UNLEASHING THE MAGIC!

NAGAP 2007

April 25-28, 2007
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Orlando, Florida

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Don’t miss these sessions at NAGAP!

The GRE General Test
Presenter: Dawn Piacentino, Associate Director, GRE Client Relations

ETS recently announced that the launch of the revised Graduate Record Examinations® (GRE®) General Test has been cancelled and instead the current General Test will be continued. The decision was made in consultation with the Executive Committee of the GRE Board. In this session, GRE staff will discuss the reasons the revised test was cancelled and the value of the continuation of the current GRE Test.

A Standardized Evaluation of Noncognitive Abilities for Use in Graduate Admissions
Presenters: David Payne, Group Executive Director, ETS Higher Education Division and Michael Sullivan, Co-Founder, Project 1000

This presentation will outline capabilities of this new tool for assessing noncognitive skills, and how it has been utilized by Project 1000 and its partner colleges.

Using TOEFL® iBT Speaking Section Scores for Selecting ITAs
Presenters: Eileen Tyson, Associate Director, TOEFL Program and Tim Farnsworth, Teaching Associate, Department of Linguistics and TESL, UCLA

ETS conducted research with four large international teaching assistant (ITA) programs to investigate how TOEFL iBT Speaking can be used in conjunction with local ITA tests for screening. This session will describe the study’s findings and implications.

Please check conference program for presentation dates, times and locations.
Welcome to Orlando!

On behalf of the 2007 conference planning committee, I’m pleased to welcome you to our 20th annual NAGAP Conference in sunny Orlando, Florida! This is a special year and a special conference as we celebrate the 20th year as a professional organization. Throughout this year’s conference, special attention will be given to commemorating this important milestone for NAGAP. Each year, the NAGAP conference offers a wealth of exciting ideas and strategies on graduate enrollment management. We hope you find this conference has exceeded those expectations, as well as delivered an exciting conference experience befitting a 20th anniversary celebration. Whether you are a first time conference attendee or veteran conference participant, be prepared to meet fellow professionals and industry leaders and benefit from our dynamic educational sessions.

This year, NAGAP offers more than 60 educational sessions facilitated by experienced practitioners who will share their insight and best practices. Our sessions will cover many areas in graduate enrollment management including graduate admissions, marketing, branding, orientation programs, technology, diversity and recruitment. We also have more than 40 sponsors and exhibitors who will be educating us on their products and services. Additionally, we have two national leaders in higher education who will be sharing their perspective on graduate enrollment management: Dr. Constantine Papadakis and Dr. Robert Sevier. Dr. Papadakis, an innovator in higher education with extensive experience in both academe and the private sector, has been president of Drexel University since 1995. Dr. Sevier has more than 25 years of leadership experience in strategic thinking and planning, integrated and brand marketing, market research, and student recruitment. Dr. Sevier is Senior Vice President at Stamats Communication.

In addition to the professional development opportunities, we hope you attend one of the many social activities our conference committee has planned for you. Our “Welcome Reception” will officially kick off the conference and NAGAP’s 20th anniversary celebration. On Thursday evening we invite you to the Cannes After-Party at the MGM Studios. Enjoy a star-studded evening with your colleagues along with many of Walt Disney’s special characters.

My sincere thanks to this year’s conference planning committee Maria Fallon, Lisa Davis, Helen Albertson-Ploucha, Debbie Lesperance, and Courtney Lewis—their leadership and assistance was truly invaluable. Also, this year’s conference would not have been possible without the assistance of Michael Flanagan, Joyce Miller and Janene Dawson, our NAGAP administrative team. Every conference is a team effort and this year’s team was creative, energetic and especially fun to work with.

Your enthusiastic participation continues to make this conference a huge success. We hope that you find this year’s conference truly “magical” and experience that will benefit you personally and professionally. Welcome to Orlando.

Harry Byerly
2007 Conference Chair

On behalf of the Governing Board, I would like welcome you to our 20th Annual Conference, set in a most ‘Magical’ location! It was 10 years ago that we gathered in Orlando to mark our 10th anniversary of NAGAP. How fitting that we have returned to Orlando again to “Unleash the Magic” as we celebrate 20 years together.

Harry Byerly and his conference committee have been hard at work this past year coordinating the events and educational sessions that you will take part in over the next few days. We would not be able to bring you such an outstanding and important program without the dedication and commitment from Harry and his hard-working conference committee. It is amazing, that with just two on-site planning meetings (but lots of e-mail, faxes and telephone calls!), this committee is providing more educational sessions and networking opportunities than ever before! Thank you to Harry and his conference committee for their volunteerism this past year.

What better way to kick-off our 20th Annual Conference with, not one, but two featured speakers. Dr. Constantine Papadakis, President of Drexel University will be our Opening Session speaker on Thursday morning and Dr. Robert Sevier, Senior Vice President of Stamats Communication will help us “Unleash the Magic” as our Speaker during Thursday Networking Lunch. After that, you will want to carefully select which educational sessions you plan to attend. We also know that the Annual Conference is one of the best opportunities to network and get reacquainted with former and new colleagues from across the world. The entertainment and social venues are guaranteed to be, well, “Magical.” The Welcome Reception at the Contemporary Resort and the Cannes After Party event at Disney’s MGM Studio will be perfect backdrops to honor our past, present, and future of NAGAP.

Your NAGAP Governing Board is available and on-hand to answer any questions. If you would like to get more involved, do not hesitate to contact any of us throughout the conference. But, for now, I hope that you have a most enjoyable, and Magical conference! Welcome to Disney!

Thomas P. Rock
NAGAP President
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NAGAP 2007 Conference Committee

Chair
Harry J. Byerly
Hawaii Pacific University

Programming
Helen Albertson-Ploucha
Drexel University

Sponsorship/Exhibits
Maria Fallon
Hawaii Pacific University

PR/Communications/Marketing
Debbie Lesperance
Columbia University School of Social Work

Moderators/Evaluations:
Lisa R. Davis
University of Nevada – Las Vegas

On-Site
Courtney R. Lewis
University of Central Florida

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Roosevelt University

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Rensselaer Polytechnic Institute

Nancy Knight, Research and National Issues Chair
Iowa State University

NAGAP Celebrating 20 Years

1987 2007
AS THE LEADER IN GRADUATE ENROLLMENT MANAGEMENT
Moderators

Kay L. Arnold, St. Edward’s University
Cammie Baker-Clancy, Empire State College
Adam W. Barrett, University of the Pacific
Tracy Blandon-Allen, Emory University
Wilhelmena M. Braswell, Johns Hopkins University-School of Medicine
Debra A. Bright-Harris, Montgomery College
Salvatore S. Calabro, Albert Einstein College of Medicine
Joanne Canyon-Heller, Roosevelt University
Thomas M. Carpenter, Northern Arizona University
Luís F. Casas, Florida International University
Julia Castellon-Cogan, University of Southern California Law School
Tammy Coleman-Starling, Emory University
Brendon Connelly, George Fox University
Craig N. Davis, Friends University
Suzanne Depeder, Illinois Institute of Technology
Robert Detweiler, University of Toledo
Michael Dickson, Arizona State University
Stephen M. Eck, New Jersey Institute of Technology
Karen Eden, Palmer College of Chiropractic
Sunnie J. Ewing, Southern College of Optometry
Jan Farrell, Emporia State University
Clint Fitzpatrick, Central Michigan University
Dave Fletcher, Barry University
Victoria H. Freedman, Albert Einstein College of Medicine
Alexis S. Haakonsen, Sacred Heart University
Jamie Hammers, University of Houston Law Center
Judith L. Holzer, Johns Hopkins University
William Horn, Abilene Christian University
Michelle Howell-Smith, University of Nebraska – Lincoln
Craig R. Johnson, University At Buffalo (SUNY)
Marilyn Kershaw, Virginia Polytechnic Inst.
Lynda T. Konceny, A.T. Still University
Sonja L. Krause-Burkins, University of California – Irvine
Stephanie Krusenmark, Pacific University
Michelle B. Krysta, Kettering University
Christine E. Leland, Simmons College
Lisa Lennox, Cornell University
Drake S. Levasheff, Vanguard University of Southern California
Elizabeth L. Majors, Pittsburg State University
Valery R. Martinez, Whittier College
Margaret A. Maybury, Xavier University
Elaine S. Mcheth, College of William & Mary
Shamus J. McGrenra, St. John’s University
Leslie McKenzie, Oklahoma City University
Henry O. Meares, University of Michigan – Ann Arbor
Paige A. Napoli, St. Joseph’s College
Jeremiah S. Nelson, University of North Carolina – Charlotte
Jennifer O’Sullivan, Montclair State University
Leslie Pearson, Texas Woman’s University
Brad D. Peloquin, Boston University
Krista Pettersen, University of Oklahoma – Tulsa
Richard N. Pitt, Vanderbilt University
Esther S. Powell, Winston-Salem State University
Ria C. Raslan, Baruch College/City University of New York
Juanita Ricks, University of Washington
Janice Robinson, Brigham Young University
Valerie O. Robinson, Miami University
Charles W. Roboski, Ave Maria School of Law
Gary S. Schickler, Wayne State University
Sonel Y. Shropshire, University of California – Los Angeles
Claire Silverstein, University of Hartford
Martha H. Smiles, Spelman & Johnson Group
Judy K. Strand, Iowa State University
Christina Swift, Xavier University
Michele G. Taylor, Texas Southern University
Laurens Verkade, McGill University
Lisa D. Vroegh, Des Moines University
Margaret L. Wenger, Educational Credential Evaluators Inc.
John H. Willerson, Columbia College
Ann Williams, Marywood University
Marianne H. Wood, University of Maryland
Linda B. Zimmerman, Boston University School of Medicine

