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National Association of Graduate Admissions Professionals

The Leader in Graduate Enrollment Management

CONFERENCE FINAL PROGRAM

APRIL 21-24, 2010
HILTON SAN FRANCISCO UNION SQUARE
SAN FRANCISCO, CALIFORNIA
At Hobsons, our innovative products give you a number of ways to approach and manage the graduate student market—from program-specific marketing campaigns and direct-to-student connections, to education’s most trusted online application and CRM. It’s all part of a proven, integrated approach designed to bring graduate students to your programs.

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On behalf of the Conference Planning Committee, I am delighted to welcome you to San Francisco and NAGAP’s 23rd Annual Conference! We have worked tirelessly this past year to put together a schedule that will provide you with rich education sessions, numerous networking opportunities, heightened access to exhibitors and sponsors, and yet still some time to enjoy all that San Francisco has to offer. I have been eagerly anticipating these next few days and can’t believe they’re already here—I hope you share my excitement!

This year’s conference offers three days carefully constructed to provide you with a stimulating and relevant professional development experience. With over 60 education sessions, including numerous opportunities for roundtable discussions in our Special Interest Forums, we have strived to select a suite of offerings that reflect the diverse interests and expertise of our colleagues. Additionally, we are pleased to have with us over 47 sponsors and exhibitors, including 4 who will be leading “Vendor Presentations.” Commencing with the Welcome Reception, which will take place in the Exhibit Hall, I hope you will avail yourself of increased access to these individuals so that you may learn more about their services and products.

One addition this year about which I am particularly excited is that each day of the conference will begin with a plenary session. Dr. Terry Hartle, Senior Vice President of the American Council on Education (ACE), is our Keynote Speaker and will kick us off on Thursday morning, leading us in a discussion of “The Obama Administration.” Dr. Hartle has been a senior leader and lobbyist with ACE for the past 10+ years and, before that, served for six years as education staff director for the Senate Committee on Labor and Human Resources. On Friday, we begin with a Graduate Deans’ Panel, featuring Andrew Szeri (Dean, Graduate Division, UC Berkeley), Patricia Calarco (Dean, Graduate Division, UC San Francisco), and Ann Hallum (Dean, Graduate School, San Francisco State University), who will engage us in a conversation about what graduate admissions professionals/enrollment managers need to be thinking about in terms of the overall picture, given budget cuts and potential restructuring of graduate and professional education. Finally, we will be treated to the company and insights of Mr. Kevin Jennings, Assistant Deputy Secretary of Education in the Office of Safe and Drug-Free Schools, during our Closing Brunch on Saturday. 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 dinner, at the San Francisco Ferry Building, 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. I am also thrilled to introduce NAGAP’s first ever Community Service Project component. In an effort to give back to our host city, we have teamed up with the San Francisco Food Bank—for as little as $2, you can donate to this great cause using computers at the Cyber
Café or from the comfort of your guest room where Internet is complimentary. My personal goal is a 100% participation rate—any amount that you can give will help us reach that goal and allow in San Francisco to assist individuals in meeting one of their basic needs.

The planning for and execution of this year’s conference would not have come to fruition without the help of a talented group of individuals who I am honored to call my colleagues. Many thanks to my fellow Conference committee members Deanna Ghozati, Joshua LaFave, Stan Fasci, and Christina Swift, as well as the assistance of NAGAP’s administrative team, Mike Flanagan, Joyce Miller, Janene Dawson, and Raven Hardin.

Your attendance at this conference and engagement in NAGAP in other ways throughout the year are instrumental in strengthening the core of our organization and our impact on the field. Thanks YOU for making this such a special organization with which to be involved. Best wishes for a wonderful conference—let the fun begin!

Julia K. Bourquin
2010 Conference Chair
recruitment of millennials and generation Y; to tips for recruiting military and veteran graduate students; to international marketing and recruitment strategies; the breadth and depth of the curriculum for the 2010 conference is sure to deliver. We have an outstanding program agenda in store for you with more than 60 sessions. NAGAP 2010 offers curricula for all levels of graduate enrollment professionals, whether you are new to the profession, a mid-career director, or a seasoned dean or provost.

Not only will NAGAP 2010 provide ample opportunities for networking and sharing of best-practices with a global network of colleagues and constituents, the Conference Committee has also built in some time for great fun! It’s a menu of entertainment that only a city like San Francisco can provide! Catch a major league baseball game with the San Francisco Giants vs. St. Louis Cardinals, visit Alcatraz for a nighttime tour as the moon looms over the Bay, enjoy a viewing of Beach Blanket Babylon, or join friends old and new, for a leisurely walking tour of the Castro District. Additionally, just beyond the Hilton San Francisco Union Square, why not take a ride on the fabled cable-car and enjoy the sights and sounds of the Embarcadero, Fisherman’s Wharf, Ghirardelli Square, and China Town.

NAGAP will close the 23rd Annual Conference with what promises to be an engaging and inspiring closing plenary address by Mr. Kevin Jennings. Mr. Jennings is an American educator, author, and human rights activist. He is currently the Assistant Deputy Secretary for the Office of Safe and Drug-Free Schools at the U.S. Department of Education.

Since July 2008, I have had the honor and privilege of working closely with an amazing and dedicated Governing Board who are true leaders in our profession. All 13 members of the NAGAP Board will be here for you throughout the Annual Conference to answer and address any questions or concerns that you may have about YOUR Association. Welcome to NAGAP’s 23rd Annual Conference and welcome to San Francisco! Here’s to a fantastic Annual Conference!

Jeffery Thomas Johnson
NAGAP President, 2008-2010

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2008-2010 NAGAP GOVERNING BOARD

Officers

Jeffery T. Johnson, President
Tulane University, New Orleans, LA
Joanne Canyon-Heller, Vice President
Roosevelt University, Chicago, IL
Nancy Knight, Secretary
Iowa State University, Ames, IA
Dave Fletcher, Treasurer
Barry University, Miami Shores, FL
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University of Arkansas for Medical Sciences, Little Rock, AR
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NAGAP 2010 Conference Committee

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Cambridge, MA
Deanna Ghozati
Assistant 2010 Conference Chair/PR/Communications/Marketing
Teachers College, Columbia University, New York, NY
Christina Swift
Sponsorships/Exhibits
Xavier University, Cincinnati, OH
Joshua J. LaFave
Programming/Special Interest Forum (SIF) Facilitators
Clarkson University, Potsdam, NY
Stan D. Fasci
On-Site/Moderators/Recorders/Evaluations
University of San Francisco, San Francisco, CA
2009 RESEARCH GRANT RECIPIENTS

The following 2009 Research Grant Recipients and Promotional Excellence Winner will be presenting their information at the days and times noted below:

2009 Promotional Excellence Winner – “Branding a Graduate School or Program”
Social Media Revolution: Is Your “Status” Updated?
Luis Casas
Director–Marketing, Communications & Recruiting
Florida International University, College of Business Administration
April 23 – 3:30 pm
Imperial Ballroom A

2009 The Enrollment Management Research Grant for Graduate Students (Two Award Winners)

When “Terminal” is a Good Thing: Domestic Student Persistence in Engineering Graduate School
Kathryn Andre
Graduate Assistant, Engineering Graduate Programs
Iowa State University
April 22 – 10:30 am
Franciscan B

Predictors of Graduate Enrollment in Hard and Soft Academic Disciplines and the Impact of Sex and Ethnicity
Katheryn McAnulty
Assistant Director, Graduate Admissions
University of Louisville
April 23 – 1:45 pm
Yosemite A

COMMUNITY SERVICE PROJECT

As we enter a new decade and continue to be concerned about the state of our economy, we are reminded that there are many people out there who are less fortunate than we are. In planning this year’s Annual Conference in San Francisco, we asked ourselves, “What can we do to help make this a better world?” The answer seemed clear—let’s begin by giving back to our host city. At this year’s conference, we will be reaching out to the San Francisco Food Bank to help provide meals for the less fortunate. This unique community service project provides NAGAP members with an opportunity to engage in one of the most crucial issues that concerns our country every day; participating is as easy as going to the SF Food Bank web site and donating as little as $2. You can also stop by the NAGAP Registration desk and put a cash donation in a San Francisco Food Bank Container. Please join us in supporting the San Francisco community by giving what you can to help meet people’s most basic needs.

http://www.sffoodbank.org/
Click on Donate
Type in “NAGAP” for the organization
SPECIAL EVENTS

Wednesday, April 21
Welcome Reception 6:00 pm – 8:00 pm
Grand Ballroom B
Sponsored by Hobsons, a NAGAP Alliance Circle Partner
Welcome to your first night in the City by the Bay! Don’t miss an evening of engaging conversations, new introductions, and reconnections with old friends in our Exhibit Hall. Come join your fellow NAGAP members and our exhibitors to enjoy some refreshments and view the latest innovations in our field. Exhibitors will be on hand to chat and answer any questions you have about their latest products. A host bar will be available from 6:00 pm – 7:00 pm in the Exhibit Hall – so come early. At 7:00 pm, it will then be a cash bar. NAGAP is proud to welcome Hobsons as its first Alliance Circle Partner and thanks them for sponsoring the Welcome Reception.

Thursday, April 22
Off-site Event 6:30 pm – 9:30 pm
San Francisco Ferry Building
Sponsored by GradSchools.com
The historic San Francisco Ferry Building was first built in 1898 as the city’s transportation center. Its distinctive tower punctuates the waterfront, and since a 2003 renovation, it’s become one of the city’s premiere stops for foodies who love its boutique food shops, restaurants and the weekly farmers market. Inside the San Francisco Ferry Building, open-fronted shops feature Northern California’s boutique, specialty food-makers, including such Bay area standouts as Recchuiti Confections, Cowgirl Creamery’s Artisan Cheese Shop, and McEvoy Ranch Olive Oil. This event, sponsored by GradSchools.com, will be one you won’t want to miss. Join us for a night of fun, networking, and of course, dancing! Hors d’oeuvres, wine and beer are complimentary. Busses will be transporting you to the Ferry Building starting at 6:00 pm departing from the Taylor Street lobby entrance and will run a circle route for the entire time of the event. The last bus will depart the Ferry Building at 9:30 pm. You can also walk if you wish.

Directions to Ferry Building:
- Start out going East on O’Farrell St. toward Mason St.–0.3 miles
- Turn left onto Market St.–0.8 miles
- Cross The Embarcadero
- Arrive at 1 Ferry Building
- If you reach Pier 1, you’ve gone too far.
Friday, April 23
Awards Luncheon 12:00 pm – 1:30 pm
Continental Ballrooms 5-9
Sponsored by IDP Education

Join fellow colleagues for an opportunity to recognize and honor the achievements of some of NAGAP’s outstanding members. The 2010 winners of the Enrollment Management Research Grant for Graduate Students will be announced. Additionally, recognition will be bestowed to NAGAP’s 2010 Distinguished Service, Future Leader, Promotional Excellence, Visionary and Building Bridges Award Winners.

FRIDAY NIGHT OPTIONAL EVENTS
Pick up your tickets at the Registration Booth at the same time you register for the conference.

Major League Baseball – San Francisco Giants
Group departs from Hotel at 5:30 pm by the O’Farrell Street entrance (marked above the lobby doors).
Game starts 7:10 pm
AT&T Park, with its breathtaking views and classic design, was chosen as the 2008 Sports Facility of the Year by Sports Business Journal and Sports Business Daily as part of the inaugural Sports Business Awards program. The first privately financed ballpark in Major League Baseball since 1962, the Giants’ home has many incredible features. Join your fellow NAGAP members, catch a burger, network, have fun, but more importantly, take in America’s pastime and watch the San Francisco Giants play the St. Louis Cardinals.

Directions to Giants Game at AT&T Park:
- Start out going east on O’Farrell St. toward Mason Street – 0.2 miles
- Turn Right onto Stockton St.
- Stockton St becomes 4th St. – 0.9 miles
- Turn left onto King St. – 0.2 miles
- Arrive at 24 Willie Mays Plaza

Beach Blanket Babylon
Show starts 6:30 pm
Steve Silver’s Beach Blanket Babylon, the nation’s longest running musical revue, is packed with hilarious spoofs of pop culture, spectacular costumes, outrageously gigantic hats, and one show-stopping number after another. Over 13,000 performances have been seen by more than 5 million people in the festive, nightclub atmosphere of its 389-seat home at Club Fugazi, in the heart of San Francisco’s North Beach district. Playing to sold-out crowds every night, Snow White continues her fast-paced musical journey around the world in search of her “Prince Charming” and encounters an ever-changing line-up of hilarious political and pop culture characters, including President and Mrs. Obama, Oprah Winfrey, Governor Schwarzenegger, Louis XIV, and Amy Winehouse.
You must be 21 to attend this show and have a photo I.D. to enter. There will be drinks available for purchase (no credit cards, cash only). The show starts at 6:30 pm and runs approximately 90 minutes. The Club Fugazi is located in the heart of San Francisco’s Italian District, so if you want to plan dinner with your friends after the show, there are many excellent choices for restaurants.

