Dear NAGAP community,

Thanks for making 2011 the best Idealist Grad Fair season ever. Together we traveled to 23 cities; met over 12,000 prospective students; and connected them with 430 unique degree programs that will help them advance their careers in the public good.

We look forward to seeing many of you again in 2012,

The team at idealist.org

Idealist is a nonprofit founded in 1995 to connect people, organizations, ideas, and resources to help build a world where all people can live free and dignified lives.

Free and open to the public, the Idealist Grad Fairs take place each year in cities across North America and connect prospective graduate students with degree programs that will help them make a difference.

idealist.org/gradfairs
idealist.org/gradresources
gradfairs@idealist.org
facebook.com/idealist
twitter.com/idealist

Thank you!
On behalf of the Conference Planning Committee, I am thrilled to welcome you to Austin, Texas—Live Music Capital of the World and home to NAGAP’s 25th Annual Conference! We have worked tirelessly to make this year’s Silver Anniversary conference especially memorable with a rich intellectual and social program. Whether via engaging education sessions, numerous networking outlets or enjoying some local flavor outside the walls of the Hilton, we are excited about all this conference has to offer and hope you are, too!

As we “Transition from Graduate Admissions to Graduate Enrollment Management,” we have crafted a three-day curriculum intended to provide you with a stimulating and relevant professional development experience. Consisting of nearly 60 education sessions (including the return of roundtable discussions in our Special Interest Forums and four Vendor Presentations), we have strived to select a suite of offerings that reflect the changing nature of our field, including the diverse interests, position levels and job responsibilities of our colleagues.

The festivities will commence on Wednesday evening with the Silver Celebration Reception in the Exhibit Hall. Traditionally known as the “Welcome Reception,” this year’s event will be even more festive as we celebrate NAGAP’s birthday while networking with colleagues and exhibitors and enjoying great food and drinks. New additions to this event will include music from a live jazz trio, a photo booth, a celebratory toast in honor of our big birthday and a “25 Giveaways” raffle – make sure you are present so you have a chance to win! We are also encouraging everyone to wear school pride apparel, so I hope you packed something to show your school spirit!

Moving on to the more intellectual, we are delighted to have Dr. Raymund Paredes, Commissioner of Higher Education for the state of Texas, give our keynote address on Thursday morning with a focus on “The Changing Landscape of Graduate Education.” On Friday, we begin with a plenary session featuring Inside Higher Ed’s Founder and Editor, Scott Jaschik, who will discuss “The Top Issues in Graduate Admissions – and Undergraduate Admissions Issues That Will Matter in Graduate Admissions Too” from his perspective as a journalist. To wrap things up at our Closing Brunch, we are thrilled to be joined by Dr. Patricia Nelson Limerick. She will be addressing diversity concerns in U.S. history and their impact on present day society in her talk titled “Steering Knowledge: Accident Prevention on the On-Ramps & Off-Ramps of Graduate Education.”

When you are not in plenary or education sessions, please make time for professional and social networking opportunities, of which there will be many. Whether during the networking luncheon on Thursday, engaging in NAGAP trivia via the Twitter boards, tapping your foot to the beat of the live band at “A Night Under the Lone Star” off-site event, enjoying a night out on the town on Friday evening or in the Networking Lounge and Resource Center during one of the numerous breaks in between education sessions, we hope you will take time to reconnect with old colleagues and develop new ones.
Greetings NAGAP Colleagues and Friends:

On behalf of the members of the NAGAP Governing Board, welcome to the 25th Annual Conference of the National Association of Graduate Admissions Professionals in Austin, Texas. Our conferences are dedicated to continuing the professional growth and development of individuals who work in Graduate Enrollment Management and those who have a strong interest in issues related to higher education. In the past several years, we have expanded our programs to include more sessions for members involved with international relations and economic issues that affect our institutions and technology.

One final item I would like to highlight is our Community Service Project. NAGAP is delighted to continue the tradition of giving back to the local community through its third annual service initiative; this year’s beneficiary is The Austin Project (TAP). TAP’s focus is on the importance of family stabilization as a key to student success, parental engagement as vital to school success and neighborhood participation in schools as a means of revitalizing the community. We will be collecting donations by cash or checks (made payable to The Austin Project) at the Registration Desk. Any donation, no matter how large or small, counts. I ask that you please consider donating and helping young people in Austin have every chance to succeed!

The planning for and execution of this year’s conference would not have been possible without the help of an amazing and committed group of colleagues who also quickly became my friends and confidants. A thousand thanks to my fellow Conference Planning Committee members Renanda Dear, Philip Guerrero, Linda Horisk and Anna Jordan, as well as to NAGAP’s administrative team of Monica Evans-Lombe, Debbie Jennings, Christie Ross and Dana VanMeerhaeghe who supported us every step of the way.

NAGAP depends on the participation and engagement of its members in order to hold its place as the Leader in Graduate Enrollment Management, and your attendance at this conference and involvement throughout the year are paramount in strengthening the foundation of our organization and our impact on the field. As we “Celebrate Silver and Prepare for Gold,” I want to say thank you to each of you for making NAGAP an association in which I am proud to be involved.

Best wishes for a wonderful conference – it’s time to celebrate!

Julia B. Deland
2012 Conference Chair
I want to thank the Conference Chair, Julia Deland of the Harvard Graduate School of Education, and her phenomenal committee – Anna Jordan, Philip Guerrero, Renanda Dear and Linda Horisk – for taking on the enormous task of developing the conference. Supported by TxGAP, they have put together an amazing conference in Texas’ beautiful capital of Austin: home to Texas BBQ, incredible music and wide open skies. We will hear from opening keynote speaker Dr. Raymund A. Paredes, Commissioner of Higher Education, Texas Higher Education Coordinating Board, and closing speaker Dr. Patricia Nelson Limerick. The theme of our plenary session on Friday is “The Top Issues in Graduate Admissions – And Undergraduate Admissions Issues That Will Matter in Graduate Admissions Too,” led by Scott Jaschik. This session is a must for those of you involved with recruiting and retaining quality graduate students.

I wish for you a productive time at the 2012 conference. NAGAP has many ways for members to become involved, including joining a committee, writing articles for e-News or Perspectives, running for election to a two-year board term, proposing an education session for a future conference or moderating or recording a session, to name a few. Joining a chapter is another great way to meet colleagues in your area or discipline, develop collaborative research and attend additional professional development sessions. NAGAP currently has regional chapters in Northern California, New England, Eastern Pennsylvania, the Midwest, the Chesapeake and Potomac area, New Jersey, New York, Texas, and Canada, and special interest chapters for Jesuit schools and schools of Biomedical science.

This conference will continue the tradition of high-quality NAGAP conferences while incorporating new features to enhance your experience. On Wednesday, our Pre-Conference Institute centers on the theme Utilizing Social Media & Emerging Technologies in Graduate Student Recruitment and Admissions: Fantasy, Fads or Fact? This half-day program features panel discussions and presentations on the topics of recruitment, technology and student admission.

Remember to bring plenty of business cards and make a copy of the attendees list, which will be provided electronically. You will be checking off names of people whom you have met throughout the conference. Over the past few years, I have transitioned into new and exciting positions, and it has been my NAGAP colleagues who have consistently provided me with knowledge, support and critiques. I use what I gain from NAGAP conferences daily at Roosevelt University and share my gained knowledge with administrators and staff.

Enjoy the 2012 conference as we “Celebrate Silver and Prepare for Gold!”

Best,

Joanne Canyon-Heller
NAGAP President, 2010-2012
## 2010-2012 NAGAP Governing Board

### Officers

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>Joanne Canyon-Heller</td>
<td>Roosevelt University, Chicago, IL</td>
</tr>
<tr>
<td>Vice President</td>
<td>James N. Crane</td>
<td>Brigham Young University, Provo, UT</td>
</tr>
<tr>
<td>Secretary</td>
<td>Debbie Lesperance</td>
<td>Columbia University, School of Social Work, New York, NY</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Sarah Petrakos</td>
<td>Simmons College, Boston, MA</td>
</tr>
<tr>
<td>Immediate Past President and International Relations Chair</td>
<td>Jeffery T. Johnson</td>
<td>Tulane University, School of Public Health and Tropical Medicine, New Orleans, LA</td>
</tr>
</tbody>
</table>

### Committee Chairs

<table>
<thead>
<tr>
<th>Committee Chair</th>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 Conference Chair</td>
<td>Julia B. Deland</td>
<td>Harvard Graduate School of Education, Cambridge, MA</td>
</tr>
<tr>
<td>2013 Conference Chair</td>
<td>Anna B. Jordan</td>
<td>Marymount University, Arlington, VA</td>
</tr>
<tr>
<td>Education Chair</td>
<td>Daniel J. Bennett</td>
<td>University of California – Los Angeles, Los Angeles, CA</td>
</tr>
<tr>
<td>Publications Chair</td>
<td>Colleen Flynn Thapalia</td>
<td>The College of St. Rose, Albany, NY</td>
</tr>
<tr>
<td>Marketing Chair</td>
<td>Felicia L. Townsend</td>
<td>Dominican University, River Forest, IL</td>
</tr>
<tr>
<td>Membership Chair</td>
<td>Judith Baker</td>
<td>Nazareth College of Rochester, Rochester, NY</td>
</tr>
<tr>
<td>Professional Development Chair</td>
<td>Cammie Baker Clancy</td>
<td>Empire State College, Saratoga Springs, NY</td>
</tr>
<tr>
<td>Research and Global Issues Chair</td>
<td>Kristen Sterba</td>
<td>University of Arkansas for Medical Sciences, Little Rock, AR</td>
</tr>
</tbody>
</table>
2012 CONFERENCE COMMITTEE

NAGAP 2012 Conference Committee Chair
Julia B. Deland
Harvard Graduate School of Education, Cambridge, MA

Assistant 2012 Conference Chair/Conference Chair for 2013
Anna B. Jordan
Marymount University, Arlington, VA

Sponsorships/Exhibits Chair
Renanda Dear
Georgia State University School of Social Work, Atlanta, GA

Education Programming Chair
Linda Horisk
Fordham University Graduate School of Education, New York, NY

On-Site/Special Projects Chair
Philip Guerrero
University of Texas at Austin, Austin, TX

TABLE OF CONTENTS

2010-2012 NAGAP Governing Board 6
2012 Conference Committee 7
25th Anniversary Committee 7
2011 Research Grant & Award Recipients 8
Community Service Project 8

General Information
Special Events 9
Information & Activities 10
Keynote Speaker 12
Friday Plenary Session 13
Closing Brunch Speaker 13
Thank You to the 2012 Sponsors! 15

Guide to Education Sessions 16

Wednesday, April 25, 2012
Day At-A-Glance 21

Thursday, April 26, 2012
Day At-A-Glance 25
Education Sessions 29

Friday, April 27, 2012
Day At-A-Glance 47
Education Sessions 51

Saturday, April 28, 2012
Day At-A-Glance 69
Education Sessions 71
Exhibitors 75
Meeting Room & Hotel Maps 85
2011 RESEARCH GRANT & AWARD RECIPIENTS

The following 2011 Research Grant and Award Recipients will be presenting their information at the days and times noted below:

2011 Graduate Student Enrollment Management Research Grant
(Two Award Winners)

What Matters in Law School?
Assessing Factors Influencing Cumulative Law School GPA
Robert Detwiler
Adviser and Recruiter
Undergraduate and Masters Programs in the College of Business and Innovation
University of Toledo
April 26 – 1:15 pm
Room 415

Merit & Diversity in PhD Admissions: Examining the Dynamics of Faculty Judgment
Julie Renee Posselt
Doctoral Candidate
Center for the Study of Higher and Postsecondary Education
University of Michigan
April 26 – 1:15 pm
Room 417

COMMUNITY SERVICE PROJECT

The Austin Project (TAP) is a non-profit organization created in 1991 by Walt and Elspeth Rostow and other community leaders to act as a catalyst, in collaboration with other community organizations, to improve the lives of children, youth and families. TAP develops and implements innovative ways to help the most vulnerable members of the community overcome the barriers that prevent them from reaching their full potential. Once initiatives are proven effective, TAP encourages their incorporation into appropriate organizations for full-time management, which allows TAP to resume developing new strategies and alliances that will support further needs in the community.

TAP’s focus is on the importance of family stabilization as a key to student success, parental engagement as vital to school success and neighborhood participation in schools as a means of revitalizing the community. For more information on The Austin Project, visit its website – www.theaustinproject.org.

How to Donate

NAGAP will collect donations by cash or checks (made payable to The Austin Project) at the Registration Desk. We ask you to do what you can to help NAGAP support the local community for its third annual community service project.
**Wednesday, April 25**

**Silver Celebration Reception in the Exhibit Hall**

6:00 pm – 8:30 pm  
Governor’s Ballroom – 4th Floor

Celebrate NAGAP’s 25th anniversary by making sure to arrive in time for this “birthday party meets welcome reception” kick-off event! Located in the Exhibit Hall, this year’s festivities will include live jazz music and a photo booth, in addition to refreshments and the opportunity to view the latest innovations in our field. Members are encouraged to sport school pride apparel while networking and socializing with friends old and new. Exhibitors will also be on hand to chat and answer any questions that you have about their latest products.

**Thursday, April 26**

**A Night Under the Lone Star at the Bob Bullock Texas State History Museum**

6:30 pm – 10:00 pm  
**Sponsored in part by Hobsons**

The Bob Bullock Texas State History Museum in downtown Austin tells the “Story of Texas” with three floors of interactive exhibits, the special effects show The Star of Destiny in the Texas Spirit Theater, and Austin’s only IMAX Theatre, featuring the signature large-format film, Texas: The Big Picture. A 35-foot-tall bronze Lone Star sculpture greets visitors in front of the Museum, and a colorful terrazzo floor in the Museum’s rotunda features a campfire scene with enduring themes from Texas’s past. The driving force behind the creation of the Texas State History Museum was former Lieutenant Governor Bob Bullock. The Museum is a division of the State Preservation Board. Join us for an evening of fun, socializing, dancing and networking at the Bob Bullock Texas State History Museum. Enjoy a buffet of delicious hors d’oeuvres, grab a drink or two at the bar, check out NAGAP’s own history exhibit, and connect with friends – on or off the dance floor! A local band will provide entertainment throughout the evening.

Two drink tickets will be provided, and sodas and water will be complimentary. Buses will begin transporting attendees to the Bob Bullock Texas State History Museum beginning at 6:00 p.m. The buses will be running in a circle route for the entire time of the event. You can also walk if you wish as it is about 15 blocks from the Hilton.
Friday, April 27  
**Business Meeting & Awards Luncheon**  
11:45 am – 1:00 pm  
Austin Grand Ballroom Salon FGH – 6th Floor

Join colleagues for an opportunity to hear from NAGAP’s leadership on its accomplishments from the past year and the current state of the organization. Outgoing board members will be honored, and newly elected officers will be introduced. In addition, the 2012 winners of the Enrollment Management Research Grant for Graduate Students will be announced. Recognition will also be bestowed to NAGAP’s 2012 Distinguished Service award winner, as well as Future Leader, Promotion of Excellence, Visionary and Building Bridges award winners.

---

**INFORMATION AND ACTIVITIES**

**NAGAP First-Timers’ Session**  
Wednesday, April 25, 5:00 pm – 6:00 pm  
Austin Grand Ballroom Salon H – 6th Floor

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

**Enhanced Education Sessions**  
In an effort to meet individual learning styles and provide enhanced networking opportunities, NAGAP is again offering various format options for education session offerings for the 2012 Annual Conference.

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

- **Engage** with Panelists: Panels will consist of three to four participants and a moderator. These professionals, from across the country and around the world, discuss the topic at hand and bring perspectives informed by their expertise and related experience.

- **Discover** and learn from Presentations: As in the past, these are educational sessions in which the presenter(s) shares information with a theater-style audience. Presenters are encouraged to integrate media (e.g., PowerPoint, video clips, links to websites) and to engage the audience throughout the course of the session. Presentations should be structured to allow time for audience participation, take-home messages and questions and answers.
Learn what various companies are doing and can offer the field of graduate enrollment management in a Vendor Presentation. This year, you will again have the opportunity to receive in-depth details on a specific product or service that you may be considering using in your daily work. Similar in structure to a presentation, vendors will share with you how a product or service works and how it might address your specific needs.

Networking Lounge and Resource Center

This year, the NAGAP Resource Center is being expanded so that it will also serve as our official “networking lounge.” Located in its own room, this space is ideal for those looking to share or pick up resources, exchange ideas, continue conversations started in education sessions and to connect with colleagues old and new for professional and/or social engagements. Conference attendees were encouraged to bring a modest supply (i.e., approx. 25) of the best promotional materials from their respective schools to share with other attendees. These materials will be available in the Resource Center and Networking Lounge. Additionally, the lounge is where you will find the NAGAP Message Board – the ideal place to post anything from open positions at your institution, to your own interests as a job seeker, to a message for a colleague or a desire to connect with others for a social engagement on Friday evening – to name a few. Just interested in a place to sit down, rest your feet and engage in a casual conversation? The Resource Center and Networking Lounge is the perfect place! Throughout the conference, the lounge will be open to you for any and all of the above purposes – don’t miss it!

Exhibit Hall

Don’t miss the opportunity to see the latest in products and services. Exhibits are open starting Wednesday night at 6:00 pm and then Thursday and Friday from 8:00 am to 4:00 pm in the Governor’s Ballroom.

Concierge Desk

A concierge service is available on-site, and is located in the registration lobby of the Hilton Austin. Hotel staff can assist you with dinner reservations and other plans for your free time.

