April 6-9, 2011

Washington, D.C.

Washington Marriott
Wardman Park Hotel

Make Monumental Strides with NAGAP

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Washington, D.C.

Washington Marriott
Wardman Park Hotel

Conference Final Program
“Your must-have resource for the assessment and placement of international students”

For more information, visit our booth or www.ierf.org.

Email: countryindex@ierf.org
On behalf of the Conference Planning Committee, I am thrilled to welcome you to our nation’s capital and NAGAP’s 24th Annual Conference! The city is in full bloom, and we have worked tirelessly to bring you a conference to remember that includes energizing education sessions, abundant networking opportunities with colleagues, increased access to exhibitors and sponsors, and yet still giving you the chance to enjoy Washington, D.C.

To ensure you “Make Monumental Strides with NAGAP,” we have carefully planned three plenary sessions that will give members a broad overview of the current educational landscape, as well as over 60 educational sessions and six vendor presentations to meet the diverse needs and interests of our members. Education Correspondent for PBS NewsHour and President of Learning Matters, Dr. John Merrow, will jump-start the conference as our Keynote Speaker, on a timely topic entitled “Like, What’s Microfiche?” Dr. Merrow will share his insights into the rapid changes in technology and how they are affecting the learning business. A book-signing session for his recent books, Below C Level: How American Education Encourages Mediocrity – and What We Can Do about It and The Influence of Teachers: Reflections on Teaching and Leadership, will take place immediately following his address. On Friday, we begin with a panel of EducationUSA administrators and advisors who will discuss the role of international student mobility in strengthening our higher education institutions, as well as the value of internationalization. Additionally, they will explore the many services EducationUSA offers to help graduate admission officers recruit and retain quality international students. To wrap things up at our Closing Brunch on Saturday, we are thrilled to have invited back Kevin Jennings, Assistant Deputy Secretary of Education in the Office of Safe and Drug-Free Schools. Appointed by Secretary of Education Arne Duncan in July 2009, Mr. Jennings will be talking about how to “Recruit, Retain, Rethink, Reshape: Thoughts on How to Redo Admissions for a More Diverse America.”

When you are not in plenary or education sessions, please be sure to make time for professional and social networking opportunities, of which there will be many. Whether during the Discipline/Special Interest networking luncheon on Thursday, the Off-Site Event at Union Station, out on the town on Friday evening, or during one of the numerous breaks in between, we hope you will take time to reconnect with old colleagues and develop new ones. This year you will also notice that we added TV’s in the exhibit hall, featuring Twitter feeds so attendees can read or tweet about the sessions they have attended! Furthermore, in an effort to capture the diverse array of positions, roles and responsibilities we all have, we have added boards in the exhibit hall foyer for members to connect with colleagues who may work in similar areas of enrollment management.

Building on last year’s inaugural community service component on giving back to the host city, NAGAP is thrilled to continue this new tradition in Washington, D.C. by supporting College Bound. Through a combination of mentoring, tutoring and scholarship opportunities, College Bound provides underserved eighth-12th grade D.C. public school students with access to one of life’s greatest gifts—the opportunity
Greetings NAGAP Colleagues and Friends:

On behalf of the members of the NAGAP Governing Board, welcome to the 24th Annual Conference of the National Association of Graduate Admission Professionals in Washington, D.C. Our conferences are dedicated to continuing the professional growth and development of individuals who work in graduate enrollment management and those who have a strong interest in issues related to higher education. In the last several years, we have also expanded our programs to include more sessions for members involved with international issues, as well as those who serve institutions abroad.

I want to thank the Conference Chair, Francesca Reed of Marymount University and her excellent committee – Julia Bourquin, Anna Jordan, Christina Swift, and Emily Tse – for taking on the enormous task of developing the conference. They have put together an amazing conference in our nation’s capital during the beautiful cherry blossom season. We will hear from opening keynote speaker Dr. John Merrow, Education Correspondent for PBS NewsHour, and closing speaker Kevin Jennings, Assistant Deputy Secretary of Education. The theme of our plenary session is “Internationalizing Graduate Education,” led by colleagues from EducationUSA. This session is a must for those of you involved with recruiting and retaining quality international students.

I wish for you a productive time at the 2011 conference. NAGAP has many ways for members to become involved – join a committee, write articles for e-News or Perspectives, run for election to a two-year board term, propose a session for a future
conference, or moderate or record a session. Joining a chapter is another great way to meet colleagues in your area or discipline, to develop collaborative research, and to attend professional development sessions. NAGAP currently has chapters in the Midwest, Maryland, California, Pennsylvania, New Jersey and New York.

This conference will continue the tradition of high quality NAGAP conferences while incorporating new features to enhance your experience. On Wednesday, our Pre-Conference Institute centers on the theme, Creating Graduate Education Opportunities for Veterans and Military Students. This half-day program features panel discussions and presentations on the topics of recruitment, retention and support services for veterans and students currently serving in the military.

Later that afternoon, you can attend a local chapter meeting and then celebrate at the Welcome Reception at the hotel. If this is your first conference, we invite you to the first timer’s session, which will give you the lay of the land and offer tips for how to make the most of your time at the conference.

Remember to bring plenty of business cards and make a copy of the attendees list. You will be checking off names of people who you have met throughout the conference. I still remember my first conference. I came from an undergraduate setting before I entered the world of graduate enrollment management. The networking was amazing. This was the group that would put me in contact with people who understood my issues and concerns. The sessions that I attended added to my new knowledge base. I was so excited when I returned to Roosevelt University to share concrete ideas with administrators and staff.

Enjoy the 2011 conference. I hope you are able to Make Monumental Strides.

Best,

Joanne Canyon-Heller
NAGAP President, 2010-2012
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Sponsorships/Exhibits
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International Education Research Foundation
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2010 RESEARCH GRANT & AWARD RECIPIENTS

The 2010 Research Grant and Award Recipients are listed below with their presentation days and times.

2010 Promotional Excellence Award Winners (Two Award Winners)
“Best Use of Social Media”

Luis Casas
Director—Marketing, Communications & Recruiting
Florida International University, College of Business Administration
Not presenting in 2011

Clark R. Gregor
Assistant Director of Admissions
University of St. Thomas, Opus College of Business
April 9 – 9:30 am
Washington 2

2010 Enrollment Management Research Grant for Graduate Students (Two Award Winners)

Creating a Community of Scholars: A Model for Implementing and Utilizing Dissertation Support and Research Groups
Cheryll Albold
Graduate Assistant, Engineering Graduate Programs
University of North Carolina
April 8 – 2:30 pm
Washington 4

Academic Advising Experiences Among Social Science Humanities International Doctoral Students at a Research I University
Krystal Lee
Assistant Director, Graduate Admissions
University of Florida
April 8 – 1:15 pm
Washington 2
COMMUNITY SERVICE PROJECT

Building on last year’s inaugural community service component on giving back to the host city, NAGAP is thrilled to continue this new tradition in Washington, D.C. by supporting College Bound. College Bound was founded in 1991 on the premise of pairing students with adult volunteers to work toward academic goals that will foster meaningful and effective mentoring relationships. Through a combination of mentoring, tutoring and scholarship opportunities, College Bound provides underserved eighth-12th grade D.C. public school students with access to one of life’s greatest gifts – the opportunity to obtain a college education. In 2010, 100 percent of College Bound’s academic mentoring students graduated from high school and were all on their way to college. This is pretty amazing when you consider that less than 50 percent of their D.C. public school peers graduate from high school. With five community-based locations throughout the city, College Bound has initiated the “11 Campaign,” which brings attention to the fact that 11 students drop out of D.C. schools each day.

Conference participants will be able to assist College Bound in several ways:

1. Book Drive
In an effort to increase our outreach to students around the city and provide them early exposure to a college-going culture, College Bound launched its first College Exploration Day in the spring of 2010. This one-day experience, being held again in 2011, provides 250-300 eighth graders from across the city with the opportunity to interact with professionals representing an array of colleges and career fields. Corporate volunteers work in partnership with College Bound academic mentors and staff and offer: an introduction to College Bound, a road map to the high school experience and how it relates to getting into college, and small group information sessions to discuss their education and career paths.

Books collected are disseminated during this one-day visit. Books should be appropriate for young teens on varied reading levels, and can be donated at the NAGAP registration desk.

2. Donate Online
Support College Bound’s programming through a financial contribution at www.collegebound.org. For tracking purposes, please indicate that you are a part of the NAGAP Annual Conference.

3. Mobile Giving
Make an instant $10 donation to their “11 Campaign” – Text “CB11” to 85944 to donate $10 to College Bound.
GENERAL INFORMATION

SPECIAL EVENTS

**Wednesday, April 6**
Welcome Reception in the Exhibit Hall
6:00 pm – 8:00 pm  Exhibit Hall C
*Sponsored in part by Hobsons, a NAGAP Alliance Circle Partner*

Don’t miss an evening of engaging conversations, new introductions and reconnections with old friends in our Exhibit Hall! Enjoy some refreshments with fellow NAGAP attendees and exhibitors while viewing the latest innovations in our field. Several key exhibitors will be on hand to chat and answer any questions you have about their latest products. Welcome to your first night in our nation’s capital!

**Thursday, April 7**
Off-Site Event
6:30 pm – 9:30 pm  Union Station East Hall
*Sponsored in part by GradSchools.com*  
*Sponsorship of Entertainment by Oracle*

Since its heralded opening in 1908, Union Station has been witness to much of this nation’s 20th century history. This grand Beaux Arts building has served as the arrival site for visiting dignitaries and has witnessed the tearful departure and joyous return of our armed forces during the major international conflicts of this century. And, for many, Union Station is a first memory of a visit to Washington, D.C. Today, Union Station is still a busy train station and home to many unique shops and restaurants.

Join us for an evening of fun, socializing, dancing and networking in the historic Union Station East Hall. Enjoy a buffet of delicious hors d’oeuvres while connecting with old friends and making new ones.

Two drink tickets will be provided, and sodas and water will be complimentary. Attendees will take the Metro subway service and arrive right at Union Station (tickets are pre-purchased and are being distributed during conference registration)!

**Friday, April 8**
Business Meeting & Awards Luncheon
11:45 am – 1:00 pm  Marriott Ballroom 1-2
*Sponsored in part by IDP Education*

Join fellow colleagues for an opportunity to recognize and honor the achievements of some of NAGAP’s outstanding members. The 2011 winners of the Enrollment Management Research Grant for Graduate Students will be announced. Additionally, recognition will be bestowed to NAGAP’s 2011 Distinguished Service Award Winner, as well as Future Leader, Promotional Excellence, Visionary and Building Bridges Award winners.
NAGAP First-Timers’ Session  
Wednesday, April 6, 5:00 pm – 6:00 pm  
Virginia Suites A-C

If you have never been to a NAGAP Annual Conference, then be sure to attend the First-Timers’ Session. Informative and highly interactive, this session will help acquaint you with our organization and give you some great tips on how to make the most of your conference experience. You will also learn more about NAGAP’s structure and meet the leadership of the organization.

Enhanced Education Sessions

In an effort to meet individual learning styles and provide enhanced networking opportunities, NAGAP is again offering various format options for educational session offerings for the 2011 Annual Conference.

Participate in a Special Interest Forum: The Special Interest Forum, led by a facilitator, is a roundtable discussion about a specific topic of interest. This format maximizes the opportunity for open dialogue among conference attendees, as participants share their experiences and thoughts in a small group setting.

Engage with Panelists: Panels will consist of 3-4 participants presenting topics of expertise and related experience. You’ll hear from a variety of professionals from around the country facing similar situations.

Discover and learn from Traditional Presentations: As in the past, these are educational sessions in which the presenter(s) shares information with a theater-style audience. Presenters may include media (e.g., PowerPoint, video), and sessions generally consist of a presentation followed by time for questions and answers.

Learn what various companies are doing and can offer the field of admissions in a Vendor Presentation. This year, you will again have the opportunity to learn in-depth details about a specific product or service that you may be considering using in your daily work. Similar in structure to a traditional presentation, vendors will share with you how a product or service works and how it may address your specific needs.

NAGAP Resource Center

We will once again offer an area for attendees to meet and network. The time between sessions will be approximately 15 minutes to facilitate communication. If your school has promotional materials you wish to share as samples for other attendees to take back, please provide copies in the Resource Center, which will be located outside the exhibit hall. Take this time to review the best promotional materials that the respective schools have brought for you to take home. This will also be the place to post job announcements, leave messages for colleagues and to sign up for disciplines to help facilitate the Networking/Disciplines Luncheon on Thursday, April 7.
Exhibit Hall
Don’t miss the opportunity to see the latest in products and services! Exhibits are open Thursday and Friday starting at 7:30 am in Exhibit Hall C.

Concierge Desk
A concierge service is available on-site, and is located in the registration lobby of the Washington Marriott Wardman Park Hotel. Hotel staff can assist you with dinner reservations and other plans for your free time.

Closing Brunch
The Closing Brunch features Assistant Deputy Secretary of Education, in the Office of Safe and Drug-Free Schools, Kevin Jennings. Enjoy one last meal with fellow colleagues as we wrap up the NAGAP 2011 Annual Conference. The Annual Conference slide show is the highlight of the closing brunch, but the real reason to attend is the exciting door prizes. You must be present to win a free conference or PDI registration, a free hotel room at the 2012 Annual Conference host hotel or a free airline ticket (not to exceed $500) to next year’s conference. The countdown to NAGAP’s 25th Annual Conference starts today!
John Merrow began his career as an education reporter with National Public Radio in 1974 with the weekly series, “Options in Education,” for which he received the George Polk Award in 1982. He is currently the Education Correspondent for PBS NewsHour and President of Learning Matters, an independent production company based in New York City. Since 1984 he has worked in public television as a NewsHour Correspondent and as host of his own series of documentaries, The Merrow Report. His work has been recognized with Peabody Awards in 2000 and 2006, Emmy nominations in 1984, 2005 and 2007, four CINE Golden Eagles, and other reporting awards. A frequent contributor to USA Today, the New York Times, the Washington Post, the Los Angeles Times and Education Week, he is the author of Choosing Excellence (2001) and co-editor of Declining by Degrees (2005). His newest books, Below C Level (2010) and The Influence of Teachers (2011) are now available on Amazon.

Merrow earned a B.A. from Dartmouth College, an M.A. in American Studies from Indiana University, and a doctorate in Education and Social Policy from the Harvard Graduate School of Education. He received the James L. Fisher Award for Distinguished Service to Education from the Council for the Advancement and Support of Education in 2000, the HGSE Alumni Council Award for Outstanding Contributions to Education in 2006, and honorary doctorates from Richard Stockton College (NJ) and Paul Smith’s College (NY). He serves on the Board of Trustees of Teachers College, Columbia University. He blogs regularly at Taking Note: www.takingnote.learningmatters.tv. To learn more about his work at Learning Matters, visit www.learningmatters.tv.
FRIDAY PLENARY SESSION

AMBASSADOR J. ADAM ERELI, Principal Deputy Assistant Secretary of State for Educational and Cultural Affairs

CARYN DANZ, Branch Chief, EducationUSA, Bureau of Educational and Cultural Affairs, U.S. Department of State

ROSEMARIE ARENS, Regional Educational Advising Coordinator, South America: Andean Region, EducationUSA

NANCY KETEKU, Regional Educational Advising Coordinator, Africa-West and Central, EducationUSA

Internationalizing Graduate Education through EducationUSA

Principal Deputy Assistant Secretary of State for Educational and Cultural Affairs, Ambassador J. Adam Ereli, will address the public diplomacy value of international student mobility and higher education exchange from the perspective of the U.S. Government. Maintaining the United States’ position as the leading higher education destination for students and scholars from around the world is a vital national priority for the following reasons:

- It is good business: The economic benefits to the U.S. economy from tuition, housing and other expenses total nearly $20 billion each year, and make higher education a top U.S. services export.