Recorders

Claudia Bean, Eastern Michigan Univ.
Wilhelmena M. Braswell, Johns Hopkins University – School of Medicine
Sara Cady, Barry University
Thomas M. Carpenter, Northern Arizona University
Joseph M. Catrino, Quinnipiac University – College of Prof. Studies
Theresa A. Collins, University of South Florida
Angelica Compton, Georgetown University
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Michelle Howell-Smith, University of Nebraska – Lincoln
Carol S. Huffman, Barry University
Susan G. Ikard, University of Southern California
Tyronne Jackson, Delta State University
Leigh Jacobsen, Emory University, School of Nursing
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Nancy Karabeyoglu, Sabanci University
Marilyn Kershaw, Virginia Polytechnic Inst.
Christine E. Leland, Simmons College
Elizabeth L. Majors, Pittsburg State University
Valery R. Martinez, Whittier College
Tamura Martinez-Anderson, Oklahoma City University
Margaret A. Maybury, Xavier University
Elaine S. Mcheth, College of William & Mary
Bryan McSweeney, CGU – Drucker School of Management
Kathryn J. Meyer, Texas A & M University
Jocelyn Morales, Columbus University SEAS
Jeremiah S. Nelson, Univ. of North Carolina – Charlotte
Dawn M. Owens, University of Cincinnati
Krista Pettersen, University of Oklahoma – Tulsa
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Colleen F. Thapalia, The College of Saint Rose
Andrea D. Waldbieser, Indiana University
John H. Willerson, Columbia College
Cassandra Winter, CUNY – Queens College
Meredith E. Woezer, Sacred Heart University
Linda B. Zimmerman, Boston University School of Medicine
Special Events

★ Welcome Reception
Sponsored by AY Recruiting Solutions
Please join us for our opening night Welcome Reception on Wednesday, April 25, 6:00 p.m. – 8:00 p.m. in the Fantasia J. room. Come ready to celebrate 20 years of NAGAP, and enjoy a great atmosphere to mix and mingle with friends and colleagues. Each attendee will receive two (2) drink tickets for the cash bar.

★ Cannes After Party Event – Disney-MGM Studios
Sponsored by GradSchools.com
The Cannes After Party will be held at Disney – MGM Studios on Thursday, April 26 from 8:00 p.m. – 10:00 p.m. The Cannes After Party Event is the place where you will be treated like Hollywood stars as you attend a swank “After Party” for the Cannes Official Film Festival. You will be taken inside the gates of the seaside town of Cannes where you will find quaint shops, a small seaport, and a colorful fresh market all decked out to celebrate the thrill of this gathering of VIPs. A Euro hip DJ sets the mood with a variety of famous film-track tunes. This is the night that everyone from Hollywood jets in to see and be seen so there are interactive performers bringing the party to life. There will also be a food and beverage service that will make the entire evening Magical! Be sure to stick around for the big surprise at the end!

★ Enjoy Orlando
The last night of the conference (Friday) you are free to enjoy all that Orlando has to offer. A concierge desk provided by the Orlando Convention and Services Bureau will be available beside the NAGAP Registration desk on Thursday and Friday to assist you in planning your evening.

★ Business and Awards Luncheon
Business and Awards Luncheon with the NAGAP Board Friday, April 27 from 12:00 noon – 1:15 p.m. in the Fantasia H6/J rooms. 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.

Information and Activities

★ NAGAP First-Timers’ Session
Wednesday, April 25, 2007, 5:00 p.m. – 5:45 p.m. in the Nutcracker 263 rooms.
Learn tips on how to enhance and profit from your Conference experience. Also, learn about the structure of NAGAP.

★ Networking Room
This year’s NAGAP Networking Room (NNR) will be located in the West Rotunda. We have asked that each conference attendee bring a supply of their best promotional materials from their respective school to share with other attendees. These items, as well as any extra session handouts, will be available. You can also post a job announcement and messages to other NAGAP Conference attendees on the message board in the NNR.

★ Exhibit Hall
Don’t miss the opportunity to see the latest in products and services. Exhibits are open Thursday, 8:00 a.m. – 4:00 p.m. and Friday, 7:30 a.m. – 4:00 p.m. in Fantasia A-G.

★ Concierge Desk
A concierge service is on-site near the NAGAP registration desk on Thursday and Friday 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 Conference.
★ Transportation between Attendee Hotels

NAGAP attendees will be staying at the Disney’s Contemporary Resort, Polynesian Resort and Port Orleans Riverside hotels. Please review the travel information below outlining the transportation options between your guest hotel and the Conference Headquarter hotel.

**From Polynesian**  The monorail runs directly between the two hotels

**From Port Orleans**  NAGAP has arranged for bus transportation during the following timeframes to ensure that you arrive to the meeting promptly. All busses will begin loading 15 minutes prior to departure times listed below:

<table>
<thead>
<tr>
<th>Wednesday, April 25</th>
<th>Thursday, April 26</th>
<th>Friday, April 27</th>
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<td>8:15 a.m. – 2 busses</td>
<td>7:40 a.m.</td>
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<td>(from Contemporary to Port Orleans)</td>
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<td>5:00 p.m. – 3 busses</td>
<td>Cannes After Party – to MGM Studio</td>
<td>4:45 p.m. – 2 busses</td>
<td>12:30 p.m. – 2 busses</td>
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<td>7:30 p.m.</td>
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If the bus schedule is not conducive to your schedule, you may take the Disney bus direct from Disney’s Port Orleans to the Magical Kingdom transfer station and then ride the monorail to Disney’s Contemporary Resort.
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### Guide to the Educational Sessions

**Branding**
- Supporting Your Brand with Consistency and Coherence  
  - Thursday 1:45 p.m. – 3:00 p.m.  Fantasia K&L
- Developing an Informed and Compelling Institutional Brand  
  - Thursday 10:15 a.m. – 11:30 a.m.  Fantasia K&L
- Institutional Branding in the New Technology Age  
  - Thursday 3:30 p.m. – 4:45 p.m.  Fantasia K&L

**Communication**
- Building a Powerful Recruitment Communication Plan: A Strategic Approach  
  - Thursday 1:45 p.m. – 3:00 p.m.  Nutcracker 3  
  - Friday 10:30 a.m. – 11:45 a.m.  Pastoral 1
- Building a Dynamic Communication Strategy  
  - Saturday 9:30 a.m. – 10:45 a.m.  Nutcracker 1

**Diversity**
- Strategic Partnerships in Minority Graduate Recruitment  
  - Friday 8:45 a.m. – 10:00 a.m.  Nutcracker 3
- A Standardized Evaluation of Noncognitive Abilities for Use in Graduate Admissions: English Language Proficiency  
  - Friday 8:45 a.m. – 10:00 a.m.  Pastoral 3
- Creating & Coordinating Undergraduate Summer Research Programs for Effective Graduate Diversity Recruitment  
  - Friday 10:30 a.m. – 11:45 a.m.  Pastoral 3

**Enrollment Management**
- Building Strategies that Drive Graduate Student Enrollment  
  - Thursday 1:45 p.m. – 3:00 p.m.  Nutcracker 2  
  - Saturday 9:30 a.m. – 10:45 a.m.  Fantasia M&N
- Googledeogook: The Use and Misuse of Online Applicant Information  
  - Friday 10:30 a.m. – 11:45 a.m.  Fantasia M&N
- Planning to Live: How Enrollment Management Can Save a Life  
  - Friday 3:15 p.m. – 4:30 p.m.  Pastoral 2

**Graduate Student Services**
- ROI of Subsidizing Graduate Study Abroad Opportunities  
  - Thursday 10:15 a.m. – 11:30 a.m.  Pastoral 2
- Graduate Student Services Abroad: Not At All Lost in Translation  
  - Thursday 1:45 p.m. – 3:00 p.m.  Pastoral 2
- Graduate Student Services: Re-Energizing a Graduate Student Organization  
  - Thursday 3:30 p.m. – 4:45 p.m.  Pastoral 3
- Graduate Student Associations: It Doesn’t Take Magic to Create Excitement!  
  - Friday 1:30 p.m. – 2:45 p.m.  Fantasia M&N
- Graduate Student Orientations: From the Student’s Viewpoint  
  - Saturday 9:30 a.m. – 10:45 a.m.  Nutcracker 2

**How To**
- Accreditation: The U.S., the World and “the Mills”  
  - Thursday 1:45 p.m. – 3:00 p.m.  Pastoral 1
- GRE® General Test Update  
  - Friday 1:30 p.m. – 2:45 p.m.  Nutcracker 1
- Assessment Options for Your Graduate Admission Program  
  - Friday 1:30 p.m. – 2:45 p.m.  Nutcracker 2
- Advising Weaker Applicants: Resetting Expectations While Discovering New Opportunities  
  - Saturday 9:30 a.m. – 10:45 a.m.  Nutcracker 3
- The “Write Stuff”: How a Graduate Admissions Office Writing Course Increased Enrollments, Diversity, and Professionalism  
  - Saturday 9:30 a.m. – 10:45 a.m.  Pastoral 2