Closing Brunch

The Closing Brunch features Patricia Nelson Limerick, PhD, Faculty Director and Chair of the Board, Center of the American West, University of Colorado. Enjoy one more meal with fellow colleagues as we wrap up the NAGAP 2012 Annual Conference. In addition to Dr. Limerick’s comments, the closing brunch features the Annual Conference slide show as well as exciting door prizes. Make sure to attend because you must be present to win a free conference or Professional Development Institute registration, a free hotel room at the 2013 Annual Conference host hotel or a free airline ticket (not to exceed $500) to next year’s conference in Orlando, Florida!
KEYNOTE SPEAKER

RAYMUND A. PAREDES, PHD
Commissioner of Higher Education, Texas Higher Education Coordinating Board

The Changing Landscape of Graduate Education

Raymund A. Paredes is the Commissioner of Higher Education at the Texas Higher Education Coordinating Board. Prior to joining the Coordinating Board in July 2004, Dr. Paredes was Vice President for Programs at the Hispanic Scholarship Fund (HSF) where he was responsible for scholarship and outreach programs. Before joining HSF, he was Director of Creativity & Culture at The Rockefeller Foundation from 2001 to 2003.

Dr. Paredes served for 10 years as Vice Chancellor-Academic Development at UCLA where he was a professor of English for more than 30 years. In addition, he served as special assistant to the President of the University of California system from 1998 to 2000 on outreach efforts intended to improve access to higher education for students from educationally disadvantaged communities.

Dr. Paredes currently serves as Chair of Big Brothers Big Sisters’ Nationwide Hispanic Advisory Council, is a member of the NAEP High School Achievement Commission and was named one of Hispanic Business Magazine’s 100 Most Influential Hispanics of 2007. He was appointed by Texas Governor Rick Perry to the Education Commission of the States and also serves on its Advisory Committee for Developmental Studies. He previously served as a trustee of The College Board, on the Board of Directors of the Texas Cultural Trust and as a trustee of Mercy College of New York.

Dr. Paredes was born and raised in El Paso, Texas. After graduation from El Paso High School, he attended The University of Texas at Austin, receiving a BA in English. He served in the U.S. Army for two years, including a 14-month tour with the First Infantry Division in Vietnam. After separation from military service, he resumed his education, receiving a PhD in American Civilization in 1973, once again from The University of Texas at Austin.
FRIDAY PLENARY SESSION

SCOTT JASCHIK
Editor, Founder, Inside Higher Ed

The Top Issues in Graduate Admissions – And Undergraduate Admissions Issues That Will Matter in Graduate Admissions Too

Scott Jaschik, editor, is one of the three founders of Inside Higher Ed. With Doug Lederman, he leads the editorial operations of Inside Higher Ed, overseeing news content, opinion pieces, career advice, blogs and other features. Scott is a leading voice on higher education issues, quoted regularly in publications nationwide, and has published articles on colleges in publications such as The New York Times, The Boston Globe, The Washington Post, Salon and elsewhere. He has been a judge or screener for the National Magazine Awards, the Online Journalism Awards, the Folio Editorial Excellence Awards and the Education Writers Association Awards. Scott served as a mentor in the community college fellowship program of the Hechinger Institute on Education and the Media, of Teachers College, Columbia University. He is a member of the board of the Education Writers Association. From 1999 to 2003, Scott was editor of The Chronicle of Higher Education. Scott grew up in Rochester, New York and graduated from Cornell University in 1985. He lives in Washington, D.C.

CLOSING BRUNCH SPEAKER

PATRICIA NELSON LIMERICK, PHD
Faculty Director and Chair of the Board, Center of the American West, University of Colorado

Steering Knowledge: Accident Prevention on the On-Ramps & Off-Ramps of Graduate Education

Patricia Nelson Limerick is the Faculty Director and Chair of the Board of the Center of the American West at the University of Colorado, where she is also a Professor of History. Dr. Limerick has dedicated her career to bridging the gap between academics and the general public, and to demonstrating the benefits of applying historical perspective to contemporary dilemmas and conflicts. Dr. Limerick was born and
raised in Banning, California, and graduated from the University of California at Santa Cruz in 1972. She received her PhD in American Studies from Yale University in 1980, and from 1980 to 1984 she was an Assistant Professor of History at Harvard. In 1984, Dr. Limerick moved to Boulder to join the History Department of the University of Colorado, where she was promoted to tenured Associate Professor in 1987 and to Full Professor in 1991. In 1985 she published *Desert Passages*, followed in 1987 by her best-known work, *The Legacy of Conquest*, an overview and reinterpretation of Western American history that has stirred up a great deal of both academic and public debate. Dr. Limerick is also a prolific essayist, and many of her most notable articles, including *Dancing with Professors: The Trouble with Academic Prose*, were collected in 2000 under the title *Something in the Soil*.

Dr. Limerick has received a number of awards and honors recognizing the impact of her scholarship and her commitment to teaching, including the MacArthur Fellowship (1995 to 2000) and the Hazel Barnes Prize, the University of Colorado’s highest award for teaching and research (2001). She has served as president of several professional organizations, advised documentary and film projects, and done two tours as a Pulitzer Nonfiction jurist, as well as chairing the 2011 Pulitzer jury in History. She regularly engages the public on the op-ed pages of local and national newspapers, and in the summer of 2005 she served as a guest columnist for *The New York Times*. Dr. Limerick is also known as an energetic, funny and engaging public speaker, sought after by a wide range of Western constituencies that include private industry groups, state and federal agencies and grassroots organizations.

In 1986, Dr. Limerick and CU Law Professor Charles Wilkinson founded the Center of the American West, and since 1995 it has been her primary point of affiliation. During her tenure, the Center has published a number of books, including the influential *Atlas of the New West* (1997), and a series of lively, balanced and to-the-point reports on compelling Western issues, including *What Every Westerner Should Know About Energy* (2003), *Cleaning Up Abandoned Hardrock Mines in the West* (2006), and *What Every Westerner Should Know About Energy Efficiency and Conservation* (2007). The Center’s film, *The Lover’s Guide to the West*, debuted on Rocky Mountain PBS in April 2010.

Limerick and Center staff are currently working on several projects, including a book about the role of the Department of Interior in the West, based on the “Inside Interior” series of interviews hosted by the Center between 2004 and 2006, and an illustrated history of the Denver Water Board. Under her leadership, the Center of the American West serves as a forum committed to the civil, respectful, problem solving exploration of important, often contentious, public issues. In an era of political polarization and contention, the Center strives to bring out “the better angels of our nature” by appealing to our common loyalties and hopes as Westerners.
THANK YOU TO THE 2012 SPONSORS!

Your contributions are greatly appreciated and help make the conference a success!

**PLATINUM SPONSORS**

hobsons.

empowering education professionals

Thursday Evening
Off-Site Reception

**GOLD SPONSORS**

GradSchools.com

Website property of Education Dynamics

Padfolios

**SILVER SPONSORS**

ETS GRE

Conference Bags

**BRONZE SPONSORS**

ETS TOEFL

IELTS

QS

Namebadge Lanyards

Thursday Afternoon Refreshment Break

Thursday Morning Refreshment Break
## Guide to Education Sessions

### Admissions Policies & Processes

<table>
<thead>
<tr>
<th>Session Title</th>
<th>Date</th>
<th>Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>How We Learned to Stop Worrying &amp; Love an Online Admissions System!</td>
<td>Thursday</td>
<td>10:45 – 11:45 am</td>
<td>416</td>
</tr>
<tr>
<td>Merit &amp; Diversity in PhD Admissions: Examining the Dynamics of Faculty Judgment</td>
<td>Thursday</td>
<td>1:15 – 2:15 pm</td>
<td>417</td>
</tr>
<tr>
<td>The GRE® Revised General Test is Here! Understanding &amp; Using GRE® Scores to Make the Best Admissions Decisions</td>
<td>Thursday</td>
<td>2:30 – 3:30 pm</td>
<td>616</td>
</tr>
<tr>
<td>The Paperless Application: From Self-Service Upload of Unofficial Transcripts to Managing the International Clearance Process</td>
<td>Thursday</td>
<td>2:30 – 3:30 pm</td>
<td>417</td>
</tr>
<tr>
<td>Working With Sponsored Student Programs: Transforming Challenges Into Opportunities</td>
<td>Thursday</td>
<td>4:00 – 5:00 pm</td>
<td>404</td>
</tr>
<tr>
<td>How We Learned to Stop Worrying &amp; Love Calculating the CGPA for Admissions</td>
<td>Thursday</td>
<td>4:00 – 5:00 pm</td>
<td>417</td>
</tr>
<tr>
<td>The Role of Graduate Admissions in the Combined &amp; Accelerated Undergraduate/Graduate Programs</td>
<td>Friday</td>
<td>10:45 – 11:45 am</td>
<td>615</td>
</tr>
</tbody>
</table>

### Enrollment Management: How to Use Institutional Data to Determine & Hit Your Targets

- Date: Friday
- Time: 10:45 – 11:45 am
- Room: 400

### The “Right” Student: From Ideal Prospect to Successful Graduate

- Date: Friday
- Time: 10:45 – 11:45 am
- Room: 615

### U.S. vs. E.U. & Other Three-Year Bachelor’s Degree Programs: Defining Substantial Differences in the U.S. Context

- Date: Friday
- Time: 2:30 – 3:30 pm
- Room: 416

### Using the Carrot vs. the Stick in Implementing an Online Application Review Process Within a Decentralized Environment: Lessons Learned

- Date: Friday
- Time: 2:30 – 3:30 pm
- Room: 415

### Maxing Out: Getting the Most of Your Technology Without In-House Tech Support

- Date: Friday
- Time: 2:30 – 3:30 pm
- Room: 417

### Issues in Evaluating Chinese Credentials: Authenticity & Verification of Documentation

- Date: Friday
- Time: 4:00 – 5:00 pm
- Room: 616

### Centralized? Decentralized? Who Cares! How Programs & Central Offices Can Streamline Admissions AND Go Paperless!

- Date: Friday
- Time: 4:00 – 5:00 pm
- Room: 615
Demystifying HIPAA, HiTech & PCI Regulations by Creating an Intuitive & Adoptable Internal Compliance Framework  
Friday 4:00 – 5:00 pm  
Room 404

Faculty/Enrollment Handoffs: Best Practices & Structures for Accepting & Enrolling Graduate Students  
Saturday 8:30 – 9:30 am  
Room 416

CAREER & STAFF DEVELOPMENT

“Pioneering” Your Career Life Cycle  
Thursday 10:45 – 11:45 am  
Room 615

Professional Development in Admissions: Sharing the Wealth  
Thursday 1:15 – 2:15 pm  
Room 615

From Silver Anniversary to Golden Opportunities  
Thursday 2:30 – 3:30 pm  
Room 615

NAGAP Mentoring: Creating Golden Partnerships  
Thursday 4:00 – 5:00 pm  
Room 615

Architecting Your Career: Strategies & Tips for Achieving Professional Success  
Friday 1:15 – 2:15 pm  
Room 616

Experiences From a First-Year Graduate Admissions Professional  
Friday 4:00 – 5:00 pm  
Room 417

Admission Professionals’ Effectiveness in Graduate Enrollment Management  
Saturday 8:30 – 9:30 am  
Room 400

Paying It Forward: The Role of Unit Leadership in Mentoring Staff  
Saturday 8:30 – 9:30 am  
Room 404

GRADUATE STUDENT SUPPORT & FINANCIAL AID

Federal Income-Based Repayment & Loan Forgiveness: You Can Have a Career in Public Service  
Thursday 2:30 – 3:30 pm  
Room 415

Dissertation Boot Camp: Increasing Doctoral Student Graduation Rates  
Friday 10:45 – 11:45 am  
Room 415

If You Fund Them, They Will Come: Funding a Graduate Education in an Economic Down Time  
Friday 2:30 – 3:30 pm  
Room 616

LEGAL & ETHICAL ISSUES

CSI Admissions: Disciplinary & Criminal History of Applicants  
Thursday 10:45 – 11:45 am  
Room 616

A Year in Your Shoes: Spotting (& Avoiding) Legal Issues Throughout the Admission Cycle  
Thursday 1:15 – 2:15 pm  
Room 616

MARKETING & RECRUITMENT

Social Media in International Enrollment Management: Conversations for Conversions  
Thursday 10:45 – 11:45 am  
Room 417

Not Everything Is Bigger in Texas: Small Things That Make a Big Impact on Recruitment Efforts  
Thursday 10:45 – 11:45 am  
Room 400
Using Market Research to Optimize Segmented Communications  
Thursday 1:15 – 2:15 pm  
Room 416

Graduate Webinars for Recruitment & Yield: Take the Journey From Idea to Implementation  
Thursday 1:15 – 2:15 pm  
Room 400

Successful Graduate Admissions & Enrollment in an Undergraduate Culture: Recruitment & Retention Strategies for OUR Target Market  
Thursday 2:30 – 3:30 pm  
Room 400

The Program for Excellence & Equity in Research (PEER): A Vehicle to Recruit & Retain Minority STEM Doctoral Students  
Thursday 2:30 – 3:30 pm  
Room 404

Bringing the SOCIAL to Social Media: Build a Base, Create a Connection!  
Thursday 4:00 – 5:00 pm  
Room 616

Competing on Analytics: What Every Enrollment Management Professional Should Know  
Thursday 4:00 – 5:00 pm  
Room 400

Online Solutions for International Admissions  
Thursday 4:00 – 5:00 pm  
Room 416

Building a Quality Student Ambassador Program  
Thursday 4:00 – 5:00 pm  
Room 415

The EducationUSA-Russia Connection: Attracting & Evaluating Graduate Applicants  
Friday 10:45 – 11:45 am  
Room 417

Personalized Marketing Across Multiple Channels 201: Recruiting Students in the 21st Century (2nd Edition!)  
Friday 1:15 – 2:15 pm  
Room 400

EducationUSA Connect-China 2011: Opportunities to Promote Relationships Between Students, Faculty, Scholars & Universities in the U.S. & China  
Friday 1:15 – 2:15 pm  
Room 415

If I Ran the Zoo (& Graduate Admissions Too!): Stories, Pet Peeves & Other Whimsical Rants  
Friday 2:30 – 3:30 pm  
Room 400

Recruiting With Technology: How to Make the Most of Synchronous, Online Classes  
Friday 2:30 – 3:30 pm  
Room 404

Methods, Metrics & Money: Put Your Marketing Strategy Into Action  
Friday 4:00 – 5:00 pm  
Room 416

Building a Pipeline of Applicants: Developing Relationships With Area Institutions as Feeder Schools to Your Graduate Program  
Friday 4:00 – 5:00 pm  
Room 400

Using Technology & Stakeholders as Keys to Creating Successful Yield Management Strategies  
Saturday 8:30 – 9:30 am  
Room 615
Beating the Funding Crunch: Collaborative Efforts in Graduate Recruiting Makes Sense Out of Shrinking Dollars
Saturday 8:30 – 9:30 am
Room 417B

STUDENT SERVICES
One-Year Graduate Student Orientation With Minimal Expense: Groom Students for Success When They Begin
Thursday 10:45 – 11:45 am
Room 415

What Matters in Law School? Assessing Factors Influencing Cumulative Law School GPA
Thursday 1:15 – 2:15 pm
Room 415

The Silver Bullet Theory: Taking Responsibility for Student Enrollment Post-Admission
Thursday 2:30 – 3:30 pm
Room 416

HUB: A Comprehensive, Graduate-Centric Approach to Student-System Implementation, Support & Evolution
Friday 10:45 – 11:45 am
Room 416

I Speak Graduate School: Negotiating Technology Systems in a World Built for Undergraduates
Friday 1:15 – 2:15 pm
Room 615

ETD: Electronic Theses & Dissertations – Are You There Yet?
Friday 1:15 – 2:15 pm
Room 416

Creating Collaborative Care: Giving Our Students an Interprofessional Education
Friday 1:15 – 2:15 pm
Room 417

Using Data to Shape Your Enrollment Management: The University & School’s Perspective
Friday 2:30 – 3:30 pm
Room 615

Developing Graduate Student Networks: How Intensive Orientation Programming Can Build a Cohort
Friday 4:00 – 5:00 pm
Room 415

VENDOR PRESENTATIONS
Too High or Too Low? Setting the Right IELTS Score for Academic Success
International English Language Testing System (IELTS)
Thursday 10:45 – 11:45 am
Room 404

Best Practices for Best Results: Using TOEFL® & GRE® Test Scores for Admission Decisions
Educational Testing Service (ETS)
Thursday 1:15 – 2:15 pm
Room 404

Get the Latest Candidate Trends & Tips from the GRE® Testing Program
Educational Testing Service (ETS)
Friday 10:45 – 11:45 am
Room 404

Real Facts, Real Expectations: What You Need to Know to Succeed With an Adult & Online Enrollment Marketing Plan
Plattform Higher Education
Friday 1:15 – 2:15 pm
Room 404
Student success starts here

Hobsons’ mission is to bring success to education through every stage of the learning cycle. Our solutions allow educational institutions to develop personalized student success plans, attract and communicate with prospective students, facilitate the application process, and provide guidance and support to current students.

Visit us in NAGAP booth 16P/21P.

