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On behalf of the Conference Planning Committee, I am honored to welcome you to the 22nd Annual NAGAP Conference & my hometown, New York City! More than ever, we are experiencing numerous challenges, uncertain times and a struggling economy which impacts our roles on College and University campuses. Many of us are given the charge to secure an increasing amount of talented students with limited resources. We struggle to find ways to stretch a dollar and remember our mission of making higher education a reality for all.

This year’s conference offers three days that will provide you with over seventy sessions covering a diverse group of topics designed to refresh your thinking, engage discussion and lead to new product ideas. We also have over 40 sponsors and exhibitors offering opportunities for you to learn more about their services and products.

We are very excited to welcome two speakers who will be able to share their valuable expertise on graduate education. For our opening session, Jeffrey Selingo, editor of The Chronicle of Higher Education will lead us in a discussion of Financial Health in Academia. Mr. Selingo was named editor of The Chronicle of Higher Education in August 2007. In his 10 years at The Chronicle, his work has been honored with a National Award for education reporting from the Education Writers Association, a Dateline Award from the Society of Professional Journalists, and finalist status for a Livingston Award in the national reporting category. We are also excited to have Dr. Jody Olsen join us for our Closing Brunch. Dr. Olsen will be addressing The Importance of Global Higher Education to remain one of the most widely respected and recognized job and information resources for college and university faculty members, administration, and students in our world today. Mr. Selingo has served The Chronicle of Higher Education for over 11 years. In his current position as Editor, Mr. Selingo directs a staff of more than 60 editors, reporters, and correspondents. NAGAP is indeed honored to welcome such a distinguished leader in the higher education arena to open our 22nd Annual Meeting.

From sessions on the recruitment of millennials and generation Y, to legal issues and ethics in our profession, to international marketing and recruitment, the breadth and depth of the curriculum for the 2009 conference is unsurpassed. With an unprecedented 73 sessions, NAGAP 2009 offers curricula for all levels of graduate enrollment professionals, whether you are new to the profession, a mid-career director, or a seasoned dean or administrator.

Not only will NAGAP 2009 provide ample opportunities for networking and sharing of best-practices with a global network of colleagues and constituents, the Conference Committee has also built in some time for great fun! It’s a menu of entertainment that only a world-class city like the Big Apple can provide! There will be some time to catch a major league baseball game with the New York Mets or take in a viewing of the Broadway Show, Mamma Mia, with NAGAP friends, new and old. And of course, always, Times Square is just outside your door, ready to provide an amazing neon gateway to world-class dining, theatre, and museums. Whatever the case, be sure to save Thursday night for the NAGAP Awards Banquet Dinner and Dance. Join us for a red-carpet event as we come together to honor and recognize special colleagues and friends who are leaders and visionaries in our profession.

NAGAP will close the 22nd Annual Conference with a special address from Dr. Jody K. Olsen, Acting Director of Peace Corps. Dr. Olsen was appointed by President Barack Obama’s transition team in January 2009 to serve as the Acting Director of the Peace Corps. She has a distinguished career as a champion of higher education, service, and volunteerism. In addition, Dr. Olsen has served as senior vice president for the Academy for Educational Development (AED), and executive director for the Council for International Exchange of Scholars (CIES), the organization responsible for managing the Fulbright Senior Scholar Program.

Since August 2008, I have had the honor and privilege of working closely with an amazing and dedicated Governing Board who are true leaders in our profession. All 13 members of the NAGAP Board will be here for you throughout the Annual Conference to answer and address any questions or concerns that you may have. We welcome and value your personal feedback as we continue to work together to make our Association the absolute best that it can be. Welcome to NAGAP On Broadway: YOUR Ticket to Success and Welcome to New York City! We are glad that you are here! Here’s to a fantastic Annual Conference.

Jeffery T. Johnson, NAGAP President
2008-2010 NAGAP Governing Board

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NAGAP on Broadway to Success

Moderators
(as of March 13)
Helen Albertson-Ploucha, Drexel University, School of Law
Judith Baker, Nazareth College of Rochester
K. Jill Barr, University of Maryland – Baltimore Co.
Karen Bertolini, Utica College
James Betbeze, University of California – San Francisco
Lynette Bible, James Madison University
Tracy Blandon-Allen, Emory University
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Salvatore Calabro, Albert Einstein College of Medicine
Greg Canada, University of California
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Angelica Compton, Georgetown University
Anna De Cheke-Qualls, Johns Hopkins University
Kathy Dilks, Sacred Heart University
Charlene Dundie, Fordham University
Karen Eden, Palmer College of Chiropractic
Dave Fletcher, Barry University
Victoria Freedman, Albert Einstein College of Medicine
Kharen Fulton, Emory University
Miguel Garcia, National Urban Fellows
Stacy Gato, University of New England
Hope Geiger, University of Tulsa Graduate School
Deborah Gibson, Illinois Institute of Technology
Pamela Graham, Florida State University, College of Social Work
Abigail Griffith, Shenandoah University
Donna Griffith, Indiana University of Pennsylvania
Philip Guerrero, University of Texas – Austin
Marcus Hancsom, University of New Haven
John Hayton, Australian Education International
Natalie Harring, New York University, School of Public Svc.
Mary Kay Hester, Shenandoah University
William Horn, Abilene Christian University
Traci Howard, California Western Law School
Michelle Howell Smith, University of Nebraska – Lincoln
Wayne Hutchison, Michigan State University, College of Law
Matt Irelan, University of Michigan
Jessica Isomoto, University of Southern California
Vincent James, Harvard University School of Public Health
Fareza Khan, St. Thomas University
Sean Kirman, Regent University, School of Law
Lisa Lennox, Cornell University
Leslie Lichter, Johns Hopkins University, School of Medicine
Ron Lipton, University of Massachusetts – Boston
Emanuel Lomax, Sarah Lawrence College
Elaine McBeth, College of William & Mary
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Jim Muskopf, Fontbonne University
Sarah Nandor, Webster University
Janet Newhall, University of California – Berkeley
Patricia Newton-Curran, Illinois Inst. of Technology
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David Proffitt, Regent University
Samara Rasmussen, University of Denver
Janice Robinson, Brigham Young University
Monica Rodriguez, University of Texas – San Antonio