**International**
- Integrating Recruiting Tours into your Comprehensive Outreach Plan  
  - Thursday 10:15 a.m. – 11:30 a.m.  Fantasia M&N
- Chindia: Optimizing Recruitment Marketing for Attracting Quality Students  
  - Thursday 10:15 a.m. – 11:30 a.m.  Pastoral 3
- Assessing Three Year Degrees for Graduate Admissions  
  - Thursday 1:45 p.m. – 3:00 p.m.  Fantasia P&Q
- IELTS Scores Explained  
  - Thursday 1:45 p.m. – 3:00 p.m.  Pastoral 3
- Graduate Education and the US Peace Corps: Collaborative Partnerships That Make a Difference in Our World  
  - Thursday 3:30 p.m. – 4:45 p.m.  Pastoral 2
- New Resources for Foreign Credential Evaluation  
  - Friday 10:30 a.m. – 11:45 a.m.  Fantasia P&Q
- An Update on the Bologna Process in Europe  
  - Friday 10:30 a.m. – 11:45 a.m.  Pastoral 2
- Using Representatives (agents) to Recruit International Students  
  - Friday 8:45 a.m. – 10:00 a.m.  Fantasia M&N
- Using TOEFL iBT Speaking Section Scores for Selecting ITAs  
  - Friday 8:45 a.m. – 10:00 a.m.  Pastoral 1
- Bachelors, license, or ijaza? – The Complexities of Higher Education in North Africa  
  - Friday 1:30 p.m. – 2:45 p.m.  Pastoral 2
Guide to the Educational Sessions

★ Marketing/Recruitment
★ Experience the Magic of Recruitment – The Role of the Student Ambassador .............. Thursday 10:15 a.m. – 11:30 a.m. Nutcracker 1
★ Direct Mail: Still the Most Effective Marketing Tool for Adult Students? .............. Thursday 10:15 a.m. – 11:30 a.m. Nutcracker 3
★ Direct One-to-One Marketing: FGCU’s implementation experience ....................... Thursday 10:15 a.m. – 11:30 a.m. Pastoral 1
★ Getting on the Roller Coaster of National Recruiting: Ups and Downs of Creating an Effective Strategy ...................... Thursday 1:45 p.m. – 3:00 p.m. Fantasia M&N
★ Recruiting Students through Partnerships ......................................................... Thursday 3:30 p.m. – 4:45 p.m. Fantasia M&N
★ Power of Print in the Internet Age .................................................................... Thursday 3:30 p.m. – 4:45 p.m. Nutcracker 2
★ Enhancing Graduate Recruitment: Responding to a Dynamic Environment ........ Thursday 3:30 p.m. – 4:45 p.m. Nutcracker 3
★ Beyond Swag: Bring Students to Your Table and Get Them Talking .............. Thursday 3:30 p.m. – 4:45 p.m. Pastoral 1
★ No Top 10 Sports Team? Recruitment Challenges for a Small Graduate Program .... Friday 8:45 a.m. – 10:00 a.m. Fantasia K&L
★ Creating Graduate Community: A New Approach to Recruitment and Retention .... Friday 10:30 a.m. – 11:45 a.m. Nutcracker 2
★ Imagining Possibilities: Increasing Yield and Successful Graduate Enrollment Management ......................................................... Friday 10:30 a.m. – 11:45 a.m. Nutcracker 3
★ Reaching Off-Campus: Marketing your Programs to Public Service .................. Friday 1:30 p.m. – 2:45 p.m. Fantasia P&Q
★ Recruiting Millennials: How to Attract This Unique Generation to Graduate School .. Friday 1:30 p.m. – 2:45 p.m. Nutcracker 3
★ Urban vs. Suburban Recruitment: An Exploration of the Implications of your Campus Location and Recruitment Efforts .................................................. Friday 3:15 p.m. – 4:30 p.m. Fantasia M&N
★ Selecting and Retaining Students in Doctoral Research Programs ................. Friday 3:15 p.m. – 4:30 p.m. Pastoral 2
★ Strategic Marketing Through Joint Degree Programs ..................................... Friday 3:15 p.m. – 4:30 p.m. Fantasia P&Q
★ An Evolution in Recruitment Marketing Using a Personal Approach ............... Friday 3:15 p.m. – 4:30 p.m. Nutcracker 1
★ Using Student Organizations to Recruit Top Candidates: A Case Study and Interactive Panel Discussion .................................................. Friday 3:15 p.m. – 4:30 p.m. Nutcracker 2

★ Personal Development
★ Tools, Tips, and Tricks for Workgroup and Personal Productivity in Admissions .... Thursday 3:30 p.m. – 4:45 p.m. Fantasia P&Q
★ A Graduate Program Strategy: Success Through Resources, Application, Training, Evaluation, Goals, & Yield ........................................ Friday 8:45 a.m. – 10:00 a.m. Nutcracker 1
★ Awards 101: Solving the Mystery ..................................................................... Friday 1:30 p.m. – 2:45 p.m. Pastoral 3
★ The Ivory Tower of Terror(?): Career Success in Higher Education .............. Friday 3:15 p.m. – 4:30 p.m. Nutcracker 3
★ Recruit with Your Strengths ........................................................................... Friday 3:15 p.m. – 4:30 p.m. Pastoral 3
★ Broadening the Vision: Building an Infrastructure to Support Enrollment Growth ........ Saturday 9:30 a.m. – 10:45 a.m. Fantasia K&L

★ Process
★ Magically creating a Molehill out of a “space” Mountain. A Best Practice: Solving the Mystery of Documenting the Everyday Business Practices of a Spellbound Graduate Enrollment Office ........................................ Thursday 10:15 a.m. – 11:30 a.m. Fantasia P&Q
★ Unleash the Magic of Cohort Marketing and Recruitment ................................. Thursday 10:15 a.m. – 11:30 a.m. Nutcracker 2
★ Moving to Online Application Review – Pixie Dust (and More!) Required. ...... Friday 8:45 a.m. – 10:00 a.m. Fantasia P&Q
★ Using Technology to Streamline the Admissions Process ............................... Friday 8:45 a.m. – 10:00 a.m. Nutcracker 2
★ If We Can Do It, Anyone Can! – The Case for a Common Application Service .... Friday 8:45 a.m. – 10:00 a.m. Pastoral 2
★ Merging and Customizing Your Graduate Online Application ......................... Friday 1:30 p.m. – 2:45 p.m. Fantasia K&L
★ The Academic Transcript is Now Digital – Improving Student Service and Work Flow ... Friday 10:30 a.m. – 11:45 a.m. Fantasia K&L
★ Tailoring Admissions to Meet Graduate Rigor and Professional Needs ............. Friday 3:15 p.m. – 4:30 p.m. Fantasia K&L
★ Need New Tricks: Cooperative Ventures in a Decentralized Admissions Process .... Saturday 9:30 a.m. – 10:45 a.m. Fantasia P&Q
★ Outsourcing Market Research: The Wonder of it All ....................................... Saturday 9:30 a.m. – 10:45 a.m. Pastoral 3

★ Web Technology
★ 2007 National Survey on Website Usage in Graduate School Search ............ Thursday 1:45 p.m. – 3:00 p.m. Nutcracker 1
★ Effective Marketing on the Internet ................................................................. Thursday 3:30 p.m. – 4:45 p.m. Nutcracker 1
★ Website (Re)-Design: Key Considerations and Lessons Learned .................. Friday 10:30 a.m. – 11:45 a.m. Nutcracker 1
★ Effective Marketing of Online Degrees: Online Advertising Models, Strategies & Tips . Friday 1:30 p.m. – 2:45 p.m. Pastoral 1
Ten years of connecting students with their ideal schools.
Ten years of great relationships.
Ten years of dedicated service.

The #1 online graduate school resource for students, recruiters and advisors

Over 58,000 graduate program listings
Over 12 million visits in the last year
#1 on Google, Yahoo and most search engines
Schedule of Events

★ Wednesday, April 25th

7:00 a.m. – 9:00 a.m.  West Registration
Registration (for Executive Professional Development Institute Only)

9:00 a.m. – 4:00 p.m.  Fantasia H
Pre-Conference Executive Professional Development Institute (additional registration fee required)

Wed. 3:00 p.m. – Sat. 11:00 a.m.  West Rotunda
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.

3:00 p.m. – 7:00 p.m.  West Registration
Registration

5:00 p.m. – 5:45 p.m.  Nutcracker 2&3
First Timers Session
Presented by the Board and Conference Chair
Informative and highly interactive, this session is a must for all NAGAP members attending their first Conference. Be introduced to important NAGAP facts; learn how to best manage your time at a NAGAP Conference; and get a kick-start to a great Conference. We welcome your attendance.

6:00 p.m. – 8:00 p.m.
Welcome Reception
Sponsored by AY Recruiting Solutions

Please join us for our opening night Welcome Reception and be ready to celebrate 20 years of NAGAP. Enjoy a great atmosphere to mix and mingle with friends and colleagues. Each attendee will receive two (2) drink tickets for the cash bar.

★ Thursday, April 26th

7:30 a.m. – 4:00 p.m.  West Registration
Registration

8:00 a.m. – 8:45 a.m.  Fantasia A-G
Continental Breakfast

8:00 a.m. – 8:30 a.m.  Pastoral 1
Moderators Briefing

8:30 a.m. – 8:45 a.m.  Pastoral 2
Recorders Briefing

8:00 a.m. – 4:00 p.m.  Fantasia A-G
Exhibits Open
Don’t miss this opportunity to see the latest in products and services.

Thurs. 8:00 a.m. – Sat. 11:00 a.m.  Fantasia A-G
Cyber Café
Sponsored by ETS

9:00 a.m. – 9:45 a.m.  Fantasia H
Plenary Session – Dr. Constantine Papadakis, President, Drexel University
Constantine Papadakis, an innovator in higher education with extensive experience in both academe and the corporate world, has been president of Drexel University since 1995. Since then, Dr. Papadakis has used the historic strengths of the University (cooperative education, Drexel’s focus on technology and the rich resources of its Philadelphia location) to grow full-time undergraduate enrollment from 4,500 in 1996 to more than 10,600 today, freshman applications from 3,500 to 18,000, grow the endowment from $90 million to $575 million and research funding from $14 million to $110 million. Today, Drexel educates a headcount of 20,000 students, is the sixth largest employer in Philadelphia employing 5,300 people and has an annual budget of more than $550 million.