For more information, please visit hobsons.com.
# Day at-a-Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 8:30 am</td>
<td>Pre-Conference Institute Registration</td>
<td>Austin Grand Ballroom</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Foyer – 6th Floor</td>
</tr>
<tr>
<td>8:30 am – 9:00 am</td>
<td>Pre-Conference Institute Continental Breakfast</td>
<td>Austin Grand Ballroom</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Salon G – 6th Floor</td>
</tr>
<tr>
<td>9:00 am – 1:30 pm</td>
<td>Pre-Conference Institute Utilizing Social Media &amp; Emerging Technologies in Graduate Student Recruitment &amp; Admissions: Fantasy, Fads or Fact?</td>
<td>Austin Grand Ballroom</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Salon G – 6th Floor</td>
</tr>
<tr>
<td>9:00 am – 3:00 pm</td>
<td>JGAP (Jesuit) Chapter Meeting</td>
<td>Room 408</td>
</tr>
<tr>
<td>11:00 am – 12:50 pm</td>
<td>MAGAP (Midwest) Chapter Meeting</td>
<td>Room 400</td>
</tr>
<tr>
<td></td>
<td>NJ-GAP (New Jersey) Chapter Meeting</td>
<td>Room 402</td>
</tr>
<tr>
<td></td>
<td>TxGAP (Texas) Chapter Meeting</td>
<td>Room 404</td>
</tr>
<tr>
<td>11:30 am – 4:00 pm</td>
<td>BioGAP (Biomedical) Chapter Meeting</td>
<td>Room 414</td>
</tr>
<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Pre-Conference Institute Lunch</td>
<td>Room 412</td>
</tr>
<tr>
<td>1:00 pm – 2:50 pm</td>
<td>NEGAP (New England) Chapter Meeting</td>
<td>Room 400</td>
</tr>
<tr>
<td></td>
<td>CAPGAP (Chesapeake &amp; Potomac) Chapter Meeting</td>
<td>Room 402</td>
</tr>
<tr>
<td></td>
<td>EPA-GAP (Eastern Pennsylvania) Chapter Meeting</td>
<td>Room 404</td>
</tr>
<tr>
<td>3:00 pm – 4:50 pm</td>
<td>NYGAP (New York) Chapter Meeting</td>
<td>Room 400</td>
</tr>
<tr>
<td></td>
<td>BAGAP (Bay Area) Chapter Meeting</td>
<td>Room 402</td>
</tr>
<tr>
<td></td>
<td>CAGAP (Canada) Chapter Meeting</td>
<td>Room 404</td>
</tr>
<tr>
<td>4:00 pm – 7:00 pm</td>
<td>General Registration Open</td>
<td>Austin Grand Ballroom</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Foyer – 6th Floor</td>
</tr>
<tr>
<td>5:00 pm – 6:00 pm</td>
<td>First-Timers’ Session</td>
<td>Austin Grand Ballroom</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Salon H – 6th Floor</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Location</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
<td>----------------------</td>
</tr>
</tbody>
</table>
| 6:00 pm - 8:30 pm | Silver Celebration Reception in the Exhibit Hall  
Celebration of NAGAP’s 25th Anniversary and Networking with the Exhibitors | Governor’s Ballroom – 4th Floor |
## THURSDAY, APRIL 26, 2012

### DAY AT-A-GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 4:00 pm</td>
<td>Registration Open</td>
<td>Austin Grand Ballroom – Foyer – 6th Floor</td>
</tr>
<tr>
<td>8:00 am – 4:00 pm</td>
<td>Exhibit Hall Open</td>
<td>Governor’s Ballroom – 4th Floor</td>
</tr>
<tr>
<td>8:00 am – 8:45 am</td>
<td>Continental Breakfast in the Exhibit Hall</td>
<td>Governor’s Ballroom – 4th Floor</td>
</tr>
<tr>
<td>8:00 am – 8:45 am</td>
<td>Moderator/Recorder Briefing</td>
<td>Room 602</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Opening Session with Raymund A. Paredes, PhD</td>
<td>Austin Grand Ballroom – Salons FGH – 6th Floor</td>
</tr>
<tr>
<td>10:00 am – 10:30 am</td>
<td>Refreshment Break in the Exhibit Hall</td>
<td>Governor’s Ballroom – 4th Floor</td>
</tr>
</tbody>
</table>

### EDUCATION SESSIONS

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Description</th>
<th>Format</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:45 am – 11:45 am</td>
<td>CSI Admissions: Disciplinary &amp; Criminal History of Applicants</td>
<td>Panel</td>
<td>Room 616</td>
</tr>
<tr>
<td>1B</td>
<td>“Pioneering” Your Career Life Cycle</td>
<td>Presentation</td>
<td>Room 615</td>
</tr>
<tr>
<td>1C</td>
<td>How We Learned to Stop Worrying &amp; Love an Online Admissions System!</td>
<td>Presentation</td>
<td>Room 416</td>
</tr>
<tr>
<td>1D</td>
<td>One-Year Graduate Student Orientation With Minimal Expense: Groom Students for Success When They Begin</td>
<td>Presentation</td>
<td>Room 415</td>
</tr>
<tr>
<td>1E</td>
<td>Social Media in International Enrollment Management: Conversations for Conversions</td>
<td>Presentation</td>
<td>Room 417</td>
</tr>
<tr>
<td>1F</td>
<td>Not Everything Is Bigger in Texas: Small Things That Make a Big Impact on Recruitment Efforts</td>
<td>Presentation</td>
<td>Room 400</td>
</tr>
</tbody>
</table>
### 11:45 am – 1:00 pm

**Networking Luncheon**

Austin Grand Ballroom Salons
FGH – 6th Floor

---

<table>
<thead>
<tr>
<th>1G</th>
<th>Too High or Too Low? Setting the Right IELTS Score for Academic Success</th>
<th>Vendor Presentation</th>
<th>Room 404</th>
</tr>
</thead>
</table>

---

<table>
<thead>
<tr>
<th>11:45 am – 1:00 pm</th>
<th>1:15 pm – 2:15 pm</th>
</tr>
</thead>
</table>

#### EDUCATION SESSIONS

**1:15 pm – 2:15 pm**

<table>
<thead>
<tr>
<th>2A</th>
<th>Professional Development in Admissions: Sharing the Wealth</th>
<th>Special Interest Forum</th>
<th>Room 615</th>
</tr>
</thead>
<tbody>
<tr>
<td>2B</td>
<td>A Year in Your Shoes: Spotting (&amp; Avoiding) Legal Issues Throughout the Admission Cycle</td>
<td>Presentation</td>
<td>Room 616</td>
</tr>
<tr>
<td>2C</td>
<td>What Matters in Law School? Assessing Factors Influencing Cumulative Law School GPA</td>
<td>Presentation</td>
<td>Room 415</td>
</tr>
<tr>
<td>2D</td>
<td>Using Market Research to Optimize Segmented Communications</td>
<td>Presentation</td>
<td>Room 416</td>
</tr>
<tr>
<td>2E</td>
<td>Graduate Webinars for Recruitment &amp; Yield: Take the Journey From Idea to Implementation</td>
<td>Presentation</td>
<td>Room 400</td>
</tr>
<tr>
<td>2F</td>
<td>Merit &amp; Diversity in PhD Admissions: Examining the Dynamics of Faculty Judgment</td>
<td>Presentation</td>
<td>Room 417</td>
</tr>
<tr>
<td>2G</td>
<td>Best Practices for Best Results: Using TOEFL® &amp; GRE® Test Scores for Admission Decisions</td>
<td>Vendor Presentation</td>
<td>Room 404</td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th>2:30 pm – 3:30 pm</th>
<th>3A</th>
<th>From Silver Anniversary to Golden Opportunities</th>
<th>Special Interest Forum</th>
<th>Room 615</th>
</tr>
</thead>
<tbody>
<tr>
<td>3B</td>
<td>The GRE® Revised General Test is Here! Understanding &amp; Using GRE® Scores to Make the Best Admissions Decisions</td>
<td>Panel</td>
<td>Room 616</td>
<td></td>
</tr>
<tr>
<td>3C</td>
<td>The Silver Bullet Theory: Taking Responsibility for Student Enrollment Post-Admission</td>
<td>Presentation</td>
<td>Room 416</td>
<td></td>
</tr>
<tr>
<td>3D</td>
<td>Federal Income-Based Repayment &amp; Loan Forgiveness: You Can Have a Career in Public Service</td>
<td>Presentation</td>
<td>Room 415</td>
<td></td>
</tr>
<tr>
<td>Session</td>
<td>Title</td>
<td>Type</td>
<td>Room</td>
<td></td>
</tr>
<tr>
<td>---------</td>
<td>----------------------------------------------------------------------</td>
<td>------------</td>
<td>--------</td>
<td></td>
</tr>
<tr>
<td>3E</td>
<td>The Paperless Application: From Self-Service Upload of Unofficial Transcripts to Managing the International Clearance Process</td>
<td>Presentation</td>
<td>Room 417</td>
<td></td>
</tr>
<tr>
<td>3F</td>
<td>Successful Graduate Admissions &amp; Enrollment in an Undergraduate Culture: Recruitment &amp; Retention Strategies for OUR Target Market</td>
<td>Presentation</td>
<td>Room 400</td>
<td></td>
</tr>
<tr>
<td>3G</td>
<td>The Program for Excellence &amp; Equity in Research (PEER): A Vehicle to React &amp; Retain Minority STEM Doctoral Students</td>
<td>Presentation</td>
<td>Room 404</td>
<td></td>
</tr>
</tbody>
</table>
| 3:30 pm – 4:00 pm | Refreshment Break in the Exhibit Hall  
Sponsored in part by IELTS |           | Governor’s Ballroom – 4th Floor |

### EDUCATION SESSIONS

<table>
<thead>
<tr>
<th>Session</th>
<th>Title</th>
<th>Type</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>4A</td>
<td>Bringing the SOCIAL to Social Media: Build a Base, Create a Connection!</td>
<td>Presentation</td>
<td>Room 616</td>
</tr>
<tr>
<td>4B</td>
<td>NAGAP Mentoring: Creating Golden Partnerships</td>
<td>Presentation</td>
<td>Room 615</td>
</tr>
<tr>
<td>4C</td>
<td>Competing on Analytics: What Every Enrollment Management Professional Should Know</td>
<td>Presentation</td>
<td>Room 400</td>
</tr>
<tr>
<td>4D</td>
<td>Online Solutions for International Admissions</td>
<td>Presentation</td>
<td>Room 416</td>
</tr>
<tr>
<td>4E</td>
<td>Building a Quality Student Ambassador Program</td>
<td>Presentation</td>
<td>Room 415</td>
</tr>
<tr>
<td>4F</td>
<td>Working With Sponsored Student Programs: Transforming Challenges Into Opportunities</td>
<td>Presentation</td>
<td>Room 404</td>
</tr>
<tr>
<td>4G</td>
<td>How We Learned to Stop Worrying &amp; Love Calculating the CGPA for Admissions</td>
<td>Presentation</td>
<td>Room 417</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 6:30 pm – 10:00 pm | A Night Under the Lone Star at the Bob Bullock Texas State History Museum  
Sponsored in part by Hobsons |
“Like a Live interview…only digital”

How It Works
• Colleges create the questions.
• Students answer them via video.
• Colleges review, sort and rate them in a private and secure account.
• Easy to use!

“Our experience was not only positive, but yielded results for us. Your product is great and your people simply terrific.”

NY LAW SCHOOL

Graduate Program Benefits
• Create access and equity for students unable to interview on campus.
• Allows institutions to organically experience an applicant’s English language skills.
• Drastically reduces recruitment travel budgets.
• Aids in comprehending a student’s non-cognitive abilities.

Visit Us at Booth # 58!

LikeLive.com is a subsidiary of ETS®
10:45 am – 11:45 am Room 616 1A

CSI ADMISSIONS: DISCIPLINARY & CRIMINAL HISTORY OF APPLICANTS
Panel All Levels Legal & Ethical Issues
Linda Horisk, Assistant Dean for Admissions and Enrollment Management, Fordham University Graduate School of Education; Kate McConnell, Director of Admissions and Retention, Graduate Arts and Sciences, St. Joseph's University; Lisa Chiara Coia, Assistant Director, Graduate Enrollment Management, The Graduate School, University at Buffalo; James Vaseleck, Senior Director, Public Affairs & Deputy General Counsel, Law School Admission Council; Christopher Connor, Assistant Dean, Graduate Enrollment Management Services, University at Buffalo

Given the concerns among colleges and universities about campus safety, admissions staffs are often compelled to develop policies and procedures for applicant disclosure of disciplinary and criminal histories, as well as investigate and evaluate the disclosures. A heightened level of concern and responsibility exists for graduate schools that prepare students for state certification, licensure or admittance to the bar. In response to NAGAP’s call for ideas survey and discussions among our colleagues at their chapter and NAGAP meetings and conferences about disciplinary and criminal history of applicants, a survey was developed by the Jesuit Graduate Admissions Professionals (JGAP) chapter and administered to the JGAP constituency as well as other NAGAP chapters. This panel of graduate admissions professionals will target key topics identified in the survey such as development of disciplinary/criminal history questions for your applications, process for investigating disclosures and the possible impact on admissions decisions, best practices and lessons learned from current practices and legal issues to be considered when developing and executing a policy.

10:45 am – 11:45 am Room 615 1B

“PIONEERING” YOUR CAREER LIFE CYCLE
Presentation All Levels Career & Staff Development
Joshua LaFave, Director of Graduate Enrollment, Syracuse University; Kristen Trapasso, Director of Graduate Admissions, LeMoyne College

There are numerous influences that interact within the realm of our professional careers. The perceived significance of these influences shapes the decisions we make in a continual search for professional equilibrium. There are perceived career life cycles of an enrollment management professional that planned research is anticipated to confirm. There are internal and external influences that affect a professional’s level of personal and professional commitment to the job and the motivation for excelling. As the professional life cycle advances, influences for success change altering one’s internal stability. Other issues and questions to explore: 1) If one changes jobs within the profession, does he or she begin the life cycle again? 2) Is there an established track? 3) Are the levels in the cycle different if the “subject” considers his or her employment “just a job” or a career? 4) What do people do with the information about these life cycles?

Learning Objectives:
• Provide awareness and knowledge of the life cycle and decisions we make based upon internal and external influences to find and maintain a personal and professional equilibrium.
• Provide components of developing a strategic career trajectory.
• Identify realistic goals as a professional without compromising personal goals.
10:45 am – 11:45 am Room 416 1C

HOW WE LEARNED TO STOP WORRYING & LOVE AN ONLINE ADMISSIONS SYSTEM!
Presentation All Levels Admissions Policies & Processes
Ann Bruno, Manager, Student Services and Graduate Enrollment, Rensselaer Polytechnic Institute; George Robbins, Director of Graduate Admissions, Rensselaer Polytechnic Institute

We all agree that a paperless review system is the way to go, but convincing everyone, including faculty, of the necessity to do so can be a daunting task. Good news; it IS possible! Come hear how Rensselaer Polytechnic Institute designed and implemented an online application review and decision-making system that not only works for the admissions office and academic programs, it is also widely accepted, and universally liked, by every constituency. Learn how Rensselaer’s new system contributed to increased efficiency and improved the overall quality of accepted students. Rensselaer’s Director of Graduate Admissions and Department Coordinator of the largest academic department share the “do’s and don’ts” of system design and implementation discovered on their journey to a paperless graduate application processing and review system.

Learning Objectives:
• Identify the do's and don'ts of getting cross-campus buy-in from all potential users, including faculty.
• Discuss the 90/10 rule and its application to system design and implementation.
• Discuss how careful design and implementation planning lead to increased process efficiency and overall quality of admitted students.

10:45 am – 11:45 am Room 415 1D

ONE-YEAR GRADUATE STUDENT ORIENTATION WITH MINIMAL EXPENSE: GROOM STUDENTS FOR SUCCESS WHEN THEY BEGIN!
Presentation All Levels Student Services
Diane Cook, Director of Graduate Student Activities, University of Arkansas

Graduate students are the least informed of any incoming university students. Many don’t really understand what is involved in earning a graduate degree. Several groups support graduate students—the graduate school, the student’s department/program and other graduate students—but the people who might inform incoming graduate students all assume someone else is doing this. For students to successfully complete their degree, the first year of their program is critical, and you can provide the most important information they need during this year. This presenter will tell you how to provide your graduate students with the most important information from orientation through the first year, show you how to cost-share to keep the expenses down and give you many useful references to take home with you.

Learning Objectives:
• Produce an in-person orientation for graduate students at minimal cost.
• Build on orientation with seminars through the first year.
• Measure the success of your events with survey instruments and focus groups.
• Gain resources you can use in the process of developing orientation and seminars.

10:45 am – 11:45 am Room 417 1E

SOCIAL MEDIA IN INTERNATIONAL ENROLLMENT MANAGEMENT: CONVERSATIONS FOR CONVERSIONS
Presentation All Levels Marketing & Recruitment
Rahul Choudaha, Director of Research and Advisory Services, World Education Services; Jeffery Johnson, Associate Dean for Admissions and Student Affairs, Tulane University School of Public Health and Tropical Medicine; Marty Bennett, EducationUSA Outreach Coordinator, Institute of International Education; Adina Lav, Director, Graduate Admissions, The George Washington University’s School of Engineering & Applied Science

International enrollment management is becoming integral to the financial health of many institutions, not to mention its centrality to campus internationalization. At the same time, it is costly, complex and competitive to recruit international students in an environment of
fast-evolving channels like social media. This session, grounded in research related to the
decision-making process of international students, will provide actionable insights for
engaging prospective international students in meaningful and effective conversations using
social media.

