a single applicant leave alone admit. Innovative strategies are required to convert prospective students and/or inquiries to admits, enrollment and progression to graduation. The time period for these events to take place differs from school to school and person to person. This presentation portrays the recruitment efforts and products thereafter in the University of Pittsburgh School of Nursing graduate programs.
The Power of One – A Workshop for Solo Practitioners
Margaret Wendling, Director of Graduate Admissions, Holy Family University

How To All Levels
Are you the only graduate admissions employee at a small school or the only admissions counselor in your discipline at a larger school? Then attend this workshop to celebrate/comiserate with your fellow “lone wolves.” This workshop will provide discussion topics ranging from recruitment strategies to career development. Come learn about increasing your visibility on campus, advocating for more support, managing your workload, and overall best practices for solo practitioners. Harness the power of one to your advantage!

Small Budget Marketing Materials for Small Specialized Programs
Matt Cipriano, Admissions Coordinator, NYU School of Medicine – Sackler Institute

Marketing Intermediate (2-5 yrs)
Part of the Graduate School of Arts and Sciences and run out of the School of Medicine, the Sackler Institute of Graduate Biomedical Sciences runs its own admissions and does all of its own recruiting and marketing for the 11 programs offered as well as the Summer Undergraduate Research Program. Self-production of marketing materials including small brochures, postcards, stickers and posters and have seen a steady increase in applications (about a 20% increase per year) since the termination of the full application booklet. For the Graduate program less then $2500 was spent on materials, including a mailing to over 1400 students, an informational flyer and postcards and received over 700 applications for 35 spots. For the Summer Undergraduate Research Program a single informational postcard and 18"x24" poster costing under $300 were developed and received over 1200 applications last year for 30 slots. All of the recruiting materials are designed in-house and updated on a yearly basis.

Making a Case for Diversity Recruiting: How Ohio State University Rises to the Challenge
Joyce Steffan, Assistant Director, Professional Admissions, Ohio State University; Justin Griest, Manager, Admissions Information, College of Optometry, Ohio State University

Recruitment All Levels
OSU President Gordon Gee commented in his inaugural address that “opportunities are never lost; someone will take the ones you miss.” With that in mind, OSU never passes an opportunity to welcome students whose differences expand the intellectual vitality of our campus community. So recruiting and retaining them is a priority on everyone’s agenda! During this session, creative diversity recruitment strategies are outlined in a Diversity Recruitment Inventory that identifies successful activities across all categories of diversity. One such example is the College of Optometry’s IDOL Program (Improving Diversity of Optometric Learners) that motivates minority students to pursue a career in optometry. This Inventory spotlights many other creative approaches that enable OSU to create a diverse learning community that prepares students to interact in an increasingly global society.

Interviewing Applicants: Why and How
Kim Johnson, Director of Admission, Creighton University, Pharmacy and Health Professions; Mackenzie Buxcel, Assistant Director of Admission, Creighton University, Pharmacy and Health Professions

Recruitment All Levels
What is the importance of an admission interview in the admission assessment and review process? Why should you conduct interviews? This presentation will share the many reasons – as a recruitment tool, to highlight your faculty and facilities, to assess interpersonal communication skills, and the direct correlation to professional success. Now that you agree with these reasons, how do you plan for admission interviews? What will you assess, what will be the format, how will interviewees be scored, and what else goes into the day? The speaker will provide models and planning tips used by three different graduate/professional programs.

Reaching Tech-Savvy Students in an Online Age: Tips and Tricks on Search Engine Optimization and Internet Marketing
Doug Seymour, General Manager, GradSchools.com; Lori Mitchell, Product Manager, GradSchools.com

Marketing All Levels
The GradSchools.com presentation will teach conference attendees how to utilize Internet marketing techniques to reach and enroll more graduate students. Presented by Lori Mitchell, who has used Internet marketing to help GradSchools.com become the leading online resource for graduate school programs, the session will describe an overview of Internet marketing and its importance in today’s world, the ins and outs of search engine optimization and search engine marketing – including the meaning of key buzzwords and the various forms of paid online advertising, other marketing tools such as social networking sites, ways to measure success, and helpful Internet resources. The session will be informative with time for discussion.