9:45 a.m. – 10:15 a.m.  Fantasia A-G
Refreshment Break
Sponsored by CollegeNet
BREAKOUT SESSIONS
10:15 a.m. – 11:30 a.m. Fantasia M&N
Integrating Recruiting Tours into your Comprehensive Outreach Plan
Gail Gershon, Senior Consultant, Latin & North America, QS World MBA Tour & QS World; Grad School Tour; Ellen Driscoll, Associate Director of Graduate Admission at Suffolk University; Dan Chatham, Director of Recruitment and Admissions for the School of International Relations and Pacific Studies at the University of California, San Diego.

Integrating recruiting tours into your comprehensive outreach plan – could include:
★ The “highest and best use” strategy to support school wide marketing
★ Pre-fair communications to existing candidates and fair pre-registrants
★ Post-fair follow-up (leading new candidates from awareness to understanding of your program).

10:15 a.m. – 11:30 a.m. Fantasia K&L
Developing an Informed and Compelling Institutional Brand
Jeffrey Papa, PhD, Senior Educational Consultant, Carnegie Communications
To be successful in today’s competitive enrollment market, colleges and universities must develop a strong institutional brand. This interactive session will not only explore the critical role market research plays in formulating a compelling institutional brand but also review specific steps institutions must take to achieve a strong position within the higher education arena.

10:15 a.m. – 11:30 a.m. Fantasia P&Q
Magically creating a Molehill out of a “space” Mountain. A Best Practice: Solving the Mystery of Documenting the Everyday Business Practices of a Spellbound Graduate Enrollment Office
Kathryn Nee, Graduate Admissions Program Coordinator, Domestic Students, University of Maryland; Kathy Ruth, Graduate Admissions Program Coordinator, International Students, University of Maryland; K. Jill Barr, J.D., Director of Graduate Enrollment, University of Maryland
In the day-to-day business practices of managing a graduate enrollment office, knowing the specific and varied tasks performed by each individual employee for a variety of venues, (recruitment, admissions, progressions, commencement), can be overwhelming. What chaos happens when a key person is out unexpectedly for a day or a longer period of time? How do we get the job accomplished in a timely manner when we don’t know how to do it? What steps are necessary to perform the tasks and in which order do we complete the steps?

A best practice by the University of Maryland Baltimore County Graduate School has been the creation of a Procedures Manual of all operating tasks detailing in a step-by-step process the “who does what, and when” of an enrollment office. This presentation will offer you the essentials on “what, why, and how” to document all of your enrollment office procedures, from the ordinary daily responsibilities to the exotic annual tasks. You’ll be an expert on procedures when you leave – and the envy of every other department on campus!

● Thursday, April 26th
10:15 a.m. – 11:30 a.m. Nutcracker 1
Experience the Magic of Recruitment – The Role of the Student Ambassador
Leah Vincent, Associate Director of Admissions, A.T. Still University; Lynda T. Konecny, Assistant Director for Administrative and Technical Services, A.T. Still University
For over a decade, students, spouses, and alumni have successfully helped A.T. Still University maximize recruitment. In this session, you will learn about the Ambassador selection process and the role students’ play both on and off campus. You will also gain the tools to help implement this program on your campus. Come and hear about a program you can use that will help showcase your campus and programs.

10:15 a.m. – 11:30 a.m. Nutcracker 2
Unleash the Magic of Cohort Marketing and Recruitment
Cathy Cady, Assistant Director of Graduate Admissions, Barry University; Patricia Miller, Graduate Admissions Recruiter, Adrian Dominican School of Education.

The word “cohort” has become synonymous with time consuming and costly recruitment efforts. This presentation will focus on saving time and trimming costs. Strategies to be discussed include: choosing the graduate program by matching needs, establishing local contacts, and conducting information sessions. The presentation includes a worksheet for participants to create a plan of action, establish timelines and goals, and motivate prospects to applicants. Participants will leave with the tools to unleash the magic and bring about increased enrollment through a cohort.

10:15 a.m. – 11:30 a.m. Nutcracker 3
Direct Mail: Still the Most Effective Marketing Tool for Adult Students?
Chris Domes, Vice President for Enrollment Management., Marymount University; Francesca Reed, Director of Graduate Admissions, Marymount University; Charlie Fraga, President of Direct Development, Inc., Marymount University
Marymount University’s Office of Graduate Admissions has been involved in an effort to track the results and efficiency of direct mail to prospective students. In collaboration with Direct Development, Inc., Marymount has seen significant results from their direct mail campaign. Discussions will include how to identify a target market, tips on list acquisition strategies and approaches, the pros and cons of various direct mail package types, the advantages of segmentation and tracking, and the importance of quality control through one-source project and production management. In addition, you will learn how to measure your results and learn how it fits in your overall marketing approach to adult students.

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10:15 a.m. – 11:30 a.m. Pastoral 1
Direct one-to-one marketing; more excitement than a trip on Space Mountain!!!!
Kevin Hunter, M.Ed., Assistant Director, Graduate Studies; Florida Gulf Coast University; Jennifer Gjini, M.Ed., Coordinator, Office of Graduate Studies, Florida Gulf Coast University; Kris Davis, Account Development, Blue Results
Come and hear how Florida Gulf Coast University’s decision to enter into a partnership with a full service marketing company – Blue Results – was planned and implemented. Now five months into the partnership, join us as we review the results achieved to date.

10:15 a.m. – 11:30 a.m. Pastoral 2
ROI of Subsidizing Graduate Study Abroad Opportunities
Elizabeth Vitullo, Associate Directors of Graduate Programs, West Virginia University; Bonnie Anderson, Associate Directors of Graduate Programs, West Virginia University
This session will explain how West Virginia University’s College of Business & Economics supports and encourages international experiences for graduate students. As a result of these efforts, one out of every five WVU students who studies abroad comes from the College of Business and Economics. In this presentation, we will outline how the College subsidizes graduate students so they choose their destination based on the international experience they want rather than cost of the program. The return on our investment is graduating students who have an appreciation and first-hand knowledge of how business is done internationally.

10:15 a.m. – 11:30 a.m. Pastoral 3
Chindia: Optimizing Recruitment Marketing for Attracting Quality Students
Susan Nelson, Director of Admissions and Financial Aid, Graduate School of International Studies – University of Denver; Rahul Choudaha, doctoral student in Higher Education, University of Denver
Decrease in number of students from India and stagnancy in number of students from China is an indicator of increased competition for recruitment of international students to the U.S. In this context understanding the nuances of international markets is very critical. This session will discuss the characteristics of the top two sources of international students, India and China. It will develop insight about what is the best way to approach the market and hence enhancing the return on investments and improving the quality students recruited. It will discuss examples of recruitment practices of some of the successful universities and also highlight the best practices used by other destination like U.K., Canada and Australia.

11:45 a.m. – 1:30 p.m. Lunch
Dr. Robert Sevier, Senior Vice President, Strategy, Stamats Communication
With more than 25 years of leadership experience in strategic thinking and planning, integrated and brand marketing, market research, and student recruiting, Robert’s innovative work has been featured at hundreds of professional conferences as well as in higher education’s major marketing publications, including Currents, Journal of College Admissions, Admissions Strategist, University Business, and College & University. He holds a Ph.D. in policy analysis and higher education administration from The Ohio State University, and he has authored six books on integrated marketing, brand marketing, innovation, and strategic planning. After teaching and working as an administrator at The Ohio State University, Denison University, Mount Vernon Nazarene University, and Oregon Health Sciences University, Robert joined Stamats in 1988.

BREAKOUT SESSIONS
1:45 p.m. – 3:00 p.m. Fantasia K&L
Supporting Your Brand with Consistency and Coherence
Gail Straus, Senior Counsel, Richard Harrison Bailey/The Agency; Susan G. Ikerd, Associate Dean and Director of Graduate and International Admission, University of Southern California
Phillip Kotler tells us that marketing is an exchange in which both parties benefit. Sounds simple enough: We tell you what we’re all about (our brand) and you enroll because you want what we have. But what happens when a student’s experience doesn’t match the expectation suggested by your brand? What happens when the brand is incidental to the student’s need? From both the consultant and the practitioner perspectives, we’ll explore this exchange. Together, we’ll look at how the process begins with brand development and continues through the presentation of a consistent, coherent experience for students regardless of their program of interest at our school.
Getting on the Roller Coaster of National Recruiting: Ups and Downs of Creating an Effective Strategy
Tracy Molidor, Assistant Dean, University of Denver College of Education; Janet Erickson, Director of Admissions and Enrollment Services, University of Denver College of Education

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 national recruitment tour, which included graduate school fairs to build the inquiry pool and targeted information sessions to build yield. You'll hear what worked well, what they would not do again, and why. The presenters will share the ups and downs of their experience, offering you many facets of their learning curve.

Assessing Three Year Degrees for Graduate Admissions
Mariam Assefa, Executive Director of World Education Services (WES)

In the wake of the Bologna Process, the assessment of three-year degrees for graduate admission has come to the forefront. Although US universities have long admitted students from some countries – e.g. the UK – there are many other countries that offer 3-year degrees and more candidates will apply to US graduate schools with those degrees. What are the implications for graduate schools? Are our current assessment and admission criteria adequate in the face of the new environment? What are the criteria that should be considered when reviewing candidates for graduate admission?