**Learning Objectives:**
- Relate to the importance of social media in the context of international enrollment
  management.
- Identify relevant social media tools for international enrollment management.
- Discuss proven cases and approaches for maximizing results from social media tools.

10:45 am – 11:45 am Room 400 1F

**NOT EVERYTHING IS BIGGER IN TEXAS: SMALL THINGS THAT MAKE A BIG IMPACT ON
RECRUITMENT EFFORTS**

Presentation All Levels Marketing & Recruitment

Marcus Hanscom, Associate Director of Graduate Recruitment & Outreach, University of New Haven

Most graduate admissions offices struggle with limited staffing and resources, but that doesn’t
stop college administrators from expecting us to move mountains to recruit more and higher
quality students to our programs. For graduate admissions professionals, “wearing multiple
hats” is part of our DNA. Join this session to learn more about small-scale strategies that
utilize social media and other technologies to help grow your enrollment and build recruitment
efficiency without stretching your work week.

**Learning Objectives:**
- Learn about social media advertising.
- Identify opportunities for efficiency in lead generation and follow-up.
- Discuss tactics to optimize specific pages on your website.
- Identify content strategies to add depth to your social media and web presence.

10:45 am – 11:45 am Room 404 1G

**TOO HIGH OR TOO LOW? SETTING THE RIGHT IELTS SCORE FOR ACADEMIC SUCCESS**

Vendor Presentation All Levels

Andrea Scott, Senior Product Champion, IELTS International; Kate McKeen, Recognition
Manager, IELTS International

This interactive session will help NAGAP attendees better understand IELTS band scores
and determine whether their institutions’ standards are appropriately set for their students’
academic success. The presenters will walk through the basics of the four IELTS modules and
allow attendees to engage in a participatory rating exercise using examples from the academic
test.

**Learning Objectives:**
- Learn about band score descriptors.
- Distinguish differences between various IELTS band scores.
- Review and discuss scoring criteria for IELTS Writing and Speaking sections.

11:45 am – 1:00 pm Austin Grand Ballroom Salons FGH – 6th Floor

**Networking Luncheon**
1:15 pm – 2:15 pm Room 615 2A

PROFESSIONAL DEVELOPMENT IN ADMISSIONS: SHARING THE WEALTH

Special Interest Forum All Levels Career & Staff Development

Kevin Green, Graduate Admissions Administrator, BYU Graduate Studies

NAGAP serves as a primary resource for admission professionals just beginning their career as well as those in need of advanced training. This special interest forum will discuss ways that admission professionals can gain other means of professional development on both local and national levels. With the frequency and speed of change in graduate admissions and enrollment management, it is more important than ever to continue to advance our education and training as professionals. This forum will serve as a means to discuss and share those opportunities and ideas.

1:15 pm – 2:15 pm Room 616 2B

A YEAR IN YOUR SHOES: SPOTTING (& AVOIDING) LEGAL ISSUES THROUGHOUT THE ADMISSION CYCLE

Presentation All Levels Legal & Ethical Issues

Jim Vaseleck, Senior Director of Public Affairs & Deputy General Counsel, Law School Admission Council

The presenter will walk through the annual admission cycle, identifying legal issues that emerge along the way. Specific topics will range from nuts-and-bolts matters such as which application questions are impermissible, to more policy-level matters such as handling applicants with problematic criminal or disciplinary histories. Questions, and the sharing of experiences and solutions, will be encouraged.

Learning Objectives:

• Identify legal issues that confront admission personnel.
• Identify best practices.
• Learn which issues should involve university counsel.

1:15 pm – 2:15 pm Room 415 2C

WHAT MATTERS IN LAW SCHOOL? ASSESSING FACTORS INFLUENCING CUMULATIVE LAW SCHOOL GPA

2011 Graduate Student Enrollment Management Research Grant Recipient

Presentation All Levels Student Services

Robert Detwiler, Director, MBA Program, University of Toledo

This study analyzed what effect, if any, undergraduate GPA and LSAT scores, in addition to environmental variables, have on cumulative law school GPA among full-time, third-year law students in the United States responding to the 2008 Law School Survey of Student Engagement. A regression analysis revealed 21 predictor variables were significant predictors of cumulative law school GPA among third-year law students (n=1,756). The intended outcomes of the study are two-fold. First, prospective law school students should use this information to help in the preparation for the three years of law school. Second, law school faculty and administrators can use this information to promote student involvement that has been shown through this study to influence students’ GPA, which is well known in the legal education environment to be critical in the internship and job search process.

Learning Objectives:

• Understand what role student involvement plays in predicting cumulative law school GPA.
• Understand the predictive power of LSAT and undergraduate GPA in predicting cumulative law school GPA.
• Understand the importance of further research in graduate enrollment management to help better explain what factors lead to student retention, persistence and academic success.
1:15 pm – 2:15 pm  Room 416  2D
USING MARKET RESEARCH TO OPTIMIZE SEGMENTED COMMUNICATIONS
Presentation  All Levels  Marketing & Recruitment
Julie Staggs, Senior Client Consultant, Stamats

As today's world demands more data-driven decisions, how do you make the connection between research data and marketing? The question is how do you glean insights from research to inform your planning and execution? Learn how to leverage research to greater success in both your marketing planning and execution. How do research and marketing intersect? While much research exists publicly about prospective student segments, and many institutions do their own proprietary research to understand their target audiences, such research is often kept separate from the planning and execution of marketing. When looking at research, whether publicly available or institution-specific, how does it inform your marketing efforts past annual planning? Being able to glean insights from all types of research can greatly enhance your marketing efforts and outcomes. Through case studies, the attendees will explore examples of how research has informed and influenced marketing planning, tactics and outcomes at a variety of institutions.

Learning Objectives:
- Review secondary data for various target segments.
- Determine where and when proprietary research should be conducted.
- Set up structure for evaluations and systematic feedback.
- Utilize ongoing research.
- Use research insights for messaging and further segmentation.
- Discuss timing for research reviews.

1:15 pm – 2:15 pm  Room 400  2E
GRADUATE WEBINARS FOR RECRUITMENT & YIELD: TAKE THE JOURNEY FROM IDEA TO IMPLEMENTATION
Presentation  All Levels  Marketing & Recruitment
Judith Baker, Director, Transfer and Graduate Admissions, Nazareth College; Tonya Guzman, Assistant Director, Graduate Admissions, Nazareth College

The presenters in this how-to session will describe how Nazareth College started with an idea to create webinars for graduate student recruitment (prospect information sessions) and to increase yield (accepted students). Follow the steps from an idea to implementation. The presenters will share their experiences from research/benchmarking to planning and launch. Discuss stakeholder considerations, marketing and successes/challenges in demonstrating how webinars can complement prospective student and yield activities.

Learning Objectives:
- Understand the planning and research process for implementing a webinar.
- Identify and work with stakeholders and constituents to ensure buy-in and participation.
- Demonstrate the value in offering webinars to enhance recruiting efforts and increase yield.

1:15 pm – 2:15 pm  Room 417  2F
MERIT & DIVERSITY IN PHD ADMISSIONS: EXAMINING THE DYNAMICS OF FACULTY JUDGMENT
2011 Graduate Student Enrollment Management Research Grant Recipient
Presentation  All Levels  Admissions Policies & Processes
Julie Posselt, PhD Candidate, University of Michigan

The presenter will provide early results from dissertation research supported by one of NAGAP’s 2011 Enrollment Management Research Grants. Through comparative, qualitative analysis, the presenter examines how faculty members evaluate and select applicants to 10 highly selective PhD programs. The presenter studies disciplinary trends across the humanities,
social sciences and physical/life sciences and, within each of these categories, the role of
disciplinary paradigm strength. Specifically, sociological theories of disciplines and academic
evaluation serve as frameworks for analyzing culturally embedded patterns of preferences
(i.e., tastes), which become evident as faculty construct notions of merit rooted in the norms of
their disciplines and profession. Judgments of admissibility begin individually, but selection is
collaborative; therefore, data collection includes individual interviews of admissions committee
members as well as observation of committee deliberations. To date, five case studies of
programs on the west coast have been conducted and another five programs are being studied
during the 2011-2012 admissions cycle. The presenter will highlight meanings that faculty
associate with commonly used admissions criteria, which help to explain their continued use.
Mechanisms by which disciplines shape faculty preferences and strategies used for fulfilling
multiple demands such as merit and diversity will be discussed.

Learning Objectives:
• Recognize that ideas about student qualifications for PhD programs are not static or
given, but rather the result of an ongoing conversation about what is valued according
to how the faculty profession, disciplines and departments see themselves. “Merit” is in
the eye of the beholder and socially constructed.
• Appreciate graduate admissions from the faculty perspective, and of the role that
enrollment management professionals can play in changing the ways that faculty think
about diversity.
• Understand how approaches to knowledge within academic disciplines affect the criteria
and selection processes faculty use and how this may affect enrollment management
efforts.

1:15 pm – 2:15 pm
Room 404

BEST PRACTICES FOR BEST RESULTS: USING TOEFL® & GRE® TEST SCORES FOR
ADMISSION DECISIONS
Vendor Presentation All Levels

Teresa Axe, Associate Director, Global Client Relations, Educational Testing Service (ETS)

Most graduate and business schools use standardized test scores to help identify the best
applicants for their programs. Test results contain valuable information to support good
admission decisions, but institutions will only get the most value from them when using best
practices. What are best practices for the use of standardized test scores? What can scores say
– and not say – about an applicant? Should decision-makers use a cutoff score? How should
total and section scores be understood, and what is their relationship to each other? How do
results from different tests relate to each other, if at all? Using examples from the TOEFL® and
GRE® tests, the presenter will offer advice on best practices in using scores for making the
best admission decisions. In addition, the presenter will discuss tools and resources ETS has
made available to help you understand and use TOEFL® and GRE® test scores. This session will
include time for questions and discussion.

Learning Objectives:
• Identify best practices for using standardized test score information in the admissions
process.
• Identify specific examples of how these best practices can be applied to the use of
TOEFL® and GRE® test scores.
• Understand the strengths and limitations of standardized test scores in the admission
process.
2:30 pm – 3:30 pm Room 615 3A
FROM SILVER ANNIVERSARY TO GOLDEN OPPORTUNITIES
Special Interest Forum All Levels Career & Staff Development
Andrea Scott, Senior Product Champion, IELTS International; Daniel Bennett, Retired, UCLA
Retired? Thinking about retiring? Want to remain actively involved in NAGAP? Looking for post-career professional development and networking? As we celebrate NAGAP’s Silver Anniversary, what better way to recognize the growth of the GEM profession than by officially organizing retirees as a resource for the Association? Join your colleagues in a lively discussion and planning session to create a NAGAP retirees group. Issues to be considered include name and role of the group, conference participation, consultation opportunities and retired NAGAP affiliate members.

2:30 pm – 3:30 pm Room 616 3B
THE GRE® REVISED GENERAL TEST IS HERE! UNDERSTANDING & USING GRE® SCORES TO MAKE THE BEST ADMISSIONS DECISIONS
Panel All Levels Admissions Policies & Processes
Dawn Piacentino, Director, GRE® Communications and Services, ETS; Rochelle Michel, Director of Research and Statistics, Higher Ed, ETS; John Bury, Assistant Dean & Director, Graduate Student Enrollment Management, The University of Tulsa Graduate School; Sharon Barrett, Associate Director, MBA Admissions, McCombs School of Business, University of Texas at Austin; K. Jill Barr, Assistant Dean for Enrollment Management, University of Maryland, Baltimore County
With the launch of the GRE® revised General Test in August 2011, new score scales were introduced for the GRE® Verbal Reasoning and Quantitative Reasoning measures. GRE® assessment experts from ETS, along with admissions professionals who use GRE® scores in admissions decisions for graduate-level programs, will share their expertise and successful strategies in this engaging panel discussion. ETS staff will provide an overview of the new score scales and share their technical insight. Graduate admissions panelists will describe how they have put the new score scales, new score report, concordance information and other helpful tools into practice in their admissions processes to help identify the best applicants for their programs. This blended panel approach should provide attendees with a deeper understanding of the new score scales along with practical tips about how to incorporate them into admissions decisions today. The session will include a question and answer portion.

2:30 pm – 3:30 pm Room 416 3C
THE SILVER BULLET THEORY: TAKING RESPONSIBILITY FOR STUDENT ENROLLMENT POST-ADMISSION
Presentation All Levels Student Services
Francesca Reed, Director of Graduate Admissions, Marymount University; Anna Jordan, Associate Director for New Student Services, Marymount University
The face of graduate enrollment has changed over the years. We know that post-admission is just as important as the traditional recruitment phase, but whose job is it to help connect, engage and encourage students to matriculate to the university? Marymount University’s centralized Graduate Admissions Office has spent the past few years revamping the post-admissions process by taking a holistic look at how students connect with not only their program but also the university. The presenters will share how Marymount went from a decentralized experience to bringing everyone together to create a common experience for graduate students which greatly increased yield. Learn from Marymount’s successes and failures and take back tips that can be implemented in your own institution, whether large or small. Marymount was given the Promotional Excellence Award in 2008 from NAGAP for “Best Admitted Student Event.”
Learning Objectives:
• Create an ongoing orientation experience.
• Identify tools to connect students to a program/university.
• Integrate graduate students to the greater university.
2:30 pm – 3:30 pm  Room 415  3D

FEDERAL INCOME-BASED REPAYMENT & LOAN FORGIVENESS: YOU CAN HAVE A CAREER IN PUBLIC SERVICE!
Presentation All Levels Graduate Student Support & Financial Aid
Stephen Brown, Assistant Dean, Fordham Law School

How can I afford to take a government or public service job? How can I pay my loans when I am not working or not earning enough? This session will present the Federal Income-Based Repayment Program (IBR) and the Federal Loan Repayment Program for Public Interest. These programs have been around for a few years, but many schools and students still do not know about them. They can make a career in the public interest, whether law, social work, teaching, non-profit administration or other area, a reality.

Learning Objectives:
• Understand the basic concepts of IBR and Federal Loan Forgiveness for Public Service.
• Explain to students and make appropriate referrals to primary sources of information.
• Understand the benefits and limitations of these programs for your students.

2:30 pm – 3:30 pm  Room 417  3E

THE PAPERLESS APPLICATION: FROM SELF-SERVICE UPLOAD OF UNOFFICIAL TRANSCRIPTS TO MANAGING THE INTERNATIONAL CLEARANCE PROCESS
Presentation All Levels Admissions Policies & Processes
Lindsay Gentile, Director of Admissions, North Carolina State University–Graduate School; Lian Lynch, Graduate Assistant Registrar, North Carolina State University–Graduate School

The presenters will highlight two recent enhancements to North Carolina State University’s Graduate School admissions process. First, learn how they improved efficiency in a large, decentralized graduate admissions environment by implementing self-service uploading of transcripts. Benefits include decreased mail received by the graduate school and minimized scanning time for the staff; as well as a faster turnaround time for application review. Challenges, as well as solutions, will also be discussed. With this enhancement, it is now possible to complete and submit the graduate application entirely online and requires no paper submissions. Secondly, find out how they leveraged ApplyYourself to refine the international clearance process. Through the creation of a new section in the application, they were able to allow their international applicants to upload their financial and visa clearance documents. This reduced the amount of hard copies received by more than 90%. The review and clearance status is communicated to campus administrators and applicants with the use of an external web form, thereby reducing phone and email inquiries to the office.

Learning Objectives:
• Take your entire application online.
• Become more efficient.
• Reduce number of staff.

2:30 pm – 3:30 pm  Room 400  3F

SUCCESSFUL GRADUATE ADMISSIONS & ENROLLMENT IN AN UNDERGRADUATE CULTURE: RECRUITMENT & RETENTION STRATEGIES FOR OUR TARGET MARKET!
Presentation All Levels Marketing & Recruitment
Debra Anne Roach, Assistant Dean/Director of Graduate Enrollment, Robert Morris University; Sean-Michael Green, Dean, Graduate & Adult Enrollment, Marist College

Our goal: Recruit and retain graduate students. The university branding campaign: Appeals to a younger, less experienced and traditional market. Many institutions of higher learning offer educational programs at both the undergraduate and graduate level. While graduate
admissions professionals truly understand the needs of their target markets, invariably, some institutions create, or have in place, recruitment campaigns branded to market to all prospective student populations in the SAME way with the SAME messaging. Trying to achieve successful enrollment with messaging that does not appeal to a specific target market—prospective graduate students—JUST DOESN'T WORK! The presenters will illustrate best practices for effectively recruiting and retaining graduate students. The presenters will discuss the importance of individualized messaging, unique communication plans and types of events that will bring prospects to the door.

Learning Objectives:
• Identify and target graduate student prospects.
• Rise above a branding message that seems to appeal to a more traditional audience.
• Articulate the needs of prospective graduate students to those making marketing collateral materials decisions.
• Develop a communication plan that works for prospective graduate students.
• Plan an event that works for specific target markets.

2:30 pm – 3:30 pm Room 404 3G

THE PROGRAM FOR EXCELLENCE AND EQUITY IN RESEARCH (PEER): A VEHICLE TO RECRUIT & RETAIN MINORITY STEM DOCTORAL STUDENTS

Presentation Advanced (greater than 5 yrs) Marketing & Recruitment
Ernest Brothers, Assistant Dean, The Graduate School at the University of Tennessee-Knoxville; Sekeenia Haynes, Program Administrator, University of Tennessee-Knoxville

The Program for Excellence and Equity in Research (PEER) is a National Institute of Health-funded program with the goal of increasing minority PhD graduates in STEM by providing them with opportunities to acquire skills they will need in their careers as scientists. PEER believes this can be accomplished by building a community of scholars, engaged mentoring and professional development. The presenters will provide an overview of the best practices and lessons learned in this program.