Turning Admitted Students into Enrolled Students: How to Use a Student-Centered Approach to Increase Yield
Francesca Reed, Director of Graduate Admissions, Marymount University; Chris Domes, VP for Enrollment and Student Services, Marymount University; Jamie Hill-Smith, Associate Director of Graduate Admissions and New Student Services, Marymount University

Enrollment Management All Levels
Many graduate admissions offices recruit, process, and admit students to a program, so whose job is it to help connect, engage, and encourage students to matriculate to the University? Over the years the face of graduate admissions has changed, largely due to the need to become service-centered. Based on feedback from students and the need to increase yield, Marymount University’s Graduate Admissions Office decided to undertake a new initiative and created a new position that works directly with newly admitted graduate students while focusing on what we call the “Three Cs”: Communicate, Connect, and Create. Since adopting this approach, the university has seen an increase in the number of admitted to enroll in just over a year! Learn how Marymount incorporated these strategies and why post-admission is just as important as the recruitment phase.
MAKE QUALITY STUDENT CONNECTIONS
with Peterson’s online recruitment services.

Say goodbye to generic lists—Peterson’s online graduate recruitment service provides you with prequalified leads from students who have already expressed interest in your program. Strengthen recruitment, save money and create a more strategic recruitment platform with Peterson’s.

E-MAIL EDSERVICES@PETERSONS.COM OR CALL 1.800.338.3282 TO LEARN HOW WE CAN INCREASE YOUR RECRUITING EFFICIENCY.
build the inquiry pool and targeted meetings with inquiries to build yield. The first two national recruitment tours, which included graduate school fairs to process for developing, implementing, and assessing the effectiveness of their series of research projects to determine its current reputation among high-caliber U.S. women, what characteristics make an MBA program attractive to these women, what characteristics about MIT make it attractive/unattractive to top U.S. women, and how the school compares to its peer schools on these women, what characteristics make an MBA program attractive to caliber U.S. women, what characteristics make an MBA program attractive to

Recruitment

Anyone who is considering launching a national recruitment strategy surely will benefit from participating in this candid session. We all know that increasing competition for qualified students is sometimes at odds with decreasing recruitment dollars. Determining how and where to focus resources is crucial in meeting our enrollment and retention goals. Presenters will share their process for developing, implementing, and assessing the effectiveness of their first two national recruitment tours, which included graduate school fairs to build the inquiry pool and targeted meetings with inquiries to build yield. You’ll hear what worked well, what they would not do again, and why. The presenters will share the peaks and valleys of their experience, offering you many facets of their learning curve.

Using Research to Increase the Yield of Female Applicants

Margaret Andrews, President, Mind and Hand Associates; Julie Strong, Senior Associate Director, MIT Sloan School of Management

Recruitment

Business schools, despite many years of study and effort, have rarely exceeded 35% for female matriculates. MIT Sloan had a particularly difficult time recruiting women to its MBA program and the school was perennially lower in female students than peer schools or the industry average. To better understand how the school could more effectively market to women and increase both the female applicant pool and yield, MIT Sloan conducted a series of research projects to determine its current reputation among high-caliber U.S. women, what characteristics make an MBA program attractive to these women, what characteristics about MIT make it attractive/unattractive to top U.S. women, and how the school compares to its peer schools on important attributes.

8:45 a.m. – 10:00 a.m.  Capital 4

Soaring to New Heights: Taking Recruitment “Where No One has Gone Before”

Sara Wilhelm, Associate Director of Admissions and Recruitment, Bethel University- Bethel Seminary; Joseph Dworak, Director of Admissions and Recruitment, Bethel University- Bethel Seminary

Recruitment

Are you doing the same things that every other school is doing? Are you finding that the tried and true ways of recruiting are no longer working? Then join the quest to Soar to New Heights by taking recruitment where no one has gone before! The presenters will share together the journey of their mid-sized regionally known school that has been breaking into the national scene by target, niche marketing through innovative means. In today’s world the need to be relevant in hopes to attract students and to garner a greater market share you need to think outside of the box! Strategies for understanding your unique academic product, for meeting people’s felt desires and needs in ways that raise your school to a level of distinction above the rest, and actual examples will be shared. Come expecting to be challenged to soar to new heights as you take YOUR recruitment...where no one has gone before!