2007 National Survey on Website Usage in Graduate School Search
Kevin Mark Drexel, National Director for Higher Education, Princeton Review; Pamela Kiecker, Executive Director, Interactive Marketing Institute, Virginia Commonwealth University

This session presents the survey results of over 5,000 current, former and Graduate School-bound students who reported their usage of Institution, Graduate School and Graduate School portal websites while actively engaged in Graduate School Search. Differences in website importance at various stages of Search, timing and usage are highlighted. Website tool and content preferences filtered by Graduate program of interest, educational and socioeconomic status, as well as ethnicity and gender are also asked and analyzed. Based on the survey results and analysis, recommendations for improving the design, content and effectiveness of Graduate School websites and electronic communication are offered.

Building Strategies that Drive Graduate Student Enrollment
Mark Schaefermeyer, Director of Recruitment and Admissions, Graduate School at Virginia Commonwealth University

With increasing global competition and a growing pool of people looking to pursue a graduate degree, a targeted marketing strategy is the key to bringing these individuals – professionals and students alike – to your institution. An effective graduate enrollment campaign uses both online and offline tools to enhance student interest, promote inquiries and allow your programs to rise above your competitors. This session will discuss building a comprehensive graduate marketing strategy, utilizing both traditional print mediums and the latest online techniques to elevate your enrollment strategies and bring the right students to your institution.

Building a Powerful Recruitment Communication Plan: A Strategic Approach
Lisa Bengel, Recruiting Coordinator, University of Central Florida

Reaching graduate enrollment goals begins with a solid recruitment communication plan. Building a plan can be an overwhelming task – but with the right strategic approach, it can become an exercise that reaps great rewards for your institution. This session will discuss the objectives and goals of a good communication plan, components of a successful plan, and tactics for developing and execution of plan elements.

Accreditation: The U.S., the World and “the Mills”
Ann Koenig, Southwest Regional Director, Credential Evaluation Service of the Southwest Regional Office, AACRAO; Allen Ezell, Vice President, Corporate Fraud Investigative Services

What makes a higher education institution degree ‘legitimate?’ In the United States, ‘Accreditation’ is the process of quality control and the mechanism for mutual recognition. It is non-governmental, voluntary, peer-review process. If not a U.S. based institutions, what is the legal recognition status within the home country? And then there are the ‘accreditation mills’ – what are they, how schools misrepresent themselves with ‘ bogus’ accreditation, and how do they impact on credential review.

Graduate Student Services Abroad: Not At All Lost in Translation
Nancy Karabeyoglu, Graduate Programs in Writing, Sabanci University, Istanbul

This presentation views graduate applicants from a counseling perspective. Students from foreign universities with an English medium of instruction who seek enrollment in US graduate programs require much of the same support that US secondary students routinely receive: both groups prepare for the challenges of a new environment, standardized tests, and the crucial task of creating a school profile; however, graduate applicants often receive little formal support although their decisions profoundly shape their professional lives. How one overseas writing center organizes various services to enable its graduates to make effective choices constitutes the focus of this workshop.
1:45 p.m. – 3:00 p.m.  Pastoral 3
IELTS Scores Explained
Beryl E. Meiron, Executive Director, IELTS International
Graduate admissions professionals need to attract and retain international students in a growingly competitive 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 IELTS test basics: format, academic content, band scores, current statistical data, and score use at hundreds of U.S. graduate institutions. Updates on geographic access and electronic score reporting will be presented. A NAGAP peer panel will share recognition processes and test use experiences. Usefulness of IELTS scores will be discussed in the context of score reliability and validity.

3:00 p.m. – 3:30 p.m.  Fantasia A-G
Refreshment Break
Sponsored by IELTS

BREAKOUT SESSIONS

3:30 p.m. – 4:45 p.m.  Fantasia K&L
Institutional Branding in the New Technology Age
Dawn S. McWilliams, Executive Director of Marketing & Communications, William E. Simon Graduate School of Business Administration at the University of Rochester
An effective overall communication strategy must use the latest in technology to its advantage in order to promote the institution and its brand image. Incorporating technology to enhance your brand image can increase your reach in a variety of ways, enhance interest in your programs, and bring the right students to your institution. This session will discuss current trends in communicating to students, alumni, and other constituents, and how to use the various technology solutions available based on those trends, as well as how these solutions can elevate your institution’s brand in the eyes of students.

3:30 p.m. – 4:45 p.m.  Fantasia M&N
Recruiting for Student Through Partnerships
Maxine Lentz, PhD, Dean of the College of Professional Studies, Quinnipiac University; Marcus Tillery, PhD, Dean of the School of Applied Science and Technology, Thomas Edison State College.
The day of putting ads in newspapers and journals to recruit student to your graduate program is over. Institutions must think about how to bring in a stream of applicants through the development of partnerships with corporations, community organizations, professional organizations, etc. They must begin to think and act with the organization as their client rather than the individual student.

This presentation will discuss how to build an internal operation to create partnerships. It will include developing an outreach plan, creating a Partnership Assessment Questionnaire to begin discussions with an outside organization, and how to develop a partnership proposal. The presenters will also discuss alternative credit earning options to attract organizations to your institution.

3:30 p.m. – 4:45 p.m.  Fantasia P&Q
Tools, Tips, and Tricks for Workgroup and Personal Productivity in Admissions
Dan Karleen, Director of New Media Product Development, Peterson’s; Brendon Connelly, Director of Graduate and Professional Studies Admissions, George Fox University
This session will focus on a variety of tools for personal and workgroup productivity. The session will be appropriate for all admissions professionals but will be heavily oriented toward technological solutions. Instead of being influenced by the popular sentiment that more needs to be done in less time, the presenters will concentrate on using available tools, technology, and techniques to become more efficient and effective.

3:30 p.m. – 4:45 p.m.  Nutcracker 1
Effective Marketing on the Internet
Mark Shay, President and CEO of Educational Directories Unlimited, Inc., Andrew Gansler, CEO, eLearners.com
This session will address issues surrounding marketing on the Internet including Search Engine Marketing (paid advertising), Search Engine Optimization (for generating free traffic to your site), non-search engine marketing on the Internet as well as discussing the bells and whistles that can be included to entice students to return to your site for repeated visits. Lead Generation and transactional campaigns will also be discussed. Blogs and RSS feeds will be reviewed as well as advertising options for all of the major search engines. Participants will leave the session with action items that they can take back to their institutions and put in place with relative ease.

3:30 p.m. – 4:45 p.m.  Nutcracker 2
Power of Print in the Internet Age
David Cotter, Assistant Director of Graduate Admission, Emerson College; Sarah, Assistant Director of Graduate Admission, Emerson College; Anne Callahan, Principal, kor group; Jim Gibson, Associate, kor group
In this hyper-media world of today, Emerson College and kor group have formed a six-year relationship that focuses on the importance of print marketing within an overall integrated marketing campaign. In recognizing that successful marketing involves more than one medium, this session strives to highlight the continued significance of print in an institution’s cross-media strategy. We will use Emerson’s old and new print materials as the springboard for a discussion about the power of print in the internet age. Participants should walk away with key strategies for evaluating their own campaign’s effectiveness with regard to print.
3:30 p.m. – 4:45 p.m.  Nutcracker 3
Enhancing Graduate Recruitment: Responding to a Dynamic Environment
Dana Werner, Director of Graduate Student Recruitment Services, Purdue University
Colleen Gabauer, EdD, Program Manager, Interdisciplinary Life Science Ph.D. Program (PULSe), Purdue University

Realizing success in recruitment demands continuous evaluation and improvement. This program details the essentials for reviewing your operation’s recruitment strategies. It also addresses the need for frequent comparison of the current operational status to the past: to assess progress, to determine if it has met its original objectives and institutional need, and to find your place within the current environment. The program concludes with a discussion on future improvement of the recruitment operation. With both program-level and university-wide perspectives, this program offers a thorough response to the changing environment of graduate admissions.

3:30 p.m. – 4:45 p.m.  Pastoral 1
Beyond Swag: How to Bring Students to Your Table at a Grad School Fair, and How to Get Them Talking
Russ Finkelstein, Associate Director, Action Without Borders/Idealist.org; Amy Potthast, Manager of the Public Service Careers and Graduate Education Programs, Action Without Borders/Idealist.org; Kathryn Meyer, Director of Recruiting, Texas A&M University’s Bush School of Government and Public Service; Leslie Tate, Director of Admissions at Tulane’s School of Public Health and Tropical Medicine

Recruiting at a graduate admissions fair can have its challenges. In this workshop we will share best practices in attracting school seekers to your table, and then encouraging them to open up to you once there. Facilitated by staff at Idealist.org – the clearinghouse for the nonprofit sector.

3:30 p.m. – 4:45 p.m.  Pastoral 2
Graduate Education and the US Peace Corps: Collaborative Partnerships That Make a Difference in Our World
Jeffery Johnson, Associate Dean, Admissions & Student Affairs, Tulane University; Dr. Judy K. Olsen, Deputy Director, U.S. Peace Corps

Master’s International programs exist at over 40 academic institutions nationwide with students serving in 70 countries while Peace Corps Fellows/USA graduate student fellowships allow returned Peace Corps Volunteers pursuing graduate education, financial assistance and paid internships for working in underserved US communities. This panel discussion will provide overviews of Master’s International (MI) and Peace Corps Fellows Programs at universities across the U.S. Panelists will discuss the successes and challenges of MI and Peace Corps Fellows programs within their various academic fields and at each of their home institutions. In addition, strategies and tips for the effective establishment and implementation of MI and/or Peace Corps Fellows Programs will be shared.

8:00 p.m. – 10:00 p.m.  Pastoral 3
Graduate Student Services: Re-Energizing a Graduate Student Organization
Michelle Mouton, Graduate Coordinator, University of North Florida

The University of North Florida has a graduate population of about 1600 students. The Graduate Student Organization at UNF has been slowly growing into a more substantial representation of graduate student needs on campus. This session will share our strategies for motivating and energizing the organization, including marketing tactics, meaningful programming and improved communication. We will discuss the challenges faced with this student population and the successes we have had in increasing participation and proposed funding for the group.