- It enhances the competitiveness of the U.S. education system. Helping Americans gain international capacity is a critical skill for success in the 21st century global economy.

- It familiarizes future global leaders with the American people and U.S. society, creating life-long ties and promoting long-term U.S. national security objectives.

Following Mr. Ambassador Ereli’s remarks, a panel from EducationUSA, a network supported by the U.S. Department of State, will discuss the value of internationalization and explore the many services EducationUSA offers to help graduate enrollment management officers recruit and retain quality international students. The U.S. Department of State sponsors the network of 400 EducationUSA Advising Centers around the world to assist U.S. higher education institutions with strategies to recruit top international students.
Kevin Jennings was appointed by Secretary of Education Arne Duncan in July 2009 as assistant deputy secretary to head the Office of Safe and Drug-Free Schools. Jennings is the first career educator to hold this position and brings to this role 25 years of experience as a teacher, a writer and a leader in the fields of K-12 education and civil rights.

A native of Winston-Salem, N.C., he became the first member of his family to graduate from college when he received his bachelor’s degree from Harvard University. He taught high school history for 10 years during which he served as faculty advisor for the nation’s first Gay-Straight Alliance student club and also founded the Gay, Lesbian, Straight Education Network (GLSEN) in 1990, launching his life’s dedication to seeking to ensure that schools are safe places where every young person can focus on learning. In 1995 he left teaching to become GLSEN’s founding Executive Director, a position he held for 14 years before stepping down in late 2008.

Jennings was named in 1997 to Newsweek magazine’s Century Club as one of 100 people to watch in the new century. He received his master’s degree in interdisciplinary studies in education in 1994 from Columbia University and earned an M.B.A. from New York University’s Stern School of Business in 1999. He has authored six books, the latest of which, Mama’s Boy, Preacher’s Son, was named a Book of Honor by the American Library Association in 2006. He was also a writer and producer of the documentary Out of the Past, winner of the 1998 Sundance Film Festival Award for Best Documentary. Among his many honors Mr. Jennings has received the Distinguished Service Award of the National Association of Secondary School Principals, the Human & Civil Rights Award of the National Education Association, and the Diversity Leadership Award of the National Association of Independent Schools.
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Thursday Evening Off-Site Event

Wednesday Evening Welcome Reception and Meeting Signage

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Thursday Afternoon Refreshment Break

Friday Morning Refreshment Break

Oracle

Earthbound Media Group

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Entertainment at Thursday Evening Off-Site Event

Twitter Board

Thursday Morning Refreshment Break
GUIDE TO EDUCATIONAL SESSIONS

CAREER & STAFF DEVELOPMENT

Constructing a Monumental Team: Training for Effective Recruitment Staff
Thursday
10:30 – 11:30 am
Washington 2

There Is an “I” in Team: Developing a Staff Visioning Retreat
Thursday
2:30 – 3:30 pm
Marriott Ballroom Balcony B

Capitalizing on Your Network of Graduate Admissions Colleagues: Leveraging Professional Development in Your Own Backyard!
Friday
10:30 – 11:30 am
Washington 1

Office Olympics: A Guide to Recruiting & Retaining a Gold Medal Admissions Team!
Friday
4:00 – 5:00 pm
Marriott Ballroom Balcony B

Honey, I Shrunk the Admissions Office
Saturday
9:30 – 10:30 am
Washington 3

DIVERSITY & GLOBAL ISSUES

Beyond “Projectitis”: Assessing Initiatives to Recruit & Retain Underrepresented Graduate Students
Thursday
10:30 – 11:30 am
Washington 1

Understanding the Educational Systems in China, India, Russia & Turkey
Thursday
10:30 – 11:30 am
Washington 4

The Young & The Restless: The Dreams, Drawbacks & Drama of a ‘Mixed’ Graduate Program
Thursday
1:15 – 2:15 pm
Marriott Ballroom Balcony A

Tough Sell: Increasing Diversity in the Student Body of a Small Graduate Institution in the Heartland
Thursday
2:30 – 3:30 pm
Washington 4

Beyond India’s Bachelor + Master: Evaluating Diplomas, Postgraduate Diplomas, Certificates & Other Non-Standard Credentials for Graduate Admission
Thursday
4:00 – 5:00 pm
Marriott Ballroom Balcony B

Inter-Ethnic/Interdisciplinary Mentoring Institute for Graduate Education: A Look at Graduate Reciprocal Mentoring at The University of Virginia
Thursday
4:00 – 5:00 pm
Washington 4

Raw Talent: Admitting Students from Developing Countries
Friday
10:30 – 11:30 am
Washington 3
Nothing Changes If Nothing Changes
Friday
1:15 – 2:15 pm
Washington 4

Social Media Marketing in China & India
Friday
2:30 – 3:30 pm
Washington 3

Perspectives on the Preparation, Placement & Advising of Middle Eastern & North African Students Attending U.S. Graduate Programs
Friday
4:00 – 5:00 pm
Washington 3

Going CSI: A Crash Course on Examining & Evaluating Chinese Credentials
Saturday
9:30 – 10:30 am
Washington 5

GRADUATE STUDENT SERVICES
Signed, Sealed & Delivered: Keeping Documents Secure in a Deceptive World
Thursday
10:30 – 11:30 am
Marriott Ballroom Balcony A

Self-Assessment in Graduate Student Orientation Programs: Establishing a Realistic Starting Point
Thursday
2:30 – 3:30 pm
Washington 3

Graduate Students In Transition: Looking At Student Development Theory For Graduate Students
Thursday
2:30 – 3:30 pm
Washington 5

Graduate Student Orientation: Thinking Outside the Box
Friday
10:30 – 11:30 am
Marriott Ballroom Balcony A

Academic Advising Experiences Among Social Science & Humanities International Doctoral Students at a Research I University
Friday
1:15 – 2:15 pm
Washington 2

Community of Scholars: A Model for Utilizing Peer Strategies for Countering the Attrition & Prolonged ABD Status in Doctoral Students
Friday
2:30 – 3:30 pm
Washington 4

Graduate Admissions Professionals & Administrators as Change Agents to Improve Completion Rates: Graduate Student Services
Friday
4:00 – 5:00 pm
Washington 4

MARKETING & RECRUITMENT
So You Think You’re a Centralized Admissions Office?
Thursday
10:30 – 11:30 am
Washington 5

Personalized Marketing Across Multiple Channels: Recruiting Students in the 21st Century
Thursday
1:15 – 2:15 pm
Washington 1
NAGAP 2011 Annual Conference

Lean, Mean & Green: Memorial University’s Cost-effective & Environmentally Responsible Approach to Graduate Student Recruitment
Thursday
1:15 – 2:15 pm
Washington 5

Marketing to Millennials by Millennials
Thursday
2:30 – 3:30 pm
Washington 1

Webinars: The Virtual Visit
Thursday
2:30 – 3:30 pm
Washington 2

Ensuring Your Post-Baccalaureate Programs Meet Market Demand
Thursday
4:00 – 5:00 pm
Washington 1

Sizing Up a Monumental Task: Building Your Recruitment Funnel & Measuring the Flow
Thursday
4:00 – 5:00 pm
Washington 3

Partnership & Articulation: Creative Collaborations to Increase Enrollment & Achieve Strategic Goals
Thursday
4:00 – 5:00 pm
Washington 5

Using Digital Media to Recruit Graduate Students: A Case Study at Roosevelt University in Chicago
Friday
10:30 – 11:30 am
Washington 6

Overthrowing Dead Culture: Writing the Book on How to Revolutionize Student Recruiting
Friday
10:30 – 11:30 am
Marriott Ballroom Balcony A

Internationalizing Your Program Through Institutional Partnerships
Friday
1:15 – 2:15 pm
Marriott Ballroom Balcony A

Use of Facebook by Colleges & Universities: Are We Welcome in the Virtual World of Social Media?
Friday
1:15 – 2:15 pm
Washington 6

It’s All about the Yield, Stupid
Friday
1:15 – 2:15 pm
Washington 3

Leveraging CRM Technology in Higher Education to Maximize Recruitment Efforts, Increase Efficiency & Track Effectiveness
Friday
1:15 – 2:15 pm
Washington 5

“Elluminating” Technology: Virtual Outreach Strategies for Recruiting on a Budget
Friday
2:30 – 3:30 pm
Washington 6

Adult StudentsTalk™: Research for Data-Driven Decisions
Friday
2:30 – 3:30 pm
Washington 2

Recruiting Students for the Health Professions: Health Fairs
Friday
2:30 – 3:30 pm
Washington 5

Strategies from the Field: Evaluating Paperless Recruitment
Friday
4:00 pm – 5:00 pm
Marriott Ballroom Balcony A
More Than Just Fans: Five Steps to Creating Vibrant Social Communities That Cater to Graduate Students
Friday
4:00 – 5:00 pm
Washington 1

Get Focused, Get Results: How an Integrated Marketing Plan Drives Enrollment
Friday
4:00 – 5:00 pm
Washington 5

One Great Idea!
Saturday
9:30 – 10:30 am
Washington 1

Rock the Garden: Becoming a Thought Leader & Building Your Brand Through Social Media
Saturday
9:30 – 10:30 am
Washington 2

NATIONAL ISSUES & STRATEGIES
Making Monumental Strides: From Graduate Admissions to Graduate Enrollment Management
Thursday
1:15 – 2:15 pm
Marriott Ballroom Balcony B

Everything You Need to Know About the GRE Revised General Test, Launching in August 2011
Thursday
1:15 – 2:15 pm
Washington 3

PROCESS IMPROVEMENT
Google Apps: Using Free Tools to Run Your Graduate Admissions Office More Effectively
Thursday
10:30 – 11:30 am
Washington 6

Processing International Graduate Applicants in the 21st Century: Combining Technology & the Human Touch in a Single Process
Thursday
10:30 – 11:30 am
Washington 3

The Art of the Interview: What Makes an Interview Effective & Useful?
Thursday
1:15 – 2:15 pm
Washington 2

Starting New Graduate Programs From the Ground Up: Capital Idea or Monumental Disaster?
Thursday
1:15 – 2:15 pm
Washington 4

Over Our Dead Bodies: Implementing a Paperless Graduate Admissions Process
Thursday
2:30 – 3:30 pm
Washington 6

Face-to-Face Networking Across Campuses in a Multi-Campus System: Why, How & Does It Work?
Thursday
4:00 – 5:00 pm
Marriott Ballroom Balcony A

Implementing a New Graduate Program: Admissions & Recruitment Strategies & Lessons Learned
Thursday
4:00 – 5:00 pm
Washington 2

Herding Cats, or How to Implement a Centralized Admission System at a Large Public University
Friday
10:30 – 11:30 am
Washington 2
Go to Paperless: Document Imaging & Graduate Admissions
Friday
10:30 – 11:30 am
Washington 4

Graduate Student Focus Groups: Our Own House of Representatives
Friday
1:15 – 2:15 pm
Washington 1

Transcript Processing: Is Yours Electronic?
Friday
2:30 – 3:30 pm
Marriott Ballroom Balcony A

Pseudo-Centralized Enrollment Management: Graduate Admissions Oversight in a Highly-Decentralized Environment
Friday
2:30 – 3:30 pm
Washington 1

Creating a Monumental Future: A One-Stop Portal for All Your Audiences, Internal & External
Friday
4:00 – 5:00 pm
Washington 2

Saving Graduate Admissions: Using Technology to Successfully Manage – & Justify – Your Graduate Admission Process
Saturday
9:30 – 10:30 am
Washington 4

VENDOR PRESENTATIONS
Admit Application Evaluation System: Managing the Entire Review Process Online
CollegeNET, Inc.
Thursday
10:30 – 11:30 am
Marriott Ballroom Balcony B

Best Practices in Interactive Marketing & New Technologies
Plattform Higher Education
Thursday
1:15 – 2:15 pm
Washington 6

What Can TOEFL Do For Me?
Educational Testing Service
Thursday
2:30 – 3:30 pm
Marriott Ballroom Balcony A

Putting People First: IELTS Quality, Fairness & Service
International English Language Testing System (IELTS)
Friday
10:30 – 11:30 am
Marriott Ballroom Balcony B

Advising Applicants for Success – the GRE Revised General Test, Launching in August 2011
Education Testing Service
Friday
1:15 – 2:15 pm
Marriott Ballroom Balcony B

Recruiting with ELS to Globalize Your Campus
ELS Education Services
Friday
2:30 – 3:30 pm
Marriott Ballroom Balcony B
# WEDNESDAY, APRIL 6, 2011

## DAY-AT-A-GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 8:30 am</td>
<td>Pre-Conference Institute Registration</td>
<td>Maryland Foyer</td>
</tr>
<tr>
<td>9:00 am – 3:00 pm</td>
<td>Pre-Conference Institute Creating Graduate Education Opportunities for Veterans &amp; Military Students</td>
<td>Maryland Suite A-C</td>
</tr>
<tr>
<td></td>
<td>Breakfast will be served for attendees</td>
<td>Virginia Suites A-B</td>
</tr>
<tr>
<td>3:00 pm – 7:00 pm</td>
<td>General Registration Open</td>
<td>Convention Registration 1</td>
</tr>
<tr>
<td>2:00 pm – 3:00 pm</td>
<td>Education Committee Meeting (closed)</td>
<td>Nathan Hale</td>
</tr>
<tr>
<td>2:00 pm – 3:30 pm</td>
<td>Membership Committee Meeting (closed)</td>
<td>Thomas Paine</td>
</tr>
<tr>
<td>4:00 pm – 5:00 pm</td>
<td>International Relations Committee (IRC) Networking Session Join the IRC in an open panel/networking session to discuss international education/exchange/GEM; opportunities for collaborative research and presentations; and upcoming international conferences.</td>
<td>Jackson</td>
</tr>
<tr>
<td></td>
<td>EPA (Eastern Pennsylvania) NAGAP Chapter Meeting</td>
<td>Ethan Allen</td>
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<tr>
<td></td>
<td>MAGAP (Midwestern Association) Chapter Meeting</td>
<td>Thomas Paine</td>
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<tr>
<td></td>
<td>MDGAP (Maryland) Chapter Meeting</td>
<td>Nathan Hale</td>
</tr>
<tr>
<td>5:00 pm – 6:00 pm</td>
<td>First-Timers’ Session</td>
<td>Virginia Suites A-C</td>
</tr>
<tr>
<td>6:00 pm – 8:00 pm</td>
<td>Welcome Reception in the Exhibit Hall Networking with the Exhibitors Sponsored in part by Hobsons</td>
<td>Exhibit Hall C</td>
</tr>
</tbody>
</table>

**Sponsored in part by Hobsons**

**Alliance Circle Partner**
GENERAL NOTES
Who: NAGAP Attendees

What: IELTS Vendor Presentation
“Putting People First: IELTS Quality, Fairness and Service”

When: Friday, April 8, 2011
10:30-11:30 am

Where: Marriott Washington Wardman Park Hotel

Why: IELTS is the world’s leading English language proficiency test used to provide evidence that non-native speakers have the English skills required for academic success.