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(as of March 13)
Barbara Benoit, American International College
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Amy Carver, Iowa State University
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Special Interest Forum Facilitators
(as of March 13)
Helen Albertson-Ploucha, Drexel University, School of Law
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Welcome Reception
Sponsored by Hobsons
Wednesday, April 22, 6:00 p.m. – 8:00 p.m.
9th Floor
It’s opening night of “NAGAP on Broadway,” and you’ve scored the hottest ticket in town! Join us in kicking off our Annual Conference, New York style. The Marriott Marquis will be transformed into a New York City block party, complete with sketch artists and traditional street foods. Dive right into the energy and excitement of Times Square while you mingle with your fellow NAGAP members. Welcome to your first night in the city that never sleeps!

Awards Banquet and Dance
Sponsored by Education Dynamics – Gradschools.com
Thursday, April 23, 6:00 p.m. – 11:00 p.m.
Westside Salons 1 & 2
The red carpet has been rolled out for YOU! Join us in the heart of Times Square at the New York Marriott Marquis for an exciting evening under the bright lights. Dress to impress as we dine together and raise a glass to the stars of NAGAP. Awards will be presented to honor the achievements of some of our special members. This will be an evening you won’t forget. Be sure to bring your dancing shoes!

Annual Business Meeting
Friday, April 24, 3:15 p.m. – 4:30 p.m.
Westside Salons 1 & 2
Come join the members of the NAGAP Governing Board for the Annual NAGAP Business Meeting. There, you will hear the members of the Board give you a brief report of what has transpired during the past year and provide you with information on what the association is planning for the future.

Friday Night Optional Events
MAJOR LEAGUE BASEBALL - New York Mets
Friday, April 24, Depart from Hotel 5:00 p.m.
Game starts 7:10 p.m.
Baseball fans won’t want to miss an exciting opportunity to be a part of the Mets’ first season in their new stadium! This year, the Mets settle into their new home at Citi Field. The New York Mets have consistently been contenders in the National League with 2 World Championships, 4 National League Pennants, and 7 Playoff Appearances. Includes dinner.

Directions to Mets Game at Citi Field:
Head north on Broadway towards W 46th Street
Turn right at W 46th Street
Turn left at 6th Ave/Ave of the Americas
Enter Rockefeller Center Station (47th – 50th Streets)
Take “F-179th St Jamaica Station” to “Jackson Heights-Roosevelt Ave-74th St Broadway Station” stop (15 min)
Take “7 Main St-Flushing Station” train to “Willets Point Blvd-Shea Stadium Station” (8 min) (Citi Field is adjacent to where Shea Stadium was.)

BROADWAY SHOW - “Mamma Mia”
Friday, April 24, Showtime: 8:00 p.m.
Times Square is the home of many historic theaters and top-ranked shows. It is the place to be for an up close and personal experience with the world’s finest in music and dance. This is the story of a daughter’s quest to discover the identity of her father as she’s about to get married. The arrival of three men from her mother’s past provides the backdrop of this entertaining tale of love, laughter and friendship.

You don’t have to be a fan of ABBA, whose hit songs are featured in this musical, to fall in love with this irresistibly enjoyable show. Mamma Mia has been performed for more than 30 million people worldwide to much acclaim. Mamma Mia international blockbuster was also recently made into a hit movie.

Directions to Mamma Mia:
Winter Garden Theatre
1634 Broadway (50th Street)
New York, NY 10019
From the Marriott Marquis, head north up Broadway (towards W 46th Street).
Follow Broadway until W 50th Street
The Winter Garden Theatre is between 50th and 51st.

COMEDY SHOW - Eight is NEVER Enough
Friday, April 24
Dinner: 7:45 p.m., Show starts at 8:30 p.m.
Everyone knows that laughter is the best medicine. In fact, it’s probably something we need to do more of! Similar to the hit TV show “Whose Line is it Anyway,” Eight is NEVER Enough comedy is prepared to make you laugh until you cry! Currently in its 6th Season, “Eight is NEVER Enough!” is the product of talent and vision. The troupe consists of NYC performers and artists who are dedicated to captivating audiences through old school comedy entertainment. This energetic cast comes from a variety of backgrounds including the dramatic stage, film, TV, improv, stand-up, opera, classical and musical theatre. Turn the “8” on its side and you will find an infinity sign: “nothing is ever enough.” There is no such thing as too much heart and energy on stage or in life. Eight is NEVER Enough has a variety of influences including classic theatrical and television comedy shows from the 20th century. Audience participation is always key as every show involves breaking down the fourth wall while engaging audience suggestions into every scene and song. Specializing in music and physical comedy, Eight presents high-energy shows combining original characters and improvised musical songs. Dinner included in admittance.