3:30 p.m. – 4:45 p.m.  Pastoral 3
Cannes After-Party
Sponsored by GradSchools.com

The Cannes After Party Event is the place where you will be treated like Hollywood stars as you attend a swank “After Party” for the Cannes Official Film Festival. You will be taken inside the gates of the seaside town of Cannes where you will find quaint shops, a small seaport, and a colorful fresh market all decked out to celebrate the thrill of this gathering of VIPs. A Euro hip DJ sets the mood with a variety of famous film-track tunes. This is the night that everyone from Hollywood jets in to see and be seen so there are interactive performers bringing the party to life. There will also be a food and beverage service that will make the entire evening Magical! Be sure to stick around for the big surprise at the end!

Busses will depart from the Contemporary Resort West Rotunda and the Port Orleans at 7:30 p.m. and will return to the hotels at 10:00 p.m. For those of you staying at the Polynesian, please take the monorail to the Contemporary Resort bus departure site.
Friday, April 27th

7:30 a.m. – 4:00 p.m. West Registration
7:30 a.m. – 4:00 p.m. Fantasia A-G Exhibits Open
7:30 a.m. – 8:30 a.m. Fantasia A-G Continental Breakfast

BREAKOUT SESSIONS
8:45 a.m. – 10:00 a.m. Fantasia M&N Using Representatives (agents) to Recruit International Students
George Abraham, Director of Graduate and Executive Programs, Whittemore School of Business and Economics, University of New Hampshire; John Niser, Associate Professor of Hospitality Management, Whittemore School of Business and Economics at University of New Hampshire

How can US graduate programs benefit from careful use of local international representatives? Based on 15 years of experience in international recruitment, we will try to explain who are local representatives, their roles and expectations. After debunking false myths and highlighting real potential issues, we will explore issues such as contracts, support, target setting, commission rates and promotional money. Lastly we will engage a discussion on the human element that underpins the relationship an institution builds with a representative, its relevance and importance. Central to this presentation is the concern all admission departments have: balancing numbers with student quality.

8:45 a.m. – 10:00 a.m. Fantasia K&L No Top 10 Sports Team? Recruitment Challenges for a Small Graduate Program
Kathryn Kendall, Director of Recruitment and Alumni Relations, University of Buffalo, School of Social Work

This presentation will take a serious and sometimes not so serious look at the challenges for a new recruiter of a small graduate program. Learning the ropes means sometimes learning there are no ropes. Facing the myth challenge, like doesn’t it snow all year in Buffalo? How to develop best practice in a world of continual change and diversity amongst graduate programs? Information will be presented on a recruitment mailing pilot project underway at the University at Buffalo, School of Social Work.

8:45 a.m. – 10:00 a.m. Fantasia P&Q Moving to Online Application Review – Pixie Dust (and More!) Required
Bridget Sowinski, Director of the Center for Academic Progress, St. Edwards University

The graduate and adult admissions office at St. Edward’s University had a dream of an application document review process moved completely online. The goal of the project was to work with IT to build a process that was beneficial to faculty and staff, while enhancing student service and decreasing time to decision notification. It’s now a year since the launch of this tool, so come hear how we did it – overcoming objections, creating buy-in with diverse stakeholders, reworking processes and communication, the three “T”s (testing, tweaking, and training), and how it is working for us now.

8:45 a.m. – 10:00 a.m. Nutcracker 1 A Graduate Program Strategy: Success Through Resources, Application, Training, Evaluation, Goals, & Yield
Ramona Hart, Program Manager, University of Alabama at Birmingham; Clifford Kennon, Program Coordinator, Alabama at Birmingham

How do you successfully manage a graduate program with limited resources, personnel and finances? It’s all about professionalizing the manager’s position and strategic planning for the program. Attend the session and find out why professionally trained managers are an important factor in graduate program success and how strategic planning is an imperative tool in the process.

8:45 a.m. – 10:00 a.m. Nutcracker 2 Using Technology to Streamline the Admissions Process
Gail Potts, Director of Graduate Admissions, Georgia Institute of Technology

Building a paperless environment has been the focus of the Graduate Admissions office at Georgia Institute of Technology. Success – we did it!!! From prospect through the entire admissions cycle, our processes are now totally paperless. We are assisting our Registrar’s Office to become a paperless environment. This session will discuss the stages of development, problems and successes, and take the attendee through the various thought and assessment processes needed to build such a system. Software used and procedures established will be discussed. The incorporation of self-service for applicants will be demonstrated. Current and future initiatives in enrollment management through this system will also be discussed.

8:45 a.m. – 10:00 a.m. Nutcracker 3 Strategic Partnerships in Minority Graduate Recruitment
Kate McAnulty, Senior Level Admission’s Counselor, University of Louisville; Jonathan Johnson, Graduate Assistant, University of Louisville; Fashaad Crawford, University of Louisville Fellow, College of Education and Human Development

8:45 a.m. – 10:00 a.m. Pastoral 1 Using TOEFL iBT Speaking Section Scores for Selecting ITAs
Eileen Tyson, Associate Director, TOEFL Program at ETS; Tim Farnsworth, doctoral student in Applied Linguistics, UCLA

While TOEFL scores are primarily used to assist in making admission decisions, the inclusion of a Speaking section on the new TOEFL iBT test has led graduate programs to ask whether these scores can be used in the pre-arrival selection and screening of international teaching assistants (ITAs). ETS conducted research with four large ITA programs to investigate how TOEFL iBT Speaking can be used in conjunction with local ITA tests for screening. This session will describe the study’s findings and their implications, which could reduce the time and cost of local ITA testing so more resources can be used for ITA training.
8:45 a.m. – 10:00 a.m. Pastoral 2

If We Can Do It, Anyone Can! – The Case for a Common Application Service
Jacqui R. Comshaw, Director of Admissions, Yale School of Public Health; Allison Foster, Deputy Executive Director, Association of Schools of Public Health; Vincent James, Director of Admissions, Harvard School of Public Health

The goal of the application service was to increase the pipeline of students seeking careers in public health, as well as increase awareness of public health as an educational and career option. SOPHAS (Schools of Public Health Application Service) was developed to streamline the application process for applicants interested in attending a graduate school of public health. The implementation of SOPHAS has not only increased the visibility of the profession and improved our process, but it also allowed the schools to develop relationships with one another. By participating in the development of SOPHAS, the participating schools began networking with one another and new creating opportunities for joint recruitment events. This gave the schools the two-fold benefit of being able to promote public health in general and schools of public health individually.

8:45 a.m. – 10:00 a.m. Pastoral 3

A Standardized Evaluation of Noncognitive Abilities for Use in Graduate Admissions
David G. Payne, Executive Director of the GRE Program, ETS; Michael Sullivan, Director, Project 1000

Until recently, there have been no standardized measures of noncognitive skills (e.g., Resilience, Planning and Organization, Ethics & Integrity) for use in graduate admissions. In October 2006 Project 1000, an organization that supports underrepresented minority students interested in pursuing graduate education, and ETS partnered to introduce an ETS tool for assessing noncognitive skills. In this presentation we will describe the new tool and how it has been utilized by Project 1000 and its partner colleges and universities. We will also share lessons learned and the reactions from institutions and faculty that have used the new assessment tool.

10:00 a.m. – 10:30 a.m. Fantasia A-G
Refreshment Break

10:30 a.m. – 11:45 a.m. Fantasia M&N

Googledegoolk: The Use and Misuse of Online Applicant Information
Jim Vaseleck, Executive Assistant to the President and Associate Counsel, Law School Admission Council

With the advent of user-friendly and comprehensive internet search engines, admission offices have nearly instantaneous and free access to all kinds of information about applicants. The popularity of social-networking websites such as MySpace and FaceBook also allows us to get an unedited and often painfully personal glimpse of the ways in which applicants present themselves to the world. It is still not common for admission offices to use these tools for admission purposes, but the temptation may become irresistible as familiarity with them increases, and as commercially packaged applicants begin to look more and more alike. This session will explore the policy and legal issues surrounding the brave new world of electronic information mining.

10:30 a.m. – 11:45 a.m. Fantasia P&Q

New Resources for Foreign Credential Evaluation
Linda Kosene, Associate Director of Marketing, AACRAO

Learn about the many new resources for evaluating international credentials that will help to make your job easier. From e-books (available free on-line) to databases to information networks around the world, find out what’s new and how these tools can help you admit international students.

10:30 a.m. – 11:45 a.m. Nutcracker 1

Website (Re-)Design: Key Considerations and Lessons Learned
Stephen Bruce, Director of Marketing & Recruitment, Regent University School of Psychology & Counseling; Victoria Walker, Web Developer and Instructional Designer, Regent University

This session will provide an overview of the website re-design recently undertaken by the School of Psychology and Counseling at Regent University. This site was the recipient of the 2006 NAGAP Promotional Excellence Award: Winning Strategies for Effective Website Design (1st Place). The research, process, and outcomes of the project will be discussed.

While some technical details will be presented, the session should be useful to “non-tekkies”. Suggestions will be provided for managing a process that relies on the participation of other departments/faculty. Participants will leave with some practical ideas for making small improvements to their sites that can yield big results.

10:30 a.m. – 11:45 a.m. Fantasia K&L

The Academic Transcript is Now Digital – Improving Student Service and Work Flow
J. James Wager, Vice President, Scrip-Safe International, Inc.