Directions to Beach Blanket Babylon:
- Start out going East on O’Farrell St. toward Mason St. – 0.1 miles
- Turn left onto Powell St. – 0.9 miles
- Turn Right onto Green St / Beach Blanket Babylon Blvd.
- Arrive at 678 Green St., Club Fugazi

Night Tour of Alcatraz
Tour starts 6:35 pm

Enjoy a tour of Alcatraz Island after dark on the night tour from San Francisco. Alcatraz has a different look and feel when you make an evening visit to the Island. You’ll enjoy the beauty of a sunset silhouetting the Golden Gate Bridge. You’ll hear interesting stories about the Island’s history and residents. The views of the whole Bay Area lit up at night are truly special. You may even find it a bit spooky.

The Alcatraz Night Tour is a unique program limited to just a few hundred visitors per evening. It includes special programs, tours, and activities not offered during the day. This tour includes: roundtrip ferry transportation, a live boat narration, a guided tour from Dock to Cellhouse, the Cellhouse Audio Tour, a keepsake souvenir brochure, recreation use fee, and a variety of special programs and presentations offered only at night.

The Ferry Boat leaves from Pier 33 and the tour is 2 hours and 40 minutes. There will be a light meal included that you can enjoy in their restaurant. There is indoor and outdoor seating onboard the vessel or at the dock area on Alcatraz Island.

Directions to Night Tour of Alcatraz:
- Start out going east on O’Farrell St. toward Mason St – 0.3 miles
- Turn left onto Market St. – 0.9 miles
- Turn left onto The Embarcadero – 1 mile
- Turn right onto Pier 33

Night Out in the Castro District
7:00 pm

No visit to San Francisco would be complete without a trip to the Castro, San Francisco’s own gay village. The Castro became a hotbed of political activity in the 1970s when a local businessman and gay activist, Harvey Milk, became a City Supervisor. Harvey was one of the first openly-gay politicians in America and fought for equality and basic human rights for gay people. Milk was later assassinated, along with Mayor George Moscone by disgruntled former Supervisor Dan White who beat a double-murder rap with the infamous “Twinkie Defense.” Today, the Castro is more of a party scene than a political one. There are many gay bars in the area and
dancing to loud, pulsing music continues until the wee hours of the morning. Sexuality and diversity of all kinds is celebrated here. We will meet at the Lookout Bar located in the heart of this thriving neighborhood. This popular bar overlooks the heart of the Castro with floor to ceiling windows and a wrap around balcony making it the perfect destination for relaxing with your colleagues and people watching. Food and drinks are included.

Directions to Castro District and Lookout Bar:
Start out going east on O’Farrell St. toward Mason St.
Turn right on Mason St. – 0.2 miles
Turn right onto Market St. – 1.9 miles
Arrive at 3600 16th Street – Lookout Bar

How Globally Diverse Are Your Graduate Programs?

As the world’s largest student placement firm, IDP Education helps U.S. graduate programs enroll high quality candidates from 21 countries.

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Visit www.usa.idp.com, email info.usa@idp.com or call 1.866.443.6211.
NAGAP First-Timers’ Session
Wednesday, April 21, 5:00 pm – 6:00 pm
Imperial Ballroom B

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 introduce you to other newcomers, 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 has expanded the format options for educational session offerings for the 2010 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 between conference attendees, as participants share their experiences and thoughts in a small group setting.

Engage with Panelists: Panels will consist of 4-6 participants presenting topics of expertise and related experience. You’ll hear from a variety of professionals from around the country facing similar situations – a “golden opportunity” to develop professionally!

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 have the opportunity to learn in depth information on a specific product or service that you may be looking at using in your daily work. Similar in structure to a traditional presentation, vendors will have the opportunity to 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 exclusively for networking. There will be approximately 30 minutes in between sessions which you can use to stop by the Resource Center to network with colleagues. Take some time to review promotional materials that your colleagues from other schools have brought for you to bring back home. This will also be the place to look for extra materials you may want to take home with you, to post job announcements, or to leave messages for colleagues.
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 Grand Ballroom B.

Concierge Desk
A concierge service is on-site in the registration lobby of the Hilton San Francisco Union Square to assist you with dinner reservations and other plans for your free time.

Cyber Café
The Cyber Café is one option for checking e-mail and having access to the Internet while at the Annual Conference. Consisting of two computers, look for the Cyber Café kiosks inside the Exhibit Hall. (To reduce lines, don’t forget you also have complimentary Internet access in your sleeping rooms, as well as access via iPhones/Blackberries, etc.)

Closing Brunch
This will feature Kevin Jennings, Assistant Deputy Secretary of Education from the Office of Safe and Drug-Free Schools. Enjoy one last meal with fellow colleagues as we wrap up the NAGAP 2010 Annual Conference. The Annual Conference slide show is the highlight of the closing brunch, but the real reason to attend is for the exciting door prizes. You must be present to win a free conference or PDI registration, a free hotel room at the 2011 Annual Conference host hotel or a free airline ticket (not to exceed $500) to next year’s conference. Learn where we’ll be heading in April 2011—the countdown to next year’s Annual Conference starts today.

Now you can, with the new ETS® Personal Potential Index
The ETS® Personal Potential Index (ETS® PPI) is the first large-scale, quantifiable evaluation of personal attributes for use in graduate admissions. This web-based tool was created through more than a decade of research and provides reliable information about six key attributes that graduate deans and faculty have identified as essential for graduate study:
• Knowledge and Creativity
• Communication Skills
• Teamwork
• Resilience
• Ethics and Integrity
• Planning and Organization

When used with GRE® scores, ETS PPI gives you an even more complete picture of your applicants.

The easy-to-use and informative ETS PPI Evaluation Report complements the information provided by GRE® scores, transcripts and letters of recommendation, helping you make better admissions decisions. GRE General Test registrants can send up to four ETS PPI Evaluation Reports as part of their test fee. The ETS PPI Evaluation Report is provided to institutions at no cost and is accessible through Scorelink® Internet Delivery Service or via traditional paper reports.

Ask your applicants to submit an ETS PPI Evaluation Report as part of their application today.

To learn more, register for a free, one-hour webinar.
www.ets.org/ppi/freewebinars
For more than a decade, Terry W. Hartle has directed ACE’s comprehensive effort to engage federal policy makers on a broad range of issues including student aid, scientific research, government regulation, and tax policy. This work not only involves representation before the U.S. Congress, administrative agencies, and the federal courts, it increasingly includes work on state and local issues of national impact. Given ACE’s historic role in coordinating the government relations efforts of some 60 associations in the Washington-based higher education community, Hartle is widely considered American higher education’s most visible lobbyist.

Before joining the council in 1993, Hartle served for six years as education staff director for the Senate Committee on Labor and Human Resources, then chaired by Sen. Edward M. Kennedy. Before 1987, Hartle was director of social policy studies and resident fellow at the American Enterprise Institute, and a research scientist at the Educational Testing Service. Hartle is quoted widely in both the national and international media on higher education issues, has authored or co-authored numerous articles, books, and national studies, and contributes regular book reviews to The Christian Science Monitor.

Hartle received a doctorate in public policy from The George Washington University in 1982, a master’s in public administration from the Maxwell School at Syracuse University in 1974, and a bachelor’s degree in history (summa cum laude) from Hiram College in 1973. He was awarded an honorary doctor of laws degree by Northeastern University in 1994. He is a member of Phi Beta Kappa, the Garfield Society at Hiram College, and the Hiram College Athletic Hall of Fame.

Andrew Szeri, Dean, Graduate Division, University of California, Berkeley
Patricia Calarco, Dean, Graduate Division, University of California, San Francisco
Ann Hallum, Dean, Graduate School, San Francisco State University

Please join the above Graduate Deans as they discuss what graduate admissions professionals/enrollment managers need to be thinking about in terms of the overall picture, given budget cuts and potential restructuring of graduate and professional education. They will also share their thoughts on the future for domestic and international recruitment, enrollment planning, graduate student support funding, and other issues, as well as what you can do to plan for and implement change successfully and fulfill the academic and professional missions of your colleges and universities.
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. Kevin 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.

Mr. 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.
THANK YOU TO THE 2010 SPONSORS

Your Contributions are Appreciated and Help Make the Conference a Success!

PLATINUM

Thursday Evening Off-Site Event

Wednesday Evening Welcome Reception
NAGAP Alliance Circle Partner

GOLD SPONSORS

Award Networking Lunch

SILVER SPONSORS

Conference Bags

Key Cards

BRONZE SPONSORS

Thursday Afternoon Refreshment Break

Namebadge Lanyards
GUIDE TO EDUCATIONAL SESSIONS

COMMUNICATION/BRANDING

Building A Brand: Selling Your Culture to Prospective Students
Thursday
10:30–11:45 am
Yosemite B

The Best of Both Worlds: Individualized Marketing in a Collaborative Environment
Friday
10:30–11:45 am
Yosemite A

DIVERSITY

Recruitment and Retention on a Shoestring Budget: Maintaining a Commitment to Diversity Under Economic Uncertainty
Thursday
1:45–3:00 pm
Yosemite B

Where Does Diversity Begin? Building the Bridge to Golden Opportunities in Graduate Studies
Friday
10:30–11:45 am
Franciscan D

How to Use McNair and Other Graduate Preparatory Programs to Increase Diversity Among Your Doctoral Students
Saturday
8:45–10:00 am
Franciscan C

ENROLLMENT MANAGEMENT

Adding Personal Value to International Student Success
Thursday
1:45–3:00 pm
Franciscan C

Opportunity to Discuss Issues STEMming in Graduate Enrollment
Thursday
1:45–3:00 pm
Yosemite C

Collaborating for Results in Graduate Student Recruitment: Ideas That Work
Thursday
3:30–4:45 pm
Yosemite C

Five Things You Need to Know to Recruit Military and Veteran Graduate Students
Friday
10:30–11:45 am
Franciscan B

Predictors of Graduate Enrollment in Hard and Soft Academic Disciplines and the Impact of Sex and Ethnicity
Friday
1:45–3:00 pm
Yosemite A

Research-Based Strategies to Improve Yield to Online Programs
Friday
3:30–4:45 pm
Franciscan C

Spanning the U.S. and the Globe: University and Graduate Program Rankings, Their Credibility and Impact on Graduate Admissions
Saturday
8:45–10:00 am
Franciscan B

GRADUATE STUDENT SERVICES

Online Notification of Admission Decisions
Thursday
10:30–11:45 am
Imperial Ballroom A
When “Terminal” is a Good Thing: Domestic Student Persistence in Engineering Graduate School
Thursday 10:30–11:45 am
Franciscan B

Building Technology Bridges in a Decentralized Admissions Environment
Friday 1:45–3:00 pm
Franciscan A

Graduate Student Organizations: Golden Opportunities for Recruitment and Retention
Friday 1:45–3:00 pm
Yosemite C

The ‘Golden Gate-way’ to Effective Graduate Student Services for New Professionals
Friday 3:30–4:45 pm
Yosemite B

HOW TO
Trolls Under Your Bridge? Let Your Info Cross the Chasm Intact!
Thursday 10:30–11:45 am
Franciscan C

Going Green or Seeing Green: Building Bridges to Preserve Resources
Thursday 1:45–3:00 pm
Franciscan B

Working in a Decentralized University: Reaching Through Divisional Fences
Thursday 1:45–3:00 pm
Imperial Ballroom B

Transitioning From Corporate to College: Using Your Marketing Skills and Experience in Graduate Admissions
Thursday 3:30–4:45 pm
Franciscan D

Developing a Graduate Admissions Office: The MacGyver Philosophy
Friday 1:45–3:00 pm
Yosemite B

Strategies for Migrating to a New Student Information System
Friday 1:45–3:00 pm
Franciscan C

Shifting the Paradigm by Thinking Out of the Box: Collaboration and Technology Change with Fordham University’s Graduate Admissions Processing
Friday 3:30–4:45 pm
Franciscan B