Learning Objectives:
• Build a community of scholars from diverse STEM disciplines.
• Develop peer and faculty mentoring in STEM.

3:30 pm – 4:00 pm Governor’s Ballroom – 4th Floor

Refreshment Break in the Exhibit Hall
Sponsored in part by IELTS

4:00 pm – 5:00 pm Room 616 4A

BRINGING THE SOCIAL TO SOCIAL MEDIA: BUILD A BASE, CREATE A CONNECTION!

Presentation All Levels Marketing & Recruitment
Patrick Furlong, Assistant Director of Recruitment and Admission, University of Southern California Sol Price School of Public Policy

The best social media strategy is that which reinforces the story of your school. Social media is different from traditional marketing because prospective students aren't coming to your Twitter feed or your Facebook page to get what they could easily find on the website. They're looking for a voice that is unique, content that is different and insights they wouldn't have gained from your website. So what do you do? The presenter will go through everything from the basics of social media strategy to more effective and meaningful ways to engage prospective students.

Learning Objectives:
• Build a base of followers on Twitter and Facebook.
• Increase the visibility of your posts on Facebook.
• Explore optimal times to send Tweets or Facebook updates.
• Personalize your accounts, and create your social media voice.
NAGAP MENTORING: CREATING GOLDEN PARTNERSHIPS

Presentation: Colleen Gabauer, Director of Interdisciplinary Graduate Programs, Purdue University; Kittie Pain, Associate Director of Admissions, Neumann University; Lawrence Schwartz, Director of Graduate Admissions, Head Coach Cross Country, Dominican University of California; Judith Baker, Director of Transfer and Graduate Admissions, Nazareth College

Upon joining NAGAP, new members with fewer than five years of experience working in graduate enrollment management (GEM) are offered the option of being paired with a NAGAP mentor so that they might benefit from direction, advice and guidance from veteran members. This program assists new members with building connections, learning more about the profession and providing them with opportunities for professional collaboration. Please join the NAGAP Mentoring Committee to learn more about this golden opportunity to foster key partnerships with your colleagues in its inaugural year! You will be given the opportunity to join the NAGAP Mentoring Program as a mentor or mentee!

Learning Objectives:
- Learn about the goals of the NAGAP Mentoring Program, along with its development and current status.
- Provide feedback to contribute to the success of the NAGAP Mentoring Program.

COMPETING ON ANALYTICS: WHAT EVERY ENROLLMENT MANAGEMENT PROFESSIONAL SHOULD KNOW

Presentation: Monique Snowden, Associate Provost for Enrollment Management, Fielding Graduate University

The presenter will provide a high-level overview of the application of analytics in higher education generally, and specifically to enrollment management. Attendees will walk away with a coherent and necessary understanding of what it means to develop, employ and compete on analytics in an increasingly competitive higher education marketplace.

Learning Objectives:
- Understand analytics and their relationship with business intelligence.
- Understand the analytical decision-making process—inputs, process and outputs.
- Understand how analytics can be used to gain a competitive advantage for your university, school and/or program.

ONLINE SOLUTIONS FOR INTERNATIONAL ADMISSIONS

Presentation: Brittany Wright, Graduate International Services Office Coordinator, The George Washington University; Lorena Shank, Associate Director of Graduate Admissions and Marketing, The George Washington University

Learn how to create and facilitate online presentations that assist incoming international students with the application and enrollment process. Gain knowledge of how to implement online tools that address university procedures regarding the application process, submitting materials for I-20/DS-2019 forms and pre-departure presentations for enrolled international students. Presenters will share valuable content, a variety of free, online tools that can be implemented throughout the admissions process and communication plans that have proven to be efficacious vis-à-vis workload in an admissions office.

Learning Objectives:
- Discuss the importance of creating a proactive, focused communication plan for international graduate students throughout all stages of the admissions process.
• Create valuable content for interactive online information sessions, weekly E-newsletters and intranet resources.
• Implement social media and other free online applications in order to disseminate information.

4:00 pm – 5:00 pm  
**BUILDING A QUALITY STUDENT AMBASSADOR PROGRAM**

**Presentation**  
**All Levels**  
**Marketing & Recruitment**

*Wayne Hutchison, Director of Admissions, Michigan State University College of Law*

When students are making the decision to enroll in a particular school or program, it is becoming increasingly important for a student to visualize his or her attendance as completely as possible, going beyond academics to all aspects of the student experience. For all the recruiting and marketing tools available to higher education professionals to communicate in these areas, in many ways the best resources available to admissions professionals are the students currently in your program. The presenter will discuss the impact a structured and focused student volunteer program can have on meeting your recruitment and matriculation goals.

**Learning Objectives:**
• Build a quality student ambassador program.
• Recognize how a student ambassador program can impact recruiting and retention.
• Explore how to sustain the student ambassador program year after year.

4:00 pm – 5:00 pm  
**WORKING WITH SPONSORED STUDENT PROGRAMS: TRANSFORMING CHALLENGES INTO OPPORTUNITIES**

**Presentation**  
**All Levels**  
**Admissions Policies & Processes**

*Kristina Stulic, Assistant Director, Institute of International Education; Peter Raucci, Program Officer, Institute of International Education; Darcy McGillicuddy, Coordinator, Sponsored Student Programs, University of Texas at Austin; Deana Williams, Assistant Director and Residency Officer, University of Texas at Austin*

The presenters will use a creative role-playing and conversational format to show how schools and sponsoring agencies can work together to increase the number of sponsored students on campuses and ensure their success throughout their life cycle at the institution. This presentation will be a collaborative effort between the Institute of International Education, a sponsoring agency, and representatives from University of Texas at Austin who will share ideas from different perspectives. The presenters will discuss how challenges can be transformed into opportunities by working together and building relationships. The scenarios will touch on admission challenges, funding limitations and academic performance as they relate to sponsored students. Through guided conversation, the presenters will identify best practices for working with sponsored students and cooperating agencies. Participants will be able to take part in discussions and provide feedback on how to overcome challenges on their campuses. Attendees will learn how to devise solutions to any problems they face with sponsored students from admission through enrollment. They will also discover the benefits of having sponsored students on their campuses.

**Learning Objectives:**
• Formulate strategies to admit more sponsored students to the institution.
• Work with cooperating agencies to overcome funding limitations.
• Identify best practices for ensuring academic success of the sponsored students on your campus.
HOW WE LEARNED TO STOP WORRYING & LOVE CALCULATING THE CGPA FOR ADMISSIONS

Presentation
Laurens Verkade, Manager, Graduate Admissions, McGill University; Mark Quinsey, Graduate Admissions Specialist, McGill University

The first deliverable of the multi-year McGill Graduate Admissions Project is a semi-automated, web-based CGPA Calculator, programmed in DRUPAL and supported by an extensive database of country- and school-specific grade ladders. This allows for faster, simplified calculations (workload reduction) and faster turnaround of admissions applications. The presenters will provide a history and overview of the work done to conceptualize and build this admissions tool, while ensuring that it meets the needs of admitting units and the centralized graduate studies office, and allowing the university to provide better service and enhance the experience of applicants.

Learning Objectives:
• Learn how technology can aid and advance the processing and evaluation of applications to be admitted to graduate studies.
• Explore a re-engineered process for evaluating and assessing foreign grades/marks/standings and drawing parallels to North American grade standards.

The GRE® revised General Test is now here. It’s the biggest change in 60 years. Here’s why that’s good news for you and your applicants.

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

On-demand webinar!
Understanding and Using the New GRE Score Scales
View this and other helpful resources at www.ets.org/gre/infocenter
GENERAL NOTES
### FRIDAY, APRIL 27, 2012

#### DAY AT-A-GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am – 4:00 pm</td>
<td>Registration Open</td>
<td>Austin Grand Ballroom Foyer – 6th Floor</td>
</tr>
<tr>
<td>8:00 am – 4:00 pm</td>
<td>Exhibit Hall Open</td>
<td>Governor’s Ballroom – 4th Floor</td>
</tr>
<tr>
<td>8:00 am – 8:45 am</td>
<td>Continental Breakfast in the Exhibit Hall</td>
<td>Governor’s Ballroom – 4th Floor</td>
</tr>
<tr>
<td>9:00 am – 10:00 am</td>
<td>Plenary Session with Scott Jaschik</td>
<td>Grand Ballroom Salons FGH – 6th Floor</td>
</tr>
<tr>
<td></td>
<td><em>The Top Issues in Graduate Admissions – And Undergraduate Admissions Issues That Will Matter in Graduate Admissions Too</em></td>
<td></td>
</tr>
<tr>
<td>10:00 am – 10:30 am</td>
<td>Refreshment Break in the Exhibit Hall</td>
<td>Governor’s Ballroom – 4th Floor</td>
</tr>
</tbody>
</table>

#### EDUCATION SESSIONS

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Forum/Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:45 am – 11:45 am</td>
<td><strong>5A</strong> The Role of Graduate Admissions in Combined &amp; Accelerated Undergraduate/Graduate Programs</td>
<td>Special Interest Forum Room 615</td>
</tr>
<tr>
<td></td>
<td><strong>5B</strong> Enrollment Management: How to Use Institutional Data to Determine &amp; Hit Your Targets</td>
<td>Presentation Room 400</td>
</tr>
<tr>
<td></td>
<td><strong>5C</strong> The “Right” Student: From Ideal Prospect to Successful Graduate</td>
<td>Presentation Room 616</td>
</tr>
<tr>
<td></td>
<td><strong>5D</strong> HUB: A Comprehensive, Graduate-Centric Approach to Student-System Implementation, Support &amp; Evolution</td>
<td>Presentation Room 416</td>
</tr>
<tr>
<td></td>
<td><strong>5E</strong> Dissertation Boot Camp: Increasing Doctoral Student Graduation Rates</td>
<td>Presentation Room 415</td>
</tr>
<tr>
<td></td>
<td><strong>5F</strong> The EducationUSA-Russia Connection: Attracting &amp; Evaluating Graduate Applicants</td>
<td>Presentation Room 417</td>
</tr>
<tr>
<td>Time</td>
<td>Event</td>
<td>Location</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------------------------------------------------------------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>11:45 am – 1:00 pm</td>
<td>Business Meeting &amp; Awards Luncheon</td>
<td>Austin Grand Ballroom Salons FGH – 6th Floor</td>
</tr>
<tr>
<td>1:15 pm – 2:15 pm</td>
<td><strong>EDUCATION SESSIONS</strong></td>
<td></td>
</tr>
<tr>
<td>6A</td>
<td>I Speak Graduate School: Negotiating Technology Systems in a World Built for Undergraduates</td>
<td>Presentation Room 615</td>
</tr>
<tr>
<td>6B</td>
<td>Personalized Marketing Across Multiple Channels 201: Recruiting Students in the 21st Century (2nd Edition!)</td>
<td>Presentation Room 400</td>
</tr>
<tr>
<td>6C</td>
<td>Architecting Your Career: Strategies &amp; Tips for Achieving Professional Success</td>
<td>Panel Room 616</td>
</tr>
<tr>
<td>6D</td>
<td>ETD: Electronic Theses &amp; Dissertations – Are You There Yet?</td>
<td>Presentation Room 416</td>
</tr>
<tr>
<td>6E</td>
<td>EducationUSA Connect-China 2011: Opportunities to Promote Relationships Between Students, Faculty, Scholars &amp; Universities in the U.S. &amp; China</td>
<td>Panel Room 415</td>
</tr>
<tr>
<td>6F</td>
<td>Creating Collaborative Care: Giving Our Students an Interprofessional Education</td>
<td>Presentation Room 417</td>
</tr>
<tr>
<td>6G</td>
<td>Real Facts, Real Expectations: What You Need to Know to Succeed With an Adult &amp; Online Enrollment Marketing Plan</td>
<td>Vendor Presentation Room 404</td>
</tr>
<tr>
<td>2:30 pm – 3:30 pm</td>
<td><strong>EDUCATION SESSIONS</strong></td>
<td></td>
</tr>
<tr>
<td>7A</td>
<td>Using Data to Shape Your Enrollment Management: The University &amp; School’s Perspective</td>
<td>Special Interest Forum Room 615</td>
</tr>
<tr>
<td>7B</td>
<td>If I Ran the Zoo (&amp; Graduate Admissions Tool): Stories, Pet Peeves &amp; Other Whimsical Rants</td>
<td>Presentation Room 400</td>
</tr>
<tr>
<td>7C</td>
<td>If You Fund Them, They Will Come: Funding a Graduate Education in an Economic Down Time</td>
<td>Presentation Room 616</td>
</tr>
<tr>
<td>7D</td>
<td>U.S. vs. E.U. &amp; Other Three-Year Bachelor’s Degree Programs: Defining Substantial Differences in the U.S. Context</td>
<td>Presentation</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>7E</td>
<td>Using the Carrot vs. the Stick in Implementing an Online Application Review Process Within a Decentralized Environment: Lessons Learned</td>
<td>Presentation</td>
</tr>
<tr>
<td>7F</td>
<td>Maxing Out: Getting the Most of Your Technology Without In-House Tech Support</td>
<td>Presentation</td>
</tr>
<tr>
<td>7G</td>
<td>Recruiting With Technology: How to Make the Most of Synchronous, Online Classes</td>
<td>Presentation</td>
</tr>
</tbody>
</table>

3:30 pm – 4:00 pm

Refreshment Break in Exhibit Hall

Governor’s Ballroom – 4th Floor

<table>
<thead>
<tr>
<th>EDUCATION SESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4:00 pm – 5:00 pm</strong></td>
</tr>
<tr>
<td>8A</td>
</tr>
<tr>
<td>8B</td>
</tr>
<tr>
<td>8C</td>
</tr>
<tr>
<td>8D</td>
</tr>
<tr>
<td>8E</td>
</tr>
<tr>
<td>8F</td>
</tr>
<tr>
<td>8G</td>
</tr>
</tbody>
</table>

EVENING ON YOUR OWN
THE ROLE OF GRADUATE ADMISSIONS IN COMBINED & ACCELERATED UNDERGRADUATE/GRADUATE PROGRAMS

Special Interest Forum  All Levels  Admissions Policies & Processes
Marguerite Adelman, Director of Graduate Admissions, SUNY Plattsburgh; Bethanne DelGaudio, Director of Graduate Advising & Teacher Certification, SUNY Plattsburgh

Combined and accelerated undergraduate/graduate programs appear to be the wave of the future, but they offer special challenges for graduate admissions professionals. The advantages of these programs for our institutions and our students are obvious and many, but the issues faced by graduate admissions professionals and offices are complex and require problem solving and collaboration. This special interest forum will cover topics including the role and responsibility of graduate admissions in facilitating undergraduate students' move to graduate study, who is responsible for monitoring these students' progress, budgetary effects of combined programs, distribution of undergraduate versus graduate credit hours and tracking the number of students in these programs, as well as the strength of their candidacy as compared with other graduate students.

ENROLLMENT MANAGEMENT: HOW TO USE INSTITUTIONAL DATA TO DETERMINE & HIT YOUR TARGETS

Presentation  Intermediate (2-5 yrs)  Admissions Policies & Processes
Mohan Boodram, Associate Dean for Enrollment and Student Services, Harvard Graduate School of Education; Maria Curcio, Director of Admissions, Harvard Graduate School of Education

Have you ever wondered how an institution determines the number of applicants to admit each year, by degree and by program? Or how to predict the yield of the incoming class to avoid having too few or too many students? What types of data and which units are involved in enrollment management (e.g., student affairs, admissions, financial aid)? Mohan Boodram will speak about this combined art and science based on his own experiences at Harvard.

Learning Objectives:
• Examine how enrollment projections are determined.
• Identify the various factors and data that inform predictive modeling.
• Identify opportunities to influence yield and retention.
10:45 am – 11:45 am Room 616 5C
THE “RIGHT” STUDENT: FROM IDEAL PROSPECT TO SUCCESSFUL GRADUATE
Presentation Intermediate (2-5 yrs) Admissions Policies & Processes
Murray Smith, Chief Marketing Officer, ESM

Making sure your graduate education program is a fit for the student is as important as making sure you have the ideal type of student enrolled in your program – a student who has the propensity to stay in school, graduate, secure a job and pay off his or her student loans. From the initial interaction with a prospective student, what traits, behaviors, demographics and historical information can help you better predict whether or not that student will be successful? Join ESM to learn the strategies and tactics you can implement to better focus on that ideal student.

Learning Objectives:
• Identify the various characteristics (including behaviors, demographics and historical information) to look for when weeding out unqualified prospects, prioritizing those with the greatest potential and determining which ones would make ideal graduate students.
• Identify steps to implement the processes, leverage technology and analyze data to better assess a student’s propensity to successfully move through the student life cycle from initial prospect to successful graduate.

10:45 am – 11:45 am Room 416 5D
HUB: A COMPREHENSIVE GRADUATE-CENTRIC APPROACH TO STUDENT SYSTEM IMPLEMENTATION, SUPPORT & EVOLUTION
Presentation All Levels Student Services
Christopher Connor, Assistant Dean, Graduate Enrollment Management Services, State University of New York at Buffalo

The State University of New York at Buffalo recently completed a multi-year Student Services Transformation (SST) PeopleSoft Campus Solutions (HUB) implementation. Through the graduate school’s leadership and significant participation in the SST project, the staff stepped outside its traditional scripted boundaries to collaborate with other areas (Alumni, Advising, Financial Aid, Student Accounts, Registrar, Undergraduate Admissions, etc.) to participate actively in the shaping of the new system, business process redesign and the university’s overall enrollment management vision. During difficult economic times, the university was able to complete the project on time and under budget.