In almost every aspect of higher education administration processes have been transformed to take advantage of digital information services. In graduate education, the power of information is present in Web admission applications, distributed education, and numerous related areas impacting graduate students 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 reduce 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/benefit of proprietary solutions and alternatives that promote inter-operability.
Creating Graduate Community: A New Approach to Recruitment and Retention
Marilyn Kershaw, Director, Graduate Student Recruiting, Virginia Polytechnic Institute; Monika Gibson, Director of Graduate Student Services, Virginia Polytechnic Institute

Until recently, graduate students have been largely invisible on many campuses, often left to their own devices to find their place in the campus community. High attrition rates, a changing landscape of graduate education, and students’ demand for better quality of life are forcing universities to examine their services for graduate students. The presenters will review graduate students’ needs and what one research university has done to address them. The presenters will examine academic and student services delivery in the Graduate Life Center environment, staffing practices, and how the emerging graduate community is affecting recruitment efforts.

Imagining Possibilities: Increasing Yield and Successful Graduate Enrollment Management
Linda Nixon Hudson, Ph.D., Associate Dean of the School of Graduate Studies and Research, Winston Salem State University

Over a six year period, the School of Graduate Studies and Research at Winston Salem State University increased graduate enrollment by record numbers through the development of new high-demand graduate programs, substantive changes in student services, policies and procedures, increased graduate student recruitment, and a renewed effort to implement an effective communication plan. The Graduate School was established in 2000 with thirteen (13) students and two graduate programs. Our current success has been contributing to the development of new high-demand graduate programs; managing effective admissions communication plans; attrition, retention, and graduation. Our ultimate prize of all of the above was to gain the recognition of being a Masters Institution. This is the story of how this paradigm shift happened with information other institutions can use to grow their programs and enrollment.

Building a Powerful Recruitment Communication Plan: A Strategic Approach
Lisa Bengel, Recruiting Coordinator, University of Central Florida

Reaching graduate enrollment goals begins with a solid recruitment communication plan. Building a plan can be an overwhelming task – but with the right strategic approach, it can become an exercise that reaps great rewards for your institution. This session will discuss the objectives and goals of a good communication plan, components of a successful plan, and tactics for developing and execution of plan elements.

An Update on the Bologna Process in Europe
James Frey, President, Educational Credentials Evaluators, Inc.

The Bologna Declaration, an agreement signed in June 1999 by the ministers of education of 29 countries in Europe, has produced the most dramatic changes in European tertiary education since the 19th century. By the end of 2006, an additional 16 countries has signed this agreement.

Changes resulting from the Bologna Declaration present U.S. graduate school admissions officers with significant differences in the educational qualifications presented to them by Europe-educated applicants: new degree structures, including three-year bachelor’s degree programs; a new credit system; a new grading system; and new documents, including a diploma supplement.

Creating & Coordinating Undergraduate Summer Research Programs for Effective Graduate Diversity Recruitment
Karla D. Clark, Graduate Recruiter, University of Arkansas Graduate School

Every institution has a desire to increase diversity. The key to increasing diversity at many universities is by deflating the myths and stigmas associated with the campus, especially those associated with historical events from generations past. This session will focus on the creation of a summer research program as a method to displace these myths. This research program can be modeled by any university, providing both locally funded opportunities and a vibrant collaboration with nationally funded REU programs. This collaboration is benefiting new REU proposals, which in turn is resulting in the growth of the summer research program.

Business Meeting and Awards Lunch
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.

Merging and Customizing Your Graduate Online Application
Gail Westerlund, Management Analyst, Graduate College at Northern Arizona University; Tom Carpenter, Associate Director of Graduate Admissions and Services, Graduate College at Northern Arizona University

At the graduate level, the application process is generally a parallel process requiring separate applications: one for admission to the Graduate College and one for admission to the academic program. This has never been a completely satisfactory arrangement. The applicant resents the redundancy in the two applications, and the processing folks often deal with breakdowns in the process: the student has applied to the program, but not to the Graduate College, or vice versa.

To solve this problem, the NAU Graduate College worked with CollegeNet to develop a “merged” online application that collects all of the student data in one application and provides the academic departments with an automated pdf containing the information relevant to their admission processes. This session will provide an overview of organizing, creating, testing and implementing a merged, and customized, application.
Friday, April 27th

1:30 p.m. – 2:45 p.m. Fantasia M&N
Graduate Student Associations: It Doesn’t Take Magic to Create Excitement!
James Crane, Assistant Dean of Graduate Studies, Brigham Young University; Janice Robinson, Special Projects Coordinator, Brigham Young University

Are you considering starting a Graduate Student Association or looking for new ideas to incorporate into your existing association? It really doesn’t take magic to create excitement or get students involved. In 2000, BYU Graduate Studies organized our first graduate student association. This was done in response to the desire of the graduate student body to have a voice at our university. Come learn how we have established a mentoring environment with our BYUGSA and how we help them facilitate their innovative ideas. Their efforts have improved the graduate culture. We will share what has worked and lessons learned!

1:30 p.m. – 2:45 p.m. Fantasia P&Q
Reaching Off-Campus: Marketing your Programs to Public Service
Russ Finkelstein, Associate Director, Action Without Borders/Idealist.org; Amy Potthast, Manager of the Public Service Careers and Graduate Education Programs, Action Without Borders/Idealist.org

Marketing your programs to undergraduates can be easy: at least you know where to find them! But how do you reach the working professionals you’re looking for? This practical workshop will offer you insights about marketing your school to professionals, tips about where to find them and how to communicate with them, and time to map out your own strategy.

1:30 p.m. – 2:45 p.m. Nutcracker 1
GRE® General Test Update
Dawn S. Piacentino, Associate Director, GRE Program, Educational Testing Service (ETS)

ETS recently announced that the launch of the revised Graduate Record Examinations® (GRE®) General Test has been cancelled and instead the current General Test will be continued. The decision was made in consultation with the Executive Committee of the GRE Board. The primary reason for canceling the launch of the revised GRE General Test was access for test takers. While ETS and the Board remain committed to improving the test, on balance, we believe the potential risk to testing access outweighed the benefits of immediately moving to the new format. In this session, GRE staff will discuss the reasons the revised test was cancelled and the value of the continuation of the current General Test.

1:30 p.m. – 2:45 p.m. Nutcracker 2
Assessment Options for Your Graduate Admission Program
Don Meagher, PhD, Harcourt Assessment; Cindy Agonis, Product Line Manager, Harcourt Assessment; Ann Winship, Measurement Consultant, Harcourt Assessment

The focus of this presentation is based on The Miller Analogies Test (MAT) which is developed and administered by Harcourt Assessment. The MAT has been utilized as a graduate school admission test for more than 70 years in university programs throughout the United States. The information presented is intended to provide options for your admission process. This session will address questions that deans and admission officers potentially have concerning adoption of the MAT as a graduate admission tool. The MAT is administered by paper/pencil and computer.

1:30 p.m. – 2:45 p.m. Nutcracker 3
Recruiting Millennials: How to Attract This Unique Generation to Graduate School
Brian Niles, CEO TargetX

The so-called Millennial Generation has begun to enter graduate schools across the country. This next great generation of 75 million shares a unique combination of traits that must be taken into account as you prepare your marketing strategy, budget your dollars, and assign staff responsibilities. Millennials are resistant to traditional marketing hype, prefer electronic communication over print, crave interactive communication, and place great emphasis on authentic “experiences.” This presentation will draw on lessons learned by undergraduate recruiters—who have been adjusting their practices in light of these traits—and apply them to your recruiting efforts.

1:30 p.m. – 2:45 p.m. Pastoral 1
Effective Marketing of Online Degrees: Online Advertising Models. Strategies & Tips
Andrew Gansler, CEO, eLearners.com

The most cost effective marketing activity to generate students for institutions with successful online programs today is e-marketing. There is a good reason for it— it works. This practical presentation on e-marketing provides the what, when, why and how of implementing an effective online marketing program.

1:30 p.m. – 2:45 p.m. Pastoral 2
Bachelors, license, or ijaza? – The Complexities of Higher Education in North Africa
Traci Wells, PhD, IERF; Emily Tse, IERF; Kristen Cammarata, IERF

North African countries such as Egypt, Sudan, Algeria, and Morocco have demonstrated strong academic influences from some combination of Arabic-speaking, Anglophone, and Francophone countries. Indeed, academic records from these countries sometimes illustrate characteristics from all three with regard to language, structure, and content. We will thus provide a comparative analysis of organizational structures, key educational terms, and grading systems while relying on a sample documents from these countries. We will then discuss where each country is headed in light of the recent Bologna process, which has encouraged many countries in the region to anticipate the LMD (Licentiate, Master, Doctorate) reform.
Awards 101: Solving the Mystery
Judy Strand, Program Coordinator for Graduate Studies, Department of Economics, Iowa State University; Nancy Knight, College of Engineering, Iowa State University

Learn super sleuthing techniques to unlock the secrets of awards. How are awards developed? Are there techniques to get nominated or nominate someone else? What will increase chances of receiving the award? How do you develop informal awards that will boost morale and camaraderie in your office? Find out how new awards—both formal and informal—have been developed at Iowa State University for professional and scientific employees. Award examples range from easy, fun, office awards to University level awards recognized with cash or plaques. An award currently in process at Iowa State is one specifically for people who work with Graduate Programs.

2:45 p.m. – 3:15 p.m. Fantasia A-G
Refreshment Break
Sponsored by Stamats

BREAKOUT SESSIONS

3:15 p.m. – 4:30 p.m. Fantasia K&L
Tailoring Admissions to Meet Graduate Rigor and Professional Needs
Cynthia Grapczynski, PhD, Asst. Prof., Occupational Therapy, Grand Valley State University; Mr. William Sisco, Assistant Professor and Academic Fieldwork Coordinator, Grand Valley State University

This program describes an example of tailoring an admissions process to meet the needs of a particular profession, while simultaneously reflecting the demands of appropriate graduate rigor to recruit high quality students. The example used in this program is the Master of Science Degree Program in Occupational Therapy at Grand Valley State University. Included will be the nature of Occupational Therapy and its professional needs, educational standards, the two-tier admissions format, criteria and measurement, and preliminary data on the correlations of the admissions process with overall academic performance and National Board Examination scores.