INTERNATIONAL/GLOBAL
International Recruiting Strategies That Are Free: Working with EducationUSA
Thursday 10:30–11:45 am
Franciscan A

Emerging Trends in Sponsored Student Programming
Thursday 1:45–3:00 pm
Franciscan A

Comparing Higher Education Systems in Anglophone and Francophone Africa
Thursday 3:30–4:45 pm
Franciscan C
International Marketing at the University of Amsterdam: Insights From Continental Europe
Thursday 3:30–4:45 pm
Franciscan B

Digital Student Data Portability, Transcripts and Diploma Supplement: Beyond Grades and Paper in the U.S. and Europe
Friday 10:30–11:45 am
Franciscan A

ESL Requirements for Graduate Admissions: Bridge or Barrier: Are Changes Needed in the Age of Global Graduate Education?
Friday 1:45–3:00 pm
Imperial Ballroom B

Developments and Trends in the Higher Education Systems of France, Ireland and Spain
Friday 3:30–4:45 pm
Franciscan A

International Talent Acquisition: Is the U.S. Falling Behind, Are Others Catching Up, Or Is Something Else Happening?
Friday 3:30–4:45 pm
Yosemite C

Marketing Your Program Internationally at Minimal Cost
Friday 1:45–3:00 pm
Franciscan D

PERSONAL/PROFESSIONAL DEVELOPMENT

Advancement Primer: Preparation, Positioning, and Priorities for the Experienced Admissions Professional
Thursday 3:30–4:45 pm
Yosemite A

Developing Your Career? Think Outside the Box When There Isn’t Even a Box
Friday 10:30–11:45 am
Imperial Ballroom B

Managing Millenials
Friday 3:30–4:45 pm
Franciscan D

Building a Department from Scratch: Challenges and Rewards
Saturday 8:45–10:00 am
Yosemite A

RECRUITMENT

Developing Off-Campus Cohorts and Managing Growth
Thursday 10:30–11:45 am
Yosemite C

Preventing Stupid Stuff: Extreme Makeover–Web Edition
Thursday 10:30–11:45 am
Yosemite A
Deal or No Deal: Building an Effective Campus Visit Program
Thursday
1:45–3:00 pm
Imperial Ballroom A

Special Challenges of Recruiting at Public Institutions
Thursday
1:45–3:00 pm
Franciscan D

Graduate Student Ambassadors: Build Bridges to Recruitment Goals
Thursday
3:30–4:45 pm
Imperial Ballroom B

Ten Tips to Expand and Diversify Your Application Pool
Thursday
3:30–4:45 pm
Imperial Ballroom A

Recruiting Generation Y: Do’s and Don’ts
Friday
10:30–11:45 am
Imperial Ballroom A

A Bridge Too Far? The Use of a Professional Recruiting Company to Support Cohort Development
Friday
1:45–3:00 pm
Franciscan B

Enticing the Latin American Student to Choose a U.S. Graduate Program
Friday
3:30–4:45 pm
Imperial Ballroom B

Faculty Recommenders: Your Untapped Resource Pool to Increase Campus Visit Effectiveness and Recruitment
Saturday
8:45-10:00 am
Yosemite C

SOCIAL NETWORKING/MEDIA
Integrated Marketing Strategies for the Recruitment of Millennials/GenY: Global Perspectives
Thursday
10:30–11:45 am
Imperial Ballroom B

Facebook 101: An Introduction to Facebook
Thursday
3:30–4:45 pm
Yosemite B

To Tweet or Not to Tweet: The Use of Social Networking in Graduate Enrollment Management
Friday
10:30–11:45 am
Yosemite C

Potential Students’ Perceptions of Facebook Use by Institutions of Higher Education
Friday
1:45–3:00 pm
Imperial Ballroom A

Organic is Good For You Part Two: Social Media Zero to Hero
Friday
3:30–4:45 pm
Yosemite A
Social Media Revolution: Is Your ‘Status’ Updated?
Friday
3:30–4:45 pm
Imperial Ballroom A

Connecting through Social Media:
Moving from Presence to Engagement
Saturday
8:45–10:00 am
Franciscan A

TECHNOLOGY
Recruiting Prospective Graduate Students via Webinar: Hosting a Virtual Information Session
Saturday
8:45–10:00 am
Yosemite B

VENDOR PRESENTATION
The Best Test Keeps Getting Better!
News From the GRE® Program at ETS
Thursday
10:30–11:45 am
Franciscan D

The CRM Revolution in Graduate Recruiting (TargetX)
Thursday
1:45–3:00 pm
Yosemite A

Assessing the Real-Life Language Skills of Non-Native English Speakers (Pearson)
Thursday
3:30–4:45 pm
Franciscan A

Understanding and Using IELTS for Graduate Admissions
Friday
10:30–11:45 am
Franciscan C
### WEDNESDAY, APRIL 21, 2010

#### DAY-AT-A-GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
</table>
| 9:00 am – 3:00 pm | Pre-Conference Institute  
Bridging the Gap: Successful Strategies for the Recruitment and Retention of Underrepresented Graduate Students  
Breakfast and lunch will be served for attendees | Imperial Ballroom A |
| 3:00 pm – 7:00 pm | General Registration Open | Yosemite Foyer |
| 4:00 pm – 5:00 pm | NYGAP (New York) Chapter Meeting  
Midwest NAGAP Chapter Meeting  
BAGAP (Bay Area) Chapter Meeting  
Schools of Education Meeting | Franciscan B  
Franciscan D  
Franciscan C  
Yosemite A |
| 5:00 pm – 6:00 pm | First-Timers’ Session | Imperial Ballroom B |
| 6:00 pm – 8:00 pm | Welcome Reception and Networking in the Exhibit Hall  
Sponsored by Hobsons – Alliance Circle Partner | Grand Ballroom B |

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323 255 2771
ielts@ieltsintl.org

www.ielts.org
www.ieltsusa.org
### THURSDAY, APRIL 22, 2010

#### DAY-AT-A-GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 am – 4:00 pm</td>
<td>Registration Open</td>
<td>Yosemite Foyer</td>
</tr>
<tr>
<td>7:30 am – 9:00 am</td>
<td>Continental Breakfast</td>
<td>Grand Ballroom B</td>
</tr>
<tr>
<td>7:30 am – 4:00 pm</td>
<td>Exhibit Hall Open</td>
<td>Grand Ballroom B</td>
</tr>
<tr>
<td>7:30 am – 4:00 pm</td>
<td>Cyber Café Open</td>
<td>Grand Ballroom B</td>
</tr>
<tr>
<td>8:00 am – 8:45 am</td>
<td>Moderator/Recorder Briefing</td>
<td>Yosemite A</td>
</tr>
<tr>
<td>9:00 am – 9:45 am</td>
<td>Opening Session with Dr. Terry Hartle</td>
<td>Continental Ballrooms 5-9</td>
</tr>
<tr>
<td>10:00 am – 10:30 am</td>
<td>Refreshment Break</td>
<td>Grand Ballroom B</td>
</tr>
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#### BREAKOUT SESSIONS

<table>
<thead>
<tr>
<th>Time</th>
<th>Topic</th>
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<tbody>
<tr>
<td>10:30 am – 11:45 am</td>
<td>Developing Off-Campus Cohorts and Managing Growth</td>
<td>Special Interest Forum</td>
<td>Recruitment</td>
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<td>Integrated Marketing Strategies for the Recruitment of Millennials/GenY: Global Perspectives</td>
<td>Panel</td>
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<td>Building A Brand: Selling Your Culture to Prospective Students</td>
<td>Traditional Presentation</td>
<td>Communication/Branding</td>
<td>All Levels</td>
<td>Yosemite B</td>
<td></td>
</tr>
<tr>
<td>Online Notification of Admission Decisions</td>
<td>Traditional Presentation</td>
<td>Graduate Student Services</td>
<td>Intermediate (2-5 yrs)</td>
<td>Imperial Ballroom A</td>
<td></td>
</tr>
<tr>
<td>When “Terminal” is a Good Thing: Domestic Student Persistence in Engineering Graduate School</td>
<td>Traditional Presentation</td>
<td>Graduate Student Services</td>
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<tr>
<td>The Best Test Keeps Getting Better! News From the GRE® Program at ETS</td>
<td>ETS – Vendor Presentation</td>
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12:00 pm – 1:30 pm

Annual Business Meeting Lunch

Continental Ballrooms 5-9

<p>| BREAKOUT SESSIONS |
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<tbody>
<tr>
<td>1:45 pm – 3:00 pm</td>
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</tr>
<tr>
<td>Opportunity to Discuss Issues STEMming in Graduate Enrollment</td>
<td>Special Interest Forum</td>
<td>Enrollment Management</td>
<td>All Levels</td>
<td>Yosemite C</td>
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<td>Adding Personal Value to International Student Success</td>
<td>Traditional Presentation</td>
<td>Enrollment Management</td>
<td>All Levels</td>
<td>Franciscan C</td>
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<tr>
<td>Recruitment and Retention on a Shoestring Budget: Maintaining a Commitment to Diversity Under Economic Uncertainty</td>
<td>Traditional Presentation</td>
<td>Diversity</td>
<td>All Levels</td>
<td>Yosemite B</td>
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<td>Target X – Vendor Presentation</td>
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<td>Yosemite A</td>
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</table>

### 3:00 pm – 3:30 pm

#### Refreshment Break
Sponsored by IELTS
Grand Ballroom B

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## Advancement Primer: Preparation, Positioning, and Priorities for the Experienced Admissions Professional

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<tr>
<td>Traditional</td>
<td>Personal/Professional Development</td>
<td>Intermediate (2-5 yrs)</td>
<td>Yosemite A</td>
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</tbody>
</table>

## Facebook 101: An Introduction to Facebook

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## Transitioning from Corporate to College: Using Your Marketing Skills and Experience in Graduate Admissions

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<td>Special Interest Forum</td>
<td>Technology</td>
<td>All Levels</td>
<td>Franciscan D</td>
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</table>

### 6:30 pm – 9:30 pm

<table>
<thead>
<tr>
<th>Topic</th>
<th>Presentation Details</th>
<th>Venue</th>
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<tbody>
<tr>
<td>Off-Site Event: Networking, Socializing and Dancing at the Ferry Building</td>
<td>Sponsored by GradSchools.com</td>
<td>San Francisco Ferry Building</td>
</tr>
</tbody>
</table>

## GENERAL NOTES
THURSDAY, APRIL 22, 2010

BREAKOUT SESSIONS

10:30AM – 11:45AM

BUILDING A BRAND: SELLING YOUR CULTURE TO PROSPECTIVE STUDENTS
Traditional Presentation – All Levels
Communication/Branding
Matt Hutter, Director of External Affairs, Claremont Graduate University

This session is designed to introduce effective marketing and branding strategies to those working in graduate education admissions/recruitment. Building a brand and using it effectively is guaranteed to increase awareness, applications and enrollment to any graduate program. The session will introduce strategic branding techniques, methods for evaluating brand effectiveness and instruction on how to effectively build and manage your institution’s brand.

After this session, attendees should know:
• What a brand is and how it works
• How to define and implement a branding strategy
• How to apply basic marketing skills to recruitment initiatives

10:30AM – 11:45AM

DEVELOPING OFF-CAMPUS COHORTS AND MANAGING GROWTH
SIF – All Levels
Recruitment
Sheryl Guse (Schneeberg), Assistant Director of Graduate Admission, Concordia University Wisconsin; Katie Aleshire, Graduate Admission Counselor, Concordia University Wisconsin; Kathy Butler, Assistant Director of Graduate Admission, Concordia University Wisconsin; Mary Eberhardt, Director of Graduate Admission, Concordia University Wisconsin

This session will explore how Universities can develop off-campus cohorts and manage growth. We will lead the discussion by providing an overview of the MBA and off-campus Educational cohorts at Concordia University Wisconsin. Discussion will include benefits of moving programs off-campus and the challenges we are experiencing as our programs and graduate off-campus student population grow. We hope to share ideas with other schools and learn from one another.