8:45 a.m. – 10:00 a.m.  Centennial Foyer

Goodwill Ambassadors: Leveraging Students and Alumni in Enrollment Management

Julia Bourquin, Assistant Director of Admissions, Harvard Graduate School of Education; Devon Skerritt, Assistant Director of Admissions, Harvard Graduate School of Education

Graduate Student Services

Each year admissions offices are challenged to do more with less by leveraging resources efficiently in an effort to recruit and enroll students. Students and alumni are vital sources of network marketing and can play an important role in attracting and yielding prospective students, while concurrently increasing their engagement with the institution. In the past two years, the Harvard Graduate School of Education (HGSE) has reconceived its historically informal relationships with students and alumni by creating a more formalized infrastructure to facilitate these connections – generating distinct, but complementary, student and alumni admissions ambassador programs. This session will present HGSE’s experience of building Ambassador Programs for students and alumni from the ground up, while providing a forum for a collective discussion about ambassador programs across participants’ various institution types and enrollment management structures.

10:15 a.m. – 11:30 a.m.  Centennial A-D

Closing Brunch

Enjoy one last meal with fellow colleagues as we wrap up to the NAGAP 2008 Annual Conference. The Annual Conference slide show is the highlight of the closing brunch, but the real reason to attend is the exciting door prizes. You must be present to win a free registration to next year’s conference, a free hotel room at the conference, or a free airline ticket (up to $500) to the conference. Then learn where we’ll be heading for the 2009 Annual Conference – the countdown to next year’s exciting conference starts today!
Recruit the World’s Brightest Students

1.7 million alumni members
100,000 student members
Members from 160 countries
Over 360 campuses
Top 15% of their class

GOLDEN KEY INTERNATIONAL HONOUR SOCIETY

"The Moore School of Business is pleased to partner with Golden Key and offer one qualified applicant a $20,000 International MBA Fellowship. The most attractive aspect of the partnership is the quality of members within the Society. In our first year of collaboration, we received numerous direct inquiries and applicants. Golden Key’s commitment to customer service ensures that our message resonates with the audience."

Reena Lichtenfeld
Director of Graduate Admissions & Enrollment Management
Moore School of Business
University of South Carolina

Motivating students to realize their potential for 30 years.

www.goldenkey.org

General Notes

United States • Canada • South Africa • Australia • New Zealand
USA says yes to IELTS

Results you can trust

IELTS is the International English Language Testing System

• Proven
  Trusted worldwide to provide a secure, global, authentic, and customer-focused test since 1989

• Reliable
  Reliable, valid, and secure assessment of English language skills needed for academic and work success. Unique and consistent nine-point scoring system measures and reports test scores in a consistent manner

• Global
  Available in over 300 locations around the world up to 4 times a month, making IELTS one of the most widely accessible English language tests

Contact IELTS International for recognition and information for opening a test center

Tel: 323-255-2771
Email: ielts@ieltsintl.org

IELTS is jointly owned by the British Council, IDP: IELTS Australia and University of Cambridge ESOL Examinations.

www.ielts.org
Please visit The Whelan Group at Booth 41 to learn how our creative integration of experience and innovation can help your institution achieve new heights.
Visit the ETS Booth!

When the stakes are high, there’s no room for second best.

The TOEFL® and GRE® tests have long been the choice of admissions professionals at more than 8,000 institutions worldwide. Here’s why.

Built to the highest standards, our tests are reliable, fair and valid predictors of academic success. And we have the research — and the experience — to prove it.

Sixty years ago, Educational Testing Service was created specifically to serve the admissions needs of the higher education community. Since then, we’ve forged a reputation as a global leader in educational assessment through world-class research and a passion for learning. Quite simply, we set the standard in standardized testing.