Find out why over 1.5 million test takers and over 6,000 organizations worldwide put their trust in IELTS!

www.ielts.org/usa
THURSDAY, APRIL 7, 2011

DAY-AT-A-GLANCE

7:30 am – 4:00 pm
Registration Open
Convention Registration 1

7:30 am – 4:00 pm
Exhibit Hall Open
Exhibit Hall C

7:30 am – 8:45 am
Continental Breakfast in the Exhibit Hall
John Merrow’s books will be available for purchase during this time.
Exhibit Hall C

8:00 am – 8:45 am
Moderator/Recorder Briefing
Marriott Ballroom Balcony A

9:00 am – 10:00 am
Opening Session with John Merrow
*Education Correspondent, PBS NewsHour, President, Learning Matters*
Marriott Ballroom 1-2

10:00 am – 10:30 am
Refreshment Break in the Exhibit Hall
& John Merrow Book Signing
Sponsored in part by QS
Exhibit Hall C

BREAKOUT SESSIONS

10:30 am – 11:30 am

| 1A | So You Think You’re a Centralized Admissions Office? | Special Interest Forum | Washington 5 |
| 1B | Google Apps: Using Free Tools to Run Your Graduate Admissions Office More Effectively | Traditional Presentation | Washington 6 |
| 1C | Beyond “Projectitis”: Assessing Initiatives to Recruit & Retain Underrepresented Graduate Students | Traditional Presentation | Washington 1 |
| 1D | Constructing a Monumental Team: Training for Effective Recruitment Staff | Traditional Presentation | Washington 2 |
### NAGAP 2011 Annual Conference

#### 1E Processing International Graduate Applicants in the 21st Century: Combining Technology & the Human Touch in a Single Process
- **Presentation Type**: Traditional
- **Location**: Washington 3

#### 1F Understanding the Educational Systems in China, India, Russia & Turkey
- **Presentation Type**: Panel Discussion
- **Location**: Washington 4

#### 1G Signed, Sealed & Delivered: Keeping Documents Secure in a Deceptive World
- **Presentation Type**: Traditional Presentation
- **Location**: Marriott Ballroom Balcony A

#### 1H Admit Application Evaluation System: Managing the Entire Review Process Online
- **Presentation Type**: Vendor Presentation – CollegeNET, Inc.
- **Location**: Marriott Ballroom Balcony B

### 11:45 am – 1:00 pm

**Networking/Disciplines Luncheon**
- **Location**: Marriott Ballroom 1-2

### BREAKOUT SESSIONS

#### 1:15 pm – 2:15 pm

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Presentation Type</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2A</td>
<td>The Young &amp; The Restless: The Dreams, Drawbacks &amp; Drama of a ‘Mixed’ Graduate Program</td>
<td>Special Interest Forum</td>
<td>Marriott Ballroom Balcony A</td>
</tr>
<tr>
<td>2B</td>
<td>Making Monumental Strides: From Graduate Admissions to Graduate Enrollment Management</td>
<td>Traditional Presentation</td>
<td>Marriott Ballroom Balcony B</td>
</tr>
<tr>
<td>2C</td>
<td>Personalized Marketing Across Multiple Channels: Recruiting Students in the 21st Century</td>
<td>Traditional Presentation</td>
<td>Washington 1</td>
</tr>
<tr>
<td>2E</td>
<td>Everything You Need to Know About the GRE Revised General Test, Launching in August 2011</td>
<td>Traditional Presentation</td>
<td>Washington 3</td>
</tr>
<tr>
<td>2F</td>
<td>Starting New Graduate Programs From the Ground Up: Capital Idea or Monumental Disaster?</td>
<td>Traditional Presentation</td>
<td>Washington 4</td>
</tr>
<tr>
<td>2G</td>
<td>Lean, Mean &amp; Green: Memorial University’s Cost-effective &amp; Environmentally Responsible Approach to Graduate Student Recruitment</td>
<td>Traditional Presentation</td>
<td>Washington 5</td>
</tr>
<tr>
<td>Time</td>
<td>Session</td>
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<td>Location</td>
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<tr>
<td>2:30 pm – 3:30 pm</td>
<td><strong>BREAKOUT SESSIONS</strong></td>
<td></td>
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</tr>
<tr>
<td>3A</td>
<td>Over Our Dead Bodies: Implementing a Paperless Graduate Admissions Process</td>
<td>Special Interest Forum</td>
<td>Washington 6</td>
</tr>
<tr>
<td>3B</td>
<td>There Is an “I” in Team: Developing a Staff Visioning Retreat</td>
<td>Traditional Presentation</td>
<td>Marriott Ballroom Balcony B</td>
</tr>
<tr>
<td>3C</td>
<td>Marketing to Millennials by Millennials</td>
<td>Traditional Presentation</td>
<td>Washington 1</td>
</tr>
<tr>
<td>3D</td>
<td>Webinars: The Virtual Visit</td>
<td>Traditional Presentation</td>
<td>Washington 2</td>
</tr>
<tr>
<td>3E</td>
<td>Self-Assessment in Graduate Student Orientation Programs: Establishing a Realistic Starting Point</td>
<td>Traditional Presentation</td>
<td>Washington 3</td>
</tr>
<tr>
<td>3F</td>
<td>Tough Sell: Increasing Diversity in the Student Body of a Small Graduate Institution in the Heartland</td>
<td>Traditional Presentation</td>
<td>Washington 4</td>
</tr>
<tr>
<td>3G</td>
<td>Graduate Students In Transition: Looking At Student Development Theory For Graduate Students</td>
<td>Traditional Presentation</td>
<td>Washington 5</td>
</tr>
<tr>
<td>3H</td>
<td>What Can TOEFL Do For Me?</td>
<td>Vendor Presentation – Educational Testing Service</td>
<td>Marriott Ballroom Balcony A</td>
</tr>
<tr>
<td>3:30 pm – 4:00 pm</td>
<td><strong>Refreshment Break in the Exhibit Hall</strong></td>
<td>Sponsored in part by IELTS</td>
<td>Exhibit Hall C</td>
</tr>
<tr>
<td>4:00 pm – 5:00 pm</td>
<td><strong>BREAKOUT SESSIONS</strong></td>
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</tr>
<tr>
<td>4A</td>
<td>Face-to-Face Networking Across Campuses in a Multi-Campus System: Why, How &amp; Does It Work?</td>
<td>Special Interest Forum</td>
<td>Marriott Ballroom Balcony A</td>
</tr>
</tbody>
</table>
### NAGAP 2011 Annual Conference

<table>
<thead>
<tr>
<th>Session</th>
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<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>4B</td>
<td>Beyond India’s Bachelor + Master: Evaluating Diplomas, Postgraduate Diplomas, Certificates &amp; Other Non-Standard Credentials for Graduate Admission</td>
<td>Traditional Presentation</td>
<td>Marriott Ballroom Balcony B</td>
</tr>
<tr>
<td>4C</td>
<td>Ensuring Your Post-Baccalaureate Programs Meet Market Demand</td>
<td>Traditional Presentation</td>
<td>Washington 1</td>
</tr>
<tr>
<td>4D</td>
<td>Implementing a New Graduate Program: Admissions &amp; Recruitment Strategies &amp; Lessons Learned</td>
<td>Traditional Presentation</td>
<td>Washington 2</td>
</tr>
<tr>
<td>4E</td>
<td>Sizing Up a Monumental Task: Building Your Recruitment Funnel &amp; Measuring the Flow</td>
<td>Traditional Presentation</td>
<td>Washington 3</td>
</tr>
<tr>
<td>4F</td>
<td>Inter-Ethnic/Interdisciplinary Mentoring Institute for Graduate Education: A Look at Graduate Reciprocal Mentoring at The University of Virginia</td>
<td>Traditional Presentation</td>
<td>Washington 4</td>
</tr>
<tr>
<td>4G</td>
<td>Partnership &amp; Articulation: Creative Collaborations to Increase Enrollment &amp; Achieve Strategic Goals</td>
<td>Traditional Presentation</td>
<td>Washington 5</td>
</tr>
</tbody>
</table>

**6:30 pm – 9:30 pm**

**Off-Site Event**

- **Sponsored in part by** GradSchools.com
- **Sponsorship of Entertainment by Oracle**
THURSDAY, APRIL 7, 2011

BREAKOUT SESSIONS

10:30 am – 11:30 am Washington 5 1A
SO YOU THINK YOU’RE A CENTRALIZED ADMISSIONS OFFICE?
Special Interest Forum All Levels Marketing & Recruitment
Alexis Haakonsen, Dean of Graduate Admissions, Sacred Heart University; Kathy Dilks, Associate Dean of Graduate Admissions, Sacred Heart University
Many of us from smaller schools work in centralized admissions offices, facilitating student recruitment, enrollment and even retention for a number of graduate programs. It takes a lot of communication and multi-tasking to get the job done, and often we wonder if we’re spread too thin. Gather with your fellow NAGAP’ers to discuss the special challenges of being a centralized admissions office, such as:
• Do your Graduate Programs know who you are?
• Marketing multiple programs to multiple audiences with multiple messages.
• Reeling in rogue program directors.
• Event planning: the dreaded open house.
• Budgeting by program: playing favorites vs. squeaky wheels.

10:30 am – 11:30 am Washington 6 1B
GOOGLE APPS: USING FREE TOOLS TO RUN YOUR GRADUATE ADMISSIONS OFFICE MORE EFFECTIVELY
Traditional Presentation All Levels Process Improvement
Adina Lav, Director, SEAS Graduate Marketing, Admissions, and Records, George Washington University; Lorena Shank, Associate Director, SEAS Graduate Marketing, Admissions, and Records, George Washington University
Are you looking for better ways to run your office? Are you on a tight budget or would you like to spend less on software to keep your department running smoothly? Google applications offer a variety of tools that you can begin using tomorrow. And most of them are absolutely free. We will show you how we have implemented and use these free applications in our office, and we will give you easy steps to follow so that you can begin using them too.
Learning Objectives:
• Become aware of Google applications and the free training resources available through Google.
• Discuss how the presenters implemented and use the applications in their office.
• Take away easy-to-implement steps to begin using Google applications in your office.

10:30 am – 11:30 am Washington 1 1C
BEYOND “PROJECTITIS”: ASSESSING INITIATIVES TO RECRUIT & RETAIN UNDERREPRESENTED GRADUATE STUDENTS
Traditional Presentation All Levels Diversity & Global Issues
Melissa Barry, Assistant Dean, Graduate School, University of Georgia; Shauna Hemingway, Director of the Outreach and Diversity Office, University of Georgia
Attention to recruiting and retaining graduate students continues to draw attention to graduate schools, administrators and faculty. The Outreach and Diversity Office (ODO) at the University of Georgia has committed to recruiting and retaining students through programs and services intended to provide information about admissions, financial assistance and resources for admitted
students to help acclimate them to graduate studies. This presentation will highlight how the ODO began to navigate the path from “projectitis” to implementing initiatives that are empirically-based, both in the research literature as well as substantiated through institutional data. Presenters will discuss the five initiatives related to a four-condition model for degree completion that have been implemented by ODO since 2002. The outcomes concerning the success of each initiative at recruiting underrepresented graduate students will also be discussed. Specifically, presenters will delineate the application, enrollment and completion statistics for students who participated in ODO initiatives. The Graduate School’s decisions regarding whether to either improve or eliminate each initiative will be addressed.

Learning Objectives:
• Identify best practices that directly improve recruiting underrepresented students.
• Discover how to design recruitment and retention initiatives for your university.
• Discuss the research processes by which these findings were derived.
• Develop the skill set to determine the effectiveness of programs at your university.

10:30 am – 11:30 am Washington 2
1D
CONSTRUCTING A MONUMENTAL TEAM: TRAINING FOR EFFECTIVE RECRUITMENT STAFF
Traditional Presentation Intermediate (2-5 yrs) Career & Staff Development
Andrea O’Brien, Associate Director of Admissions - Recruitment, A.T. Still University; David Koencke, Director of Admissions, A.T. Still University

Have you recycled the same training activities since the year of Jefferson? Could President Washington be the original author of your training manual? Do you look at your staff members’ faces and see disinterest and boredom? Come to this session to learn how you can use fresh, intentional methods to spice up your professional staff training, incorporating theoretical with application in new and creative ways. This session will demonstrate how you can develop an active training approach to the curriculum that will engage your staff and make the training a positive, memorable experience. ATSU has developed a very effective training program for new admissions counselors/recruitment staff members that covers everything from basic knowledge of the University, to very in-depth, professional skills needed while on the road. Topics covered in this intensive training program review all basic responsibilities, but also more intuitive skill-building, such as trouble-shooting issues while you are traveling, working with difficult student issues, ethics and professionalism, travel etiquette, etc. The program is designed to be extremely active, repetitive for learning (overview, detailed training, application) and very hands-on.

Learning Objectives:
• Review how ATSU screens and hires for effective staff members.
• Discuss basics essential for developing a holistic staff training program.
• Identify effective training activities for new professional admissions recruitment staff that are creative and entertaining, yet educational.
• Discover ways, as a supervisor, you can better prepare staff for continuing professional development.

10:30 am – 11:30 am Washington 3
1E
PROCESSING INTERNATIONAL GRADUATE APPLICANTS IN THE 21ST CENTURY: COMBINING TECHNOLOGY & THE HUMAN TOUCH IN A SINGLE PROCESS
Traditional Presentation Intermediate (2-5 yrs) Process Improvement
John Augusto, Assistant Dean, University of Kansas

Processing international graduate applications can be a cumbersome, complicated and confusing process. Using software developed in partnership with CollegeNet, the University of Kansas developed an online, secure and transparent process for the processing of international applicants through the admission process and from admitted student to the creation and development of the required visa documentation. This involved building a partnership between the graduate application
processing unit, the departments, schools and the international student service office. It includes a communication component that allows the admitted applicant to stay connected to the university while the institution develops and delivers the necessary visa documentation. The goal of the session will be to provide a case study on building a new product with your application vendor and how to create a campus collaboration that builds transparency in the graduate admission process. Participants will be given specific insight into how this product was developed and what steps were taken to ensure full use by the many graduate programs within a decentralized research university.

Learning Objectives:

- Describe the complex nature of processing international applications from start to finish. This includes the initial application, evaluations of academic credentials, admission decision processing and delivery of immigration documents.
- Discuss the importance of building a transparent graduate admission process at a large research university.
- Describe the process of developing and implementing a new product with your application vendor.

10:30 am – 11:30 am Washington 4

UNDERSTANDING THE EDUCATIONAL SYSTEMS IN CHINA, INDIA & RUSSIA
Panel Discussion All Levels Diversity & Global Issues
Bradley Gorski, Country Coordinator, Russia, EducationUSA; MinJian (Jenny) Yu and Yanchun (Christine) Liu, Chinese Advisors; Renuka Raja Rao, Indian Advisor

EducationUSA advisers will provide current, accurate information about the educational systems in their countries. This session will also include a presentation of the educational credentials graduate admission staff can expect to see from these students. Tips about how to best work with EducationUSA and work in these countries will also be included.