10:30AM – 11:45AM

INTEGRATED MARKETING STRATEGIES FOR THE RECRUITMENT OF MILLENNIALS/GEN Y:
GLOBAL PERSPECTIVES
Panel – All Levels
Social Networking/Media
Jeffery Thomas Johnson, Tulane University School of Public Health and Tropical Medicine; Chris Price, MJD Consultancy Ltd; Don O’Neill, International Affairs Manager, Waterford Institute of Technology; Rahul Choudaha, Associate Director of Development & Innovation, World Education Services; Tony Lee, Digital Student Recruitment

This panel discussion will examine marketing and recruitment strategies and techniques for the recruitment of exceptional master’s and doctoral students to graduate degree programs. Panelists will discuss proven tools, technologies, and strategies that are currently being utilized in regards to global marketing and recruitment. Panelists will share marketing, recruitment, and communication plans with attention to the unique differences and special challenges required of a master’s or doctoral applicant as opposed to an undergraduate audience. In addition, panelists will discuss the integration of marketing and recruitment in relationship to overall Graduate Enrollment Management (GEM). Topics to be addressed include; the phenomenon of social networking—effectively reaching the Millennials and GEN Y, online/web marketing, and the importance of graduate and professional school fairs in our global society. Participants will garner a tool-kit of best practices
and lessons learned, from a diverse panel representing a variety of institution types, academic specializations, and degree programs.

10:30AM – 11:45AM  Franciscan A

INTERNATIONAL RECRUITING STRATEGIES THAT ARE FREE: WORKING WITH EDUCATIONUSA
Panel – All Levels  International/Global
Diane Weisz Young, Program Officer, Educational Advising, U.S. State Department; Vijayalakshmi Chellappa, EducationUSA Adviser, U.S. State Department; Nelum Sendadira, EducationUSA Adviser, U.S. State Department

The successful, free resources of U.S. State Department sponsored EducationUSA centers offer tools for effective international student recruitment. Learn how to promote your institution overseas, where to find students who can successfully join your academic community and what students want from an internationally friendly campus. Specific initiatives will be discussed, including the State Department’s Opportunity program for economically disadvantaged students, how EducationUSA is using social media, and how to best connect with EducationUSA in the U.S. and overseas. This session will include a discussion of our best practices and lessons learned from our university partners and EducationUSA advisers. EducationUSA advisers from India, Sri Lanka and other countries sending large numbers of graduate students to the U.S. will participate on this panel.

10:30AM – 11:45AM  Imperial Ballroom A

ONLINE NOTIFICATION OF ADMISSION DECISIONS
Traditional Presentation – Intermediate (2-5 yrs)  Graduate Student Services
Kevin Green, Graduate Admissions Administrator, BYU Graduate Studies; Janice Robinson, Special Projects Coordinator, BYU Graduate Studies; Terilee Hutchings, Admissions Specialist, BYU Graduate Studies

Learn how one university incorporated the Decision Notification module in Apply Yourself (AY) and provided an electronic process for departments to collect enrollment fees. This university had a very robust letter system in their student information system (SIS) and they were able to accommodate all the special admit and deny letters currently generated by admissions into the Decision Notification module. Notification is electronic and secure, thus satisfying applicants’ desire for quick notification and the university’s need for security. Learning objectives:
• Participants will be able to see the AY decision notification system and how it works with a university SIS.
• Participants can view and learn about the process involved in setting up an online notification system.

10:30AM – 11:45AM  Yosemite A

PREVENTING STUPID STUFF: EXTREME MAKEOVER—WEB EDITION
Traditional Presentation – All Levels  Recruitment
Rick Williams, VP for Enrollment Management and Student Services, Loma Linda University; Brian Harris, Executive Director of Web Operations, Loma Linda University; Erin Seheult, Director of School-Based Admissions, Loma Linda University; Shastin Rains, Director of Marketing and Recruitment—Pharmacy, Loma Linda University

In a decentralized system, this website was designed to create a single version of the truth for prospective students. Website development included attention to cohesive branding, leveraging new technologies, web best practices, and creating an infrastructure that allows various departments to have authority over what results in one version of the truth. The session will include how to delicately work through politics, and how to combine technologies that result in prospective students truly understanding our university. This tool communicates and standardizes admissions requirements, financial aid information, possible careers, and university values in a one stop web experience.
10:30AM – 11:45AM

**THE BEST TEST KEEPS GETTING BETTER! NEWS FROM THE GRE® PROGRAM AT ETS**
Vendor Presentation – All Levels

*Dawn Piacentino, Director of GRE Communications and Services, ETS*

Learn all about the plans for the GRE® revised General Test, the latest on the ETS® Personal Potential Index and an update on other initiatives for prospective graduate applicants and score-using institutions. Learning objectives:

- Have an understanding of the latest plans regarding the GRE revised General Test.
- Have an understanding of the new ETS Personal Potential Index, including how it can benefit graduate programs and graduate applicants.
- Have an understanding of the new My Credentials VaultSM service, including how it can benefit letter writers and graduate applicants.

10:30AM – 11:45AM

**TROLLS UNDER YOUR BRIDGE? LET YOUR INFO CROSS THE CHASM INTACT!**
Traditional Presentation – All Levels

*How To James Crane, Assistant Dean, Graduate Studies, Brigham Young University; Claire DeWitt, Graduate Advisement Administrator, Brigham Young University; Kate Mackay, Office Manager, Brigham Young University*

Do you wish you had a direct pipeline to graduate departments? Graduate Studies at Brigham Young University bridges the communication gap with a series of monthly workshops for Graduate Secretaries and Coordinators. We will share our journey with you and show how the dividends have been golden! Learning objectives:

- You can effectively communicate policies and procedures to a large number of graduate departments
- Communication can be fun
- Graduate students benefit when departments and Graduate Studies are truly on the same page

10:30AM – 11:45AM

**WHEN “TERMINAL” IS A GOOD THING: DOMESTIC STUDENT PERSISTENCE IN ENGINEERING GRADUATE SCHOOL**
Traditional Presentation – All Levels

*Kathryn Andre, Graduate Assistant, Engineering Graduate Programs, Iowa State University – 2009 Research Grant Winner*

Recruiting domestic graduate students in engineering is a priority across the United States. During the last ten years the percentage of engineering PhD’s awarded to US citizens declined from 55% to 40%. What motivates domestic students to apply to graduate school in engineering? Once enrolled, what factors encourage persistence to the terminal degree? To gain insight into these questions, a comprehensive “Graduate Student Experience Survey” was emailed to over 700 on-campus engineering graduate students at Iowa State University. Follow-up focus groups and individual interviews with current engineering graduate students were guided by the survey responses. Awareness of the graduate student experience gained from this research can guide graduate student recruitment and retention initiatives. This session is for professionals who are interested in understanding factors affecting graduate student program choice and persistence.

Session attendees will:

- Understand the research processes by which these findings were derived
- Enrich their awareness of the graduate student experience, beginning with the student choice of graduate program and proceeding into their PhD program of study
- Begin to formulate ideas on how this study can be applied to practice at their institution
1:45PM – 3:00PM

ADDING PERSONAL VALUE TO INTERNATIONAL STUDENT SUCCESS
Traditional Presentation – All Levels
Enrollment Management
Wijnand Aalderink, University of Groningen–The Netherlands; Hester Huizinga, Marketing Officer / Senior Exchange Officer, University of Groningen

This presentation is on the use of digital tools in combination with a student mentoring system to help prepare international students for their study in the Netherlands at the University of Groningen, Faculty of Economics and Business. We will be sharing successful experiences we have had in working with so called international student ambassadors who help recruiting, preparing and coaching (prospective) international students. Learning objectives:
- Attendees will gain insight into strategies to actively involve their own students in informing, recruiting and preparing prospective students for their study.
- Attendees will be informed about the value of the (prospective) student’s point of view and their feedback on relevant issues. This provides management information to further develop internationalization, recruitment and student support.

1:45PM – 3:00PM

DEAL OR NO DEAL: BUILDING AN EFFECTIVE CAMPUS VISIT PROGRAM
Traditional Presentation – All Levels
Recruitment
Kim Amendola, Campus Enrollment Director, Palmer College of Chiropractic, Florida Campus

Did you know that the campus visit experience makes the difference between choosing your college over another? This session will help you start up a campus visit program or assist you in assessing and strengthening your current program. Don’t let the visit to your campus keep you from closing the deal! Build an effective team and program that will yield results. Learning objectives:
- How to start and coordinate a prospective campus visit.
- How to strengthen your current program.
- How to recruit students by selling your campus.

1:45PM – 3:00PM

EMERGING TRENDS IN SPONSORED STUDENT PROGRAMMING
Traditional Presentation – All Levels
International/Global
Jordanna Berres-Paul, Program Officer, Institute of International Education; Kristina Stulic, Assistant Director, University Placement Services, Institute of International Education; Jody Lehr, Assistant Director, Rochester Institute of Technology

This presentation will discuss the roles of sponsors, cooperating agencies, and higher education institutions in student programming. We will identify trends in sponsored student programming that include regional and field of study growth areas, changes in desired degree objective, and new target student populations that affect selection processes. We will also identify the challenges that accompany these developments. This session will help institutions formulate strategies for attracting more international sponsored students to their campus. Learning objectives:
- Identify five major trends in sponsored student programming.
- Understand the roles of the sponsor, cooperating agencies, and institutions in sponsored student programs.
- Formulate strategies to attract international sponsored students to their campuses.
GOING GREEN OR SEEING GREEN: BUILDING BRIDGES TO PRESERVE RESOURCES

Traditional Presentation – All Levels

Stacy Gato, Director of Graduate and Professional Admissions, University of New England; Peggy Warden, Associate Director of Graduate Admissions, University of New England

How do we sustain our fiscal and human resources while bringing together recruitment initiatives and processes for programs that rarely interact with one another?

The University of New England has a range of high profile programs like our Doctor of Osteopathic Medicine, Doctor of Pharmacy and Physician Assistant Studies programs that utilize a centralized application service as well as a smattering of small research based Master’s programs and many in-between that use a college or university generic application. In the 2 years since creating a centralized Office of Graduate Admissions, see what strides we’ve made that are applicable to you and your program(s). Our office continues to build bridges across 4 colleges and 2 campuses to help reduce paper, maximize efficiencies and create an environment that enables us to maintain fair and consistent practice for all applicants at the University of New England.

Upon completion of the session attendees will:

• Understand how a recruitment timeline and applicant communication flows increase connectivity between admissions and academic programs as well as applicants
• Identify an infrastructure within his/her office and program(s) to support and begin to implement an electronic application and file review process
• Better understand how (and when) to staff and respond to the varying recruitment needs for unique programs

OPPORTUNITY TO DISCUSS ISSUES STEMMING IN GRADUATE ENROLLMENT

SIF – All Levels

Nicole Sealey, Director, George Mason University/The Volgenau School; Amanda Ostreko, Coordinator of Research and Graduate Programs, Kansas University School of Engineering

This special interest forum is for individuals who specialize in graduate education in science, technology, engineering or mathematics-related programs. Issues affecting enrollment management for STEM (including international and under-represented diversity recruitment, enrollment, and retention) will be discussed. Attendees are encouraged to bring questions and information to share with new and seasoned professionals alike at this forum.

RECRUITMENT AND RETENTION ON A SHOESTRING BUDGET: MAINTAINING A COMMITMENT TO DIVERSITY UNDER ECONOMIC UNCERTAINTY

All Levels

Sophia Agtarap, Counselor, University of Washington, The Graduate School; Cynthia Morales, Assistant Director, GO-MAP, University of Washington

With a focus on diversity in graduate education, this session will discuss how units can maintain effective outreach, recruitment, and retention during a time of economic austerity. How can you keep diversity a priority when budgets are being cut? How can you recruit, when travel budgets have been reduced? How can you compete for and maintain a robust, diverse community of graduate scholars, with limited funding? Representatives from the University of Washington Graduate Opportunities & Minority Achievement Program will discuss these questions and share some of the strategies being implemented by graduate programs to counteract the effects of operating on a strained budget. Initiatives using traditional, web 2.0 (social media), and collaborative strategies will be discussed. Participants are encouraged to share their own best practices.
SPECIAL CHALLENGES OF RECRUITING AT PUBLIC INSTITUTIONS
SIF – All Levels

Janet Newhall, Graduate Student Advisor, UC Berkeley

During bad economic times, it becomes ever more challenging for public institutions to recruit top students. State funds, philanthropy, and investment income are all diminished. Institutions face the risk of faculty ‘brain drain,’ larger classrooms, and fewer funding opportunities for students. Public universities across the country are facing the incredible challenge of meeting their public mission with dramatically diminished resources. What are the special challenges public institutions face? How can we reassure students of the continued quality and stability of the institution? What funding opportunities can students expect? How can we maintain access and affordability? Come discuss these questions and more with colleagues in similar situations.