To learn more, or to apply to become an official TOEFL or GRE score recipient, visit www.ets.org/trustets/nagap.
A Proud Tradition of Serving Graduate Institutions

With over 30 years’ experience, Hobsons is an expert in graduate recruitment solutions. Our complete solution will help you recruit the right graduate students the right way:

- Lead Generation Tools
- GRE Search Service
- Social Networking & Chat Software
- Admissions CRM
- E-Mail Marketing
- Print-on-Demand
- Online Applications
- Printed Guides
- Web Sites
- Market Research
- Fair Representation
- Custom Publications
- Multimedia

Stop by our booth #18 and #19 to hear more about Hobsons and how we can help you reach your recruiting goals.
Since its inception in 1910, AACRAO, a not-profit membership organization, has taken a leadership position in developing policies centered on the global educational community. AACRAO’s International Education Services (IES) is the focal point for resources on international education and exchange. Professional evaluators, with an average of 20 years experience, have completed thousands of foreign credential evaluations since this service became available in 1994 to member institutions, agencies, certification and licensing boards and the public. Historically, this service dates back to the mid-1960s as a cooperative agreement between AACRAO and the U.S. Agency for International Development (USAID). Look to AACRAO’s International Education services for the best in: foreign credential evaluation, workshops and training, EDGE (The Electronic Database for Global Education), publications and consulting. THE WORLD IS OUR WORKPLACE!

Brainworks creates Emotional Response Communication campaigns for the higher education market. We combine the art of visual communication with the nature of human behavior to create promotion that speaks directly to individuals rather than screams at the crowds... images that bring your institution’s unique qualities to their mind.

Cappex.com helps find students online for your graduate programs.

Our experienced consultants help colleges and universities differentiate their institutions in a competitive marketplace. We achieve this by using powerful market research to inform the design of strategic brand plans and high-impact marketing communications materials.

Operational Intelligence – Do You Have It?™ CollegeNET provides real-time, web-based analytic information that lets you see how your institution is performing against key production benchmarks. We provide solutions in admissions, scheduling, faculty evaluation and IT performance. See us at the NAGAP Annual Conference, booth 38, to see the newest features of these market-leading systems.
Embark Corporation
77 Battery Street, #300
San Francisco, CA 94111
Phone 415/615-1800
www.embark.com

Since 1995, Embark has been a leader in helping you and your students through the college admissions process. Our online enrollment solutions and our student portal will help you achieve your goals. Stop by our booth to see the new release of Embark’s enrollment software.

Education Sales Management
8740 Lucent Boulevard
Highlands Ranch, CO 80129
Phone 720/977-1699
www.education-sales.net

ESM is a virtual admissions department focused exclusively on working with educational institutions to increase enrollment and improve retention. All too often, your admissions advisors find themselves playing phone tag with hundreds – or thousands – of interested students. Since 1995, ESM has successfully combined effective people, processes and technology so that you can reach more students in less time.

ECE / Prospecting Services
5 Marine View Plaza, Suite 212
Hoboken, NJ 07030
Phone 201/337-3020
www.ece.org

Educational Credential Evaluators, Inc. (ECE) is a non-profit, credential evaluation organization. ECE has been serving graduate international admissions professionals for 25 years. Trusted by more than 2,000 colleges and universities, ECE evaluation reports provide quick, accurate, and easy-to-read information. ECE now offers free Secure Electronic Reporting! You will receive reports electronically, view reports online and check status 24 hours/day! ECE also offers a reference publication series, customized training seminars and a free electronic newsletter. Trusted. Responsive. Thorough.

Goldner Associates
231 Venture Circle
Nashville, TN 37228
Phone 615/250-8229
www.goldnerassociates.com

Goldner Associates is your partner for creative promotional products! We’re dedicated to providing great quality, service, and creativity for many applications including: Recruiting Programs, Tradeshow Give-aways, Spirit Items, Employee Gifts, Awards, and Imprinted Sportswear. Whether you are in admissions, university relations, or other departments, Goldner can help maximize your return on investment with measurable results!