Learning Objectives:
• Motivate staff to work outside of their prescribed roles within the Graduate School to contribute ideas and promote an overall enrollment management vision.
• Engage staff in campus committees to improve the visibility and strategic positioning of the graduate school on their campus.
• Increase the entire graduate school staff breadth and depth of knowledge of the student life cycle, systems and university processes.
• Encourage staff to operate outside of a silo to build bridges and forge partnerships with constituents outside of the graduate school to promote an environment of solutions rather than problems.
10:45 am – 11:45 am Room 415 5E
Dissertation Boot Camp: Increasing Doctoral Student Graduation Rates
Presentation All Levels Graduate Student Support & Financial Aid
Craig Pierce, Assistant Dean, Marquette University Graduate School
Approximately half of all doctoral students fail to graduate. This is a tremendous waste of money, time and effort on the part of the student and the institution. Marquette University has created a focused, intensive Dissertation Boot Camp that provides doctoral students with a dedicated time and place to work on their research and writing. Absent from distractions and with faculty facilitators available for consultation, students make significantly more progress that is believed will increase graduation rates and decrease the time to completion.
Learning Objectives:
• Become aware of the prevalence and impact of doctoral students failing to complete their degrees.
• Identify the primary impediments to completing a PhD program.
• Help students avoid the stumbling blocks, increase graduation rates and decrease time to completion.

10:45 am – 11:45 am Room 417 5F
The EducationUSA-Russia Connection: Attracting & Evaluating Graduate Applicants
Presentation All Levels Marketing & Recruitment
Ann M. Koenig, Southwest Regional Director, AACRAO International Education Services; Katherine Scodova, Educational Advising Coordinator for Russia, EducationUSA; Yelena Kosheleva, Assistant Professor and EducationUSA Senior Adviser, McMurry University
Interested in attracting students from Russia? Learn about how the EducationUSA network in Russia informs students about graduate opportunities in the U.S. and prepares them for U.S. graduate study, including opportunity grants, education fairs, peer advising, testing services, pre-departure orientations and more. Discover how EducationUSA can help you share information about your institution’s programs and admissions procedures. Find out about Russian students’ expectations of the university environment, the challenges they face and the adjustments they must make on a U.S. university campus. Get the latest updates on the higher education system of Russia and the fundamentals of evaluating Russian transcripts for graduate admission. Gain confidence in reaching out to potential graduate students from Russia and assessing their academic documentation.
Learning Objectives:
• Make personal contact with EducationUSA representatives.
• Become informed about EducationUSA’s work in supporting Russian students interested in U.S. graduate study.
• Learn how EducationUSA works with U.S. institutions.
• Become informed about evaluating Russian academic credentials for graduate admission.
• Gain confidence in recruiting students from Russia and assessing their readiness for success in graduate study.
10:45 am – 11:45 am  Room 404  5G

**GET THE LATEST CANDIDATE TRENDS & TIPS FROM THE GRE® TESTING PROGRAM!**

Vendor Presentation  All Levels

Dawn Piacentino, Director of GRE® Communications and Services, Educational Testing Service (ETS)

With the introduction of the more test-taker-friendly GRE® revised General Test, more people around the world will take a GRE® test than ever before to pursue advanced degrees from graduate and business schools. Hear about the latest trends and new enhancements to the GRE® testing program that can help with recruitment and admissions processes. Plus, find out six important things to tell your students BEFORE they apply to graduate or business school.

**Learning Objectives:**

- Learn about the latest updates on the GRE® revised General Test, launched in 2011.
- Learn about new services from the GRE® testing program to help you make even better admissions decisions.
- Take away six key pieces of information to share with prospects BEFORE they apply to graduate or business school.

11:45 am – 1:00 pm  Austin Grand Ballroom Salons FGH – 6th Floor

**Business Meeting & Awards Luncheon**

1:15 pm – 2:15 pm  Room 615  6A

**I SPEAK GRADUATE SCHOOL: NEGOTIATING TECHNOLOGY SYSTEMS IN A WORLD BUILT FOR UNDERGRADUATES**

Presentation  All Levels  Student Services

Linda Baeza, Business Analyst, Recruitment and Admissions, North Dakota University System

Graduate schools oftentimes compete for technology within systems where resources are obtained with undergraduates in mind. Part one of this session will examine a case study of the North Dakota University System (NDUS), where North Dakota State University and University of North Dakota create a joint degree program which allows students to take coursework between the two major research universities to earn a Masters of Public Health. This innovation, heralded by all involved, experienced significant technical delays as policy, process and functionality were argued from the vantage of a current undergraduate model by the NDUS system, and the uniqueness of the program was argued by the graduate programs at each institution. Part two of this session will examine the lessons learned in driving a rocky at times, but successful, partnership.

**Learning Objective:**

- Bring the right voices to the table in technology conversations.

1:15 pm – 2:15 pm  Room 400  6B

**PERSONALIZED MARKETING ACROSS MULTIPLE CHANNELS 201: RECRUITING STUDENTS IN THE 21ST CENTURY (2ND EDITION!)**

Presentation  All Levels  Marketing & Recruitment

Tony Fraga, Director of Client Services, Direct Development; Francesca Reed, Director of Graduate Admissions, Marymount University; Jesse Homan, Graduate Support Specialist, Marymount University

How do we recruit prospective graduate students in a highly personalized and highly relevant manner across multiple channels? With so many types of media available today – including direct mail, email, SMS text, mobile/tablet devices, social networks, PURLS, traditional print and website advertising and now QR Codes – it is critical to maintain high levels of integration
and personalization across all channels! Attendees will walk away with an understanding of the latest trends in direct response marketing and how to use them effectively to communicate with prospective students. Attendees will also receive in-depth metrics from actual case studies from Marymount University. (Note: This workshop is a follow-up to last year’s presentation, and is now co-presented with Marymount University.)

**Learning Objectives:**

- Explore innovative direct and digital marketing technologies available today, including PURLs, QR Codes, Variable Data Printing and Social Media integration.
- Explore best practices for integrating multi-channel communications while maintaining personalization and relevance to your specific audience.
- Explore best practices for mobile/tablet optimization of landing sites.
- Examine case studies of successful cross-media campaigns from Marymount University.

1:15 pm – 2:15 pm  
**Room 616**  
**6C**

**ARCHITECTING YOUR CAREER: STRATEGIES & TIPS FOR ACHIEVING PROFESSIONAL SUCCESS**

**Panel**  
**Intermediate (2-5 yrs)**  
**Career & Staff Development**

Michelle Mason, Senior Associate Dean, Florida International University College of Law; Linda Horisk, Assistant Dean for Admissions and Enrollment Management, Fordham University Graduate School of Education; Andrea O’Brien, Associate Director of Residential Admissions, A.T. Still University of Health Sciences; Marianne Gumpper, Director of Graduate and Continuing Studies Admissions, Fairfield University

The rhythms and demands of an admissions and/or enrollment manager’s daily work schedule can sometimes prove challenging as he or she attempts to focus on and identify opportunities for long-term professional growth and development. This panel will provide practical guidance and tips that identify methods for leveraging these professional experiences and expectations to develop a strategic and personalized career plan. Topics will include career paths in higher education, leadership and mentoring of staff, career and professional development, managing a work-life balance, advanced degrees for GEM professionals and “tools” to develop your career.

1:15 pm – 2:15 pm  
**Room 416**  
**6D**

**ETD: ELECTRONIC THESIS & DISSERTATIONS – ARE YOU THERE YET?**

**Presentation**  
**All Levels**  
**Student Services**

Claire DeWitt, Graduate Advisement Administrator, Brigham Young University; Janice Robinson, Special Projects Coordinator, Brigham Young University

Is your school thinking about moving to requiring electronic theses and dissertations? Come learn specifics that are important for your consideration as you go digital in this graduation requirement.

**Learning Objectives:**

- Learn how publisher policies have changed in the past few years with regard to theses and dissertations.
- Examine how other schools determine formatting decisions when you move to digital submission.
EDUCATIONUSA CONNECT-CHINA 2011: OPPORTUNITIES TO PROMOTE RELATIONSHIPS BETWEEN STUDENTS, FACULTY, SCHOLARS & UNIVERSITIES IN THE U.S. & CHINA
Panel All Levels Marketing & Recruitment
Daniel Bennett, Chair, NAGAP Education Committee, Retired, UCLA; Jeffery Johnson, NAGAP Immediate Past President, Associate Dean, Tulane University School of Public Health and Tropical Medicine; Jia (Steven) Yin, Senior Education Specialist, EducationUSA China
Two members of the NAGAP governing board joined members from other U.S. higher education professional organizations and staff from EducationUSA Beijing to participate in this year’s Connect-China delegation. The delegation traveled from Beijing to Guangzhou and visited the U.S. embassy in Beijing, U.S. consulates in Chengdu and Guangzhou, agencies of the Chinese Ministry of Education and high schools, colleges and universities to obtain the most current information on secondary and higher education in China. For this panel, NAGAP delegates will join with a member from EducationUSA to discuss the important relationship between China and the U.S. in terms of graduate and professional school admissions and scholar exchange. The discussion will include the role of EducationUSA, use of agents for recruitment, social media in marketing and recruitment, credential verification, visas, student and scholar exchange, the Obama administration’s 100K Strong Initiative and ways to promote the free and open exchange of information between China and the U.S. China is sending increasing numbers of undergraduate and graduate students to U.S. universities and is interested in having more U.S. students, faculty and scholars come to China. Attendees will learn information on developments and best policy and practice in recruitment, marketing and scholar exchange.

CREATING COLLABORATIVE CARE: GIVING OUR STUDENTS AN INTERPROFESSIONAL EDUCATION
Presentation All Levels Student Services
Lauren Smith, Recruitment and Student Life Coordinator, Medical University of South Carolina, College of Health Professions; Cami Meyer, Director of Student Life and Recruitment, Medical University of South Carolina, College of Health Professions
Interprofessional education occurs when two or more professions learn about, from and with each other to improve collaboration and the quality of care. The Medical University of South Carolina (MUSC) is comprised of six separate colleges with a total student enrollment of more than 2,500 students in degree programs ranging from bachelors to doctoral levels. Every year in the U.S. there is an estimated 44,000-96,000 preventable deaths in the health care field due to medical errors. MUSC wants to change that by working with interprofessionalism: “To do your job well, you have to know what everyone else around you does too.” MUSC is changing the culture of health care with the Creating Collaborative Care (C3) Initiative and delivering the highest quality of care. The four goals of C3 help students acquire teamwork competencies and then apply them through a C3 Conceptual Framework. Examples of Interprofessional Education (IPE) activities at MUSC include the Presidential Scholars Program, IPE teams at Orientations, IPE Day, Clarion Competition, CARES Clinic, Simulated Interprofessional Rounding Experience, IPE Fellowships, IP Elective courses and Faculty Development Institute. The presenters will share the history of interprofessionalism at MUSC and what they are doing to improve collaboration across health care disciplines.

Learning Objectives:
• Learn how the Medical University of South Carolina has established a framework for redesigning formal and informal educational programs whereby future graduates not only continue to excel in the academic challenges of their own chosen profession, but additionally excel in today's complex interprofessional health care system. This helps to revitalize the educational system of the future.
• Understand that interprofessionalism does not have to be limited to the health care fields; it can work globally and across all disciplines.
• Explore examples of different interprofessional education activities, including student organizations and courses and faculty initiatives and development.

1:15 pm – 2:15 pm Room 404 6G
REAL FACTS, REAL EXPECTATIONS: WHAT YOU NEED TO KNOW TO SUCCEED WITH AN ADULT & ONLINE ENROLLMENT MARKETING PLAN
Vendor Presentation All Levels
Aaron Edwards, Executive Director of Business Development, PlattForm Higher Education; Murray Smith, Chief Marketing Officer, ESM
This session is primarily focused on providing best practices for effectively planning, executing, reviewing and optimizing your marketing dollars and overall admissions process. The presenters will review opportunities that are often overlooked as well as common pain points encountered, such as program mix, understanding the adult demographic and admissions. In this presentation, the presenters will dig deeper into each of those areas and highlight strategies for ensuring success.
Learning Objectives:
• Set realistic costs per enrollment goals and expectations.
• Examine how enrollment marketing processes for adult education programs should be considerably different from those for traditional students.
• Evaluate how curricula type and degree level affect the reach and appeal of your programs.
• Determine conversion rates by evaluating lead to rep ratios, conversion timelines and changes in the marketplace.
• Identify strategies to overcome current challenges facing the matriculation process.

2:30 pm – 3:30 pm Room 615 7A
USING DATA TO SHAPE YOUR ENROLLMENT MANAGEMENT: UNIVERSITY & SCHOOL PERSPECTIVES
Special Interest Forum All Levels Student Services
Amanda Ostreko, Coordinator of Research and Graduate Programs, University of Kansas School of Engineering; Anna Paradis, Graduate Program Professional, University of Kansas School of Engineering; John Augusto, Assistant Dean, Graduate Studies Office, University of Kansas
This special interest forum is for individuals who are interested in data tracking, analysis, strategic planning and goal setting. Representatives from a central graduate studies office and a graduate division office will offer their perspectives and facilitate a discussion on the advantages and challenges of tracking and analyzing data for strategic planning and goal setting.

2:30 pm – 3:30 pm Room 400 7B
IF I RAN THE ZOO (& GRADUATE ADMISSIONS, TOO!): STORIES, PET PEEVES & OTHER WHIMSICAL RANTS
Presentation All Levels Marketing & Recruitment
Brian Niles, CEO, TargetX
There's something to be said for the simplicity of Dr. Seuss storybooks and the lessons we can learn from them. With that in mind, TargetX CEO Brian Niles will candidly assess the complicated world of graduate recruitment and speak to the 10 most common recruitment blunders and student experience oversights keeping admissions and enrollment offices from recruiting more effectively. To sum it up (with apologies to Dr. Seuss): After 22 years I've seen a lot; Graduate recruitment at its best? I think not. No wait, don't go! I've come to help you! As
a consultant and enrollment director, I've seen it all and more, too! I do not like your website, your process or your brand. You're decentralized, overly-sanitized. You do not take a stand. Following your competitors and their strategies is not the way to go. You're better than that — I've seen it! This session shows you so. I will not break you down, my friends. I will not make you cry. Key takeaways are what you'll get to take back home and try. This session will guarantee attendees key takeaways to implement on campus after the conference. A guarantee from a presenter? Now isn't that refreshing!

Learning Objectives:
• Consider examples of oversights and issues in the graduate recruitment process.
• Evaluate possible solutions to improve recruitment processes that are aligned with what prospects, applicants and new students expect.

2:30 pm – 3:30 pm Room 616 7C
IF YOU FUND THEM, THEY WILL COME: FUNDING A GRADUATE EDUCATION IN AN ECONOMIC DOWN TIME
Presentation All Levels Graduate Student Support & Financial Aid
Vicky Hartwell, Director of Graduate Fellowships, University of Arkansas Graduate School
Funding for graduate students is getting squeezed from many sides. Subsidized Stafford loans for graduate students will disappear in July 2012, states continue to cut higher education support, and the stock market decline caused big hits to endowment accounts used to fund graduate fellowships. Yet funding, or the lack thereof, plays a major role in where graduate students decide to enroll. Graduate students tend to be non-traditional, with financial obligations ranging from undergraduate student loans to mortgages and families to support. What funding opportunities are available to sustain them through the graduate school years?

Learning Objectives:
• Understand the various challenges facing institutions to provide funding for graduate students and how that affects enrollment goals.
• Identify the specific funding options that the University of Arkansas employs to recruit and fund graduate students.
• Identify strategies to facilitate enrollment and retention goals.

2:30 pm – 3:30 pm Room 416 7D
U.S. VS. E.U. & OTHER THREE-YEAR BACHELOR’S DEGREE PROGRAMS: DEFINING SUBSTANTIAL DIFFERENCES IN A U.S. CONTEXT
Presentation Intermediate (2-5 yrs) Admissions Policies & Processes
Kenneth Warren, President, Educational Perspectives; Nancy Barrett, Graduate Programs Credential Evaluator, George Mason University
The difference between a foreign and domestic degree is considered substantial if it prevents an applicant from succeeding in the desired activity, such as further study, research activities or employment. How you evaluate non-U.S. degrees (and what you accept for graduate admission) should be based on sound principles and stated policies. This session will help define what constitutes a ‘substantial difference’ and what doesn’t.

Learning Objectives:
• Determine the difference between 'degree equivalence' and 'adequate preparation' for graduate study.
• Define/determine what represents a 'substantial difference' between a U.S. degree and one completed outside the U.S.
• Refine your admission policies to accommodate or deal with substantial differences.
2:30 pm – 3:30 pm  Room 415  7E

**USING THE CARROT VS. THE STICK IN IMPLEMENTING AN ONLINE APPLICATION REVIEW PROCESS WITHIN A DECENTRALIZED ENVIRONMENT: LESSONS LEARNED**

**Presentation**  Entry Level (less than 2 yrs)  Admissions Policies & Processes

*Tracey Beckley, Director of the Graduate Education Alliance, West Virginia University*

The Graduate Education Alliance (GEA) was created at West Virginia University (WVU) to identify opportunities for leveraging resources and to promote best practices related to graduate enrollment management. Once enrollment objectives are established, the role of the GEA is to provide tools and research to assist in meeting these goals. As a collaborative effort between enrollment management, extended learning and the Office of Graduate Education and Life, the GEA coordinates the graduate enrollment management system (GEMS) across the de-centralized graduate education framework at WVU. In 2009, WVU began implementing a new online application and launched an online review framework for program directors and administrative staff. The goal of GEMS was to streamline and integrate the process for graduate student inquiries, communications and online applications. During this process, the implementation team had to re-evaluate processes, build trust and educate faculty on the benefits of an online review system.