THE CRM REVOLUTION IN GRADUATE RECRUITING
Vendor Presentation – All Levels

Adrienne Bartlett, Director of Marketing, TargetX; Patrick Kelly, Director of Implementation, TargetX

As colleges feel increasing pressure to build relationships with prospective students, there is a lot of buzz about Customer Relationship Management (CRM) tools that make recruiting more efficient and cost-effective. But the variety and complexity of CRM systems can be daunting for the graduate recruiter who doesn’t have the technical background to make an informed decision. This session will look at the key factors to consider when deciding if it’s time to rely on CRM and which CRM solution is best for your particular needs. TargetX’s Director of Implementation and Director of Marketing will examine the opportunities provided by relationship management, offering the perfect balance of technical background and communications strategy. They will use the Student Recruitment Manager (SRM) to demonstrate many of their points. TargetX’s SRM is a groundbreaking CRM tool that helps colleges manage, integrate and automate the process of student recruitment from the first point of contact through enrollment. With relationship management more critical than ever, now is the ideal time to learn how CRM is revolutionizing the recruitment of graduate students and how you can take advantage of the technology.

The purpose of the session is to help inform attendees of the enormous opportunities and accompanying challenges in adopting a CRM approach to student recruiting. It will cover 10 key considerations in choosing a CRM solution, using TargetX’s Student Recruitment Manager to help guide some of the discussion. The goal is to help NAGAP members better understand the differences among CRM approaches so they can make decisions that best fit their particular needs and circumstances.

WORKING IN A DECENTRALIZED UNIVERSITY: REACHING THROUGH DIVISIONAL FENCES
Panel – All Levels

Catherine Will, Manager, Student Recruitment & Programs, Johns Hopkins University School of Medicine; Anita Cunningham, Admissions Coordinator, Johns Hopkins University School of Medicine; Ashanti Edwards, Sr., Educational Program Coordinator, Institute for NanoBio Technology; Leslie Lichter, Admissions Coordinator, Cellular and Molecular Medicine Graduate Program; Anna Qualls, Graduate Admission Director, Krieger School of Arts & Sciences and Whiting School of Engineering; Kimberly Saunders, Director, Office of Diversity, Bloomberg School of Public Health

One of the challenges at many universities is the very decentralized structure of the university. There are divisional “fences” and may even be huge “divides.” We have been successful in forming teams/partnerships across divisions at Johns Hopkins University in the following areas:
• University Admissions Director Working Group: The group’s mission is to provide guidance and resources to admissions offices university-wide. The UADWG assists divisional, program or department-level offices in identifying, evaluating and prioritizing current and future admissions issues to ensure that admissions offices have the tools they need to make sound decisions.

• Summer Internship Programs: Six summer programs crossing many divisions at Hopkins work together to plan joint activities. Administrators meet to determine program strengths/weaknesses and ways to improve programs both academically and socially, as well as if there are areas where we may be able to cost-share more effectively.

• Recruitment: We coordinate our recruitment efforts with several Hopkins divisions to form a “Hopkins Row” at many national meetings. This allows us to “present a united front” and is also a very effective cost-saving measure. “Campus Conversations in Diversity and Inclusion” is a university-wide diversity training program. Representatives from various divisions of the Hopkins community are now trained to serve as a “diversity education facilitators.”

3:30PM – 4:45PM
ADVANCEMENT PRIMER: PREPARATION, POSITIONING, AND PRIORITIES
FOR THE EXPERIENCED ADMISSIONS PROFESSIONAL
Traditional Presentation – Intermediate (2-5 yrs) Personal/Professional Development
Martha Smiles, SJG—The Spelman & Johnson Group
Just what does it really take to advance your career to the next level? Assistant or Associate Deans/Directors conjuring thoughts of becoming a Dean/Director of Admissions or contemplating a move to a more complex institution will obtain a clear, concise, and actionable set of insights into this question as a representative from a leading higher education search firm delivers this training session. Drawing on years of service to institutions nationwide, the expert will address topics such as trends, tools, types, and tenacity of today’s leader. Session will also include a resume and cover letter review. Learning objectives:

What distinguishes a successful leader from a strong manager or otherwise competent professional

• What are the trends that are impacting the profession and what will that mean for recruiting, hiring, training, and promoting of staff
• How to create a one, five, and ten year plan for professional development and set realistic professional goals and maximizing positive outcomes.

3:30PM – 4:45PM
ASSESSING THE REAL-LIFE LANGUAGE SKILLS OF NON-NATIVE ENGLISH SPEAKERS
Vendor Presentation – All Levels Vendor Presentation
Helene Duvin, Vice President, Americas, Pearson
This session will provide an overview of how new language testing models such as Pearson Test of English Academic (PTEAcademic) are providing more accurate assessments of test takers’ real-life communication skills. First, the session will provide an overview on how integrated test items will require test takers to understand and produce language in ways that mimic day-to-day life. Designing items so that they are task-based provides more comprehensive and authentic measures than “read and recall” items. Second, the session will discuss how the use of materials from multiple media and actual sources, rather than designed solely for the assessment, provides a more accurate measurement of real life language skills. Additionally, items that come from an international corpus deliver a more authentic assessment of test takers who will, inevitably, be faced with media from around the globe. Third, the session will provide information on how this innovative type of assessment can contribute to positive washback in language learning.

• Learn how new testing models can more accurately reflect real life language ability.
• Learn how implementing new assessment models can contribute to positive washback in the language learning industry.
3:30PM – 4:45PM

COLLABORATING FOR RESULTS IN GRADUATE STUDENT RECRUITMENT: IDEAS THAT WORK
SIF – All Levels

Jennifer Jones, Strategic Partner, Shapeshifter
Enrollment Management

Graduate-level programs other than Law, Medicine and Business frequently wrestle with decentralized recruitment functions among their departments, who believe that they are the only ones who know their programs and can recruit for them. Unfortunately, this approach often leads to a serious lag time between prospect-initiated contact and departmental response to the inquiry, which can result in a lost recruitment opportunity. How can we help departments work toward centralized recruitment, while maintaining their identity and autonomy? Let’s explore this often divisive topic.

3:30PM – 4:45PM

COMPARING HIGHER EDUCATION SYSTEMS IN ANGLOPHONE AND FRANCOPHONE AFRICA
Traditional Presentation – Intermediate (2-5 yrs)

Ujjaini Sahasrabudhe, International Education Research Foundation; Tara Wessel, Evaluator, International Education Research Foundation

African higher education has experienced tremendous growth in recent years. While it may be difficult to make generalizations about higher education for a continent as large, complex and diverse as Africa, there are still some similarities and patterns which can be observed. This presentation specifically compares higher education in Anglophone and Francophone African countries in an attempt to demystify these educational systems for U.S. admissions professionals. The presenters will highlight common educational structures within each of these regions, share concrete examples of academic records and qualifications, and provide guidelines and resources for evaluating post-secondary academic credentials. Learning objectives:

Attendees will obtain a better understanding of credentials from Africa through a review of higher education patterns comparing the Anglophone and Francophone systems of learning. Specifically, they will acquire skills to evaluate both traditional and non-traditional postsecondary qualifications from these regions accurately. They will also learn to differentiate between authentic and forged academic records and will obtain resources that will make navigating these educational systems easier.

• Admissions officials will gain skills to provide more informed guidance to international students from Anglophone and Francophone Africa who are considering further education in the United States.

3:30PM – 4:45PM

FACEBOOK 101: AN INTRODUCTION TO FACEBOOK
Traditional Presentation – All Levels

Kristen Sterba, University of Arkansas for Medical Sciences Graduate School
Social Networking/Media

Facebook is the most popular social networking site in the world. Many institutions are now using Facebook as part of their recruitment strategy or to reach out to current students or alumni. This session will introduce attendees to the basics of Facebook. Learning objectives:

• Attendees will also learn how to set up a Facebook page or group.
• Attendees will get an overview of the different social networking sites.
• Attendees will know the difference between a Facebook page and a group.
• Attendees will know how to set up a page or group.

This session will not go into details on the effectiveness of Facebook for recruitment, retention, or outreach to alumni. (See “To Tweet or Not to Tweet” Special Interest Forum for opportunities to discuss use of social networking as part of graduate enrollment management.)
GRADUATE STUDENT AMBASSADORS: BUILD BRIDGES TO RECRUITMENT GOALS

Traditional Presentation – All Levels

Amanda Ostreko, University of Kansas School of Engineering; Anna Paradis, Graduate Student Services Specialist, University of Kansas School of Engineering

The University of Kansas (KU) School of Engineering recently initiated an Engineering Graduate Ambassador program, where current engineering graduate students assist with graduate student recruitment. Graduate ambassadors often represent the School of Engineering at national conferences, and the program has developed into an effective and cost efficient method to recruit students for graduate study. The ambassador program provides the School of Engineering and graduate ambassadors with a “win-win” arrangement: Graduate ambassador benefits include a fellowship and the opportunity to attend major engineering events, which allows them to gain professional career development skills. School of Engineering benefits include the ability to attend more recruitment events and interact with more prospective students, and the opportunity to receive feedback about recruitment efforts from current graduate students. This presentation will highlight how the School of Engineering developed, implemented, and evaluated the ambassador program. Learning objectives:

- How to use current resources (e.g., students) to enhance recruitment efforts
- How to evaluate a graduate ambassador program and other recruitment efforts
- Opportunity to gauge Engineering Graduate Ambassador experience from current ambassador’s perspective

INTERNATIONAL MARKETING AT THE UNIVERSITY OF AMSTERDAM:
INSIGHTS FROM CONTINENTAL EUROPE

Traditional Presentation – Intermediate (2-5 yrs)

Mervin Bakker, University of Amsterdam, Faculty of Economics and Business

In this session, we will find out how a large research intensive university in continental Europe is approaching its international marketing; from the strategic planning phase to the operational stages. We will start by describing the marketing approach of the University of Amsterdam (UvA) and how this relates to modern views on marketing. Secondly, the internal planning process in the UvA will be explained; which stakeholders are involved and how do faculties cooperate with the central departments. The final part consists of a case study on the university’s marketing efforts in China.

TEN TIPS TO EXPAND AND DIVERSIFY YOUR APPLICATION POOL

Traditional Presentation – All Levels

Charles Roboski, Assistant Dean for Admissions and Financial Aid, Michigan State University College of Law

This session will offer 10 tips for expanding your graduate program’s applicant pool. The presenter will draw on his experience at Michigan State’s Law College, where application volume increased this past admissions cycle by more than 700 applications, as well as his experience at several other law programs where he has served as chief admissions officer. In addition to providing an overview of 10 initiatives, the presenter will discuss ways in which he and his staff have tried to measure the impact of new initiatives.
3:30PM – 4:45PM

TRANSITIONING FROM CORPORATE TO COLLEGE: USING YOUR MARKETING SKILLS AND EXPERIENCE IN GRADUATE ADMISSIONS

SIF – All Levels

Robert Harris, Associate Dean, Monroe College–King Graduate School

Presenters will share how skills and experience in direct marketing, product management and New Business Development can be used in Graduate Admissions. How many of you have had careers in corporate (or industry) before transitioning to academia? What was your motivation for the transition? How have you used your practitioner skills in academia? List the skills that marketing practitioners typically have and see what skills are required of admissions professionals to determine if there is any overlap. Come discuss these questions and more with colleagues.

GENERAL NOTES
Need help making sense of international credentials?