GradSource, The El Group
210-4475 Viewmont Avenue
Victoria BC V8Z 6L8 Canada
Phone 250/708-0022
www.theeigroup.com

The El Group is the premiere publisher of GradSource magazine and www.Gradsoure.com targeting university students considering graduate and post graduate programs. With GradSource your institution benefits from the combined value of print and online, providing the best in advertising and proven to attract potential students. For further information, please visit booth 42.
ImageNow by Perceptive Software

22701 West 68th Terrace
Shawnee, KS 66226
Phone 913/667-3193
www.imagetnow.com

Perceptive Software created ImageNow enterprise document management, imaging and workflow to help higher education institutions efficiently capture and organize virtually any document type, then route and retrieve a precise page with a single click from within any SIS or business software application at the moment it’s needed.

Intelliworks, Inc.

2092 Gaither Road
Rockville, MO 20850
Phone 240/238-3223
www.intelliworks.com

Intelliworks is a leading provider of relationship management software built for higher education. Our Web-based solution, Orion, allows admissions professionals to improve efficiency and manage student contact, marketing, events and course registration from a single platform. Institutions around the globe rely on Intelliworks to enhance communications and outreach efforts to prospects, students and alumni.

Graduate School Guide

210 North Avenue
New Rochelle, NY 10801
Phone 914/632-7771 X27
www.graduateguide.com

For more than 35 years, graduate admissions directors have benefited from the quality student inquiries generated from our products. Whether in print or online, our distribution network is unrivaled. Copies of our guide are requested every day. Students have the option of contacting your admissions office or clicking directly to your apply online page. With eight advertising options on the Web and nine regional editions in print, Graduate School Guide gives you the opportunity to target your recruitment efforts in the most cost efficient way possible. Hundreds of graduate deans currently advertise in one or both products.

Hobsons

50 E-Business Way, Ste. 300
Cincinnati, OH 45241
Phone 800/927-8439 X3286
www.hobsons.com

Headquartered in Cincinnati, OH, Hobsons U.S. partners with colleges and universities to empower enrollment and admissions efforts. Through domestic, international, and graduate student products, and Web sites and enrollment technology for schools, Hobsons U.S. helps colleges and universities elevate their enrollment strategies efficiently, effectively, and easily. For more information, please visit www.hobsons-us.com.

IELTS

825 Colorado Boulevard, Suite 112
Los Angeles, CA 90041
Phone 323/255-7271
www.ielts.org

The International English Language Testing System (IELTS), recognized in the U.S. and worldwide by top educational institutions and professional bodies, provides evidence that non-native speakers have the required English language skills for academic and professional success. IELTS has always tested all four language skills, and provides secure, valid, reliable results.

Interfolio, Inc.

1900 L Street, NW, Suite 603
Washington, DC 20036
Phone 202/223-3358
www.interfolio.com

Interfolio is the most popular and efficient way for current and future graduate students to collect, store and deliver their most important documents for admissions and other career opportunities. Established in 1999, Interfolio is the most recognized and trusted academic dossier and portfolio service available, with more than 100,000 users.

International Education Research Foundation

6133 Bristol Parkway, Ste 300
Culver City, CA 90230
Phone 310/258-9451
www.iertf.org

International Education Research Foundation (IERF) was founded in 1969 as a non-profit credentials evaluation service. It is the oldest organization to provide equivalency reports for international applicants, both for the purposes of university admission and transfer credit. IERF’s services are reliable, timely, and applicant-friendly. IERF provides electronic applications and reports.

International Graduate

101 Southwark Street
London SE1 0JF
United Kingdom
Phone 011 44 207 401 733
www.internationalgraduate.net

A print and e-magazine widely available on the web to potential recruits – 35,000 use the web site every month (www.internationalgraduate.net). Distributed by mail and e-mail to 100,000 international academics and advising counsellors, every issue is also sent to more than 30,000 registered students.

Josef Silny & Associates, Inc.