Directions to Eight is NEVER Enough Improv Show:
Times Square Comedy Club
669 8th Avenue New York, NY 10036 – (212) 568-6560
Head south on Broadway toward W 45th Street
Turn right on W 45th Street
Turn left at 8th Avenue
The Improv Show is located between Hatton Way and W 42nd Street.
NAGAP First-Timers’ Session
Wednesday, April 22, 5:00 p.m. – 5:45 p.m.
Ziegfeld Room
If you have never been to a NAGAP Annual Conference, then be sure to attend the First-Timer’s 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. In addition to the invaluable tips and networking, there are also really great door prizes, but you must be present to win!

Lunch on Your Own
Thursday, April 23, 11:30 a.m. – 1:45 p.m.
Experience the hustle and bustle that is a typical New York City day while you dine on the go! Conference attendees will receive a $15 gift card to enjoy a meal of their choice. A list of places conveniently located to our host hotel will be provided. Eat on your own, or bring your lunch back to the Marriott to join one of our Special Interest Forums from 12:30-1:45 p.m. This will be an intimate opportunity to discuss, in small groups, critical issues facing our field today.

Special Interest Forums
Thursday, April 23, 12:30 a.m. – 1:45 p.m.
Fifth Floor Foyer
1. An Assessment of Our Profession: How do we see ourselves? Are we recruiters, marketers, gatekeepers, judges, retention specialists, all of the above or simply generalists? Do we (ever) see ourselves as educators?

Do we feel that our expertise, knowledge and experience count for anything that has lasting impact with students or are we functionalists, part of the enterprise, with varying levels of commitment and varied approaches to the educational mission of our respective institutions?

2. International Student Recruitment and Processing: How do institutions recruit international students? How is processing of applications, certifying funds, completion of I-20’s, interpreting transcripts, etc. done?

In terms of recruiting, where do we go and how much will it cost? How successful is the use of educational consultants vs. personal visits, large fair circuits, etc.?

What about language proficiency exams? Which ones are acceptable? Is there a standard? How does each school use these tools for measurement, and what are considered “good scores”?

3. Web 1.0 + 1.0 = ??: Technological Flash versus Old-Fashioned Personalized Approaches: What works best? Is there a “standard” in the industry? What constitutes “balance” between these two and why do we feel there is urgency to use both? How do institutional ERP systems interact with students outside of matriculation? Does electronic download of test scores enhance the administration of applicants?

Networking Room
We are, once again, offering an area exclusively for networking, located just outside of the conference room. This year’s NAGAP Networking Room (NNR) will be located in the Foyer area. Be sure to drop off any extra promotional materials that you may have brought with you to share with other delegates. Presenters are encouraged to drop off extra copies of their session handouts at the NNR as well. You can also post job announcements and messages to other NAGAP Conference attendees on the message board in the NNR. It is a great place to connect with other delegates, to share information and ideas!

Concierge Desk
A concierge service is on-site in the registration lobby of the New York Marriott Marquis to assist you with dinner reservations for Friday evening and other plans for your free time.

Cyber Café
Sponsored by ETS
ETS will once again sponsor NAGAP’s Cyber Café, a place for attendees to check their e-mail and have access to the Internet while at the Conference. Look for Cyber Café kiosks inside the Exhibit Hall and near the NAGAP Registration Desk.

Closing Brunch
Featuring Peace Corps Acting Director, Jody K. Olsen. Enjoy one last meal with fellow colleagues as we wrap up the NAGAP 2009 Annual Conference. The annual conference slide show is the highlight of the closing brunch, but the real reason to attend is the exciting door prizes. You must be present to win a free registration, a free hotel room, or a free airline ticket (not to exceed $500) to next year’s conference. Then learn where we’ll be heading for the 2010 Annual Conference – the countdown to next year’s exciting conference starts today!
Jeffrey J. Selingo was named editor of The Chronicle of Higher Education in August 2007. He directs a staff of more than 60 editors, reporters, and correspondents in print and online. Previously, he had been an assistant managing editor and senior editor at The Chronicle since 2002, overseeing coverage of higher education policy, campus leadership, fundraising, as well as surveys of presidents and trustees. Before that, Mr. Selingo had been a reporter covering state politics. In his 11 years at The Chronicle, his work has been honored with a National Award for Education Reporting from the Education Writers Association, a Dateline Award from the Society of Professional Journalists, and finalist status for a Livingston Award in national reporting. A leading journalist on higher education subjects, he has been a featured speaker on the topic to national groups, including National Association of College and University Business Officers, American Council on Education, American Association of State Colleges and Universities, the Association of Governing Boards, and the Hechinger Institute on Education and the Media, and his work has appeared in The New York Times and The Washington Post. Prior to coming to The Chronicle, he was the environmental reporter for the Wilmington (N.C.) Star-News. Selingo was a member of the staff that won a North Carolina Press Association Award for its coverage of two major hurricanes in 1996, and was the recipient of the state’s top Associated Press writing award. He also worked for The Ithaca (N.Y.) Journal, and as a recipient of the Pulliam Journalism Fellowship he covered business technology for The Arizona Republic.

He received his bachelor’s degree in journalism from Ithaca College and a master’s degree in government from Johns Hopkins University. He also completed the Wharton Seminars for Business Journalists at the University of Pennsylvania’s Wharton School.

Jody K. Olsen is the Acting Director of the Peace Corps and since 2002 has been the Agency’s Deputy Director.

Dr. Olsen’s distinguished career at the Peace Corps began as a Volunteer in Tunisia from 1966 to 1968, teaching English and developing community health programs. In 1979 and 1980, she was Peace Corps country director in Togo, a program which focused on education, health, and agriculture.