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Celebrating 41 years of service
FRIDAY, APRIL 23, 2010

DAY-AT-A-GLANCE

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<td>7:30 am – 4:00 pm</td>
<td>Registration Open</td>
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<tr>
<td>7:30 am – 8:45 am</td>
<td>Continental Breakfast</td>
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<td>7:30 am – 3:00 pm</td>
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<td>8:45 am – 10:00 am</td>
<td>Plenary Session: Graduate Deans’ Panel</td>
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<td>The Future of Graduate Education and Graduate Education Enrollment Management</td>
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<td>10:00 am – 10:30 am</td>
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BREAKOUT SESSIONS

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<td>Special Interest Forum</td>
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<td>The Use of Social Networking in Graduate Enrollment Management</td>
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<td>Think Outside the Box When There Isn’t Even a Box</td>
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<td>Digital Student Data Portability, Transcripts and Diploma Supplement:</td>
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<td>Intermediate (2-5 yrs)</td>
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<td>Beyond Grades and Paper in the U.S. and Europe</td>
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<td>Recruiting Generation Y: Do’s and Don’ts</td>
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<td>Five Things You Need to Know to Recruit Military and Veteran Graduate Students</td>
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<td>Marketing Your Program Internationally at Minimal Cost</td>
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3:00 pm – 3:30 pm

Refreshment Break

Grand Ballroom B

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<td>Developments and Trends in the Higher Education Systems of France, Ireland, and Spain</td>
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**GENERAL NOTES**
10:30AM – 11:45AM  Imperial Ballroom B

DEVELOPING YOUR CAREER? THINK OUTSIDE THE BOX WHEN THERE ISN’T EVEN A BOX
Panel – All Levels  Personal/Professional Development
Donald Resnick, Vice President of Enrollment and Student Services, Dowling College; Kristin Williams, Assistant Vice President for Graduate and Special Enrollment Management, The George Washington University; Christopher Comor, Director of Graduate Enrollment Management Services, The Graduate School, University at Buffalo/State University of New York; Dean Tsantir, Director of Admissions and Recruitment, The Graduate School, University of Minnesota

We all are asked to wear multiple hats. Do you have the ‘wardrobe’ to match those hats? Diversifying your professional experience and contributing to the field of graduate enrollment management can serve you, as well as your institution, well. Engage in dialogue with a panel of graduate enrollment professionals who built their ‘wardrobe’ in successful but different ways.

10:30AM – 11:45AM  Franciscan A

DIGITAL STUDENT DATA PORTABILITY, TRANSCRIPTS AND DIPLOMA SUPPLEMENT: BEYOND GRADES AND PAPER IN THE U.S. AND EUROPE
Traditional Presentation – Intermediate (2-5 yrs)  International/Global
Thomas Black, Associate Vice Provost for Student Affairs, Stanford University; Simone Ravaioli, Kion Spa; Herman de Leeuw, Dienst Uitvoering Onderwijs

Increased mobility and a shift toward competence-based learning are challenging Higher Education systems on a global scale, yet approaches to solving these challenges vary from continent to continent. What seems to be valid across the board is the need to make data about students more meaningful, accessible and portable. This workshop will explore the multi-faceted dimensions of Digital Student Data Portability through the looking glass of two key Higher Education documents—the Transcript of Records in the USA and the Diploma Supplement in Europe. A showcase of relevant experiences already in place today will provide the ground for a comparative discussion on how similar problems have been approached in different cultural, political, legislative contexts but within the same Higher Education domain. Increased mobility facts, challenging credit-recognition procedures, learning outcomes shifts, and competence-driven qualifications will be addressed and overlaid with insights on available tools, existing solutions, best practices along with known issues and possible future solutions in taking Higher Education ‘beyond grades and paper.’ Learning objectives:

Increased knowledge about the different dimensions of Student Data Portability: format definition, exchange processes and storage repositories.

• Awareness of the supporting systems and tools currently used and available in the market.
• Deeper insights in the organizational, technical and normative issues related to the theme.
• Broad overview of existing challenges and opportunities through a truly international perspective.
DOMINATING GOOGLE: PUT YOUR PROGRAM WEBSITE EXACTLY WHERE YOUR NEXT STUDENT IS LOOKING!

Traditional Presentation – All Levels
Marketing
Michael Fleischner, Managing Director, Peterson’s

What should you be focusing on? New media, social media, Facebook, Twitter, Google? If you answered ‘all of the above’ you answered correctly. However, tomorrow’s graduate students are starting with Google. If you’re not ranked in the #1 position for your program, or wonder how to best position your program to leverage social media and more, then this session is for you. You’ll discover the most effective search engine optimization techniques designed to improve your website or web page ranking while effectively promoting your school or program. Learning objectives:

• Learn the importance of search engine optimization.
• Learn how to improve website, or webpage rankings.
• Learn how to use SEO to leverage social media such as Facebook and Twitter.

FIVE THINGS YOU NEED TO KNOW TO RECRUIT MILITARY AND VETERAN GRADUATE STUDENTS

Traditional Presentation – All Levels
Enrollment Management
Sean-Michael Green, Dean, Graduate and Adult Enrollment, Marist College

The Post-9/11 GI Bill brought military and veteran students back to the forefront of enrollment managers. Terms such as Certificate of Eligibility, Yellow Ribbon Program, and “military friendliness” are being tossed about, but many experts are still left wondering exactly how to position their institutions in this new landscape. This session will demystify the new Bill and the process of recruiting graduate students from this market. We will discuss what the Bill really does, how the Yellow Ribbon Program works, which student services are essential for this audience, and how to avoid potential pitfalls when approaching members of this elusive audience. Learning objectives:

• To understand the marketing and recruiting implications of military and veteran financial benefits.
• To explore inexpensive and effective ways to approach military and veteran markets.

RECRUITING GENERATION Y: DO’S AND DON’TS

Traditional Presentation – Advanced (greater than 5 yrs)
Recruitment
Gail Gershon, QS; Peter MacDonald, Head of Graduate Products, QS; Tim Rogers, International Education Consultant

They text instead of talk; they have been using computers since first grade; they expect learning to be fun and they are easily bored if they have to read a lot of text on a page or concentrate on just one task at a time. They are Generation Y or the Net Generation. So how do we connect with them, what are the influences they receive, how can we best present ourselves and/or our graduate programmes to them? This interactive session will look at the key sources of information Generation Y migrate to when deciding where, and how, to achieve a Masters or PhD. Speakers will deliver key findings from cutting edge research and recent surveys. Graduate Admissions professionals will showcase successful, and less successful campaigns. Media agencies will provide an overview of how Generation Y has changed the way the world talks to graduates.

• Why should we change our recruitment methods?
  Answer: We are facing an entirely new generation of students, with different expectations, different ways of absorbing information and different ambitions.
• What is the role of market research?
  Answer: Market research establishes how existing students found out about your institution and how they obtained their information.
• How do you choose the correct recruitment approach?
  Answer: You need to understand what motivates your target audience and match the recruit-
  ment tool their needs.

10:30AM – 11:45AM
THE BEST OF BOTH WORLDS: INDIVIDUALIZED MARKETING IN A COLLABORATIVE
ENVIRONMENT
Traditional Presentation – Intermediate (2-5 yrs)  Communication/Brand mg
Christine Rials, Graduate Marketing Specialist, The George Washington University; Adina
Lav, Director of Graduate Admissions & Marketing, The George Washington University’s
School of Engineering
The George Washington University has increased the quality and resource effectiveness of its
marketing efforts by establishing a centralized, robust customer relationship management system
that enables individual schools and programs to create targeted communications with prospective
graduate students. Central administration works in partnership with the schools, providing training
and best practices, and the schools develop program-specific communication plans that integrate
e-mail, social networking, direct mail, events management, and traditional print and web advertis-
ing. This session will discuss how to work effectively within a challenging environment that merges
centralized and decentralized processes and will include examples of how the schools of education
and engineering have enhanced their marketing efforts.
  • Participants will understand the components of a comprehensive communications plan that
goes beyond email and direct mail.
  • Participants will know how to create a comprehensive communications plan that integrates
    all aspects of marketing/advertising.

10:30AM – 11:45AM
TO TWEET OR NOT TO TWEET: THE USE OF SOCIAL NETWORKING IN GRADUATE
ENROLLMENT MANAGEMENT
SIF – All Levels  Social Networking/Media
Kristen Sterba, Assistant Dean, Graduate Student Recruiting and Retention, University of
Arkansas for Medical Sciences Graduate School
Social networking sites are more popular than ever, and many universities are using sites such as
Facebook or MySpace to reach out to prospective students, current students, and alumni. This
forum will allow participants to discuss what social networks they are using, how they selected those
networks, and how effective they have been. Participants will also discuss the use of blogs as part
of their communication strategy.

10:30AM – 11:45AM
UNDERSTANDING AND USING IELTS FOR GRADUATE ADMISSIONS
Vendor Presentation – All Levels  Vendor Presentation
Beryl Meiron, Executive Director, IELTS International; Andrea Scott, Senior Product Champion,
IELTS International
To ensure non-native speaker students’ academic success, graduate admissions professionals need
in-depth information about English language proficiency exams and how tests fit into the overall
admissions process. This session will focus on an innovative, authentic test of real language abil-
ity across all four language skills, and will provide interactive, hands-on scoring activities using
authentic test materials. The presentation will include multiple aspects of the IELTS academic exam:
format, academic content, band scores, demographic data, and score use at US graduate institu-
tions. Participants will be able to share test use experiences, ask questions and get answers to their
specific questions. Usefulness of scores will be discussed in the context of recruitment and admis-
sions for academic success.
• Participants will 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.
• Participants will be able to match their institutional objectives to applicants who can be academically successful and productive graduate students.

10:30AM – 11:45AM
WHERE DOES DIVERSITY BEGIN? BUILDING THE BRIDGE TO GOLDEN OPPORTUNITIES
IN GRADUATE STUDIES
SIF – All Levels
Leslie Lichter, Academic Program Administrator, Johns Hopkins University

How to reach and retain a diverse environment requires a coordination of efforts on many levels.
• The APPROACH TO THE BRIDGE: High School Programs, mentoring and community outreach to students who have demonstrated an interest in science and biomedical research. Students are encouraged to participate in poster competitions and symposiums. High school students from out of state are hosted by JHU with the goal of imparting successful application criteria to graduate school. Underprivileged students participate in the Hopkins Summer Internship Program (SIP). Six undergraduate summer programs crossing many divisions at JHU work together on joint activities. School of Medicine supports an ongoing relationship with a local minority scholars program. The Post Baccalaureate Program is to provide experiences that will increase the likelihood of success in applying to and competing in a research-based program by under-represented minority and other disadvantaged students.
• CROSSING THE BRIDGE: Retention. Several mechanisms utilized to successfully complete the PhD degree, including tutoring services and peer mentoring to provide support encompassing all areas of the graduate experience.
• BRIDGE TO THE FUTURE: Office of Diversity and Cultural Competence, under Vision 2020 at JHU. The focus is to spearhead diversity initiatives including the recruitment and retention of diverse faculty, staff and students.

1:45PM – 3:00PM
A BRIDGE TOO FAR? THE USE OF A PROFESSIONAL RECRUITING COMPANY TO SUPPORT COHORT DEVELOPMENT
Traditional Presentation – All Levels
John Dezek, Associate Dean, Barry University; Dave Fletcher, Sr. Director for Graduate Admissions, Barry University

How far is too far? The primary question to be addressed is: to what extent should a university go in its quest to recruit students in order to build enrollment? This will be addressed in a point-counterpoint presentation between the university’s centralized graduate admissions office and the specific academic dean’s office. Issues to be addressed include admissions standards, university branding, data access, course scheduling, transparency, expectations, contract negotiations/compensation, and marketing strategies. Attendees will learn the benefits and risks of using a professional recruiting company and will be better able to determine whether this is a bridge they want to cross.
• Attendees will learn the benefits, advantages, and positive aspects of using a professional recruiting company.
• Attendees will learn the risks, disadvantages, and negative aspects of using a professional recruiting company.
• Attendees will acquire sufficient information to make a more informed decision regarding the appropriateness of contracting with a professional recruiting company at their own institution.
Do you work in a decentralized admissions environment? Do you wish you had a way to provide program application requirements to prospective students without sending them to each program’s web site? Do you wish you had an online process to handle your admissions evaluation processes between programs and the Admissions Office? Then learn what Iowa State University is doing to build innovative technology bridges between Admissions, the Graduate College, and programs. We will walk you through a centralized Graduate College Web site (yet updated by each graduate program) that includes information like contacts, Web site links, English proficiency information, and application requirements for over 100 graduate programs at ISU. Then we will demonstrate our Graduate College portal that virtually connects the Office of Admissions, the Graduate College, and graduate programs. Using this portal, programs can download applications from our vendor, use an online admissions evaluation system with workflow capabilities, obtain information about other grading systems, and even discover application processing times from Admissions. Finally, our College of Engineering Director of Graduate Enrollment Management will demonstrate how that college built an additional bridge that allows each of its departments to electronically access and manage its application and admissions processes. Learning objectives:

• Discover an online process that Iowa State University uses to provide a centralized location for program admissions requirements, but allows individual programs to update their own information.
• Demonstration of the Graduate College Admissions Portal, which allows programs to electronically access information and electronically evaluate graduate applications.
• Understand how one college (that receives 20% of all ISU applications) uses an online tool to access application data and evaluate prospective students for admission.