10:30 am – 11:30 am Marriott Ballroom Balcony A

SIGNED, SEALED & DELIVERED: KEEPING DOCUMENTS SECURE IN A DECEPTIVE WORLD
Traditional Presentation All Levels Graduate Student Services
James Wager, Vice President and CIO, SCRIP-SAFE International; Margarita Sianou, Deputy Executive Director, World Education Services

“Signed, sealed and delivered.” An expression we have heard many times and one that we often equate with the good-old-days when important documents were manually prepared and delivered through the post office. The expression portrays finality and trust: signed – the author has been identified and the document is genuine; sealed – the document has not been altered and its contents can be trusted; delivered – from somewhere or someone to you. While the expression may be old, the message is actually very timely and contemporary. In fact, in this digital age of instant and affordable communication and the global economy, the movement and authenticity of documents has never been more challenging. Technology has had a profound impact on how important academic documents are “signed, sealed and delivered,” but this same technology has introduced issues of confusion, security, trust and authenticity. Are the risks greater or lesser with the arrival of new and faster methods of doing business? As professionals working in the higher education sector, are we able to take advantage of technology to become more efficient and effective, or in doing so do we risk the quality of our academic decisions, and tarnish the reputation of our schools?

Learning Objectives:

- Discuss the genuine need for document security in the 21st century and the applicability of various protocols to ensure that our “signed, sealed, and delivered” document is the real deal.
- Define acronyms like EDI, XML and PDF and terms like secure signature, digital signature, electronic signature, hash value, encryption and trusted network.
- Learning about the pervasiveness of fraudulent document providers.
• Identify credentials that unqualified applicants may use to gain entrance into a college or university.
• Discuss the differences between securing paper documents and electronic documents.
• Discuss the procedures, policies and resources that World Education Services uses to virtually eliminate credential fraud, allowing us complete confidence that the documents we evaluate are authentic.

10:30 am – 11:30 am Marriott Ballroom Balcony B 1H

**ADMIT APPLICATION EVALUATION SYSTEM: MANAGING THE ENTIRE REVIEW PROCESS ONLINE**

**Vendor Presentation**

**All Levels**

*Pat Bluett, Sales Manager, Internet Services, CollegeNet*

CollegeNET’s presentation of the Admit Application Evaluation System will include a live demonstration that will guide attendees through each step of the online review, evaluation and decision process. Attendees will see first-hand how they can access the web-based system, select a specific application or group of applications, review the application as well as accompanying materials and other reviewers’ comments, and record their comments and scores. The presenter will also demonstrate how the Admit system integrates with CollegeNET’s online Admissions and Contact Management systems to enable direct communication with applicants. The presenter will explain the system’s security features as well as user controls and setting objectives.

**Learning Objectives:**

• Access the web-based system.
• Specify and search for individual applications or groups.
• Read and evaluate applications and accompanying admissions materials.
• Use security settings and other options.
• Send admissions decisions to applicants, all online.

11:45 am – 1:00 pm Marriott Ballroom 1-2

**Networking/Disciplines Luncheon**

1:15 pm – 2:15 pm Marriott Ballroom Balcony A 2A

**THE YOUNG & THE RESTLESS: THE DREAMS, DRAWBACKS & DRAMA OF A ‘MIXED’ GRADUATE PROGRAM**

**Special Interest Forum**

**All Levels**

**Diversity & Global Issues**

*Brad Tharpe, Associate Director, Master of Arts in Bioethics Program, Wake Forest University*

What are the benefits and challenges of mixing traditionally and non-traditionally aged graduate students into one program? What if it is more than just having a few differently-aged students in an otherwise homogeneous group, but is an intentional process of forming an intergenerational cohort? What happens when a 23-year-old with a new undergraduate diploma routinely sits in class with a 55-year-old professional who has a previous graduate degree and a good deal of life experience? Does this enliven the student experience, create obstacles to learning and community formation, or both? Is it helpful, in some programs, to have persons from a variety of stages of life studying together? This special interest forum will examine the advantages and disadvantages of an intergenerational cohort for student learning and development. We will discuss a range of issues related to students of diverse ages and backgrounds, considering the value of this particular type of diversity. The challenges of and strategies for forming and sustaining an intergenerational graduate program, including recruitment, admission, financial aid, student services, academic advising, etc., will be considered.
1:15 pm – 2:15 pm  Marriott Ballroom Balcony B
MAKING MONUMENTAL STRIDES: FROM GRADUATE ADMISSIONS TO GRADUATE ENROLLMENT MANAGEMENT
Traditional Presentation  All Levels  National Issues & Strategies
Daniel Bennett, Assistant Dean, UCLA; Kristin Williams, Assistant VP Graduate Enrollment Management, The George Washington University

This presentation focuses on the evolution and increasing professionalization of Graduate Enrollment Management (GEM). Presenters will define GEM, show how it is emerging from graduate admissions in parallel to SEM in undergraduate admissions (and how it is different from SEM), indicate what GEM encompasses in terms of recruitment/social networking, financing/student support, strategic enrollment planning, lessening attrition and improving time-to-degree and student services. The presentation will include the results of information collected from attendees at the 2011 NAGAP Winter Institute for Advanced Graduate Admissions Professionals.

Learning Objectives:
• Gain a better understanding of the holistic nature and various permutations of GEM.
• Provide a perspective that will enable attendees to analyze their own institution’s GEM.
• Generate ideas for more effective GEM strategic planning.

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The GRE® revised General Test

Better by Design™

Now, the most trusted assessment of graduate-level skills is even better.

• More closely aligned with the skills needed to succeed in graduate school
• More simplicity in distinguishing performance differences between candidates
• More test-taker friendly for an enhanced test experience

Better by Design®

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It’s Time to Get Ready!
Find the resources to help you at www.ets.org/gre/informationcenter
PERSONALIZED MARKETING ACROSS MULTIPLE CHANNELS: RECRUITING STUDENTS IN THE 21ST CENTURY

Traditional Presentation  All Levels  Marketing & Recruitment
Tony Fraga, Director of Client Services, Direct Development, Inc.; Charles Fraga, President, Direct Development, Inc.

How do we recruit prospective graduate students in a highly personalized and highly relevant manner across multiple channels? With so many media methods available today – including direct mail, email, SMS text and mobile devices, social networks, events, PURlS, traditional print and website advertising, and now QR Codes – it is critical to maintain high levels of integration and personalization across all channels! Attendees will walk away with an understanding of the latest trends in direct response marketing, as well as specific steps on how to implement these strategies to recruit prospective graduate students in a program-specific manner.

Learning Objectives:
- Explain innovative, direct and digital marketing technologies available today, including PURlS, QR Codes, Variable Digital Printing and more.
- Discuss best practices for integrating multiple channels while maintaining personalization and relevance to your specific target market.
- Review examples and case studies of successful cross-media recruitment campaigns.

THE ART OF THE INTERVIEW: WHAT MAKES AN INTERVIEW EFFECTIVE & USEFUL?

Traditional Presentation  All Levels  Process Improvement
Leah Pelto, Assistant Director, Graduate Admissions Office, Pacific University; Lonnie Anderson, Assistant Director of Admissions, Pacific University

The interview is a fundamental part of the admissions process; however, each school, and even each program, has its unique way of interviewing. How are other schools and programs conducting their interviews? What role, if any, should technology play? How much weight is placed on the interview in the admissions process? This session will explore different formats, evaluations, group activities, interview questions and more. Basic information will be provided by the Pacific University admissions team, and audience participation will be expected to facilitate idea sharing. Come prepared to share ideas on interviewing and hopefully learn ways to improve or change your interview day!

Learning Objectives:
- Describe how other schools/programs interview students and what you can incorporate for your school/program.
- Discuss the effectiveness of the group activity in an interview day.

EVERYTHING YOU NEED TO KNOW ABOUT THE GRE REVISED GENERAL TEST, LAUNCHING IN AUGUST 2011

Traditional Presentation  All Levels  National Issues & Strategies
Dawn Piacentino, Director of Communications and Services, Educational Testing Service

Make sure your institution and your applicants are prepared for the launch of the GRE® revised General Test coming in August 2011. GRE® program staff will provide an overview of the exciting changes, review the new score scale and score report, discuss important timing considerations and present the array of resources to help you and your applicants get ready.
Learning Objectives:

• Gain an understanding of the changes to GRE® General Test content and design and how it is now even more aligned with the skills students need to succeed at the graduate level.
• Gain an understanding of the new score scale and new score report and the important timing considerations for testing and score reporting in 2011.

1:15 pm – 2:15 pm Washington 4 2F
STARTING NEW GRADUATE PROGRAMS FROM THE GROUND UP: CAPITAL IDEA OR MONUMENTAL DISASTER?
Traditional Presentation Advanced (greater than 5 yrs) Process Improvement
Carla Burns, Director of Admissions, Drew University, Caspersen School of Graduate Studies; William Rogers, Associate Dean, Drew University, Caspersen School of Graduate Studies
In a time of budget cuts, many colleges and universities are looking for ways to increase revenue. Adding new graduate programs to existing degree offerings can be seen by university leaders as a pain-free way to bring in additional revenue. Hear about one small graduate school that has started four new degree programs in the last four years, and has plans to continue to add more new programs each year. Not every idea was a winner out of the gate, but with proper planning, new graduate programs can avoid a monumental disaster to become capital money makers.

Learning Objectives:

• Gain knowledge of the ground-up procedure required to begin a new graduate degree program.
• Develop details regarding budgeting, infrastructure and marketing to gain an in-depth view of the necessary components for a successful new program launch.

1:15 pm – 2:15 pm Washington 5 2G
LEAN, MEAN & GREEN: MEMORIAL UNIVERSITY’S COST-EFFECTIVE & ENVIRONMENTALLY RESPONSIBLE APPROACH TO GRADUATE STUDENT RECRUITMENT
Traditional Presentation Intermediate (2-5 yrs) Marketing & Recruitment
Andrew Kim, Graduate Enrollment Manager, Memorial University of Newfoundland
In 2009, Memorial University’s School of Graduate Studies developed a web-based graduate student recruitment and marketing strategy that would 1) Engage in low-cost, high-impact recruitment and marketing activities, 2) Reduce the volume of paper used in graduate admissions, and leverage excellent customer service in student recruitment, and 3) Experiment with disruptive technologies to communicate with prospects. New initiatives including a recruitment-focused microsite, strong social media profile, live support and enhanced admissions have resulted in significant increases in graduate applications (50%) and enrollment (13.8%). SGS was recognized nationally for its effort as the first recipient of the inaugural Canadian Association for Graduate Studies and the Educational Testing Service Award for Excellence in Graduate Admission in 2010.

Learning Objectives:

• Describe staffing needs and the role of strategic partnerships with university service units in recruiting graduate students.
• Formulate a concise and fiscally responsible e-strategy for attracting and admitting domestic and foreign graduate students.
• Appreciate the need for a balanced recruitment portfolio and continuous improvement practices.
1:15 pm – 2:15 pm Washington 6

**BEST PRACTICES IN INTERACTIVE MARKETING & NEW TECHNOLOGIES**

Vendor Presentation All Levels

Jeremy Schoen, Associate Director of Client Services, PlattForm Higher Education; Marcelo Paravicini, Director of Marketing, Plattform Higher Education

This interactive presentation will cover best practices for developing an effective interactive marketing strategy, the different types of interactive marketing media, as well as evaluating which are the right fit. In addition, new trends and technologies will be discussed and explored. We will also share success stories and discuss challenges unique to interactive marketing. The end of the presentation will allow for Q & A.

**Learning Objectives:**

- Create goals that will increase brand awareness and expand inquiry flow to capitalize upon marketing efforts and increase enrollment.
- Maximize online share of voice.
- Utilize a well-balanced mix of online marketing media.
- Track how to tie enrollments back to the original marketing medium.
- Discuss new technology to integrate marketing with a student information system, determine cost-to-market or cost-per-enrollment and lifetime value of a student, and calculate conversion metrics.

2:30 pm – 3:30 pm Washington 6

**OVER OUR DEAD BODIES: IMPLEMENTING A PAPERLESS GRADUATE ADMISSIONS PROCESS**

Special Interest Forum All Levels Process Improvement

Peg Griffin, Director of Graduate Programs, Northern Kentucky University

Budgets are getting tighter, and admissions offices need to find ways of saving money where they can. We will show how one graduate admissions office converted to a paperless admission process by adopting digital recruitment brochures, online open houses, document imaging, email notifications to program directors and applicants and online orientations. We will also discuss the side benefits of a paperless process – immediate and timely access to documents by graduate departments, the reduction in calls from program directors regarding “mysteriously” missing documents and elimination of storage. The financial costs of hardware and software for this process will be detailed as well.

2:30 pm – 3:30 pm Marriott Ballroom Balcony B

**THERE IS AN “I” IN TEAM: DEVELOPING A STAFF VISIONING RETREAT**

Traditional Presentation All Levels Career & Staff Development

Sarah Fisher, Assistant Director of Admission, Saint Mary’s University of Minnesota

At Saint Mary’s University of Minnesota, Schools of Graduate and Professional Programs, the Office of Admission has outlined a staff visioning retreat process that works to take into account each team member and their unique personality, learning style and comfort level and capitalize on their strengths for the benefit of the team. The visioning retreat development process will be outlined, including resources used and activities chosen. The results of the retreat and visioning process will be discussed as well as key learning points.

**Learning Objectives:**

- Describe how to work with staff members on an individual level by using tools and activities to understand each other’s learning styles, work preferences and differences in “type” and how to utilize these differences to benefit the team and workplace.
• Discuss different types of activities and resources available to managers and teams looking to conduct a staff retreat or visioning process.
• Utilize a sample structure for a visioning retreat process, and benefit from hearing about the learning points from the Saint Mary’s Admissions Team experience.

2:30 pm – 3:30 pm Washington 1

MARKETING TO MILLENNIALS BY MILLENNIALS
Traditional Presentation All Levels Marketing & Recruitment
Matthew Cipriano, Manager of Administrative Services, New York University Sackler Institute of Biomedical Sciences; Michael Escosia, Admissions Associate, New York University Sackler Institute of Biomedical Sciences
Unlike Gen Xers and Baby Boomers, most Millennials are not very familiar with the name of their generation let alone the characteristics that describe them. As we transition into a culture of technology and one of reliance on computers, many graduate admissions offices have adopted certain marketing practices and tools to attract the attention of such individuals. From Facebook groups to Twitter feeds, institutions around the United States have joined mainstream America in adding technology to their existing repertoire of recruiting materials in the hopes of getting in touch with the interests of Millennials. We assume that targeting certain social networks that Millennials frequent will serve as an extra boost in publicity for programs. However, we find that these tools are actually ineffective and can result in inefficient use of time at the admissions office. The purpose of this presentation is to present our findings on how effective certain marketing tools are for graduate admissions practices.
Learning Objectives:
• Discover what marketing tools applicants used and what was perceived as used.
• Identify what tools, designed to reach out to Millennials, are not actually useful.
• Identify what tools are useful in reaching out to Millennials.

2:30 pm – 3:30 pm Washington 2

WEBINARS: THE VIRTUAL VISIT
Traditional Presentation All Levels Marketing & Recruitment
Elaine Light, Program/Project Support Specialist, Missouri S&T
Campus visits are one of the most effective recruiting tools available because they allow prospective students to meet with faculty, have ‘real’ conversations and get a feel for the culture of the institution. But often bringing a student to campus is next to impossible. So why not take the campus to them? ‘Webinars – The Virtual Visit’ will give you field-tested ideas and tips for using webinars to allow prospective students a ‘virtual’ glimpse of your graduate school.
Learning Objectives:
• Describe several primary uses for webinars.
• Write a basic outline for a webinar series.
• Network with others in the field to gain more ideas.