Between 1981 and 1984, Dr. Olsen served as regional director for the Peace Corps, managing operations in 17 countries, and she returned to the agency in 1989 to serve for three years as chief of staff, during which time the agency expanded into 25 new countries.

Prior to becoming Deputy Director, Dr. Olsen was the senior vice president at the Academy for Educational Development (AED) and before that served as executive director for the Council for International Exchange of Scholars (CIES), the organization responsible for managing the Fulbright Senior Scholar Program.

Dr. Olsen has traveled to over 80 countries. She is a tireless advocate for the mission of the Peace Corps and the work of Volunteers, speaking at dozens of domestic and international events each year. She is a former president of the University of Maryland Alumni Association and remains active in alumni affairs.

Dr. Olsen holds a bachelor’s degree in sociology with a teaching certification from the University of Utah; a master’s degree in social work from the University of Maryland; and a Ph.D. from the University of Maryland’s College of Education.

Dr. Olsen has received numerous awards for her leadership and public service including: the Alumni of the Year Award from the University of Utah; the Alumni of the Year Award and Alumni Hall of Fame distinction from the University of Maryland’s College of Education; the Marita Houlihan Award (for outstanding efforts and commitment to fostering international exchange) from NAFSA; and an Honorary Doctorate in International Sustainable Development from Michigan Technological University.
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Attend Beyond the Lead: The Enrollment Management Boot Camp, presented by Andrew Gansler, President of the Prospecting Services Division of EducationDynamics, on Thursday 10:15-11:30 a.m.

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Guide to the Educational Sessions

**Branding**
Building A Brand – Selling Your Culture to Prospective Students ............... Thursday 10:15 – 11:30 a.m. Empire/Hudson

**Communication**
Communicate with Your Prospects and Applicants – Effortlessly ................... Thursday 10:15 – 11:30 a.m. Juilliard/Imperial
Utilizing a Campus-Wide CRM System to Automate Logic-Based, Multichannel Communication Plans Aimed at Increasing Graduate Enrollment .. Friday 10:30 – 11:45 a.m. Chelsea/Gotham

**Diversity**
Building and Empowering a Community of Graduate Scholars ................. Friday 10:30 – 11:45 a.m. Wilder

**Enrollment Management**
Beyond the Lead – The Enrollment Management Boot Camp .................. Thursday 10:15 – 11:30 a.m. Broadhurst/Belasco
Make a Brand New Start – Reorganizing the Graduate Enrollment Operation . Thursday 2:00 – 3:15 p.m. Broadhurst/Belasco
Leveraging Technology in the Graduate Admissions Process .................. Thursday 2:00 – 3:15 p.m. Juilliard/Imperial
Developing a Strategic Enrollment Plan for a Graduate School .......... Thursday 2:00 – 3:15 p.m. Brecht
Holding Steady – Stabilizing the Enrollment of Non-Traditional Graduate Students in Eastern Michigan’s Recessed Economy ............ Thursday 3:45 – 5:00 p.m. Brecht
Pseudo-Centralized Enrollment Management – Graduate Admissions Oversight in a Highly Decentralized Environment ............. Thursday 3:45 – 5:00 p.m. O’Neill
Getting Future Ready – Key Competencies for Graduate Admissions Professionals .................................................. Friday 8:45 – 10:00 a.m. Chelsea/Gotham
Get Your Programs, the Show Begins – Release of the NRC Assessment of Doctoral Programs ........................................... Friday 10:30 – 11:45 a.m. Empire/Hudson
Inquired, Applied, and Accepted; But Will They Start? ......................... Friday 1:45 – 3:00 p.m. Juilliard/Imperial

**Graduate Student Services**
Plan a Successful Graduate Student Orientation with Minimal Cost .......... Friday 8:45 – 10:00 a.m. Westside Salons 1 & 2
One-stop Student Services Center – Your Ticket To Setting The Stage From Recruiting To Graduation ............................ Friday 1:45 – 3:00 p.m. Broadhurst/Belasco
Turning Admitted Students into Enrolled Students – How to Use a Student-Centered Approach to Increase Yield ................ Friday 1:45 – 3:00 p.m. Westside Salons 1 & 2

**How To**
Change Initiatives in Higher Education – Les Miserables??? ................. Thursday 10:15 – 11:30 a.m. Ziegfeld
Developing a Graduate Recruitment Office – The MacGyver Philosophy .... Thursday 10:15 – 11:30 a.m. O’Neill
It’s Showtime! Putting Some Teeth in Your Graduate Student Evaluation and Illustrating Success ................................................ Thursday 2:00 – 3:15 p.m. Empire/Hudson
Investment and Retirement Planning .................................................. Thursday 2:00 – 3:15 p.m. Ziegfeld
Successfully Managing Staff – A Workshop for Professionals with Supervisory Responsibilities ................................................. Friday 8:45 – 10:00 a.m. Wilder
Program of Study – Is Yours Online and Does It Enforce Policy? .......... Friday 10:30 – 11:45 a.m. O’Neill
Thinking of Starting a NAGAP Chapter? We Can Help You Fill In The Pages Friday 1:45 – 3:00 p.m. Brecht
Fraudulent Educational Credentials – Learn How To Detect Them ............ Saturday 8:45 – 10:00 a.m. Odets