**Learning Objectives:**
- Examine key issues considered in conducting a needs analysis, developing an RFP and evaluating in-house versus hosted solutions.
- Explore WVU’s new online graduate application and changes made in the process to improve the overall experience for the applicant.
- Consider broader implications and how the online application integrates into the larger enrollment management infrastructure at WVU.
- Evaluate how the improved processes support university initiatives.

2:30 pm – 3:30 pm  Room 417  7F

**MAXING OUT: GETTING THE MOST OF YOUR TECHNOLOGY WITHOUT IN-HOUSE TECH SUPPORT**

**Presentation**  All Levels  Admissions Policies & Processes

*Terrence Grus, Director of Graduate Admissions and Records, University of Missouri–Columbia Graduate School*

The presenter will examine how one graduate admission office at a large public research university has been able to maximize the use of technology without any formal, in-house technical support. The University of Missouri–Columbia Graduate School provides central admission support and student services for more than 100 graduate programs. The Director of Graduate Admissions and Records, absent of any formal technical training, has been able to establish a series of formal and informal relationships throughout the campus and with vendors to maximize the use of an online application system and document imaging system and to integrate both systems with the campus student information system. In the end, the MU Graduate School has been able to create and adopt a virtually seamless and paperless student records system.

**Learning Objectives:**
- Describe the interconnectedness of the admission systems—application, student information and document imaging systems.
- Determine ways to leverage existing systems.
- Identify alternate means and opportunities for tech support.
2:30 pm – 3:30 pm  Room 404  7G  
RECRUITING WITH TECHNOLOGY: HOW TO MAKE THE MOST OF SYNCHRONOUS, ONLINE CLASSES  
Presentation  All Levels  Marketing & Recruitment  
Nick Greene, Director of Graduate Recruitment, Capitol College  
Capitol College’s graduate programs are taught in a synchronous, online format. Classes meet in an online application (called Centra) once a week over the course of an eight-week term or biweekly over a 16-week semester. Students enjoy the convenience of taking an online class from home or the office, but still have the opportunity to engage with the professor and other students in real time. This is difficult to convey in words at education fairs, during on-campus visits or on the website. To solve this problem, the presenter created tools with which to illustrate this format. Class recordings that depict the various functions of Centra on a laptop at education fairs are displayed. These functions include the ability to ask questions verbally or through text chat and use emoticons for “yes,” “no,” “applaud,” or “laugh.” Additionally, Capitol College conducts online information sessions. These sessions use the same application as do the classes, thereby enabling students to learn about Capitol College’s graduate programs and ask questions of future professors while at the same time experiencing an online class. Capitol College will prominently display class recordings from its graduate admission webpage.  
Learning Objectives:  
• Understand synchronous online learning.  
• Evaluate the use of technology and showcasing online learning experiences in recruiting.  
• Find new ways to help students transition to synchronous online classes prior to enrollment.  

3:30 pm – 4:00 pm  Governor’s Ballroom – 4th Floor  
Refreshment Break in the Exhibit Hall  

4:00 pm – 5:00 pm  Room 616  8A  
ISSUES IN EVALUATING CHINESE CREDENTIALS: AUTHENTICITY & VERIFICATION OF DOCUMENTATION  
Presentation  All Levels  Admissions Policies & Processes  
Margaret Wenger, Senior Evaluator and Team Manager, Educational Credential Evaluators, Inc.  
U.S. institutions are seeing more and more credentials from China. How can you tell if the documents are authentic and accurately reflect what the student has achieved? The presenter will give examples of “inaccurate” documents, how they were discovered and ways to verify documents. The session will also include a brief description of the new reform plan introduced last year outlining goals for the future of education in China. There are currently more than 2,200 recognized institutions in China; the presenter will provide guidelines on determining the status of institutions, as well as verifying documents in the national database. Other topics will include the rise of transnational programs in China, use of third-party verification services and ways to determine whether the document being reviewed is one that has been “whitewashed” for U.S. audiences. The audience will be encouraged to bring up issues that have arisen at their institutions in order to promote discussion and best practices.  
Learning Objectives:  
• Recognize altered documents from China.  
• Evaluate solutions to documentation authenticity issues and concerns.  
• Collaborate with other institutions about evaluation of Chinese documents.
4:00 pm – 5:00 pm  Room 615  8B

CENTRALIZED? DECENTRALIZED? WHO CARES! HOW PROGRAMS & CENTRAL OFFICES CAN STREAMLINE ADMISSIONS & GO PAPERLESS!
Presentation  All Levels  Admissions Policies & Processes
Dean Tsantir, Director of Admissions and Recruitment, University of Minnesota; Elizabeth Kibler, Director of Graduate and Professional Admissions, Graduate College, University of Illinois

The presenters from two Big 10 institutions will provide a complete outline of admissions processing from prospect to enrollment. The presenters will move past the “decentralized” vs. “centralized” debate and focus instead on how individual programs and central offices can collaboratively leverage technology and communication toward a more efficient, paperless and cost-effective process. The presenters will describe and demonstrate specific features, like paperless applications, electronic transcript uploads, in-house transcript evaluation, customized technology for individual programs, faculty review tools, prospect technology, I-20 processing, admitted student portals and more. Attendees will be given takeaway resources, strategies for implementing new processes and comparative data on functions served by admissions offices throughout the country. Time will be allowed for questions and for attendees to share their own best practices.

Learning Objectives:
• Compare data on admissions models at different U.S. institutions.
• Explore options for leveraging technology to go paperless—both for applicants and faculty/staff review committees.
• Analyze resources, such as an admissions toolkit page, templates for program instructions, paperless processing workshop materials and communication templates.

4:00 pm – 5:00 pm  Room 415  8C

DEVELOPING GRADUATE STUDENT NETWORKS: HOW INTENSIVE ORIENTATION PROGRAMMING CAN BUILD A COHORT
Presentation  All Levels  Student Services
Kara Pangburn, Director of Admissions, Rockefeller College of Public Affairs and Policy, SUNY Albany

This presentation will use Rockefeller College’s “Welcome Week,” a pre-term orientation program for new MPA students, as an example of how an intensive professional school orientation program can help to develop a graduate cohort and build social networks among graduate students. August 2011 was the second iteration of “Welcome Week,” which is a week-long orientation consisting of refresher courses, introductory sessions, academic advising, social activities and a group project that culminates in a professional presentation in front of the faculty. Over the past two years, the Department of Public Administration and Policy at Rockefeller College has evaluated “Welcome Week” using several instances of faculty and student written evaluations, as well as analysis of social network data. These data have led us to make changes to the orientation programming to make the week more effective in developing cohorts and preparing students for their MPA coursework. Discussion topics will include the evolution of “Welcome Week” and “lessons learned” over the course of its development, evaluation data to show how this orientation program has helped to build a strong student network in the MPA program and how “Welcome Week” has affected academic performance among new students.

Learning Objectives:
• Identify steps to collect and analyze social network data to evaluate the development of student cohorts.
• Evaluate best (and worst!) practices in developing an intensive student orientation program.
• Use academic performance as a benchmark for a successful orientation program.
• Hear from students directly about their experiences in orientation and how it helped them assimilate into their graduate program.
4:00 pm – 5:00 pm  Room 417  8D

**EXPERIENCES FROM A FIRST-YEAR GRADUATE ADMISSIONS PROFESSIONAL**

Presentation  All Levels  Career & Staff Development

Jonathan Davidson, Marketing and Communications Manager, Graduate School, Purdue University

Are you a first-year graduate admissions professional or a supervisor of staff new to higher education? Come learn about the experiences that a staff member experienced when he moved from health care to higher education. Jonathan Davidson joined the staff of Purdue University in April of 2011 as the Marketing and Communications Manager for Recruitment Services in the Graduate School. With insights and lessons learned from the past year, he'll help new professionals have a smooth transition into higher education and assist seasoned professionals in being cognizant of potential pitfalls when training new staff members.

**Learning Objectives:**
- Learn about the experience of a new staff member’s incorporation into a large public university and how you can benefit from those experiences.
- Understand the needs of a new employee so that you can establish suitable training and induction to ensure a smooth job transition and professional growth.

4:00 pm – 5:00 pm  Room 416  8E

**METHODS, METRICS & MONEY: PUT YOUR MARKETING STRATEGY INTO ACTION**

Presentation  Intermediate (2-5 yrs)  Marketing & Recruitment

Tennille Haegele, Director of Graduate Admissions, School of Public Health Policy, George Mason University; Andy Brown, Director of Communications and Marketing, School of Public Health Policy, George Mason University

In an ideal world, admissions departments would devote an unlimited amount of resources to advertising, travel, social media and every other conceivable marketing outlet. In reality, finding the most cost-effective methods is as much art as science. In this session, the presenters will show how the School of Public Policy (George Mason University’s fastest-growing academic unit) created a framework for decision-making that guides when and how to spend money on marketing. Attendees will leave with a set of practical steps designed to put their own strategies into action.

**Learning Objectives:**
- Create a framework for deciding which marketing channels to use and when.
- Create ideas to improve how you track a marketing channel’s effectiveness.
- Uncover and evaluate hidden assumptions that guide your marketing/budget decisions.

4:00 pm – 5:00 pm  Room 404  8F

**DEMYSTIFYING HIPAA/HITECH & PCI REGULATIONS BY CREATING AN INTUITIVE & ADOPTABLE INTERNAL COMPLIANCE FRAMEWORK**

Presentation  Intermediate (2-5 yrs)  Admissions Policies & Processes

Jeffrey Pettingill, Graduate Professor, Bellarmine University

The cost of overseeing risk and compliance goes well beyond HIPAA/HiTech and PCI, which often costs institutions hundreds of millions of dollars a year. The presenter will show you how to simplify HIPAA and PCI regulatory requirements by creating an adoptable comprehensive internal control framework. As risks become more diverse and interrelated, laws and regulations become more complicated and higher education institutions become more accountable, the activities and controls associated with internal compliance have expanded accordingly, becoming extraordinarily complicated. In spite of increased complexity, today’s compliance activities are largely manual, not standardized and not well integrated into higher education core business processes. Attendees will receive templates to help them create their own integrated control framework based on their regulatory requirements.

**Learning Objectives:**
- Examine obstacles to creating an effective integrated framework to meet HIPAA and PCI regulatory requirements.
• Develop strategies for ongoing regulatory compliance.
• Link regulatory requirements to controls.
• Identify steps for ongoing compliance management.
• Consider tools to prioritize compliance risks and assess control effectiveness.

4:00 pm – 5:00 pm  Room 400  8G
BUILDING A PIPELINE OF APPLICANTS: DEVELOPING RELATIONSHIPS WITH AREA INSTITUTIONS AS FEEDER SCHOOLS TO YOUR GRADUATE PROGRAM

Presentation  All Levels  Marketing & Recruitment
Amy Carver, Program Assistant, College of Engineering, Iowa State University

This presentation will be of interest to all levels, but especially those looking to increase their pool of applicants. Look for prospective students in places that were previously overlooked and ways to develop a relationship, at all levels, with area schools. The Department of Mechanical Engineering was looking to increase its applicant pool in both quality and quantity. Looking at regional schools that did not offer masters and/or PhD degrees in our discipline, Iowa State University representatives started by introducing themselves to these schools, visiting them and inviting them to the Iowa State campus for open houses.

Learning Objectives:
• Consider ways to identify potential feeder schools.
• Build relationships with these feeder schools.
• Learn how to keep these schools engaged, once a relationship is established, through targeted admissions.

The iPad application that engages prospective students and streamlines recruitment. By Fljii.
### SATURDAY, APRIL 28

**DAY AT-A-GLANCE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 10:00 am</td>
<td>Registration Open</td>
<td>Austin Grand Ballroom Foyer – 6th Floor</td>
</tr>
<tr>
<td>8:00 am – 9:00 am</td>
<td>Beverage Service Available</td>
<td>Austin Grand Ballroom Foyer – 6th Floor</td>
</tr>
<tr>
<td><strong>EDUCATION SESSIONS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30 am – 9:30 am</td>
<td>9A Using Technology &amp; Stakeholders as Keys to Creating Successful Yield Management Strategies</td>
<td>Special Interest Forum Room 615</td>
</tr>
<tr>
<td></td>
<td>9B Faculty/Enrollment Handoffs: Best Practices &amp; Structures for Accepting &amp; Enrolling Graduate Students</td>
<td>Presentation Room 416</td>
</tr>
<tr>
<td></td>
<td>9C Admission Professionals’ Effectiveness in Graduate Enrollment Management</td>
<td>Presentation Room 400</td>
</tr>
<tr>
<td></td>
<td>9D Beating the Funding Crunch: Collaborative Efforts in Graduate Recruiting Makes Sense Out of Shrinking Dollars</td>
<td>Presentation Room 417B</td>
</tr>
<tr>
<td></td>
<td>9E Paying It Forward: The Role of Unit Leadership in Mentoring Staff</td>
<td>Presentation Room 404</td>
</tr>
<tr>
<td>9:45 am – 11:00 am</td>
<td>Closing Brunch with Patricia Nelson Limerick, PhD Steering Knowledge: Accident Prevention on the On-Ramps &amp; Off-Ramps of Graduate Education</td>
<td>Austin Grand Ballroom Salons FGH – 6th Floor</td>
</tr>
<tr>
<td>1:00 pm – 3:30 pm</td>
<td>Graduate School Fair</td>
<td>University of Texas at Austin</td>
</tr>
</tbody>
</table>
NAGAP THANKS OUR ALLIANCE CIRCLE PARTNERS

NAGAP 26TH ANNUAL CONFERENCE

Developing & Challenging Leadership in Graduate Enrollment Management

SAVE THE DATE

April 24-27, 2013
GAYLORD PALMS RESORT & CONVENTION CENTER
Kissimmee, FL
SATURDAY, APRIL 28, 2012

EDUCATION SESSIONS

8:30 am – 9:30 am Room 615 9A
USING TECHNOLOGY & STAKEHOLDERS AS KEYS TO CREATING SUCCESSFUL YIELD MANAGEMENT STRATEGIES
Special Interest Forum All Levels Marketing & Recruitment
Joshua LaFave, Director of Graduate Enrollment, Whitman School of Business, Syracuse University
After a student is admitted into a program, we all utilize various methodologies by which to manage industry buzz words such as “confirmation,” “melt” or “yield.” While there may be a variety of different terminologies in place, the way in which graduate enrollment management professionals communicate to students and keep them engaged using various stakeholders and technology is critical to a program’s success. In this forum, the group will discuss examples of yield strategies among colleagues and how technology and stakeholder involvement provide a new level of engagement while minimizing contact overload.

8:30 am – 9:30 am Room 416 9B
FACULTY/ENROLLMENT HANDBOFFS: BEST PRACTICES & STRUCTURES FOR ACCEPTING & ENROLLING GRADUATE STUDENTS
Presentation Advanced (greater than 5 yrs) Admissions Policies & Processes
Sean-Michael Green, Dean, Graduate and Adult Enrollment, Marist College; Mallory Maggicomo, Assistant Director of Admission, Marist College; Andrew J. Magda, Senior Analyst, Eduventures
Enrollment management is often described as a collaborative effort including both admission staff and faculty as key players. In many systems, these two groups share or split responsibilities. At some schools, admissions professionals review applications and make offers of admission; at others, faculty are responsible for all communications after the acceptance, including registering new students. Are these practices “sacred cows” that are being done because they always were, or are there opportunities for powerful changes that will impact quality and yield? The presenters explore the current practices of institutions across the country, while seeking best practices that your institution might implement. It is based on data collected from enrollment management professionals in 2011-12. While this session is data-driven, it will be delivered in an accessible manner. This will be an interactive session, and ideas and opinions are welcome. While not every attendee may be able to unilaterally effect change in his or her school, the presenters promise tools that will spark thought and invite conversation on campus.

Learning Objectives:
• Consider the issues associated with stages of faculty or admissions involvement.
• Explore data on current practices.
• Learn what enrollment professionals consider best practices.
8:30 am – 9:30 am  Room 400  
**ADMISSION PROFESSIONALS’ EFFECTIVENESS IN GRADUATE ENROLLMENT MANAGEMENT**

Presentation All Levels  Career & Staff Development

Dean Campbell, Graduate Recruitment Specialist, Morgan State University; Jahmaine Smith, Graduate Assistant, School of Graduate Studies, Morgan State University

The presenters will report on findings from a research project undertaken in Fall 2011 that explored 50 NAGAP members’ participation in graduate enrollment management (GEM) on their campuses. A tentative definition of GEM is the combination of organizational structures and management strategies that influence student enrollment involving offices across the entire campus. Through one-on-one interviews, researchers explored the thoughts, emotions and expectations of admission professionals regarding their day-to-day experiences as they work within graduate enrollment management at various graduate campuses throughout the United States.

**Learning Objectives:**

- Examine a strategy used to gain trustworthy information useful for improving professional practices in graduate enrollment management.
- Compare the scope and characteristics of graduate enrollment management, similarities and differences among job responsibilities of GEM professionals and best practices employed at NAGAP member institutions.