2:30 pm – 3:30 pm Washington 3

SELF-ASSESSMENT IN GRADUATE STUDENT ORIENTATION PROGRAMS: ESTABLISHING A REALISTIC STARTING POINT
Traditional Presentation Intermediate (2-5 yrs) Graduate Student Services
Mary Kate Wood, Director, Student Affairs, University of San Francisco School of Nursing
Incoming graduate students come from diverse academic and professional (second-career) backgrounds, with widely-varying skills sets, so that orientation to resources often needs to be
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individualized as to not become irrelevant or boring. One size does not fit all! Additionally, needed skills are not always identified until further along in the curriculum, allowing less time for remediation. At the University of San Francisco, we have implemented a pre-orientation self-assessment tool consisting of 6-10 questions in each of four competency areas: writing, research, technology and math. Summary results are shared with the group at orientation to introduce services available on campus. Importance is placed on self-awareness and personal responsibility for follow-through, as well as early starts on remediation.

Learning Objectives:
• Develop a strategy for better alignment of graduate orientation programs to student needs.
• Develop a data collection plan to share information with university student service offices regarding graduate student needs.
• Develop a strategy for helping new graduate students feel more empowered.

2:30 pm – 3:30 pm Washington 4
Tough Sell: Increasing Diversity in the Student Body of a Small Graduate Institution in the Heartland

Traditional Presentation All Levels Diversity & Global Issues
Margaret Gehringer, Director of Enrollment Management, Des Moines University

‘Life changing’ is how several students in the first DMU summer enrichment program described their experience. Bringing 10 students from all over the country to central Iowa for three weeks in the heat of July was a gamble, but the results are proving to far outweigh the risks. Many institutions are searching for effective ways to increase the diversity of their student populations, but when you’re located in the middle of the Heartland, in a small city, offering educational programs that are not especially top-of-mind, the assignment can be exceptionally daunting. Find out how a medical/health professions school in Iowa took on the challenge and advanced its position as a top-choice school for students of any color and any background.

Learning Objectives:
• Develop a summer enrichment program that has the potential to increase the diversity of your student body.
• Promote your program, and reach a large number of qualified candidates.
• Learn other recruiting strategies that will help you reach minority and/or other underrepresented students.

2:30 pm – 3:30 pm Washington 5
Graduate Students in Transition: Looking at Student Development Theory for Graduate Students

Traditional Presentation All Levels Graduate Student Services
Jennifer Aumiller, Program Manager, Program in Neuroscience, GPILS, University of Maryland

Many development theories have been applied extensively to undergraduate transitions, but what about graduate students? This session will explore Schlossberg’s transition theory and Schlossberg, Lynch and Chickering’s mattering theory as they relate to graduate students in higher education, and how knowledge of these student development theories by graduate admissions professionals can benefit our practice.

Learning Objectives:
• Learn about the basics of Schlossberg’s transition theory and Schlossberg, Lynch and Chickering’s mattering theory.
• Learn how to use these theories in our interactions with prospective and current graduate students.
WHAT CAN TOEFL DO FOR ME?

Vendor Presentation  All Levels
Michelle Hampton, Associate Director, Global Client Relations, Educational Testing Service

For more than 45 years, the TOEFL test has been the most widely accepted English language assessment worldwide. Currently, more than 7,500 colleges and universities in more than 130 countries accept the TOEFL test. Globally, the TOEFL test is available at more than 4,500 testing sites in 165 countries. To date, more than 24 million students have taken the TOEFL test. It is important for score users to be kept informed about the research and developments related to this widely-used English language proficiency assessment. The TOEFL program has introduced some exciting new developments that can help you recruit the most qualified applicants. Learn how the TOEFL program can connect you with qualified applicants from 180 countries by using our new Advanced Search Utility and other resources.

Learning Objectives:
• Realize how the TOEFL program helps support your recruitment efforts.
• Prepare and submit a promotional video that will be posted on the TOEFL website.
• Recognize how TOEFL can help you recruit the best applicants for your program.

3:30 pm – 4:00 pm  Exhibit Hall C
Refreshment Break in the Exhibit Hall
Sponsored in part by IELTS

4:00 pm – 5:00 pm  Marriott Ballroom Balcony A  4A
FACE-TO-FACE NETWORKING ACROSS CAMPUSSES IN A MULTI-CAMPUS SYSTEM: WHY, HOW & DOES IT WORK?

Special Interest Forum  All Levels  Process Improvement
Greg Wypisynski, Director of Graduate Services, University of Wisconsin Oshkosh; Claudia Johnston, Director, Office of Graduate Studies, University of Wisconsin Stout

Communication technology abounds, yet many people say we don’t “talk” to each other much anymore. To what extent does an electronic communication medium vs. face-to-face exchanges affect the efficiency or effectiveness of getting things done? As a part of a 13-campus state university system, connecting with colleagues at the different campuses often gets lost in the day-to-day grind no matter how many “channels” we have to communicate. Given the volume of work and the plethora of critical issues facing graduate education, two campuses in the Wisconsin system decided to bring colleagues together face-to-face twice a year to share ideas, commiserate, advocate and just get to know each other. This special interest forum hopes to explore and scrutinize the notion that face-to-face meetings still have a role in the communication stream within a multi-campus system. We will discuss the following: establishing an interpersonal and visual connection with and getting to know your colleagues, effective communication practices using face-to-face discourse blended with electronic media and what current hot button issues lend themselves to brainstorming or collaboration in-person. Your colleagues from Wisconsin will summarize their efforts to encourage the notion of face-to-face problem solving in a complex system.
BEYOND INDIA’S BACHELOR + MASTER: EVALUATING DIPLOMAS, POSTGRADUATE DIPLOMAS, CERTIFICATES & OTHER NON-STANDARD CREDENTIALS FOR GRADUATE ADMISSION

4:00 pm – 5:00 pm  Marriott Ballroom Balcony B  4B

Timothy Kell, Evaluator/Team Manager, Educational Credential Evaluators

Apart from the traditional 3+2, Bachelor + Master academic degrees, Indian students apply to U.S. graduate schools holding a dizzying array of other credentials: Diplomas, Postgraduate Diplomas and Certificates issued by any number of different institutions, both inside and outside the formal university sector. Having a logical and consistent strategy to evaluate these types of credentials is essential for graduate admission officers. Emphasizing sample documents, case studies, accessible resources and practical methodologies, this session will apply the basic philosophies of international credential evaluation to India’s atypical, but not uncommon, degrees.

Learning Objectives:
- Describe India’s tertiary system of education, including formal vs. informal academic degrees, and university vs. non-university programs.
- Develop an objective methodology to evaluate Indian academic credentials that do not fit within the standard academic degree structure.
- Develop an objective methodology to determine the degree-granting authority of an Indian educational institution, determine the level and intent of credentials awarded, then use this information to determine U.S. equivalence and graduate admissibility.

ENSURING YOUR POST-BACCALAUREATE PROGRAMS MEET MARKET DEMAND

4:00 pm – 5:00 pm  Washington 1  4C

Carol Aslanian, Senior Vice President, Market Research Services Division, EducationDynamics; Chris Proulx, President and CEO, eCornell

Post-baccalaureate and graduate students are the fastest growing populations in higher education. Many working professionals pursue advanced credentials in an effort to remain competitive in the workplace. In an ever more crowded field of post-secondary providers, it is important that institutions ensure that their offerings meet the demands of both the students they seek to enroll and the professions they seek to serve. eCornell wanted to ensure that its new online Human Resource Director Certification (HRDC) met market demand and so commissioned EducationDynamics to examine the supply and demand for this credential. In this session, Carol Aslanian, Senior Vice President, Market Research Services Division at EducationDynamics and Chris Proulx, President and CEO at eCornell, will present data from a recent market analysis which investigated the attitudes and satisfaction of HRDC constituencies, including the program’s current students, inquirers who didn’t enroll, and Fortune 1000 HR managers – all to ensure that eCornell’s program was designed and positioned in such a way as to maximize its usefulness and marketability.

Learning Objectives:
- Critically evaluate the marketing and outreach strategies you use for your professional programs through purposeful, comprehensive and substantive analysis of market demand.
- Recognize the opportunities and challenges presented by your own programs in today’s crowded higher education marketplace, and craft strategies to leverage or overcome them to achieve enrollment growth.
IMPLEMENTING A NEW GRADUATE PROGRAM: ADMISSIONS & RECRUITMENT STRATEGIES & LESSONS LEARNED

Richard Sigg, Director of Admissions and Recruitment, Washington University in St. Louis, Brown School; Tracy Templin, Assistant Director of Admissions, Washington University in St. Louis, Brown School

In 2008-2009, The Brown School at Washington University in St. Louis launched a new graduate program in public health. With less than nine months, the admissions and recruitment department was charged with bringing in a class of 50 students for fall 2009, without a solidified curriculum or online application until the spring. This session explores how to integrate recruitment and admissions processes for a new graduate program. Topics discussed include collaboration with administration, marketing, recruitment strategies, application creation, student enrollment and accreditation.

Learning Objectives:

- Identify strategies on how to implement a new program.
- Develop an admission and recruitment timeline for implementing a new program.
- Build partnerships and collaborate with administration and faculty.
- Explore challenges institutions may face when adding graduate degree programs.

SIZING UP A MONUMENTAL TASK: BUILDING YOUR RECRUITMENT FUNNEL & MEASURING THE FLOW

Marcus Hanscom, Associate Director of Graduate Admissions, University of New Haven

As graduate admissions offices warm up to new technology, flashy CRM systems and social networking, the number of channels available to reach prospective students is immense. With a shaky economy and growing competition, growing the top of the recruitment funnel is crucial to boosting enrollments and deepening the applicant pool. Take your recruitment to the next level by determining which channels yield the best results, leveraging social media to expand your reach beyond your “fans,” appropriately assessing results from each of your lead sources and identifying ways to efficiently allocate your resources. This session will delve into each stage of the recruitment funnel and discuss how you can collect your leads, engage them to inquire and apply and assess the results.

Learning Objectives:

- Discuss different channels to build your lead base.
- Utilize social media to expand your reach beyond your “fans” and drive traffic to your website and landing pages.
- Capture and measure student leads from each of your sources, including Google Analytics, source pages and more.
- Identify ways to effectively use data on your prospects to drive strategic allocation of recruitment dollars.
INTER-ETHNIC/INTERDISCIPLINARY MENTORING INSTITUTE FOR GRADUATE EDUCATION: A LOOK AT GRADUATE RECIPROCAL MENTORING AT THE UNIVERSITY OF VIRGINIA

Cheryl Burgan Apprey, Director, University of Virginia; Kedrick Perry, Doctoral Student, University of Virginia

This session will take a detailed look at the University of Virginia’s graduate mentoring institute which prepares mentors to be culturally sensitive, regardless of their own racial identity, to enhance the impact of the mentoring relationship. The concept of “reciprocal mentoring” will be explained along with its effective utilization to raise the sensitivity of faculty mentors to the issues facing graduate students from diverse racial backgrounds. Although other mentoring programs exist throughout the country, this one is unique in the fact of the triangular approach taken with mentoring cohorts. The presenters will further explain how having cohorts consisting of three members (a tenured faculty member, an advanced graduate student and a first or second year graduate student) aids in the overall goals of university recruitment, retention and graduation of diverse populations.

Learning Objectives:
• Discuss how reciprocal mentoring can be applied to one’s home institution.
• Analyze mentoring and its effect on graduate processes, i.e., retention and graduation.

PARTNERSHIP & ARTICULATION: CREATIVE COLLABORATIONS TO INCREASE ENROLLMENT & ACHIEVE STRATEGIC GOALS

Sean-Michael Green, Dean, Graduate and Adult Enrollment, Marist College; Joshua LaFave, Director of Recruiting and Graduate Distance Education, Martin J. Whitman School of Management at Syracuse University

Higher education is facing increased competition over students and a decrease in the resources available to recruiters. Nevertheless, recruiters are being driven to create unique opportunities to bring in more of the “right” students – that is, students who are highly qualified, help to meet goals around ethnic or geographic diversity and who are able to pay. Some strategies that the presenters have used to thrive in this environment are articulation agreements and partnerships with other institutions and organizations. For example, a business school can consider the undergraduate courses of another college that would satisfy the foundation of an MBA degree. By formalizing this research into an articulation agreement with the other school, a mutually beneficial relationship has been forged at negligible cost. Similarly, a graduate school might consider partnerships with a volunteer-dependent nonprofit organization (NPO). The school might offer an expedited review process, waiving of application fees, special pricing or specialized academic content. The NPO has an incentive to vigorously promote the partnership to bring in new volunteers or to increase the commitment or quality of its current volunteers. The session will be delivered in an interactive, user-friendly style designed to inspire cautious creativity and realistic optimism in attendees.

Learning Objectives:
• Discuss concrete examples of how other institutions have developed successful relationships with external organizations and institutions.
• Discuss the value of these relationships, including and beyond increasing headcount.
• Develop a process to consider employing at your own institution.
Increase your institution’s visibility, generate more applications & increase enrollment with GradSchools.com.

- GradSchools.com helped more than 6.4 million prospective students research graduate programs in 2010*

- 85% of GradSchools.com’s traffic originates from a prospective student’s keyword search*

- Customizing high quality performance-based marketing solutions for more than 700 higher education institutions

- Serving the Graduate School community since 1996

Don’t forget to attend one of the most sought-after sessions at NAGAP: **Ensuring Your Post-Baccalaureate Programs Meet Market Demand** by Carol Aslanian, Senior Vice President, Market Research Services of EducationDynamics, on **Thursday 4:00 – 5:00 p.m.**

*Google Analytics

Learn more by visiting http://www.educationdynamics.com
### FRIDAY, APRIL 8, 2011

#### DAY-AT-A-GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 4:00 pm</td>
<td>Registration Open</td>
<td>Convention Registration 1</td>
</tr>
<tr>
<td>7:30 am – 4:00 pm</td>
<td>Exhibit Hall Open</td>
<td>Exhibit Hall C</td>
</tr>
<tr>
<td>7:30 am – 8:45 am</td>
<td>Continental Breakfast in the Exhibit Hall</td>
<td>Exhibit Hall C</td>
</tr>
<tr>
<td>8:45 am – 10:00 am</td>
<td>Plenary Session: Internationalizing Graduate Education Through EducationUSA</td>
<td>Marriott Ballroom 1-2</td>
</tr>
<tr>
<td>10:00 am – 10:30 am</td>
<td>Refreshment Break In the Exhibit Hall</td>
<td>Exhibit Hall C</td>
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#### BREAKOUT SESSIONS