**International**
English Language Test – What Options Do International Students Have and How Do You Decide Which Will Work For Your Admission Requirements? ........ Thursday 10:15 – 11:30 a.m. Odets
Mediating the Cultural Divide – An International Student Seminar Approach Thursday 10:15 – 11:30 a.m. Brecht
Successful Strategies to Increase the Enrollment of International Students From Developing Countries ........................................... Thursday 2:00 – 3:15 p.m. Odets
Graduate Education and Peace Corps – Collaborative Partnerships That Make a Difference ...................................................... Thursday 3:45 – 5:00 p.m. Ziegfeld
Sponsored Students Developing a Strategic Plan ........................................... Friday 8:45 – 10:00 a.m. Ziegfeld
Global Learning Tribes ................................................................. Friday 10:30 – 11:45 a.m. Brecht
An Update on the Educational System of Saudi Arabia .......................... Friday 12:00 – 1:15 p.m. O’Neill
Orchestra, Mezzanine or Balcony – A Clear View of International Applicants with Three-year Degrees ........................................... Friday 12:00 – 1:15 p.m. Empire/Hudson
International Marketing – Small Budget Production for Big Box Office Success ............................................................... Friday 1:45 – 3:00 p.m. Ziegfeld

Marketing
The Experience IS the Marketing ................................................... Thursday 2:00 – 3:15 p.m. Westside Salons 1 & 2
PURLs & Admissions – A NEW Multi-Channel Marketing Package Converting Prospects into Applicants ........................................... Thursday 2:00 – 3:15 p.m. Wilder
TOEFL iBT – Reflecting on Student Performance and Score Requirements. Thursday 3:45 – 5:00 p.m. Chelsea/Gotham
GRE Program Update .............................................................. Friday 8:45 – 10:00 a.m. Empire/Hudson
How to Use the Web to More Effectively Target Prospective Students on a Budget of $6.57/day ................................................... Friday 10:30 – 11:45 a.m. Westside Salons 1 & 2
Factors Predicting Graduate School Choice – A Case Study of Students in the KU School of Engineering ....................................... Friday 12:00 – 1:15 p.m. Chelsea/Gotham
From MySpace to My Applicant – Using Social Networking Strategy to Generate Referrals ....................................................... Friday 12:00 – 1:15 p.m. Westside Salons 1 & 2
Organic Is Good for You ................................................................. Friday 12:00 – 1:15 p.m. Brecht
The Millennial Generation – They Have Arrived on Campus – Are We Ready for Them? ............................... Friday 1:45 – 3:00 p.m. Chelsea/Gotham

Process
In Admissions, Is Centralized or Decentralized Better? Yes! ................. Thursday 3:45 – 5:00 p.m. Wilder
Rapid-Fire Credential Evaluation – How to Quickly Assess International Credentials for Graduate Admission .......................... Thursday 1:45 – 3:00 p.m. Odes
Your Applicant’s Life Made Easier ................................................... Thursday 1:45 – 3:00 p.m. Empire/Hudson

Recruitment
Mission NOT Impossible – Successful Recruitment Strategies During Economic Slowdown ................................................ Thursday 10:15 – 11:30 a.m. Westside Salons 1 & 2
Technology 101 – Using Webchat to Recruit Millennials ........................ Thursday 10:15 – 11:30 a.m. Chelsea/Gotham
Alliances, Partnerships and Advisors – Learn How to Make Them Work For You Thursday 3:45 – 5:00 p.m. Wilder
Strategies for Recruiting in the Current Economic Environment ........... Thursday 3:45 – 5:00 p.m. Westside Salons 1 & 2
Road to the Big Apple, Budget and Recruitment and Admissions, Oh My ...... Thursday 3:45 – 5:00 p.m. Odes
Acquiring Data for Achieving Dreams – Effective Follow-Up ............... Thursday 3:45 – 5:00 p.m. Empire/Hudson
Phantom of the College – Can We Get Them, and Will They Leave? Discussion of Successful Recruitment and Retention Efforts for Domestic Female and Minority Graduate Students ............................................................... Thursday 3:45 – 5:00 p.m. Broadhurst/ Belasco
Articulation Agreements – How to Get Lights, Camera, Action ................ Friday 8:45 – 10:00 a.m. Odes
Market Strategies for International Student Recruitment ........................ Friday 8:45 – 10:00 a.m. Brecht
Proven Methods for Effective Event Marketing ................................ Friday 8:45 – 10:00 a.m. Juilliard/Imperial
Collecting, Analyzing and Using Historical Data to Influence Recruiting Strategies Setting the Stage – Connecting Admitted Students to Your Institution ............................ Friday 10:30 – 11:45 a.m. Broadhurst/ Belasco
Strategic Marketing – How to Maximize Your Recruiting Efforts Through International Education Fairs ........................................... Friday 10:30 – 11:45 a.m. Ziegfeld
Working Together – How 2, 3 and Even 4 is Better Than 1 ......................... Friday 10:30 – 11:45 a.m. Odes
A Teachers College Case Study – Integrated Recruitment Strategies from SEM to VDP ........................................................... Friday 12:00 – 1:15 p.m. Ziegfeld
Go Green with eBrochures – No More Print and Mailing .......................... Friday 12:00 – 1:15 p.m. Juilliard/Imperial
Learn How to Increase Your International Student Enrollments by Working with Quality Recruitment Agents. Friday 12:00 – 1:15 p.m. Odets
Second Times Square – How Reapplicants Can Be Your Untapped Applicant Pool. Friday 12:00 – 1:15 p.m. Broadhurst/Belasco
Catch a Rising Star – A New Event to Recruit Top Undergraduate Research Students. Friday 1:45 – 3:00 p.m. Wilder
How to Succeed in a Recruiting World of Overwhelming Change. Saturday 8:45 – 10:00 a.m. Broadhurst/Belasco