---

8:30 am – 9:30 am  Room 417B  
**BEATING THE FUNDING CRUNCH: COLLABORATIVE EFFORTS IN GRADUATE RECRUITING MAKES SENSE OUT OF SHRINKING DOLLARS**

Presentation All Levels  Marketing & Recruitment

Sue Wheeler, Graduate Non-Degree Coordinator, Indiana University Purdue University Indianapolis (IUPUI); Stephanie Wilson, Graduate School Recruiter, Ball State University

During recessionary times, extraordinary measures need to be taken to stretch the recruiting dollar. Collaboration is vital in assisting strong graduate school applicants in finding the “right fit” for their professional goals. Expanding the concept of recruiting consortia a bit further, explore strategies institutions can utilize to work together, assisting one another in recruiting talented and engaging graduate students. From simple strategies to more complex tactics, discover proven methods for increasing awareness of graduate programs, eventually transforming those contacts into matriculated students. The presenters will assist attendees in crafting their own blueprint so they can collaborate with institutions with shared values.

**Learning Objectives:**

- Identify three strategies for collaboration with other institutions.
- Investigate a basis, develop and articulate the need to collaborate with other institutions in recruiting talented graduate students.

---

8:30 am – 9:30 am  Room 404  
**PAYING IT FORWARD: THE ROLE OF UNIT LEADERSHIP IN MENTORING STAFF**

Presentation All Levels  Career & Staff Development

Yvonne Kilpatrick, Interim Director of Graduate Admissions, University of Tennessee Knoxville; Deborah Arfken, Director of University Planning, University of Tennessee Chattanooga

The retention of university staff by means of career development can be mutually beneficial when a sense of loyalty, historical knowledge and cultural recognition grow as the individual grows professionally. Universities may seek to accomplish this through centralized support or in a less formalized way through leaders mentoring staff within the unit. The latter method could prove to be the more effective. Unit leaders mentoring staff should be cognizant of the twofold responsibility. Mentoring has both career development and psychological functions. As a result, the mentoring role may be sacrificial in nature as career development opportunities
come to fruition. The return on investment can be significant for the university. Leaders who have invested the time in growing their staff will often observe the perpetuation of the behavior to others who desire professional growth opportunities. The presenters will speak from their own experiences in their mentor/mentee relationship.

**Learning Objectives:**

- Understand the two functions of a mentor: career development and psychosocial development.
- Understand situational leadership behaviors associated with moving staff through the stages of greater responsibility.
- Understand the personal and institutional benefits associated with mentoring.
AACRAO INTERNATIONAL EDUCATION SERVICES
One Dupont Circle NW, Suite 1B7, Washington, DC 20036
202-296-3359
www.ies.aacrao.org

Since the 1950s, AACRAO has been the premier publisher of foreign educational system references. In 1991, AACRAO created International Education Services (IES) to provide credential evaluations to AACRAO members and the public. With evaluators averaging 22+ years of experience, we currently provide evaluations to over 1,500 institutions and organizations.

BEGIN GROUP COMPANY
Leninsky, PR 95, Moscow, Russia 119313
7 (495) 933-1098
www.begingroup.com

Begin Group – multi-channel promotion for education institutions.

CARNEGIE COMMUNICATIONS
2 Lan Drive, Westford, MA 01886
513-426-9575
www.carnegiecomm.com

Carnegie Communications is the leading higher education marketing and recruitment firm. An in-house digital team, a highly respected research team, stellar creative and a cutting-edge consulting group combine to give our clients results customized to their need.

COLLEGENET
805 SW Broadway, Suite 1600, Portland, OR 97205
503-923-5200
www.corp.collegenet.com

Innovation, Efficiency, Balance – Accomplish More, Consume Less. CollegeNET improves efficiencies and communication for higher education with advanced web-based technologies that support admissions, class and event scheduling, space and resource management, course evaluation, commencement and alumni relations. See us at NAGAP 2012 to learn more about our exceptional online services.

COLLEGEBOUND NETWORK
1200 South Avenue, Suite 202, Staten Island, NY 10314
718-761-4800
www.collegebound.net

Since 1987, The CollegeBound Network (CBN) has worked with America’s leading colleges, universities and career schools in connecting learners with educational opportunities. More than three million surfers utilize CBN’s sites monthly, including CollegeBound.net, CollegeSurfing.com, MyGlobalEducation.com, MyEducation.com, SpaBeautySchools.com and others.
Direct Development provides direct marketing services for student recruitment, specializing in integrated cross-media campaigns involving direct mail, email, web, mobile and social media applications. Our services include graphic design, list acquisition, printing and mailing, E-mail, SMS text, QR codes, Personalized URL (PURL) landing pages and mobile-optimized websites.

EMG is a one-of-a-kind, technology-driven strategic marketing agency. Our goal is to evolve the digital and visual landscapes of business for brands worldwide. As a leader in the marketplace, EMG has single-handedly set a benchmark for complexity, creativity and vitality in the solutions we have provided for both our partners and clients alike.

Educational Credential Evaluators, Inc. (ECE®) is an international nonprofit, credential evaluation organization with more than 30 years experience. For credential evaluators, recruiters and international enrollment managers, ECE® offers quick and accurate evaluation reports, online training, a publication series, customized training programs and a free e-newsletter.

Educational Perspectives is a not-for-profit public service organization and a member of the National Association of Credential Evaluation Services (NACES). We are dedicated to preparing responsible evaluation reports that help foreign-educated individuals have their non-U.S. education recognized in the United States.
ELS EDUCATION SERVICES
400 Alexander Park, Princeton, NJ 08540
609-356-6586
www.els.edu

ELS is the largest global provider of student recruitment and ESL training on more than 50 university campuses as well as pathways in the U.S., Australia and Canada. ELS helps universities map recruitment strategies to achieve the admission goals and standards enhancing campus diversity. Students receive counseling and admissions assistance through ELS’s network of 1,600 counseling centers in 85 countries. Each year thousands of students are placed into undergraduate and graduate programs. More than 650 universities worldwide accept student completion of the ELS Certificate of Completion as proof of English proficiency.

ENROLLMENT RESOURCES
1096 A Goldstream Avenue, Victoria, BC Canada V8Z JJ1
250-391-9494
www.enrollmentresources.com

Enrollment Resources (ER) specializes in providing enrollment management (EM) guidance and conversion expertise exclusively to leaders in higher education. Several hundred schools have improved their EM performance by utilizing ERs factual, reproducible performance improvement processes. Our efforts are centered on one simple principle: Helping schools ‘get the most from what they’ve got.’

ESM
8740 Lucent Boulevard, # 300, Highlands Ranch, CO 80129
800-207-1983
www.esm-sls.com

ESM provides student lifecycle solutions to help students enroll, graduate and succeed. Leveraging its highly trained people, performance-driven processes and advanced technology, ESM complements an institution’s in-house teams. As a premier Business Process Outsourcer, ESM operates the largest education-only contact center in the country. ESM’s enrollment services deliver rapid, cost-effective lead processing, high contact rates and strong conversion rates. Additionally, ESM’s student lifecycle solutions include retention services to improve graduation rates, help desk resources that offer personalized service and convenient access, career placement services to help students succeed professionally, counseling services to help students repay their loans, analytics services to help schools manage Cohort Default Rates (CDRs) and continuing education support to help students extend their learning.

ETS
660 Rosedale Road, Princeton, NJ 08541
609-683-2726
www.ets.org/toefl

At ETS, we advance quality and equity in education by creating assessments based on rigorous research. Founded as a nonprofit in 1947, ETS develops, administers and scores more than 50 million tests annually – including the TOEFL®, TOEIC® and GRE® tests and The Praxis Series™ assessments – in more than 180 countries worldwide.
CollegeCube is the iPad app that streamlines student recruitment while increasing ROI of enrollment budgets. Smooth collection and delivery of prospective students’ data, user-friendly interface and easy configuration make it ideal to use in college fairs, open houses, campus tours, interviews or as your school’s official app for students’ download.

GraduateGuide.com and Graduate School Guide provide admission professionals with a qualified source of graduate school candidates. The site lists more than 50,000 graduate programs. It is the only online graduate resource included in Google News. Our printed guide is distributed to more than 1,000 four-year colleges.

Hobsons supports education professionals in the preparation, recruitment, management and advancement of students. With secondary school solutions, integrated marketing tools and enrollment management technology, Hobsons provides innovative solutions that make it easy to help students make the best decisions throughout the entire education lifecycle. For more information, please visit www.hobsons.com.
Hotcourses International websites are the world’s busiest for international students searching to study outside their home country. The largest database of programs in the world provides comprehensive coverage of U.S. colleges and universities. 20 locally domained websites in 14 languages help students search and connect to U.S. schools.

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

More than 6,000 organizations and more than 1.5 million test takers around the world trust and recognize IELTS as a secure, consistent and quality test profiling authentic English language ability to communicate for education, professional accreditation and immigration.

INTERNATIONAL EDUCATION RESEARCH FOUNDATION
P.O. Box 3665, Culver City, CA 90231
310-258-9451
www.ierv.org

International Education Research Foundation (IERF) was founded in 1969 and is the oldest foreign credentials evaluation agency in the U.S. It specializes in providing equivalency reports for international applicants, both for university admissions and transfer credit. IERF’s services, which include electronic applications and reports, are reliable, timely and applicant-friendly.

JOSEF SILNY & ASSOCIATES, INC. (INT’L EDUCATION CONSULTANTS)
7101 SW 102 Avenue, Miami, FL 33173
305-273-1616
www.jsilny.com

Josef Silny & Associates (JS&A), Inc. is a leading provider of foreign credential evaluation and translation services. Our fees are among the lowest of any recognized evaluation service, and services are completed in just 10 business days. Our goal is to provide quality as well as exceptional customer service. JS&A is a member of NACES®, NAFSA and the ATA.
LIKELIVE
20350 Ventura Boulevard, Suite 205, Woodland Hills, CA 96364
818-888-5100
www.likelive.com

LikeLive offers the first all-encompassing video interview tool that allows colleges and universities to recruit, connect, assess and retain the highest quality applicants. Our site allows students to create an online interview and profile that can be viewed by subscribing colleges and universities to which they are applying. Don’t Just Read Them. Meet Them.

MATCHBOX, INC.
One Broadway, Floor 14, Cambridge, MA 02142
617-225-4353
www.matchbox.net

Matchbox is a new approach to university recruiting. It allows readers to step away from their keyboards and review applications with a one-of-a-kind selection toolkit, to sculpt the best student class possible.

NAGAP
18000 West 105th Street, Olathe, KS 66061
913-895-4719
www.nagap.org

The National Association of Graduate Admissions Professionals (NAGAP) is the only professional organization devoted exclusively to the concerns of individuals working in graduate enrollment management. Membership in NAGAP provides an opportunity to network with professional colleagues at all sizes and types of institutions: large and small, public and private, secular and non-secular.

NOEL–LEVITZ
6300 S. Syracuse Way, Suite 645, Centennial, CO 80111
303-714-5625
www.noellevitz.com

A trusted partner to higher education, Noel-Levitz offers services for enrollment success including strategic planning, market research, Web strategy and marketing communications, financial aid, assessment tools and enrollment technologies. Our services for graduate and professional institutions are data-driven and customized to your goals. Visit our web site (www.noellevitz.com) or blog (http://blog.noellevitz.com).
Pearson is a leading publisher of psychological, counseling, development, cognitive achievement and career interest assessments, which provide greater insight as you make decisions to achieve successful outcomes. Our well-validated tools include the PCAT, a pharmacy-specific test that measures general academic ability and scientific knowledge necessary for the commencement of pharmaceutical education and the MAT, which is designed to measure background knowledge critical to the commencement of study in graduate school.

Peterson’s is a trusted provider and online resource that helps students with their graduate school search process. We partner with more than 1,000 institutions to support their online recruitment goals. Thousands of students visit Petersons.com every day to find the best graduate programs available. We can help you reach them.

PlattForm Higher Education is the largest full-service agency specializing in enrollment marketing for higher education. We offer a range of services in traditional and interactive marketing. Our services include creative, direct response, media, mobile marketing, pay-per-click advertising, search engine optimization and website design and development.

Public Identity specializes in branded promotional merchandise and customized apparel. We work closely with collegiate organizations to find the right creative product fit and always at the most competitive prices. Try us today!
QS
3600 Reservoir Road NW, Washington, DC 20007
202-255-0550
www.qs.com

QS links high achievers from the undergraduate, graduate and MBA communities around the world with leading business schools and universities through websites e-guides and technical solutions. Visit www.qs.com for information on events such as the World Universities Tour World Grad School Tour and World MBA Tour.

ROYALL & COMPANY
1920 East Parham Road, Richmond, VA 23228
800-899-7227
804-741-8965
www.royall.com

Royall & Company works with undergraduate and graduate admissions at private and public four-year institutions to help shape more desirable entering classes and achieve their enrollment goals. Comprehensive, customized direct marketing programs employ a combination of technology, creative and human insight to achieve success year after year.

SPANTRAN
7211 Regency Square Boulevard, Suite 205, Houston, TX 77036
713-266-1322
www.spantran.com

SpanTran has been evaluating foreign academic credentials for 30 years and is a NACES® member. SpanTran also verifies the authenticity of academic credentials and offers professional translations from all languages into English. Our database represents over a generation of commitment to exhaustive and ongoing cataloguing and analysis of international credentials.

SYMPLECTIC CORPORATION
1560 Wilson Boulevard, Suite 550, Arlington, VA 22209
703-351-0200 x 7600
www.symplicity.com

Symplicity is a leading provider of higher education software. Its Admissions system enables graduate programs to manage the admissions life cycle in an easy-to-use, web-based system. The main features include customizable application forms, event management, CRM tools, powerful reporting capabilities and an unparalleled level of security and reliability.
TARGET X
1001 E. Hector Street, Suite 100, Conshohocken, PA 19428
877-715-7474
www.targetx.com

TargetX offers products, services and education that help colleges recruit best-fit students. The company blends powerful technology – like the Student Recruitment Manager (SRM), a cloud-based CRM solution built on the proven Salesforce.com platform – with a bold approach to consulting, focused on the all-important campus visit.

TERRA DOTTA
501 West Franklin Street, Suite 105, Chapel Hill, NC 27516
608-921-8001
www.terradotta.com

Terra Dotta specializes in web-based enrollment, mobility and risk management software. You can manage processes in a central database, integrate with your campus data system, update webpages through a user-friendly CMS, accept online applications/registrations, monitor user progress, mitigate institutional risk and much more.

THE COLLEGE BOARD
45 Columbus Avenue, New York, NY 10023
866-630-9305
www.collegeboard.org

The College Board is a mission-driven, not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of more than 5,900 of the world’s leading educational institutions and is dedicated to promoting excellence and equity in education.

THE PRINCETON REVIEW MARKETING SERVICES
98 Battery Street, #601, San Francisco, CA 94111
415-290-3379
www.review.com

We help graduate schools recruit within the Princeton Review community via print, online, email and social media solutions. Learn about our network of communities including Entrepreneur, Netimpact, Poets and Quants, Grad Edge (new!) and more. We also offer an advanced Admissions Solution for Facebook. Visit booth 52 and learn about new recruiting solutions!
WORLD EDUCATION SERVICES
1 Battery Park Plaza, 3rd Floor, New York, NY 10004
212-219-7303
www.wes.org

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

YOUVISIT
20533 Biscayne Boulevard, Suite 1322, Aventura, FL 33180
866-587-7158
www.youvisit.com

YouVisit has helped more than 100 public, private, large and small schools across North America and Europe serve as hosts to more than 1,000,000 Virtual Campus Visits. These institutions are seeing as much as a 30% increase in physical campus visits and increased conversion rates into quality inquiries, applications and enrollment.

ZAP SOLUTIONS
700 River Avenue, Suite 321, Pittsburg, PA 15212
412-697-2065
www.paperlessadmissions.com

Streamline your admission process with AMP’s customizable, web-based system. AMP simplifies the online application, screening, interview scheduling, reports/statistics and committee review for your staff and applicants. Stay on track of your current admissions season by easily checking AMP’s integrated dashboard anywhere at any time – even on your iPad.

ZINCH
600 Townsend Street East, 4th Floor, San Francisco, CA 94102
860-990-2745
www.zinch.com

Zinch connects students with colleges and scholarships. As part of the Chegg family, Zinch can connect your institution with current college students seeking to matriculate to graduate school on a highly targeted platform…leading to significantly higher ROI than other sources.
ON THIS LEVEL:

- EXHIBIT HALL
- SILVER CELEBRATION RECEPTION
- CONTINENTAL BREAKFASTS
- REFRESHMENT BREAKS
- EDUCATION SESSIONS
- CHAPTER MEETINGS
ON THIS LEVEL:

- Conference Registration
- Plenary Sessions
- Luncheons
- NAGAP Networking Lounge & Resource Center
- Education Sessions
- Pre-Conference Institute
Need help making sense of Foreign Credentials?

- Customer-focused staff
- Online status tracking facility
- Reasonably priced and timely reports
- Easy-to-use online application process
- Electronic reports available through EvalDirect
- Well-researched evaluations prepared by multilingual evaluators
- Member of the National Association of Credential Evaluation Services

International Education Research Foundation®

Website: www.ierf.org
Email: info@ierf.org

1969-2012
Celebrating 43 years of service
By serving students 1st, we serve our clients best.

Universities abroad

GradSchools.com

We’re giving away a Kindle Fire each day. Visit booth #25.