<table>
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<tr>
<th>Time</th>
<th>Session Title</th>
<th>Type</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>10:30 – 11:30 a.m.</td>
<td>Graduate Student Orientation: Thinking Outside the Box</td>
<td>Special Interest Forum</td>
<td>Washington 5</td>
</tr>
<tr>
<td>10:30 – 11:30 a.m.</td>
<td>Using Digital Media to Recruit Graduate Students: A Case Study at Roosevelt University in Chicago</td>
<td>Traditional Presentation</td>
<td>Washington 6</td>
</tr>
<tr>
<td>10:30 – 11:30 a.m.</td>
<td>Capitalizing on Your Network of Graduate Admissions Colleagues: Leveraging Professional Development in Your Own Backyard!</td>
<td>Panel Discussion</td>
<td>Washington 1</td>
</tr>
<tr>
<td>10:30 – 11:30 a.m.</td>
<td>Herding Cats, or How to Implement a Centralized Admission System at a Large Public University</td>
<td>Traditional Presentation</td>
<td>Washington 2</td>
</tr>
<tr>
<td>10:30 – 11:30 a.m.</td>
<td>Raw Talent: Admitting Students From Developing Countries</td>
<td>Traditional Presentation</td>
<td>Washington 3</td>
</tr>
<tr>
<td>10:30 – 11:30 a.m.</td>
<td>Going Paperless: Document Imaging &amp; Graduate Admissions</td>
<td>Traditional Presentation</td>
<td>Washington 4</td>
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<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Format</th>
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</thead>
<tbody>
<tr>
<td>5G</td>
<td>Overthrowing Dead Culture: Writing the Book on How to Revolutionize Student Recruiting</td>
<td>Traditional Presentation</td>
<td>Marriott Ballroom Balcony A</td>
</tr>
<tr>
<td>5H</td>
<td>Putting People First: IELTS Quality, Fairness &amp; Service</td>
<td>Vendor Presentation – International English Language Testing System (IELTS)</td>
<td>Marriott Ballroom Balcony B</td>
</tr>
</tbody>
</table>

11:45 am – 1:00 pm

Business Meeting & Awards Luncheon
Sponsored in part by IDP

Marriott Ballroom 1-2

BREAKOUT SESSIONS

1:15 pm – 2:15 pm

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<th>Session</th>
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<tbody>
<tr>
<td>6A</td>
<td>Internationalizing Your Program Through Institutional Partnerships</td>
<td>Special Interest Forum</td>
<td>Marriott Ballroom Balcony A</td>
</tr>
<tr>
<td>6B</td>
<td>Use of Facebook by Colleges &amp; Universities: Are We Welcome in the Virtual World of Social Media?</td>
<td>Traditional Presentation</td>
<td>Washington 6</td>
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<tr>
<td>6C</td>
<td>Graduate Student Focus Groups: Our Own House of Representatives</td>
<td>Traditional Presentation</td>
<td>Washington 1</td>
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<tr>
<td>6D</td>
<td>Academic Advising Experiences Among Social Science &amp; Humanities International Doctoral Students at a Research I University</td>
<td>Traditional Presentation</td>
<td>Washington 2</td>
</tr>
<tr>
<td>6E</td>
<td>It’s All about the Yield, Stupid</td>
<td>Traditional Presentation</td>
<td>Washington 3</td>
</tr>
<tr>
<td>6F</td>
<td>Nothing Changes if Nothing Changes</td>
<td>Traditional Presentation</td>
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</tr>
<tr>
<td>6G</td>
<td>Leveraging CRM Technology in Higher Education to Maximize Recruitment Efforts, Increase Efficiency &amp; Track Effectiveness</td>
<td>Traditional Presentation</td>
<td>Washington 5</td>
</tr>
</tbody>
</table>
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#### 6H
Advising Applicants for Success – the GRE Revised General Test, Launching in August 2011

#### Vendor Presentation – Education Testing Service
Marriott Ballroom Balcony B

### BREAKOUT SESSIONS

#### 2:30 pm – 3:30 pm

<table>
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<tbody>
<tr>
<td>7A</td>
<td>Transcript Processing: Is Yours Electronic?</td>
<td>Special Interest Forum</td>
<td>Marriott Ballroom Balcony A</td>
</tr>
<tr>
<td>7B</td>
<td>“Elluminating” Technology: Virtual Outreach Strategies for Recruiting on a Budget</td>
<td>Traditional Presentation</td>
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</tr>
<tr>
<td>7C</td>
<td>Pseudo-Centralized Enrollment Management: Graduate Admissions Oversight in a Highly-Decentralized Environment</td>
<td>Traditional Presentation</td>
<td>Washington 1</td>
</tr>
<tr>
<td>7D</td>
<td>Adult StudentsTalk™: Research for Data-Driven Decisions</td>
<td>Traditional Presentation</td>
<td>Washington 2</td>
</tr>
<tr>
<td>7E</td>
<td>Social Media Marketing in China &amp; India</td>
<td>Panel Discussion</td>
<td>Washington 3</td>
</tr>
<tr>
<td>7F</td>
<td>Community of Scholars: A Model for Utilizing Peer Strategies for Countering the Attrition &amp; Prolonged ABD Status in Doctoral Students</td>
<td>Traditional Presentation</td>
<td>Washington 4</td>
</tr>
<tr>
<td>7G</td>
<td>Recruiting Students for the Health Professions: Health Fairs</td>
<td>Traditional Presentation</td>
<td>Washington 5</td>
</tr>
<tr>
<td>7H</td>
<td>Recruiting with ELS to Globalize Your Campus</td>
<td>Vendor Presentation – ELS Education Services</td>
<td>Marriott Ballroom Balcony B</td>
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</table>

#### 3:30 pm – 4:00 pm

Refreshment Break in Exhibit Hall

### BREAKOUT SESSIONS

#### 4:00 pm – 5:00 pm

<table>
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<th>Session</th>
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<tbody>
<tr>
<td>8A</td>
<td>Strategies from the Field: Evaluating Paperless Recruitment</td>
<td>Special Interest Forum</td>
<td>Marriott Ballroom Balcony A</td>
</tr>
</tbody>
</table>
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8B  More Than Just Fans: Five Steps to Creating Vibrant Social Communities That Cater to Graduate Students  
Traditional Presentation  
Washington 1

8C  Office Olympics: A Guide to Recruiting & Retaining a Gold Medal Admissions Team!  
Traditional Presentation  
Marriott Ballroom Balcony B

8D  Creating a Monumental Future: A One-Stop Portal for All Your Audiences, Internal & External  
Traditional Presentation  
Washington 2

8E  Perspectives on the Preparation, Placement & Advising of Middle Eastern & North African Students Attending U.S. Graduate Programs  
Traditional Presentation  
Washington 3

8F  Graduate Admissions Professionals & Administrators as Change Agents to Improve Completion Rates  
Traditional Presentation  
Washington 4

8G  Get Focused, Get Results: How an Integrated Marketing Plan Drives Enrollment  
Traditional Presentation  
Washington 5

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BREAKOUT SESSIONS

10:30 am – 11:30 am Washington 5  
5A
GRADUATE STUDENT ORIENTATION: THINKING OUTSIDE THE BOX
Special Interest Forum  All Levels  Graduate Student Services
Patty Reyes-Cooksey, Director of Graduate Administration, IU School of Informatics and Computing

There is limited research on graduate student orientation. A department’s graduate student population can consist of current students who have already attended the school (undergrad to MS, or MS to PhD) and new students who have never attended the school. They also have domestic and international students with varying needs. This session will allow professionals to share how their department prepares and plans for orientation for such a diverse population. We will discuss cost saving tips, collaborating with other departments and resources, creative ways to involve faculty and current students, programming and more.

10:30 am – 11:30 am Washington 6  
5B
USING DIGITAL MEDIA TO RECRUIT GRADUATE STUDENTS: A CASE STUDY AT ROOSEVELT UNIVERSITY IN CHICAGO
Traditional Presentation  All Levels  Marketing & Recruitment
Beth Gierach, Chief Enrollment Officer, Roosevelt University; Kevin Hauswirth, Director of Advertising and Promotions, Roosevelt University

Consider this: An admission marketing strategy designed just five years ago would likely not have included Facebook. However, today there are more than 36 million Facebook users who hold a college degree. To approach the social media space in admission marketing, we must look beyond the bells, whistles and shiny technologies and answer a core question: “How do we facilitate communication in a channel that is about sharing messages, not simply delivering them?” Marketing is only partly about buying ads and paying for promotions. The current climate of engagement-driven social media has added a powerful human element to the traditional communications mix. Too much marketing still relies on “spray and pray,” in that budgets are spent buying countless placements with the hope that customers (students) will come pouring in. Today, it’s actually possible to spend less and get more! Social media has changed the game, and marketing dollars alone will not win in this new era. The institutions that will succeed in this space understand the power of innovation, embrace the need for message sharing, develop a culture of openness and expect to do things differently.

Learning Objectives:
- Discuss successful social media strategies in higher education recruiting and marketing.
- Discuss social media in general, including categories, demographics, advertising modes, etc.
- Describe how to get the biggest bang for your marketing buck by using established social media to support and promote your events as well as recruit new students.
CAPITALIZING ON YOUR NETWORK OF GRADUATE ADMISSIONS COLLEAGUES: LEVERAGING PROFESSIONAL DEVELOPMENT IN YOUR OWN BACKYARD
Panel Discussion   All Levels      Career & Staff Development
Linda Horisk, Assistant Dean of Admissions, Fordham University; Joshua LaFave, Director of Recruiting and Graduate Distance Education, Martin J. Whitman School of Management at Syracuse University; Colleen Gabauer, Director of Interdisciplinary Graduate Programs, Purdue University; Kittie Pain, Associate Director, Graduate and Adult Education, Neumann University; Mark Garrison, Interim Dean, Graduate Studies, Morgan State University; Kate McConnell, Director of Admissions and Retention, St. Joseph’s University, Graduate Studies, College of Arts & Sciences
The panel discussion will provide attendees with the opportunity to hear from and interact with leaders of state and local NAGAP chapters about professional development efforts locally to enrich the quality of conversation about the work of graduate admissions professionals from sharing best practices to planning for the future and developing at a functional and person level.

HERDING CATS, OR HOW TO IMPLEMENT A CENTRALIZED ADMISSION SYSTEM AT A LARGE PUBLIC UNIVERSITY
Traditional Presentation   All Levels      Process Improvement
Corinne Kosmitzki, Assistant Dean of Graduate Student Services, University of California, Berkeley; Janet Newhall, Graduate Student Advisor, University of California, Berkeley
The presenters will describe efforts at the University of California, Berkeley to plan, develop and implement a centralized online admission system. This system is designed to be used by more than 100 academic and professional graduate programs with great variations in their admission process. Previous implementations reflected a top-down approach with little involvement from primary users of the service, resulting in a broad range of processes and technology used by departments across campus. We will examine the strategies employed and the contributions of various constituents during each phase of the three-year project, which is now in its final phase. Furthermore, we will discuss obstacles, set-backs and lessons learned.

Learning Objectives:
• Discuss where to start and how to proceed with designing and implementing new technology across campus.
• Find consensus among many constituents in a highly-decentralized environment.
• Discuss lessons to be learned from the value of collaboration in designing and implementing change.

RAW TALENT: ADMITTING STUDENTS FROM DEVELOPING COUNTRIES
Traditional Presentation   All Levels      Diversity & Global Issues
Nancy Keteku, Regional Educational Advising Coordinator, Africa West & Central, EducationUSA - U.S. Department of State; Katherine Careaga, EducationUSA, San Cristobal de las Casas, Mexico
How can you identify, evaluate, recruit and enroll promising graduate students from unfamiliar universities and countries around the world? EducationUSA advisors will lead a discussion of the art of predicting success among students from non-elite backgrounds. This session will also feature guidance on credential evaluation, document verification and institutional accreditation in Africa.
Learning Objectives:
• Identify the values and qualities that augur well for successful completion of graduate study.
• Identify alternative indicators of academic ability.
• Get information about foreign universities and educational systems from EducationUSA.

10:30 am – 11:30 am  Washington 4  5F
GOING PAPERLESS: DOCUMENT IMAGING & GRADUATE ADMISSIONS
Traditional Presentation Intermediate (2-5 yrs) Process Improvement
Mark Schaefermeyer, Assistant Dean, Graduate School, Virginia Commonwealth University
In the Fall of 2008, the Virginia Commonwealth University Graduate School implemented imaging of all graduate application credentials. This session will describe the process, discuss changes and adjustments from the original plan and review the current state of affairs in credential distribution to its 80+ graduate program directors.
Learning Objectives:
• Discuss benefits of imaging graduate admission credentials.
• Discuss potential roadblocks to successful implementation and how to resolve those roadblocks.
• Gain perspective on the benefits of partial implementation.

10:30 am – 11:30 am  Marriott Ballroom Balcony A  5G
OVERTHROWING DEAD CULTURE: WRITING THE BOOK ON HOW TO REVOLUTIONIZE STUDENT RECRUITING
Traditional Presentation All Levels Marketing & Recruitment
Brian Niles, CEO, TargetX
After years of hearing from colleagues, clients and competitors that he should write a book on student recruiting, Brian Niles has published a sobering look at the challenges faced by college admissions and an energizing set of solutions. Entitled Overthrowing Dead Culture: A Vision to Change the World of College Recruiting, this former graduate admissions officer tells the story of how combining business basics with innovation can lead to success – and help the college admissions culture break from the past. Niles, the nation’s leading authority on interactive recruiting, decided it was time to write the book once he realized that graduate and undergraduate programs were continuing to market themselves the same way they have for decades, despite the sea change that has taken place in recruiting communications. One of the main lessons of the book is that “we have the tools and technology we need to get the attention of students and the ability to use those tools to get the right prospects into the right schools – that is, those ‘perfect fits’ that lead to the win-win scenarios that both colleges and students want.” Copies of the book will be distributed to all attendees of this session.
Learning Objectives:
• Discuss the enormous opportunities that today’s technology offers graduate recruiters.
• Gain a better understanding of the challenges presented by a shifting Millennial generation and their increasingly involved parents.
PUTTING PEOPLE FIRST: IELTS QUALITY, FAIRNESS & SERVICE

Vendor Presentation All Levels
Beryl Meiron, Executive Director, IELTS International; Andrea Scott, Senior Product Champion, IELTS International

IELTS, the International English Language Testing System, is a global test that conforms to the highest international standards of language assessment for non-native speakers of English. IELTS tested more than 1.5 million test takers in 2010 around the globe. IELTS tests academic English in the four language skills – listening, reading, writing and speaking. Secure, valid and reliable with on-going, in-depth research, IELTS tests real-life ability to communicate in English for education. More than 6,000 institutions worldwide accept IELTS scores as proof of language proficiency.

Learning Objectives:
• Better understand what the IELTS test is, how IELTS tests all four language skills and how the band score profile can provide useful, valid and reliable information to graduate admissions professionals, faculty and administrators.
• Match your institutional objectives to applicants who can be academically successful and productive graduate students.

INTERNATIONALIZING YOUR PROGRAM THROUGH INSTITUTIONAL PARTNERSHIPS

Special Interest Forum All Levels Marketing & Recruitment
Rosie Edmond, Assistant Director of Admissions, American University; Jamie Welling, International Programs Analyst, American University

Attendees will discuss strategic ways to internationalize their program through partnerships with foreign universities, the value of foreign exchange students and the marketing advantages involved with such partnerships. Attendees will discuss various examples of agreements and ideas on how to choose the right format for their areas of study.

USE OF FACEBOOK BY COLLEGES & UNIVERSITIES: ARE WE WELCOME IN THE VIRTUAL WORLD OF SOCIAL MEDIA?

Traditional Presentation All Levels Marketing & Recruitment
Kathryn Kendall, Assistant Dean for Admissions and Recruitment, University at Buffalo School of Social Work; Danielle Ianni, Assistant Director of Admissions, University of Rochester, Warner School of Education and Human Development; Charleen Heidt, Graduate Admissions Research and Marketing Manager, Ithaca College

From student perceptions of institutions that use Facebook, a 2010 NAGAP presentation, the author(s) of the original study used focus group feedback to design a 26-item questionnaire looking at this topic more explicitly. The survey was administered to over 400 participants across three institutions, one public and two private. We will present our findings and conclusions supported by quantitative analysis and offer suggestions to other institutions in designing their own study. Find out how newly admitted graduate level students responded to questions such as ‘I would welcome contact through my Facebook account from an admissions professional’ and ‘I believe that colleges and universities should not use Facebook for recruitment.’
Learning Objectives:
- Develop a survey tool that can be used in one’s own institution.
- Increase knowledge of graduate students’ perceptions of institutions that use Facebook to communicate.