Technology
Expanding a Small Staff with Technological Opportunity – Putting Admissions Information in Your Students’ Hands. Friday 1:45 – 3:00 p.m. O’Neill
Using Myspace and Facebook to build Community and Recruitment. Saturday 8:45 – 10:00 a.m. Juilliard/Imperial

Trends
The Academic Transcript is Now Digital – Improving Student Service Worldwide. Thursday 2:00 – 3:15 p.m. Chelsea/Gotham
Degrees of Fraud – Degree and Accreditation Mills and Fraudulent Academic Credentials. Thursday 2:00 – 3:15 p.m. O’Neill
Increasing Diversity Through the Admissions Process – Reexamining Practices Pt. II. Thursday 3:45 – 5:00 p.m. Juilliard/Imperial
Clash of the Titans – When Law and Ethics Collide. Friday 8:45 – 10:00 a.m. O’Neill
Best Practices in Adult and Graduate Education – Trends and Technology. Friday 8:45 – 10:00 a.m. Broadhurst/Belasco
What’s Happening and What You Can Do About It. Saturday 8:45 – 10:00 a.m. O’Neill

General Notes
The easiest way to have a WebChat.

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Wed. 3:00 p.m. – Sat. 11:00 a.m.  
Westside Foyer  
NAGAP Networking Room (NNR)  
We have asked each conference attendee to bring a supply of their best promotional materials from their respective schools to share with other attendees. These materials, along with any extra materials you may want to take home with you, will be available in the networking area. You may also post job announcements or leave messages for colleagues on the message board.

3:00 p.m. – 7:00 p.m.  
45th St. and 46th St.  
Registration  

4:00 p.m. – 5:00 p.m.  
Brecht  
NYGAP (New York) Chapter Meeting  
The New York Chapter of NAGAP will hold its annual conference chapter meeting to provide members with an opportunity to get re-acquainted, provide updates about what the chapter has been up to, highlighting ways you can get involved, and sharing some goals for the coming year. Anyone working at an institution based in New York State are invited to attend!

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

6:00 p.m. – 8:00 p.m.  
9th Floor  
Lights over Times Square Welcome Reception  
Sponsored by Hobsons  
Please join us for our opening night Welcome Reception. Located on the 9th floor of the New York Marriott Marquis, you will enjoy a spectacular view of Times Square with all its glamour and lights. You will even be able to see the New Year’s Eve ball which is now present all year. Each attendee will receive two (2) drink tickets for the cash bar.

7:30 a.m. – 4:00 p.m.  
45th St. and 46th St.  
Registration  

7:30 a.m. – 9:00 a.m.  
Brecht  
Continental Breakfast  

7:30 a.m. – 4:00 p.m.  
Ziegfeld  
Exhibits Open  
Don’t miss the opportunity to see the latest in products and services.

8:00 a.m. – 8:30 a.m.  
Brecht  
Moderator Briefing  

8:30 a.m. – 9:00 a.m.  
Ziegfeld  
Recorder Briefing  

Thurs. 9:30 a.m. – Sat. 11:00 a.m.  
Exhibit Hall and Foyer  
Cyber Café  
Sponsored by ETS  

9:00 a.m. – 9:45 a.m.  
Westside Salons 1 & 2  
Opening Session with Jeffrey J. Selingo  
Higher Education 2009: The Challenges Ahead  
Jeffrey J. Selingo was named editor of The Chronicle of Higher Education in August 2007. He directs a staff of more than 60 editors, reporters, and correspondents in print and online.  
Prior to coming to The Chronicle, he was the environmental reporter for the Wilmington (N.C.) Star-News. Selingo was a member of the staff that won a North Carolina Press Association Award for its coverage of two major hurricanes in 1996, and was the recipient of the state’s top Associated Press writing award. He also worked for The Ithaca (N.Y.) Journal, and as a recipient of the Pulliam Journalism Fellowship he covered business technology for The Arizona Republic.

9:45 a.m. – 10:15 a.m.  
Westside Salons 1 & 2  
Refreshment Break
BREAKOUT SESSIONS

Thursday, April 23

10:15 – 11:30 a.m.  Empire/Hudson
Building A Brand – Selling Your Culture to Prospective Students
Matt Hutter, Director of External Affairs, Claremont Graduate University School of Information Systems and Technology
Branding  Beginning
Building a brand is one of the most critical tasks associated with gaining recognition, connecting with prospective students and increasing enrollment. An effective brand communicates the values and mission of your school to prospective students and provides a foundation for continued enrollment growth. This session will outline strategies for identifying, building, and implementing successful branding and marketing efforts.

10:15 – 11:30 a.m.  Juilliard/Imperial
Communicate with Your Prospects and Applicants – Effortlessly
Kathy Giddings, Director of Graduate Admissions, UNC Charlotte
Communication  Intermediate (2-5 yrs)
Receiving too many redundant questions via the phone and email? How do you communicate with your applicants? How do you follow-up with your prospective students you meet at recruitment fairs or information sessions? Do you even have time? Come find out how the Graduate School at UNC Charlotte communicates effortlessly and efficiently with its applicants, prospects, and admitted students using Apply Yourself’s Email Communication Tracks.

10:15 – 11:30 a.m.  Broadhurst/Belasco
Beyond the Lead – The Enrollment Management Boot Camp
Andrew Gansler, President, Prospecting Services Division, Education Dynamics
Enrollment Management  All Levels
Student acquisition is a process extending far beyond lead acquisition – getting students in the door is only a small part of the battle. This session shares the knowledge and experience gained from veterans in the field of online student acquisition to help institutions avoid common pitfalls of enrollment management and convert more leads into enrolled students. Beyond reviewing the challenges and opportunities in online lead generation, this session tackles effective communications campaigns to foster interest, engage students and ultimately, “close the deal.”