7101 SW 102nd Avenue
Miami, FL 33173
Phone 305/273-1616
www.jsilny.com

Founded in 1987, Josef Silny & Associates, Inc. (JS&A) is a leading provider of foreign credential evaluations, foreign credential verifications and professional translation services to hundreds of U.S. institutions of higher education, many U.S. licensing and certification boards, the U.S. Federal Government and by many private agencies throughout the United States.

We offer these reports at low fees with a fast turnaround time and in the most professional manner. Please visit our booth to learn more about our services and benefits offered to our corporate partners.

JS&A is a member of the National Association of Credential Evaluation Services (NACES) and the American Translators Association (ATA).
scrIP-SAFE® is the leading manufacturer of secured transcripts and is trusted by over 1,800 academic institutions. In addition, more than 600 of your colleagues use Diplomas on Demand® software and diploma paper to print diplomas directly from their desktop. eSCRIP-SAFETM, the global electronic transcripts delivery network, enables secure, reliable, inexpensive and instantaneous delivery of transcripts and supporting documents between academic institutions as well as authorized third parties.

SlideRoom
5512 Winton
Dallas, TX 75206
Phone 214/734-9496
www.slideroom.com

SlideRoom is a web-based system for universities to receive and review visual media from applicants online. It is commonly used for admissions, faculty searches, calls for entries and other important events. Universities get their own branded account for applicants to register/upload their portfolio, a viewing panel for reviewers and a control panel for administrators. It is a complete management system. Learn more at www.slideroom.com.

Stamats, Inc.
615 Fifth Street, SE
Cedar Rapids, IA 52401
Phone 319/364-6167
www.stamats.com

Every year more than 100 colleges and universities trust the team of integrated marketing professionals at Stamats to help them identify, communicate, and keep their brand promises. Stamats’ services include research, consulting, publications, interactive media, search solutions, and advertising.

Talisma
411 108th Avenue NE, #900
Bellevue, WA 98004
Phone 425/688-3800
www.talisma.com/edu

Talisma is the leading provider of Constituent Relationship Management (CRM) solutions for higher education. Talisma improves constituent satisfaction by integrating e-mail, phone, chat, text messaging, print, portal, VoIP, and Web self-service with a robust Web services platform, comprehensive analytics, and a system-wide knowledge base. The result is higher-caliber prospects, retention of more students, and stronger relationships with alumni.

TargetX
10 Canal Street, Suite 205
Bristol, PA 19007
Phone 877/715-7474
www.targetx.com

Since 1998, TargetX has been higher education’s most innovative recruiting company, continually developing new technologies and strategies to attract today’s students – both online and in-person. The company is a leading provider of interactive recruiting solutions, helping more than 450 graduate and undergraduate programs communicate more effectively with prospective students.
NSCS is a nonprofit college honor society with over 550,000 members; the top quality, diverse candidate’s recruiters are seeking. NSCS assists its Graduate School Partners, by marketing their graduate school and program opportunities to NSCS members through targeted e-mail blasts, campus visits, web site postings and much more.

We help universities recruit students from the Princeton Review community of test prep students. Our web site gets hundreds of thousands visits per month from motivated and well-prepared students searching for graduate programs. We invite graduate schools to partner with us to advertise with us and implement targeted recruiting programs.

The Psychological Corporation
19500 Bulverde
San Antonio, TX 78259
Phone 210/339-5371
www.harcourtassessment.com

MAT analogies involve both content knowledge and analytical reasoning. Content knowledge is required to understand the meanings of the terms in the item, and analytical reasoning is necessary to recognize the analogical relationship between terms. Drop by our exhibit table to learn more about the MAT and its user-friendly benefits!

The Whelan Group
4129 Commercial Center Drive, Suite 400
Austin, TX 78744
512/472-8972
www.thewhelangroup.com

The Whelan Group is dedicated to helping institutions of higher education enroll new generations of graduate students through the development of inspired and customized recruitment media. Building on 28 years of experience in marketing for higher education, the Whelan Group offers a full range of products and services for its clients.