1:15 pm – 2:15 pm  
Washington 1  
6C
GRADUATE STUDENT FOCUS GROUPS: OUR OWN HOUSE OF REPRESENTATIVES  
Traditional Presentation  All Levels  Process Improvement
Colleen Gabauer, Director of Interdisciplinary Graduate Programs, Purdue University; Janet Beagle, Associate Director, Graduate Student Recruitment, Purdue University

A student organization, a peer network, a new student welcome packet and an admitted student page on Facebook...What do they all have in common? They are all the result of graduate student focus groups held in-person on our campus! Join this session to learn more about how these particular items resulted from focus group sessions with graduate students. You will learn how the focus groups were planned and conducted. Data will be shared, along with initiatives and/or materials that have been formed as a result of the focus group discussions. Whether you represent an individual program or a centralized graduate school office, focus groups can help define and refine your practices, so this is a session you do not want to miss!

Learning Objectives:
- Learn about several successful focus groups, how they were conducted, their results and implementation.
- Learn how to conduct your own focus group.
- Receive a list of scholarly resources on focus groups to refer to when planning your own focus groups in the future.
- Consider asking your graduate students for input before implementing new ideas, because they are the key to reaching your prospective student audience and to strengthening retention.
- Leave with the desire to plan your own focus group!

1:15 pm – 2:15 pm  
Washington 2  
6D
ACADEMIC ADVISING EXPERIENCES AMONG SOCIAL SCIENCE & HUMANITIES INTERNATIONAL DOCTORAL STUDENTS AT A RESEARCH I UNIVERSITY
Traditional Presentation  All Levels  Graduate Student Services
Krystal Lee, Ed.D. Candidate, Division of Student Affairs, Department of Multicultural and Diversity Affairs, University of Florida – 2010 Enrollment Management Research Grant for Graduate Students Recipient

Advising is one of the most important predictors of graduate student success. As such, the relationship between international students and their advisors is particularly important in their progress toward degree completion and other academic goals. Although international students comprise a large portion of the graduate student population at research institutions, not much is known about the advising relationship between international students and their academic advisors. Thus, the purpose of this study is to explore and describe international students’ experiences with their academic advisors and their perceptions of the role their advisors play in the completion of their social science and humanities degree programs.

Learning Objectives:
- Discuss the expectations international students have of their academic advisors.
- Become aware of international students’ perceptions of the issues associated with advising international students.
- Describe international students’ perceptions of how their academic advisors contribute to their degree completion.
IT’S ALL ABOUT THE YIELD, STUPID
Traditional Presentation  Advanced (greater than 5 yrs)  Marketing & Recruitment
Tim Rogers, Director, International Higher Education Consultants UK Limited; Christiane Roth, Head of International Recruitment, Boconi University; Chris Stoner, Director of Admission, Boston University School of Management; Gail Gershon, Senior Consultant, QS

With the market for international student recruitment becoming more competitive every year, new online and virtual techniques are being proposed on a monthly basis to increase the number of international students we recruit to our programs. This session proposes a new paradigm in international student recruitment – not that the battle for new students from outside of our own country is waged through who can generate more qualified applications, but that the development of effective yield strategies can ensure the recruitment of high quality candidates focused on success at your university or grad school program. Discussion will include the formulation of an effective yield plan, the most effective elements of post-offer communications, the role of online media and social networking and the deployment of student ambassadors and other representatives of the institution.

Learning Objectives:
• Describe the range of activities and outreach pertinent to an international recruitment strategy.
• Discuss how to maximize building meaningful relationships with potential candidates.
• Share practical advice on what means of communication work.

NOTHING CHANGES IF NOTHING CHANGES
Traditional Presentation  All Levels  Diversity & Global Issues
Ernest Brothers, Assistant Dean, The Graduate School, University of Tennessee Knoxville; Tonjanita Johnson, Chief Deputy to the President, Stony Brook University

Diversity involves recognition that everyone is different. It promotes respect and recognition for the value of differences. The challenge is fostering and sustaining a culture that will maintain diversity. Managing and leveraging diversity requires a sequential, dynamic process for the purpose of creating a paradigm in organizational culture. This session will explore how diversity can be managed using a conceptual model guided by the following tenets: generative learning, complexity theory, exchange analysis and community of practice. If we continue to explore bringing about diversity with the same concepts, then ‘nothing changes if nothing changes.’

Learning Objectives:
• Take away a conceptual model for managing diversity.
• Utilize four tenets to guide you through the process of managing diversity.

LEVERAGING CRM TECHNOLOGY IN HIGHER EDUCATION TO MAXIMIZE RECRUITMENT EFFORTS, INCREASE EFFICIENCY & TRACK EFFECTIVENESS
Traditional Presentation  All Levels  Marketing & Recruitment
Kate McConnell, Director of Admissions and Retention, St. Joseph’s University, Graduate Studies, College of Arts & Sciences; Jill Dougherty Cleary, Director of Marketing and Recruitment, St. Joseph’s University

The presenter will highlight St. Joseph’s experience with researching, choosing and implementing a CRM solution to recruit, manage and cultivate prospective graduate students. Specifically, attendees will learn how to leverage current business processes with CRM technology to increase efficiency and maximize recruitment efforts. The presenter will highlight system setup and data integration with Banner, data management and analysis, using the CRM’s electronic communication
and campaigns features, employing the events registration function and the launch of St. Joseph’s new online application and portal.

Learning Objectives:
- Manage students from inquiry through application to enrollment with one comprehensive CRM solution.
- Develop and disseminate general and targeted communication plans.
- Increase event registration efficiency.
- Identify top recruitment sources through tracking in the CRM.
- Centralize student recruitment and enrollment databases – no more silos of information.
- ‘Work smarter, not harder.’

1:15 pm – 2:15 pm  Marriott Ballroom Balcony B  6H
ADVISING APPLICANTS FOR SUCCESS: THE GRE® REVISED GENERAL TEST LAUNCHING IN AUGUST 2011
Vendor Presentation  All Levels
Dawn Piacentino, Director of Communications and Services, Educational Testing Service
More than 600,000 people from approximately 230 countries worldwide take the GRE® General Test each year. How many will plan to attend your institution? Learn the six most important things your applicants should know about the GRE® revised General Test, launching in August, to have a smoother admissions process. Plus, gain insight on free GRE® services available for applicants (and some for you) that can add value to recruitment and admissions decisions.

Learning Objectives:
- List the six most important things your applicants should know about the GRE® revised General Test, launching in August 2011.
- Gain insight on free resources available to help advise applicants about the GRE® revised General Test launch.
- Understand the timing that could affect application deadlines.
- Become familiar with additional services available to institutions and applicants that can enhance admissions decisions.

2:30 pm – 3:30 pm  Marriott Ballroom Balcony A  7A
TRANSCRIPT PROCESSING: IS YOURS ELECTRONIC?
Special Interest Forum  All Levels  Process Improvement
Janice Robinson, Special Projects Coordinator, Brigham Young University; Beth Schnettler, Director, Graduate Admissions, Washington University
The presenters will discuss how each school handles electronic transcripts. Official versus unofficial handling will be discussed. Each attendee will share details of their process, hurdles and best practices.

2:30 pm – 3:30 pm  Washington 6  7B
“ELUMLINATING” TECHNOLOGY: VIRTUAL OUTREACH STRATEGIES FOR RECRUITING ON A BUDGET
Traditional Presentation  All Levels  Marketing & Recruitment
Julie Vultaggio, Assistant Director of Admissions, Harvard Graduate School of Education; Julia Bourquin, Associate Director of Admissions, Harvard Graduate School of Education
From the perspective of an admissions office, the recent economic crisis translates to decreased budgets, depressed recruitment funds and fewer opportunities to interact with prospective students off-campus. As such, virtual/web-based recruitment is becoming a valuable, cost-effective option for national and international outreach. This session offers an overview of “Elluminate” technology, a virtual recruitment tool used by the Harvard Graduate School of Education to engage prospective
applicants in the U.S. and abroad. Using the interactive Elluminate platform, presenters will demonstrate the online interface and discuss best practices for the planning and execution of online recruitment events. Strategies for assessing event effectiveness will also be discussed.

Learning Objectives:
• Understand the potential of enhanced web-conferencing programs and online recruitment tools to reach prospective students, both domestic and international.
• Become familiar with Elluminate online recruitment technology (e.g., what the technology is, how to use it, and if/how it would be helpful at the participants’ home institution).
• Become knowledgeable about non-traditional recruitment techniques that can increase outreach opportunities in cost-effective ways.

2:30 pm – 3:30 pm  
**WASHINGTON 1**

**PSEUDO-CENTRALIZED ENROLLMENT MANAGEMENT: GRADUATE ADMISSIONS OVERSIGHT IN A HIGHLY-DECENTRALIZED ENVIRONMENT**

**Traditional Presentation  All Levels  Process Improvement**

Christopher Connor, Director, Graduate Enrollment Management Services, State University of New York at Buffalo; Katherine Beczak, Assistant Director Graduate Admissions, Corcoran College of Art and Design; Lisa Cola, Assistant Director, Graduate Enrollment Management Services, State University of New York at Buffalo

Many institutions continue to face significant obstacles while operating in highly decentralized environments at the graduate level. The Vice Provost for Graduate Education and Dean of the Graduate School at SUNY Buffalo continue to initiate a series of policy changes: (1) to establish university-wide admissions standards, (2) to improve the quality of graduate students and academic programs, (3) to remedy weaknesses in current institutional policies and procedures relating to the integrity of collected data pertaining to graduate education and (4) to reposition the Graduate School strategically within the institution by increasing its visibility and participation in university-wide efforts (i.e., PeopleSoft Campus Solutions implementation). We will examine how we assisted in implementing these changes in a cost-effective manner while leveraging existing resources. We will also discuss the evolution of our office from a traditional, siloed graduate student recruitment services focus to a holistic graduate enrollment management services approach.

Learning Objectives:
• Discover the ease of utilizing cost-effective technology to increase enrollment yields.
• Become a part of the solution (rather than contributing to the problem) as a catalyst of change to perceived weaknesses in current practices and procedures.

2:30 pm – 3:30 pm  
**WASHINGTON 2**

**ADULT STUDENTSTALK™: RESEARCH FOR DATA-DRIVEN DECISIONS**

**Traditional Presentation  All Levels  Marketing & Recruitment**

Julie Staggs, Senior Client Consultant, Stamats

Prepare yourself for the next wave of students entering graduate school. Economic crisis, record unemployment and a nationwide push for more adults to achieve a higher level of education have shifted the needs and expectations of today’s graduate students. This session will discuss the findings of the 2010 Adult StudentsTALK™ research and provide answers to the questions marketers are asking throughout the country — in light of the economy, what motivates adults to return to school, what do they want once they get there and how has this changed at a time when many things have turned upside down? You’ll leave with not just the insights from the research but also an understanding of how to apply the research to influence marketing decisions for your graduate programs.

Learning Objectives:
• Describe the importance of your website for marketing to this demographic.
• Explore how best to address the issue of cost.
NAGAP 2011 Annual Conference

- Offer flexible and convenient delivery systems that help students overcome “busy life” challenges.
- Ensure your graduate programs are truly in demand.
- Develop successful strategies to recruit and retain graduate students.

2:30 pm – 3:30 pm  Washington 3  7E
SOCIAL MEDIA MARKETING IN CHINA & INDIA
Panel Discussion  Intermediate (2-5 yrs)  Diversity & Global Issues
Jeffery Johnson, Associate Dean for Graduate Admissions and Student Affairs, Tulane University; Rahul Choudaha, Associate Director of Development and Innovation, World Education Services; Don O’Neill, Latin American Coordinator, Waterford Institute of Technology, Waterford, Ireland; Christopher Price, Chief Information and Marketing Officer, Regional Director, European Association for International Education (EAIE), North America
Preparation for Life, Maidenhead, United Kingdom

As the two most populous countries in the world, China and India are key markets for the recruitment of international students and scholars. Graduate students who hail from China and India have the potential to significantly impact the future of international education and exchange in regards to student mobility and future contributions to the global pool of doctoral and research talent. This panel will discuss strategies for effectively reaching digital native students with an emphasis on the emerging economies of China and India. Panelists will address the ongoing phenomenon of social media and its implications and applications for graduate enrollment management (GEM) professionals, especially those considering or already using social media sites for marketing and communications. Illustrative data will be garnered from an original survey (http://bit.ly/aAZ5IO) distributed to students and recent graduates in China and India who are considering graduate and professional international education opportunities abroad. Expert panelists from the U.S., Ireland and the United Kingdom will examine the social media landscape in these countries and provide best practices and lessons learned from case studies and qualitative interviews with Millennial students residing in China and India.

2:30 pm – 3:30 pm  Washington 4  7F
COMMUNITY OF SCHOLARS: A MODEL FOR UTILIZING PEER STRATEGIES FOR COUNTERING THE ATTRITION & PROLONGED ABD STATUS IN DOCTORAL STUDENTS
Traditional Presentation  All Levels  Graduate Student Services
Cheryll Albold, Ph.D. Candidate, University of North Carolina at Greensboro; Cherrel Miller Dyce, Assistant Professor, Elon University – 2010 Enrollment Management Research Grant for Graduate Studies Recipient

Most PhD programs espouse a philosophy of developing and engaging a community of scholars. However, the community concept is often abandoned once students complete coursework and embark on the isolating task of writing the dissertation. Doctoral students, despite completing the rigors of coursework, may still be ill-equipped to assume the discipline required of them as academic researchers. This program will present research findings from a study which investigated the impact of a discussion group format as an intervention. Specifically, strategies such as the use of mentor challenge and peer-to-peer role modeling as interventions to ease transition, build a community of scholars and improve sense-making of the dissertation process will be discussed. Participants will learn about a student-centered model that can easily be adapted by graduate schools and departments interested in designing or improving support mechanisms to retain and graduate doctoral students.

Learning Objectives:
- Describe a students’ perspective of the major issues and challenges of doctoral study.
- Discuss research findings, outcomes and implications for policy, practice and research.
• Receive information about a successful peer-to-peer and student-centered model applicable to all levels of doctoral students.
• Implement and facilitate a similar discussion group at your institution.

2:30 pm – 3:30 pm Washington 5 7G

RECruITinG STUDENTS FOR THE HEALTH PROFESSIONS: HEALTH FAIRS

Traditional Presentation All Levels Marketing & Recruitment
Gabrielle Morgan, Director of Admissions and Student Affairs, Campbell University College of Pharmacy and Health Sciences; Mark Moore, Associate Dean of Admissions and Student Affairs, Campbell University College of Pharmacy and Health Sciences; Bill Taylor, Associate Professor, Campbell University College of Pharmacy and Health Sciences; Mary Margaret Johnson, Department Chair, Clinical Research, Campbell University College of Pharmacy and Health Sciences

Health fairs provide a much-needed public health service in any setting, but when nestled on the campus of one of your best feeder schools, the health fair becomes a fantastic way to recruit students to become health care professionals. This setting allows you to showcase your current students, practicing health care professionals and admissions staff, while simultaneously recruiting prospective students to the health care profession and most importantly your health professional program. Health fairs serve the entire college campus by raising awareness of hypertension, diabetes, substance abuse and nutrition, while also introducing the faculty, staff and students within the college community to your health professional program. You will learn to identify where and how you can conduct a health fair and why it is another great strategy to include in your recruitment plan.