10:15 – 11:30 a.m.  Ziegfeld
Change Initiatives in Higher Education – Les Miserables??
Roberta Nolan, Director of Graduate Recruitment, Widener University
How To  All Levels
This session will provide insight into the change process as it applies to institutions of higher education using a recent change initiative as a longitudinal case study to describe, explore, analyze, and reflect on the experience. Understanding transformation includes the various steps, what works, what doesn’t, what is the natural sequence of events, and where even very capable people have difficulties. The goal will be to form techniques for managing change that will be helpful to individuals experiencing change and organizations which must constantly adapt and change. The presentation will provide a full perspective on the change initiative by “going to the balcony” for a full perspective on the scene below.

10:15 – 11:30 a.m.  O’Neill
Developing a Graduate Recruitment Office – The MacGyver Philosophy
Keith Ramsdell, Director of Graduate Admissions, Lourdes College
How To  Beginning
When you were hired for your new position as graduate recruiter, you were so excited. You knew expectations were high, but you were determined to succeed. Unfortunately, it didn’t take long for reality to set in. You arrived that first day to find a hand-written note on your desk from the president that simply read “Go get ‘em.” Upon further examination, you found that the only other contents of the desk were an old stick of gum, a paper clip, and a pencil with the eraser chewed off… not much to work with. So what would MacGyver do under these circumstances?
If you started in the past year and this scenario sounds at all familiar, join us to find out! This interactive session will focus on the development of a graduate recruitment office, while encouraging you to adopt The MacGyver Philosophy of making the best of a challenging situation. Discussion topics will include who to recruit, what to send them, when to follow-up, where to go for help, and how to close the deal. Personal experiences and strategies that worked – and a few that didn’t – will be shared by the presenter, but be sure to bring a few MacGyverisms of your own.
Thursday, April 23

10:15 – 11:30 a.m.  Wilder
Alliances, Partnerships and Advisors – Learn How to Make Them Work For You
Jennifer Richardson, Assistant Director, Student Affairs, University of Oklahoma College of Pharmacy;
Mandy Meinhardt, Director of Recruitment, Dr Wm Scholl College of Podiatric Medicine
How To
Professional School Seeks Long Term Relationship With Pre-Professional Advisor – All Students Welcome! This workshop will introduce participants to the role of the pre-professional advisor in the decision-making process of potential students and the importance of building a solid foundation with pre-professional advisors when recruiting their students. This workshop will address specific strategies for laying the foundation, maintaining it and then building on that foundation to yield more applicants. Time will also be allowed for a best practices discussion.

10:15 – 11:30 a.m.  Odets
English Language Test– What Options Do International Students Have and How Do You Decide Which Will Work For Your Admission Requirements?
Beryl Meiron, IELTS International; Andrea Scott, Senior Product Champion, IELTS International; Kelsey Miller, Senior Marketing Manager, Pearson Language Tests
International
Experience what your applicants do when they register to take the International English Language Testing System (IELTS). Learn about the Listening and Reading modules and participate in a mini-administration of the tests. Then reverse roles, score the tests, and discuss what those scores mean. Next, learn about the Writing and Speaking modules, view authentic samples from both modules, and score the samples for discussion. The session will close with information and discussion on setting minimum IELTS score requirements, and how those scores can assist in selecting applicants with the language ability to be academically successful on campus.

10:15 – 11:30 a.m.  Brecht
Mediating the Cultural Divide – An International Student Seminar Approach
Dan Sandford, Director of Graduate Admissions, New York University
International
As admissions experts we are charged with bringing in the graduate class. We are also aware that our school is enriched by the presence of international students. But what mechanisms do we use to enliven this integration? How do we provide a more meaningful period of transition? In this session you will hear how a school of the arts in a large, urban university struck the right chord by evolving a unique post-orientation interactive seminar that dealt with the issues and process of acculturation. Using a broad discussion we will look for commonalities and additional models applicable to the international student experience at each campus.

10:15 – 11:30 a.m.  Westside Salons 1 & 2
Mission NOT Impossible – Successful Recruitment Strategies During Economic Slowdown
Julia Evans, Director of Central Recruitment, Claremont Graduate University
Recruitment
The current economic crisis has incited much concern within higher education circles especially within the realm of recruitment. While the effect of market conditions on actual graduate school inquiries, applications and enrollment has been difficult to fully validate, there is an inextricable correlation between market conditions and consumer demand for higher education. This presentation will (1) show a correlation between economic slowdown and lower recruitment numbers for certain programs; (2) help educate recruiters and administrators about general market trends; and (3) present innovate ways to combat effects of economic slowdown on recruitment and admissions.

10:15 – 11:30 a.m.  Chelsea/Gotham
Technology 101 – Using Webchat to Recruit Millennials
Kathy Hua-Di, Recruitment Coordinator, University of Southern California School of Social Work;
Chris Steins, CEO, Urban Insight
Recruitment
 Intermediate (2-5 yrs)
The generation of students entering college this year have never known a world without the Internet. Graduate schools that don’t communicate using newer technologies run the risk of missing out on some of today’s top students. Fortunately, you don’t have to be tech-savvy to reach Millennials, or Generation Y. Web-based chat is an example of how new Internet technologies can be adopted at a low cost and with little training. Kathy Hua-Di will provide an overview of the electronic communication tools that are natural for this year’s incoming freshmen and suggest ways that these tools can become an integral part of the admissions process.

