

# NATIONAL ASSOCIATION OF GRADUATE ADMISSIONS PROFESSIONALS

## Winter Institute for Advanced Graduate Admissions Professionals

Intercontinental San Juan Resort and Casino

San Juan, Puerto Rico

January 24 & 25, 2008

### THURSDAY, JANUARY 24

**8:30 – 9:00 am**      ***Registration and continental breakfast***

**9:00 - 9:30 am**      **Welcome and Introductions**

Ann Bruno, Chair, Professional Development Committee  
Manager, ECSE Student Services & Graduate Enrollment  
Rensselaer Polytechnic Institute

Jeffery Johnson, NAGAP Vice-President  
Associate Dean for Graduate Admissions and Student Affairs  
Tulane University School of Public Health and Tropical Medicine

**9:30 am - 12:15 pm**      **Integrated Marketing: What is it? And, why is everyone talking about it?**

Elizabeth Scarborough  
President and Partner, SimpsonScarborough

“Integrated Marketing” is one of the more popular issues in higher education today. It involves aligning all organizational communications with the needs of “customers.” But, why is it so important? How can it work in the decentralized silos that exist on most campuses? And, what is the value proposition for you if you move toward an integrated marketing strategy within your college or school or even across your university? In this session, we will define integrated marketing, discuss the benefits and barriers to developing an integrated marketing plan, describe who needs to be involved in such an initiative, lay out what an integrated marketing strategy entails, cover issues related to branding and message development, and discuss the research and technology required to develop and implement a truly integrated marketing plan. Participants will be engaged in exercises and discussion designed to help you understand how to integrate all forms of marketing to all of your key audiences including prospective students, alumni, peers, business and community partners, the media, etc.

**12:30 pm – 1:45 pm**      ***Lunch***

**2:00 - 4:45 pm**      **Hot Topics in the Law**

Jim Vaseleck  
Associate Counsel and Executive Assistant to the President  
The Law School Admission Council

This session will explore the make-up of the Supreme Court under new Chief Justice Roberts and its likely impact on higher education; lessons from the recent Supreme Court school-desegregation decisions; and the intersection of privacy laws and campus safety. Participants are invited to bring to the session their own burning legal questions on these or any other topics, or to submit them in advance.

**5:00 pm**      ***Reception***  
*(Followed by dinner on your own)*

***Gary Williams, Vice President for School Guide Publications, will be available both days for a***

*one-on-one analysis of your publications and advertising.*

## **FRIDAY, JANUARY 25**

**9:00 – 9:30 am**            ***Continental Breakfast***

**9:30 – 12 pm**            **Enrollment Modeling & Financial Aid: Spend Less, Yield More**

Barbara Hall  
Associate Provost for Enrollment Management, NYU

It is not impossible! You have prudently invested significant fiscal resources in building your applicant pool and admitting the class. You should be just as prudent in how you invest your financial aid dollars. This session will discuss how enrollment is effectively managed through resourceful financial aid models. Additionally, participants will be engaged in a discussion regarding developments and impact centered on the New York Attorney General's recent activity re: student loan providers.

**12:15 – 1:45 pm**            ***Lunch***

**2:00 – 4:30 pm**            **America's Best Graduate Schools Rankings: How They Are Done and What's New**

Robert Morse  
Director of Data Research, US News & World Report

An overview of the methodology and process used in the Medical, Law, Engineering, Business, Education, Ph.D. and the many other graduate rankings done yearly by U.S. News will be presented. A look ahead at what to expect in the 2009 Edition of America's Best Graduate Schools rankings to be published in 2008. An explanation will be made of the various U.S. News graduate school publications and online resources where the best graduate school rankings and data appear.

**4:30 – 5:00 pm**            **Closing discussion and remarks**

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