DEVELOPING A GRADUATE ADMISSIONS OFFICE: THE MACGYVER PHILOSOPHY

Keith Ramsdell, Director of Graduate Admissions, Lourdes College

When you were hired for your new position as graduate recruiter, you were so excited. You knew expectations were high, but you were determined to succeed. Unfortunately, it didn’t take long for reality to set in. You arrived that first day to find a hand-written note on your desk from the president that simply read “Go get ‘em.” Upon further examination, you found that the only other contents of the desk were an old stick of gum, a paper clip, and a pencil with the eraser chewed off… not much to work with. So what would MacGyver do under these circumstances? If you started in the past year and this scenario sounds at all familiar, join us to find out! This session will focus on the development of a graduate admissions office, as well as local and regional recruitment strategies. Discussion topics will include who to recruit, what to send them, when to follow-up, where to go for help, and how to close the deal. Personal experiences and strategies that worked – plus a few that didn’t – will be shared by the presenter. Learning objectives:

• Development of a graduate admissions office
• Development of local and regional recruitment strategies
ESL REQUIREMENTS FOR GRADUATE ADMISSIONS: BRIDGE OR BARRIER: ARE CHANGES NEEDED IN THE AGE OF GLOBAL GRADUATE EDUCATION?
Panel – All Levels
International/Global
Daniel Bennett, Assistant Dean, UCLA; Beryl Meiron, Executive Director, IELTS International; Andrea Scott, Senior Product Champion, IELTS International; Greet Provost, Director/Office of International Programs, The University of Mississippi
A panel of experts involved with English as a Second Language (ESL) assessment and the administration of ESL requirements for graduate admissions will discuss changes occurring in higher education throughout the world that impact the English skills and ability of applicants and what, if any, changes may be needed in ESL requirements and administration for best practices in graduate enrollment management.

GRADUATE STUDENT ORGANIZATIONS: GOLDEN OPPORTUNITIES FOR RECRUITMENT AND RETENTION
SIF – All Levels
Graduate Student Services
Colleen Gabauer, Director of Interdisciplinary Graduate Programs, Purdue University
We often think of recruitment before retention, as we need students enrolled in our programs before we can retain them. But once programs are up and running, retention really becomes the primary concern. If retention is solid and promoted appropriately, success in recruitment should follow. The facilitator will detail the primary initiatives of the Purdue University Interdisciplinary Life Science Ph.D. Program (PULSe) Graduate Student Organization to describe how student organizations can contribute to the overall success of the program by benefiting both retention and recruitment. Specific programming activities will be described, along with the amount of coordination and support needed to make the initiative a success.

MARKETING YOUR PROGRAM INTERNATIONALLY AT MINIMAL COST
SIF – Entry Level (less than 2 yrs)
Marketing
Rosie Edmond, Assistant Director of Admissions, American University
This session will focus on marketing strategies for the budget conscious. Attendees will learn best practices on how to maximize your alumni network, advising centers and social networks to their full potential for the purpose of recruiting international students.

POTENTIAL STUDENTS’ PERCEPTIONS OF FACEBOOK USE BY INSTITUTIONS OF HIGHER EDUCATION
Traditional Presentation – All Levels
Social Networking/Media
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
Geographically boundless, Web 2.0 applications such as Facebook transcend the information base of the original World Wide Web design, allowing for real-time relationships among potentially far-flung networks of technologically sophisticated young adults, many of whom hold aspirations for higher education. Driven by the practicalities of a recession economy and lured by the possibilities of an enhanced applicant pool, institutions of higher education have – perhaps precipitously – leapt into the technology of Web 2.0. We will be presenting a review of literature currently available, and the results of a series of focus groups conducted with incoming graduate students at a private higher
education institution. We looked at perceptions regarding the institutions of higher education that use Facebook, an essentially social media, as an outreach and recruiting tool. Do students view these institutions favorably or unfavorably? Do students resent the intrusion of institutions into their social spaces? The authors believe it is time to allow the students’ voices to be heard regarding this subject. Significant attention is paid to factors influencing the move from traditional to online recruitment, identifying important areas for immediate research, and social boundaries as they may relate to the ethics of social media recruitment plans. Learning objectives:

• Review of literature, studies on use of social media in recruitment
• Introduction to student perspectives and influence in social media use in recruitment

1:45PM – 3:00PM

PREDICTORS OF GRADUATE ENROLLMENT IN HARD AND SOFT ACADEMIC DISCIPLINES AND THE IMPACT OF SEX AND ETHNICITY
Traditional Presentation – All Levels

Kate McAnulty, Assistant Director, Graduate Admissions, University of Louisville – 2009
Research Grant Winner

Given the underrepresentation of research on graduate college choice, particularly that which utilizes a national sample of students enrolled in a wide range of institutions of higher education across the United States, this study aims to contribute significantly to the field of graduate access and admissions. Building on the work of Perna (2004) which examined students’ decisions to enroll in graduate school and how those decisions vary by sex and ethnicity, this study uses constructs from Hossler and Gallagher’s 1987 Model of College Choice and data from the most recent follow-up of the Baccalaureate and Beyond Longitudinal Study of 1992-1993 bachelor’s degree recipients (B&B:93/03) to identify predictors of graduate enrollment, while additionally considering enrollment differences between students of various sex and ethnic groups. Descriptive analyses were used to determine the profile of students who enrolled in graduate school as of 2003, while distinguishing between enrollees of hard and soft academic disciplines as categorized by Biglan’s (1973) Classification Model. Logistic regression was used to determine the likelihood of graduate school enrollment, 10 years after the receipt of a bachelor’s degree, and to explore if, and to what degree, sex and ethnicity are predictors of enrollment. Learning objectives:

• Graduate student enrollment trends
• Graduate student demographics
• How both vary depending on academic discipline

1:45PM – 3:00PM

STRATEGIES FOR MIGRATING TO A NEW STUDENT INFORMATION SYSTEM
Traditional Presentation – All Levels

Wendy Lin-Cook, Dean of Adult and Graduate Admission, Felician College; Christopher Allen, Director of Student Information System, Felician College

Migrating to a new student information system is a difficult and often time consuming proposition. Setting up a successful implementation requires the combined efforts of the entire institutional community. This session will begin to discuss the methods and processes that were used to migrate from a homegrown legacy database system to a new industry standard system. Further, the presenters will discuss how these same methods and processes can facilitate your migration. Learning objectives:

• Needs Assessment: What do we have, what do we need?
• Strategies: Decide, commit, act.
• Next Steps: Preparing for immediately after the implementation.
DEVELOPMENTS AND TRENDS IN THE HIGHER EDUCATION SYSTEMS OF FRANCE, IRELAND AND SPAIN

Traditional Presentation – Entry Level (less than 2 yrs)  
Juan Carlos Monroy, World Education Services

Following the Bologna declaration of 1999, the French, Irish, and Spanish education systems have undergone important changes. This session will give participants an understanding of their current systems of higher education structure and legislation and their recent developments. Learning objectives:

At the end of the presentation participants will be familiar with the contemporary structure of higher education in France, Ireland, and Spain.

- The presentation aims to facilitate the understanding of the implementation of structural changes in these countries’ systems of higher education.
- Participants will be able to analyze the implications of contemporary modifications in higher education and their impact in North America.

ENTICING THE LATIN AMERICAN STUDENT TO CHOOSE A U.S. GRADUATE PROGRAM

Panel – Intermediate (2-5 yrs)  
Rosemarie Arens, Regional Education Advising Coordinator, S. America, Fulbright Commission Peru

A Regional Educational Advising Coordinator for South America (Andean Region) and senior EducationUSA Adviser will provide an overview of country specific and regional trends that impact the flow of students from Latin America to U.S. graduate programs. The session will also provide guidance on ways that recruitment in Latin America can be enhanced, as well as information regarding local opportunities to finance graduate study in the U.S. that are available to students in the region. The program will include a statistical overview of where Latin American students are currently enrolled around the world and the factors that are responsible for the current shifts in enrollment.

INTERNATIONAL TALENT ACQUISITION: IS THE U.S. FALLING BEHIND, ARE OTHERS CATCHING UP, OR IS SOMETHING ELSE HAPPENING?

Panel – All Levels  
Daniel Guhr, Managing Director, ICG; Kirk Simmons, Executive Director, University of Arizona

The competition framework for US universities’ international talent acquisition has changed substantially over the last decade. Factors include, amongst others, the 9/11 after-effects, the rise of Asian universities, EU schemes such as Erasmus Mundus, and recently emerging Gulf Region institutions such as KAUST. A benchmark in this context has been the IIE data on international students enrolling in the US. The increase in enrollments in recent years (which appears methodologically somewhat questionable) seems to have come under pressure lately. In contrast, enrollment data from Australia and the UK show sustained gains, while, to make matters more complicated, international enrollments in Germany and France are on the decline. This begs the question: What is the true competitive position of the US? Are others beginning to catch up? Or are we experiencing entirely new dynamics such as a deep fragmentation of and shifts within the international student pool, applicants operating with different information and decision-making parameters than just five years ago, and private providers emerging as credible competitors? This special interest forum is intended to share experiences from around the world. The conveners will reflect on research, publications, and practice.
MANAGING MILLENNIALS
SIF – All Levels  Personal/Professional Development
Alexis Haakonsen, Dean of Graduate Admissions, Sacred Heart University; Kathy Dilks, Associate Dean of Graduate Admissions, Sacred Heart University
We have all read a great deal about recruiting the Millenial student, as they have progressed through their undergraduate studies and are now entering graduate school. But many of us are experiencing the Millenial job applicant now. Recruiting the Millenial has taken such a different approach, managing the Millenial in the work place also requires a new and different approach. Learn from your colleagues about how having Millenials in the work place has changed our hiring and management techniques, and how embracing the creative and tech-savvy Millenials can dramatically improve our marketing and recruitment results.

ORGANIC IS GOOD FOR YOU PART TWO: SOCIAL MEDIA ZERO TO HERO
Traditional Presentation – All Levels  Social Networking/Media
Amy Balliett, SEO Product Manager, All Star Directories
Last year at this time we took a look at SEO to help students find you on Google. As a continuation of that presentation, this year we will look at Social Media Optimization (SMO) and the implications it has for your school. Did you know that Google receives more than 25,000 news posts per hour about social media – and that education is one of the most common subjects being discussed? And did you know that Facebook, Myspace, and YouTube all have dedicated Education channels? If you aren’t tweeting, poking, linking-in or reaching out with some other form of social media, chances are people are talking about your school behind your back. Don’t be a social media outcast! Join the conversation by incorporating an SMO strategy into your graduate student recruitment efforts. In this interactive presentation, we’ll explain how to get involved with SMO to 1) attract more students to your graduate programs and 2) inform and influence the conversations that are happening between current and prospective students. In addition to walking through some real-world examples of schools who are getting it right – and those who could improve – we’ll show some practical applications of how to make SMO work for you.

You will learn how to:
• Differentiate between SEO, SEM and SMO – and why SMO is important to the mix
• Offset the risks with the rewards of implementing an SMO strategy
• Translate SMO Lingo
• Decipher the do’s and don’ts of joining the conversations
• Decide which conversations to join and how to join them
• Get buy-in from stakeholders who are not up-to-snuff with social media and its impact on your school
RESEARCH-BASED STRATEGIES TO IMPROVE YIELD TO ONLINE PROGRAMS
Traditional Presentation – Advanced (greater than 5 yrs) Enrollment Management
Andrew Gansler, President, Prospecting Services Division, EducationDynamics

Choices. Prospective students seeking a graduate education online are now bombarded with choices and the ways in which you respond to them influences whether they choose your institution. Your job is to narrow the field of schools in their consideration set and come out victorious. The tenets revealed throughout the course of this presentation are gleaned from the results of a new survey—‘Prospective Student Enrollment Process Research’—the most comprehensive study of online higher education prospective students to date. As a corollary to consumer behaviors, eLearners.com and GradSchools.com offer the findings of its ‘secret shopping’ report among distance education programs to identify gaps in communication. Collectively, the results of this research comprise profound directives for personnel at online graduate schools charged with attracting and enrolling prospective students in the critical window of communication between initial inquiry and application. Learning objectives:
• Present the findings of recent EducationDynamics research, familiarizing attendees with the emerging preferences of the online learner in the enrollment process.
• Share practical best practices for effective communication with prospective students that result in increased yield; and
• Provide examples of effective enrollment management tactics in practice.