World Education Services
Bowling Green Station
P.O. Box 5087
New York, NY 10274
Phone 212/219-7330
support@wes.org; www.wes.org

World Education Services (WES) – www.wes.org – is a not-for-profit organization specializing in international credential verification and evaluation. WES provides accurate and reliable evaluations that help more than 2,000 academic institutions make prompt, well-informed decisions regarding admission, placement and/or transfer credit for students who hold academic credentials earned outside the U.S.

ZAP Solutions
700 River Avenue, Suite 214
Pittsburgh, PA 15212
Phone 412/697-2065
www.zapsolutions.com

Streamline your admissions process with AMP, our Web based, paperless admissions system. Detailed statistics and reporting put you in charge of your applicant data: customized to your process and branding, separate interview scheduling module, data import/export, self-service functionality for applicants, faculty, committee, and admissions staff. ZAP Solutions: http://www.zapsolutions.com/amp
For over 60 years, the Miller Analogies Test (MAT) has played a valuable role in the graduate admissions process. The MAT measures background knowledge critical to the commencement of graduate school study. The test is intended to measure an individual's ability to recognize relationships between ideas, fluency in the English language, and general knowledge of the humanities, natural sciences, mathematics, and social sciences. The exam consists of 120 analogy items in content categories relevant to graduate programs.

A Student-Friendly Graduate Admissions Test

- The MAT fees are lower than other tests.
- The MAT only takes one hour to complete.
- The MAT is recognized by over 1600 graduate programs across the country
- The computer-based version of the MAT makes test taking quick and easy.

For more information contact Ann Winship at 773-764-3374
It's Hard To Be an Expert Without the Best Tools

Here's One of Them ...

This essential guide for admissions officers, counselors, and registrars is the ONLY official guide to institutions of higher learning that are accredited by regional, faith-based, and private career accrediting organizations recognized by the U.S. Department of Education and the Council for Higher Education Accreditation.

The 2007–2008 Accredited Institutions of Postsecondary Education includes more than 7,000 public, private, two-year, four-year, and vocational institutions of higher education throughout the United States, as well as U.S.-chartered schools in countries abroad.

To order, visit www.acenet.edu/bookstore or call (301) 632-6757.

Item #311695 • Regular price: $89.95 • ACE Member price: $80.95

Attendees of the 2008 NAGAP Annual Conference get 10% OFF the regular price and attendees from ACE member institutions get an additional 10% OFF the ACE Member price.

Order Your Copy Today!
LEADS WITH WINGS!
Get your boost at booth #20

www.allstardirectories.com
1-888-404-8043
The 2008 Graduate Degree Fairs for the Public Good

An opportunity for new, aspiring and mid-career public service professionals to meet with graduate programs offering degrees in fields such as Urban Planning, Socially Responsible Business, Social Work, Public Policy and Administration, Public Interest Law, Public Health, Nonprofit Management, International Affairs, Environmental Science, Education, Divinity, Conflict Resolution, Communications, and more!

Last year, our Idealist.org Graduate Degree Fairs for the Public Good took place in 19 cities in the United States, Canada, and Europe convening 6,000 public service and nonprofit professionals with over 400 graduate programs.

2008 Tours: Summer fairs especially for undergraduate interns Washington, DC and New York City.

Fall fairs for new, aspiring, and mid-career public service and nonprofit professionals:

- Ann Arbor
- Atlanta
- Boston
- Chicago
- Los Angeles
- New Orleans
- New York City
- Philadelphia
- Raleigh-Durham
- San Francisco
- Seattle
- St. Louis
- Toronto
- Vancouver
- Washington, DC

For more details about the fairs:
Come by our expo table, go to Idealist.org/gradfairs, or email Chris@idealist.org

Coming Soon!

The Idealist.org Public Service Graduate Education Resource Center:

An online portal featuring:
Graduate School Directory, Sections on each public service degree option, Interviews with admissions staff and alumni, Information and advice to guide school seekers

For more info about the resource center:
Come by our expo table, or email Jung@idealist.org