Learning Objectives:
• Increase awareness that a health fair can be used as a strategy to recruit students to a health profession.
• Describe the process for conducting a health fair on a partner school’s campus and providing service to the community while benefiting your own program.
• Gain a working knowledge of the components of a health fair, the planning process involved and the execution of the event.

2:30 pm – 3:30 pm Marriott Ballroom Balcony B 7H

RECruITinG WiTh elS TO GloBalize Your CampuS

Vendor Presentation All Levels
Susan Kassab, Director, University Admission Services, ELS Education Services, Inc.; Jim Crawley, Director, ELS University Partner Relations, ELS Education Services, Inc.

ELS Educational Services can be your strategic partner to recruit qualified graduate students from around the world. Your department has the opportunity to partner with ELS at no cost and become a part of our network of thousands of graduate programs from nationally ranked colleges and universities who receive international student applicants. Learn more about the international students market, successful recruitment strategies and how you can partner with ELS to optimize your recruitment efforts.

Learning Objectives:
• Define turnaround, publicize it and stick to it.
• Define grant amounts based on GPA ranges or setting grant amounts for all international students.
• Define admissions standards clearly to partners.
• Partner with U.S. government agencies.
• Share promotional allowance incentives through ELS Promotional Allowance Program.
• Broaden your reach.
• Increase selectivity.
• Utilize extensive and cost-free promotions.
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3:30 pm – 4:00 pm Exhibit Hall C
Refreshment Break in Exhibit Hall

4:00 pm – 5:00 pm Marriott Ballroom Balcony A 8A
STRATEGIES FROM THE FIELD: EVALUATING PAPERLESS RECRUITMENT
Special Interest Forum All Levels Marketing & Recruitment
Tracy Templin, Assistant Director for Admissions and Recruitment, George Warren Brown School of Social Work, Washington University in St. Louis; Richard Sigg, Director, Admissions and Recruitment, Washington University in St. Louis

This special interest forum will explore effective strategies for paperless recruitment. Topics discussed will include the processes for and tracking results of buying names, advertising, webinars or online information sessions and effective email communication plans. Participants should come to learn about other schools’ strategies as well as share their own experiences in paperless recruitment.

4:00 pm – 5:00 pm Washington 1 8B
MORE THAN JUST FANS: FIVE STEPS TO CREATING VIBRANT SOCIAL COMMUNITIES THAT CATER TO GRADUATE STUDENTS
Traditional Presentation All Levels Marketing & Recruitment
Jeff Berg, Social Media Strategist, Peterson’s, a Nelnet Company

With over three-quarters of the adult population using social media and usage accounting for more than 20 percent of total Internet time, social media is the most important thing to happen to human conversations since the dinner table. Students today have grown up using social technologies. For them, social media usage is a core life skill and not just a hobby. Drawing from a blend of academic research and real-world campaigns, Peterson’s lead social strategist, Jeff Berg, will discuss how social media can play a key role throughout the graduate school selection and application process and provide attendees with practical tactics that they can implement in their social media strategies today.

Learning Objectives:
- Learn why social media is particularly effective with prospective students.
- Learn where social media fits into the overall branding of a graduate program.
- Learn five tactics that you can act on now to aid your social strategy.

4:00 pm – 5:00 pm Marriott Ballroom Balcony B 8C
OFFICE OLYMPICS: A GUIDE TO RECRUITING & RETAINING A GOLD MEDAL ADMISSIONS TEAM!
Traditional Presentation All Levels Career & Staff Development
Lonnie Anderson, Assistant Director of Admissions, Pacific University; Leah Pelto, Assistant Director of Admissions, Pacific University

Finding and hiring a good team member is a daunting task. Retaining a cohesive staff is equally as challenging. The frequency of staff turnover in higher education, especially in the area of admissions, can often feel like a revolving door and make it difficult to fully invest in new hires. The presenters will offer suggestions for improving the search process for the right employee. The primary focus of the session will be strategies for managing a strong admissions team, especially during these times of rapid enrollment growth. Offices are told to do more with less; therefore, managers must carefully balance institutional demands with the well-being of his/her staff members. Come investigate ways to create a skilled, unified admissions team that is guaranteed a GOLD medal.

Learning Objectives:
- Provide examples of enhancements to the search process for a new employee and how to find the right “fit.”
- Discuss strategies for creating a positive working environment that keeps employees challenged and engaged.
• Explore ways to learn about individual staff members and techniques for unifying different personalities into a strong, communicative team.
• Discuss ways to keep a team engaged by promoting success and showing appreciation.

CREATING A MONUMENTAL FUTURE: A ONE-STOP PORTAL FOR ALL YOUR AUDIENCES, INTERNAL & EXTERNAL
Traditional Presentation All Levels Process Improvement
Dave Fletcher, Senior Director of Graduate Admissions, Barry University; Michel Sily, Assistant Vice President for Web Marketing, Barry University

An electronic portal can provide access for, and create engagement with, your entire campus: prospects, inquirers, applicants, admitted or deposited applicants, enrolled students, alumni, even for faculty and staff. Barry University uses such a portal, which is dynamic (i.e., knows the user profile and provides relevant information) and intelligent (i.e., knows where the user is and prompts for the next step). Implement business rules to communicate effectively with your clients. Track your students from prospect to enrolled. Help move them along in the process. Check application status. Forecast enrollment more accurately. Send targeted messages. Allow access based on user profile. Let your users fully engage their own process. This portal can be fully integrated with popular social networking sites and can be accessed with smartphones or similar devices. The possibilities are limited only by your imagination.

Learning Objectives:
• Discuss the value of a one-stop portal for engaging your audiences.
• Describe how this portal is both dynamic (i.e., customizes itself for the specific user profile) and intelligent (i.e., understands the user’s situation and responds accordingly).
• Discuss how business rules must be implemented to effectively communicate with the audience.
• Envision the possibilities that a similar portal could provide for your own university.

PERSPECTIVES ON THE PREPARATION, PLACEMENT & ADVISING OF MIDDLE EASTERN & NORTH AFRICAN STUDENTS ATTENDING U.S. GRADUATE PROGRAMS
Traditional Presentation All Levels Diversity & Global Issues
Deirdre Evans-Pritchard, Senior Program Officer, Fulbright Foreign Student Program, Amideast; Lia Nigro, Coordinator, Advising and Testing Services, Amideast; Mody Alkhalaf, Director of Cultural and Social Affairs, Cultural Mission of the Royal Embassy of Saudi Arabia

Providing a through line from Middle Eastern educational backgrounds and preparation to placement in U.S. institutions of higher education, this presentation covers: 1) trends in exchange and higher education within the Middle East, providing an overview of the larger in-country programs sending students to the United States, and the strategies for institutions to gain an advantage in attracting students from the Middle East/North Africa, 2) The King Abdullah Scholarship Program as a prime example of the Kingdom of Saudi Arabia’s investment in education – the presentation will focus on the objectives, processes, numbers and processes of the scholarship program, and 3) An analysis of data on the placement of Middle Eastern students through the Fulbright program over the past five years to provide a sense of trends, distribution and academic program preferences. The presenters will include consideration of stumbling blocks, opportunities and student inclinations.

Learning Objectives:
• Discuss developments in higher education in the Middle East as they impact graduate education in the United States.
• Discuss the goals and policies of graduate scholarship programs for students applying to U.S. institutions from the Middle East.
• Discuss the challenges of interfacing Middle Eastern students and their educational experiences with U.S. graduate programs.

4:00 pm – 5:00 pm Washington 4

GRADUATE ADMISSIONS PROFESSIONALS & ADMINISTRATORS AS CHANGE AGENTS TO IMPROVE COMPLETION RATES

Traditional Presentation All Levels Graduate Student Services
Melissa Barry, Assistant Dean, University of Georgia; Shauna Hemingway, Director of Outreach and Diversity, Graduate School, University of Georgia

This interactive session features how admissions professionals and administrators can act as change agents to educate graduate students and facilitate their graduation so they may lead lives of purpose. Administrators at a Research I institution will delineate the process for collaborating with faculty to serve graduate student learning and development. Presenters will discuss their findings through their participation in the Council of Graduate School’s PhD Completion Project and share the three components for long-lasting improvements. The program will end with forming small groups to evaluate and design implementation plans for both a case study applicable to most universities, as well as a specific issue at the participant’s institution.

Learning Objectives:
• Describe how admission professionals and administration can foster program-level change at your own institution.
• Develop a similar plan at your university in order to improve retention and completion rates.

4:00 pm – 5:00 pm Washington 5

GET FOCUSED, GET RESULTS: HOW AN INTEGRATED MARKETING PLAN DRIVES ENROLLMENT

Traditional Presentation All Levels Marketing & Recruitment
Abu Noaman, CEO, Elliance, Inc.; Dianne King, Executive Director, Marketing and Communications, Pepperdine’s Graziadio School of Business and Management

What do you need to change in order to attract more of the ‘right fit’ students? As Pepperdine’s Graziadio School of Business discovered, the answer is a little bit of everything. Too often graduate programs find themselves running a perpetual marketing treadmill. Open houses, pay-per-click, radio, direct mail, email, public relations, social media...the list of events and collateral seemed endless. Pepperdine learned it’s much more effective if your brand voice, website, search marketing and pay-per-click campaigns all work together. The presenters will explain how to make that happen. You’ll learn the series of steps utilized to make the school’s pay-per-click campaigns achieve more with less. We’ll also explain why the organic search marketing initially focused on a set of hyper-local phrases promoting the part-time MBA degree. With the revised website now leading the brand, Pepperdine’s internal teams could reference a common source for inspiration and keywords. Pepperdine’s marketing, enrollment, public relations and advancement teams learned the power of working from a shared understanding of keyword-driven communication and flexible content.

Learning Objectives:
• Evaluate the effectiveness of a current organic campaign against marketing goals.
• Identify ways to improve the outcomes of your PPC campaign.
• Explain the role your brand position plays in achieving your online goals.
GENERAL NOTES
GENERAL NOTES
GENERAL NOTES
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NAGAP 25TH ANNUAL CONFERENCE

Celebrating Silver
& Preparing for Gold:
The Transition from Graduate Admissions to Graduate Enrollment Management

April 25-28, 2012  ★  Hilton Austin  ★  Austin, Texas
Breakout Sessions

9:30 am – 10:30 am  Washington 1  9A

One Great Idea!
Special Interest Forum  All Levels  Marketing & Recruitment
Anne Seed, Director of Admission, Samuel Merritt University; Andre Singleton, Recruitment and Outreach Specialist, California School of Podiatric Medicine

Join your colleagues at this last session at NAGAP to brainstorm and share ‘one great idea.’ That is, what one great idea are you taking home with you that you will share with your staff, supervisor or other colleagues? Hear from other NAGAP attendees what their one great idea is! We will share our ‘one great idea’ from previous NAGAP conferences (NYC in 2009 and SF in 2010), as well as this year. Discussion will be informal and audience-generated.

9:30 am – 10:30 am  Washington 2  9B

Rock the Garden: Becoming a Thought Leader & Building Your Brand Through Social Media
Traditional Presentation  All Levels  Marketing & Recruitment
Clark Gregor, Assistant Director of Admissions, University of St. Thomas; Shanna Davis, Assistant Director of Admissions, University of St. Thomas – 2010 Promotional Excellence Award Winner

How many tweets does it take to recruit a student? This session will tell the story of how the University of St. Thomas’ Opus College of Business has organically increased its social media presence over the past two years. We will share cases of our efforts in social media from sponsorship of ‘Rock the Garden,’ to give-always, contests and live-tweeting political debates, as well as the outcomes of each. Topics covered will include use of Twitter, Facebook, LinkedIn, blogging and examples of special initiatives. We will discuss the challenges and benefits of working with social media, as well as ways to set objectives and measure outcomes. Bring questions and examples of how your program has experimented with these and other tools for a lively and informative discussion.

Learning Objectives:
- Establish a social media working group.
- Plan a social media campaign (short- or long-term).
- Know what outcomes to expect from involvement in social media and how to communicate its value.

9:30 am – 10:30 am  Washington 3  9C

Honey, I Shrunk the Admissions Office
Traditional Presentation  All Levels  Career & Staff Development
Robert Sommo, Assistant Dean for Enrollment Services, New York University Silver School of Social Work

The presenter will explore how shrinking overall budgets and changes in our environment – both individual school and the overall university – have had an impact on the operations of the admissions office. The presenter will discuss how these forced changes in structure have made it necessary for creative solutions for admissions, student services, financial aid, etc. In particular, the presenter will discuss how the admissions office responded to a forced cut in staffing with an increased demand in prospects, applicants and students.
Learning Objectives:

- Do more, or meet current levels, with a smaller staff.
- Create positions that incorporate more than one component of enrollment services.
- Share ideas on how budget issues have impacted recruitment general outreach.
- Share ideas on how to ‘manage expectations’ of those above and below you when numbers are way up – but demands for ‘cuts’ are made.
- Share ideas on working with office morale and ‘selling’ changes.

9:30 am – 10:30 am Washington 4 9D

SAVING GRADUATE ADMISSIONS: USING TECHNOLOGY TO SUCCESSFULLY MANAGE – & JUSTIFY – YOUR GRADUATE ADMISSION PROCESS

Traditional Presentation All Levels Process Improvement

Dean Tsantir, Director of Admissions and Recruitment, University of Minnesota; Terrence Grus, Director of Admissions and Student Records, University of Missouri Columbia

This two-part presentation will offer a look into two graduate school admissions offices that prevented attempts to shut them down by demonstrating their value as an economy of scale. We will look at how each office has been able to utilize technology to fashion a coherent, efficient and relatively simple application process for applicants, staff and even faculty users. The presenters will describe the specific features that have proven to avoid costs while increasing efficiencies. The presenters will also provide a progress report on significant changes implemented on each campus for the fall 2011 admissions cycle. Time will be allowed for questions and for attendees to share their own best practices.

Learning Objective:

- List specific examples of paperless admissions processing, workflow improvement and creative use of technology to avoid costs.

9:30 am – 10:30 am Washington 5 9E

GOING CSI: A CRASH COURSE ON EXAMINING & EVALUATING CHINESE CREDENTIALS

Traditional Presentation All Levels Diversity & Global Issues

Alice Tang, Senior Evaluator, International Education Research Foundation (IERF); I-Hsing Lin, Senior Evaluator, International Education Research Foundation (IERF)

The most significant growth in international students has recently been from China. This jam-packed session will provide an overview of the educational system as well as address its more complicated features. This will include the development of min bans, new private institutions of higher education which have rapidly emerged in China. Afterwards, the presenters will focus on the examination of the academic records and what embedded security features there are to help determine the likelihood of fraud. Participants will have the opportunity to review samples of forged documents.

Learning Objectives:

- Describe the differences between traditional and alternative routes in higher education in China.
- Determine the accreditation of min bans (new private institutions) and the overall admissibility of their graduates.
- Examine academic records from China and the likelihood of a forgery.
GENERAL NOTES
EXHIBITORS

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