3:15 p.m. – 4:30 p.m. Fantasia M&N
Urban vs. Suburban Recruitment: An Exploration of the Implications of Your Campus Location and Recruitment Efforts
Robert Sommo, Assistant Dean for Enrollment Services, New York University; Veronica Jarek-Prinz, Director of MBA Admissions, Iona College; William Madden, Assistant Director of Admissions, Fordham’s Graduate School of Social Service

This session will explore the different issues that arise when recruiting students to schools that have an urban campus, compared to recruiting for relatively suburban campuses. We will explore the different information that is needed in order to convince students that your environment is the most conducive to the learning process, and the best for access to necessary resources for graduate students. The session will also explore issues brought up by prospective students with regard to their attitude toward attending a school “outside” of their comfort zone and the perceived advantages and disadvantages of different campus environments.

Some of the topics discussed will be: safety concerns, housing, transportation, intimacy/personal nature of program, gated vs. open campus, diversity, resources, entertainment/livability, reputation and prestige.
**Friday, April 27th**

3:15 p.m. – 4:30 p.m.  
**The Ivory Tower of Terror(?): Career Success in Higher Education**  
Margie Wendling, Director of Graduate Admissions, Holy Family University  

Does your career resemble a lurching elevator ride rather than a magic carpet ride? Is your office environment similar to Cinderella’s castle or the Tower of Terror? Using popular Disney rides as symbols for workplace development, this session will provide career strategies to find job fulfillment at your institution. Topics include: self-promotion, strengthening your communication skills, strategies for getting heard at meetings, active listening, conflict resolution tactics, and dealing with difficult people. Come find out how to instill each day with magic and make your workplace the second happiest place on Earth!

3:15 p.m. – 4:30 p.m.  
**Selecting and Retaining Students in Doctoral Research Programs**  
Teresa Wilkerson, Director of Graduate Services, College of Sciences at the University of Central Florida; Courtney Lewis, Assistant Director of Academic Services and Marketing Communications, College of Optics and Photonics, University of Central Florida  

During each admission period, doctoral research programs and university admission offices commit much time and effort toward reviewing applications, deciding whom to admit, yet resulting in attrition rates around 50 percent. The purpose of this presentation is to review the result of recent research regarding the selection and success of student admitted to one of these programs and to discuss some recommendations for improving selection. Additionally, this presentation will examine the importance of a secondary orientation, after qualifying exams, candidacy, or other significant milestone, to clarify program expectations for degree completion and re-affirm the support relationship with the student.

3:15 p.m. – 4:30 p.m.  
**Planning to Live: How Enrollment Management Can Save a Life**  
Meg Giddings, Coordinator of Graduate Admissions, Valdosta State University; Brian Adler, PhD, Dean, Valdosta State University  

What if your graduate school experienced several years of remarkable growth (>20% yearly), only to decline dramatically in enrollment the year you stepped into the office, and when budgets were being cut to the bone? This presentation describes such a situation, when the staff turned over, when we lost positions, and when we had no enrollment management plans or strategies in place. We describe the process of “saving” the Graduate School and along the way, how we developed a planning process to facilitate growth and administrative support as we moved into the world of metrics.

7:30 a.m. – 11:00 a.m.  
**Registration**  
West Registration  

8:30 a.m. – 9:30 a.m.  
**Continental Breakfast**  
Foyer

**BREAKOUT SESSIONS**  
9:30 a.m. – 10:45 a.m.  
**Fantasia M&N**

**Building Strategies that Drive Graduate Student Enrollment**  
Mark Schaefermeyer, Director of Recruitment and Admissions, Virginia Commonwealth University  

With increasing global competition and a growing pool of people looking to pursue a graduate degree, a targeted marketing strategy is the key to bringing these individuals – professionals and students alike – to your institution. An effective graduate enrollment campaign uses both online and offline tools to enhance student interest, promote inquiries and allow your programs to rise above your competitors. This session will discuss building a comprehensive graduate marketing strategy, utilizing both traditional print mediums and the latest online techniques to elevate your enrollment strategies and bring the right students to your institution.

9:30 a.m. – 10:45 a.m.  
**Need New Tricks: Cooperative Ventures in a Decentralized Admissions Process**  
Michelle Howell Smith, Director of Graduate Recruitment, University of Nebraska-Lincoln; Seth Meranda, Computing Coordinator for Interactive Marketing and Recruitment for Graduate Studies, University of Nebraska-Lincoln; Renee Rodriguez Batman, Associate Director of Graduate Recruitment, University of Nebraska-Lincoln.

There is nothing magical about coordinating recruitment efforts among academic departments in a decentralized admissions process. It takes targeted outreach and good relationships. This session will highlight the premier programs that have led to a substantial increase in both the quantity and quality of applicants. These efforts include an annual recruitment workshop for all graduate chairs, recruitment grant and fellowship competitions, and individual consultations about web site development and
interactive marketing campaigns. Learn strategies that will help you set the stage for success.

9:30 a.m. – 10:45 a.m. Fantasia K&L
Broadening the Vision: Building an Infrastructure to Support Enrollment Growth
Mike Marchetti, Director Graduate Enrollment & Admissions, University of the Sciences
Graduate enrollments can be a good revenue source for an institution. The graduate student, however, offers interesting challenges from an admissions and student services perspective. This session will offer experiential advice on building an infrastructure that will support enrollment growth. Main topics of the session will include important leadership principles that enable buy-in from key players, suggestions on how to build and sustain momentum through prioritization and realistic goal setting, importance of good data management to support data-driven planning, “outside-the-box” ideas for enrollment growth and revenue generation, and potential barriers and challenges.

9:30 a.m. – 10:45 a.m. Nutcracker 1
Building a Dynamic Communication Strategy
Gary Behrman, PhD, Associate Dean, Saint Louis University
An effective recruitment communications strategy must also use the latest in technology to its advantage in order to reach graduate enrollment goals. Incorporating and using technology in your overall communications plan can increase your reach in a variety of ways, enhance interest in your programs, and bring the right students to your institution. This session will discuss current student communication trends, how to use the various technology solutions available based on those trends, and how to develop a plan using technology to elevate your institution in the graduate market.

9:30 a.m. – 10:45 a.m. Nutcracker 2
Graduate Student Orientations: From the Student’s Viewpoint
Carolyn Payne, Assistant Dean of the Graduate College, Iowa State University
In October 2006, 13 newly enrolled graduate students in a graduate educational research class at a large Midwestern university developed and administered a web survey to gather information about graduate students’ perceptions on the usefulness of graduate student orientations. The students collected and analyzed data about preferred orientation formats, communication strategies, orientation locations, timing issues, and orientation topic preferences. These findings will be shared with NAGAP members and an opportunity will be available for feedback from audience participants about their own experiences with graduate student orientations.

9:30 a.m. – 10:45 a.m. Nutcracker 3
Advising Weaker Applicants: Resetting Expectations While Discovering New Opportunities
Grant Keener, Prelaw Advisor, Drexel University; George Justice, Assistant Dean for Admissions, Touro Law Center
It’s a problem that every admissions officer and advisor encounters many times each year: how do we tell students that their expectations are unrealistic, that their top-choice school isn’t going to offer them admission, and in some cases, that no school is likely to admit them. Fortunately, with the right mix of candor and compassion, we can help our students discover opportunities that they haven’t previously considered. Some students might decide to attend a more regional institution than they first planned. Others might relocate to a different area of the country. A few students may need to reevaluate their career goals. Regardless, admission professionals are ideally positioned to help applicants make the tough choices that will ultimately help each individual find fulfillment and success. Please come prepared to exchange ideas, anecdotes and strategies with your colleagues.

9:30 a.m. – 10:45 a.m. Pastoral 2
The “Write Stuff”: How a Graduate Admissions Office Writing Course Increased Enrollments, Diversity, and Professionalism
Elizabeth T. Kenney, Ph.D., Assistant Dean of the Graduate School, Salem State College; Katherine E. Conlon, M.Ed., Assistant to Assistant Dean, Salem State College; Nancy Lusignan Schultz, Ph.D., Professor and Coordinator of Graduate Programs in English and American Studies, Salem State College
Implement more rigorous admissions standards and simultaneously increase enrollments? It sounds counter-intuitive, but you can do both, and, with the same strategy, also provide a retention tool that doubles as professional development. Like one of the “multi-tools” you see in catalogues, the course, Critical Reading and Analytical Writing, has allowed the graduate School at Salem State College to do all these things—and more. Through this course, the graduate admissions office has taken on the role of developing and mentoring students from traditionally under-represented groups, career-changers, and international students, all of whom might otherwise not have had access to our graduate programs. Not only does the course provide an opportunity for students to hone their professional and academic skills, but also ensures that faculty are working with graduate students who are better prepared for the rigorous writing and researching skills required for post-secondary study. This presentation will give practical suggestions about the role of such a course in the admissions process, document outcomes, and offer a template for developing and rubric for evaluating similar courses.

9:30 a.m. – 10:45 a.m. Pastoral 3
Outsourcing Market Research: The Wonder of it All
Richard Keating

11:00 a.m. – 12:15 p.m. Fantasia H
Lunch
Enjoy one last lunch with fellow colleagues as we wrap up to the NAGAP 2007 Annual Conference. Then learn were we’ll be heading for the 2008 Annual Conference—the countdown to next year’s exciting conference starts today!
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