SHifting the Paradigm by Thinking Out of the Box: Collaboration and Technology Change with Fordham University’s Graduate Admissions Processing
Traditional Presentation – All Levels How To
Charlene Dundie, Director of Admissions and Marketing, Fordham University–Graduate School of Arts and Sciences; Linda Horisk, Assistant Dean for Admissions, Fordham University–Graduate School of Education

We are the survivors of a two year technology endeavor that united the admissions procedures of 5 graduate schools at Fordham University. Faced with the challenge of evaluating each school’s separate organizational structure, business practices and cultural norms, we emerged as a cohesive unit, revolutionizing the graduate admissions process. We accomplished this by implementing a seamless data flow from the common Fordham graduate on-line application (AY) to our CRM (Hobsons–Connect), to our system of records (Banner). We will share where we started, where we are now, how many departments of the university were involved, how we managed problems and what successes we accomplished. We can give you the ‘how to’ so you can forge ahead similarly. Learning objectives:
• Ways to communicate within the university as well as with new prospectives.
• Ways to increase staff efficiency.
• Streamlining application processes to meet the economic challenges of today.
3:30PM – 4:45PM
Imperial Ballroom A

SOCIAL MEDIA REVOLUTION: IS YOUR ‘STATUS’ UPDATED?
Traditional Presentation – All Levels
Social Networking/Media
Luis Casas, Director–Marketing, Communications & Recruiting, Florida International University, College of Business Administration – 2009 Promotional Excellence Award Winner
Florida International University’s College of Business Administration won the 2009 NAGAP Promotional Excellence Award for its ‘Uncommon Thinkers’ branding campaign. Join us as we revisit the development of this successful campaign, and how it has now been extended into the world of social media. We will share what has worked and what hasn’t, and engage the audience in an interactive discussion on the advantages and challenges of social media. Learning objectives:
  • What should you consider when deciding on a social media strategy for your school or program.
  • How does the development of social media affect our jobs and organizational structures.

3:30PM – 4:45PM
Yosemite B

THE ‘GOLDEN GATE-WAY’ TO EFFECTIVE GRADUATE STUDENT SERVICES FOR NEW PROFESSIONALS
Traditional Presentation – Entry Level (less than 2 yrs)
Graduate Student Services
Brett DiMarzo, MGH Institute of Health Professions
The entertainment and travel industries have some of the most demanding customers in the world, and companies need to have a professional and courteous staff to meet those demands and create a wonderful service experience. Higher education, especially at the graduate level, has an ever-increasing population of students demanding great service from faculty, staff and administration for the investment they make for their education. This session for newer graduate admissions professionals will explore some of the tips and techniques that companies like the Walt Disney World Resort and Southwest Airlines use to foster an exceptional customer experience and bridge those techniques to graduate higher education. Through discussion, showcasing well publicized best practices of these companies, and a little bit of fun, attendees will hopefully feel inspired and motivated to bring a new outlook on student service back to their offices. From dealing with prospective students at the recruitment table to helping the application process run smoothly, this session will hopefully provide some new ways to approach student service in Graduate Admissions and spark new sense of confidence in newer professionals.

Attendees will be able to:
  • Collect best practices, tips and techniques from top service companies on how to create a great student service experience.
  • Learn to empathize more effectively with their graduate student population in an effort to offer better student service.
  • Share tips with each other on improving student service, and note steps to avoid discovered from experience.
  • Have fun hearing experiences from their colleagues who are new to the profession and share common experiences we have all had as customers to help guide us in our profession.
# Day-at-a-Glance

**8:00 am – 10:00 am**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00 am – 10:00 am</td>
<td>Registration Open</td>
<td>Yosemite Foyer</td>
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**8:00 am – 8:45 am**

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<td>8:00 am – 8:45 am</td>
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## Breakout Sessions

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<tr>
<td>8:45 am – 10:00 am</td>
<td>Connecting through Social Media: Moving from Presence to Engagement</td>
<td>Traditional Presentation</td>
<td>Social Networking/Media</td>
<td>All Levels</td>
<td>Franciscan A</td>
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<td></td>
<td>Spanning the U.S. and the Globe: University and Graduate Program Rankings, Their Credibility, and Impact on Graduate Admissions</td>
<td>Panel</td>
<td>Enrollment Management</td>
<td>All Levels</td>
<td>Franciscan B</td>
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<td>How to Use McNair and Other Graduate Preparatory Programs to Increase Diversity Among Your Doctoral Students</td>
<td>Traditional Presentation</td>
<td>Diversity</td>
<td>All Levels</td>
<td>Franciscan C</td>
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<td>Faculty Recommenders: Your Untapped Resource Pool to Increase Campus Visit Effectiveness and Recruitment</td>
<td>Traditional Presentation</td>
<td>Recruitment</td>
<td>All Levels</td>
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<td>Recruiting Prospective Graduate Students via Webinar: Hosting a Virtual Information Session</td>
<td>Traditional Presentation</td>
<td>Technology</td>
<td>All Levels</td>
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<td>Building a Department From Scratch: Challenges and Rewards</td>
<td>Traditional Presentation</td>
<td>Personal/Professional Development</td>
<td>All Levels</td>
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**10:15 am – 11:30 am**

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<tr>
<td>10:15 am – 11:30 am</td>
<td>Closing Brunch with Kevin Jennings</td>
<td>Grand Ballroom A</td>
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*Recruit, Retain, Rethink, Reshape: Thoughts on How to Redo Admissions for a More Diverse America*
THE #1 NETWORK OF EDUCATION WEBSITES FOR ATTRACTING SERIOUS GRADUATE STUDENTS

- Reach more than 5 million unique visitors per month
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Attend Research-Based Strategies to Improve Yield to Online Programs by Andrew Gansler, President of the Prospecting Services Division of EducationDynamics, on Friday 3:30-4:45 p.m.

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BUILDING A DEPARTMENT FROM SCRATCH: CHALLENGES AND REWARDS
Traditional Presentation – All Levels

Dejon Davis, Director of Graduate Admissions, Point Loma Nazarene University; Pam Estell, Enrollment Counselor, Point Loma Nazarene University; Stephanie Sheffield, Enrollment Counselor, Point Loma Nazarene University

Building a department from scratch is a difficult and overwhelming task for any administrator, especially when trying to build an enrollment department. Because enrollment departments are such a critical and vital part of institutions, the pressure can be great. In the following presentation, we will discuss emotional intelligence; a factor we believe plays a significant role in the professional development and leadership of a brand new team. We will apply emotional intelligence to the workplace and how it relates to the hiring process and personality identification. We will address how to use emotional intelligence to develop a collaborative work culture, including delegation of responsibilities based on strengths as well as conflict management. We will also identify leadership styles and how emotional intelligence aids transformational and servant leaders. We will conclude with outcomes, successes, and challenges that we have experienced and continue to overcome.

Learning objectives:
• How emotional intelligence can assist in creating a positive team culture.
• How incorporating emotional intelligence into different leadership styles can help motivate employees.
• Successes, best practices, and challenges from professionals who have experienced establishing enrollment departments from scratch.

CONNECTING THROUGH SOCIAL MEDIA: MOVING FROM PRESENCE TO ENGAGEMENT
Traditional Presentation – All Levels

Veronica Vergoth, Recruiting Specialist and Admissions Advisor, University of Michigan School of Information

By now we’ve all heard of Facebook, LinkedIn, and Twitter. This session moves beyond introducing these social media tools and looks at what’s next: How do you maximize time spent in these forums to build meaningful connections with your audience? How do you balance your personal and professional engagement? How do you determine when to use what tool? How do you create a unified strategy of connection across the various social media tools? All these questions will be addressed, including an introduction to essential auxiliary tools and habits to streamline the process.

Learning objectives:
• Know what social media tools are the best fit for various audiences (e.g., prospective students, current students, alumni).
• Learn about new tools to streamline the engagement process in social media, including the use of an RSS reader, delicious, bit.ly, blogs, and connecting the content within social media sites.
• What the next steps are after you’ve created a profile within the social media sites to have the greatest engagement impact with your audience.
8:45AM – 10:00AM  Yosemite C

FACULTY RECOMMENDERS: YOUR UNTAPPED RESOURCE POOL TO INCREASE CAMPUS VISIT EFFECTIVENESS AND RECRUITMENT

Traditional Presentation – All Levels

Recruitment

Ann Lara, Recruitment/Placement Coordinator, Claremont Graduate University

Students who make their way into your graduate program come highly recommended by way of letters of recommendation. The faculty contacts on these letters of recommendation are often an untapped pool through which you can build the effectiveness of your campus visits and your overall recruitment strategy. Recommendation thank you notes, graduation announcements, campus visit invitations, student news and scholarship information are several ways to share information about your program with faculty at your feeder school as well as those far and wide! Building traditional faculty databases takes hours of time on the web, using Excel spreadsheets that are often are out-dated within a year of compiling them. Using the student list of recommenders is a fast, easy and meaningful way to start building a relationship with faculty. Come learn some of the ways to communicate with faculty recommenders and start to build your own database!

8:45AM – 10:00AM  Franciscan C

HOW TO USE MCNAIR AND OTHER GRADUATE PREPARATORY PROGRAMS TO INCREASE DIVERSITY AMONG YOUR DOCTORAL STUDENTS

Traditional Presentation – All Levels

Diversity

Curtis Byrd, Director of Special Programs, University of Florida-Undergraduate Affairs

This presentation is an overview of the Ronald E. McNair Post-Baccalaureate Achievement Program and other graduate preparatory programs/conferences (i.e. Louis Stokes Alliance for Minority Participation-LSAMP, Minority Access Research Careers-MARC, and Annual Biomedical Research Conference for Minority Students-ABRCMS) that provide Graduate Schools the opportunity to recruit from a rich and diverse pool of students. These opportunities will assist graduate admissions professionals in diversifying their applicants to include savvy graduate students, who have research backgrounds, ready for the rigors of graduate study. Also, we will provide a listing of all McNair Conferences and conference opportunities that support a comprehensive approach to your recruiting efforts, while going beyond the graduate fair (i.e. attending presentations, participating as judge or moderator). Learning objectives:

• Awareness of minority based, graduate preparatory programs.
• How to work with graduate preparatory programs and bring them to your campus.
• Knowledge of Graduate prep and research based conferences.

8:45AM – 10:00AM  Yosemite B

RECRUITING PROSPECTIVE GRADUATE STUDENTS VIA WEBINAR: HOSTING A VIRTUAL INFORMATION SESSION

Traditional Presentation – All Levels

Technology

Jennifer (Nealie) Tebb, Master of Nutrition Graduate Program Manager, Meredith College

Despite the benefits of face-to-face interaction when recruiting prospective graduate students, the limitations of distance and time confine recruiters to a handful of schools, and limit access to minority students and diverse candidates. Additionally, environments such as graduate fairs rarely allow for communication with large groups of prospects at one time. In an effort to increase program visibility to an upcoming generation of graduate students with a global perspective and willingness to relocate, it is necessary for recruiters to take advantage of the developing technological resources which allow us to extend our reach beyond local, state, and regional boundaries. Utilizing webinar interaction to host virtual information sessions with prospective students in other areas of the country, and internationally, is an cost-effective way to meet the needs, and interests, of this
busy, technologically-savvy generation; increase diversity in graduate programs; and an alternative
distribution method for program promotion.

Attendees will:

- Understand the process of developing a webinar, from the registration process to the
  uploading of materials; and familiarize themselves with the tools available to customize their
  webinar program.
- Identify successful methods for marketing and advertising webinars to long-distance pro-
  ducts, and be able to incorporate powerpoint designs, and presentation techniques, that
  are most effective for virtual communication.
- Effectively utilize the analysis tools, follow-up communication options, and recorded
  webinars to improve upon future virtual communication, and for use in later marketing and
  promotion.

8:45AM – 10:00AM
Franciscan B
SPANNING THE U.S. AND THE GLOBE: UNIVERSITY AND GRADUATE PROGRAM RANKINGS,
THEIR CREDIBILITY AND IMPACT ON GRADUATE ADMISSIONS
Panel – All Levels
Enrollment Management
Daniel Bennett, Assistant Dean, UCLA; Myron Thompson, Associate Provost/Executive Direc-
tor of Graduate School, University at Buffalo/State University of New York; Christiane Roth,
Head of International Recruitment Services, Bocconi University–Milan, Italy

The release of new rankings such as the NRC Assessments of Doctoral Programs, US News and
World Report’s annual rankings or QS World University Rankings seem to be constantly in the news
and are a cause of anxiety and confusion for applicants and colleges and universities. Recently,
CBS MoneyWatch.com released a ranking of the rankings. This session will outline and try to make
some sense of the major rankings for those in the graduate enrollment management community.

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