11:30 p.m. – 1:30 p.m.
Lunch On Your Own
Experience the hustle and bustle that is a typical New York City day while you dine on the go! Conference attendees each received a $15 gift card during registration to enjoy a meal of their choice. A list of places conveniently located to our host hotel are provided in your tote bag. Eat on your own, or bring your lunch back to the Marriott to join one of our Special Interest Forums from 12:30-1:45 p.m. This will be an intimate opportunity to discuss, in small groups, critical issues facing our field today.
We are a subscription-based Web portal that streamlines the “search and apply” process. We promote your PhD programs through a robust, detailed and customizable drill-down search engine – free of advertising or promotional partnerships. You receive one PDF with the entire application included.

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SPECIAL INTEREST FORUMS

Thursday, April 23, 12:30 – 1:45 p.m.  Fifth Floor Foyer

1. An Assessment of our Profession: How do we see ourselves? Are we recruiters, marketers, gatekeepers, judges, retention specialists, all of the aforementioned or simply generalists? Do we (ever) see ourselves as educators?

Do we feel that our expertise, knowledge and experience count for anything that has lasting impact with students or are we functionalists, part of the enterprise, with varying levels of commitment and varied approaches to the educational mission of our respective institutions?

2. International Students Recruitment and Processing: How do institutions recruit international students? How is processing of applications, certifying funds, completion of I-20’s, interpreting transcripts, etc. done?

In terms of recruiting, where do we go and how much will it cost? How successful is the use of educational consultants vs. personal visits, large fair circuits, etc.?

What about language proficiency exams? Which ones are acceptable? Is there a standard? How does each school use these tools for measurement, and what are considered “good scores”?

3. Web 1.0 + 1.0 = ??: Technological Flash versus Old-Fashioned Personalized Approaches: What works best? Is there a “standard” in the industry? What constitutes balance between these two and why do we feel there is urgency to use both? How do institutional ERP systems interact with students outside of matriculation? Does electronic download of test scores enhance the administration of applicants?

As a follow up from Target X’s presentation last year, institutions are looking for innovative ways to connect with millennial students. This session will also discuss what new programs are working/haven’t worked (i.e. social networking, Facebook, etc.), and where/who in the industry provides these services.

4. The State of American Higher Education: What are the political ramifications – for Higher Education – as the result of the Presidential election? Will the democratic shift mean a shift in governmental policies on lending, educational grants, and other sources of financial infrastructure?

With President Obama’s selection of Arne Duncan as head of the Department of Education, how will his Educational Philosophy shape the future of our industry?
Developing a Strategic Enrollment Plan for a Graduate School
Nicole Sealey, Director, Graduate Admissions & Enrollment Services, George Mason University/The Volgenau School of IT & Engineering
Enrollment Management All Levels
This research project endeavors to modify the strategic enrollment management process employed by universities at the institution level, for use by graduate schools at the unit-level to influence graduate enrollments. The project responds to the unique concerns faced by graduate and professional schools by documenting a clear process for developing an enrollment plan. The presentation reviews the literature and theoretical frameworks characterizing the field of enrollment management; outlines the process of researching and creating a strategic enrollment plan using a case study; and analyzes the process for duplication.

It's Showtime! Putting Some Teeth in Your Graduate Student Evaluation and Illustrating Success
Janice Robinson, Special Projects Coordinator, Brigham Young University; James Crane, Assistant Dean, Graduate Studies, Brigham Young University; Claire DeWitt, Graduate Advisement Administrator, Brigham Young University; Renee Rodriguez Batman, Associate Director of Graduate Recruitment, University of Nebraska-Lincoln
How To Intermediate (2-5 yrs)
Evaluation is a critical component to continued success for any program, although rarely is a tool readily available. Similarly, the National Science Foundation (NSF) does not provide instruments for Research Experiences for Undergraduates (REU) sites, but there is a need for data as funding becomes more difficult to secure at the national level and at the university. In response, a three-phase evaluation was designed and conducted in summer 2008. Participant changes in knowledge of discipline trends; plans for graduate education; factors in selecting the program; and satisfaction with the experience on campus were examined. Additionally, we are experiencing a record number of Summer Research Program (SRP) participants applying to graduate programs. In an effort to help students graduate in a timely manner, BYU Graduate Studies modified our graduate student evaluation policy by requiring two evaluations each academic year. We implemented procedures in our Student Information System which enforce this policy. Consequences were clearly defined and communicated to graduate programs. As a result, the standard of accountability for both graduate departments and graduate students has been raised and the quality of graduate programs has been enhanced.
**Thursday, April 23**

**2:00 – 3:15 p.m. Wilder**

**PURLS & Admissions – A NEW Multi-Channel Marketing Package Converting Prospects into Applicants**

Tony Fraga, Director of Marketing, Direct Development, Inc.

Marketing 

**All Levels**

Personalized URLs (PURLs) are being used more and more in direct marketing to generate above-average response rates, especially when combined with unique direct mail and email initiatives. But how does this work for graduate programs recruitment? This session will demonstrate, step by step, how PURLs, combined with other innovative direct marketing methods, can be used specifically to convert prospective students into pro-active applicants. Attendees will leave with a solid understanding of how a multi-channel PURL campaign works, what basic elements are necessary to get started, and how it can be designed to fit their particular institution or program.

**2:00 – 3:15 p.m. Chelsea/Gotham**

**The Academic Transcript is Now Digital – Improving Student Service Worldwide**

James Wager, Vice President, SCRIP-SAFE International

Trends 

**All Levels**

In almost every aspect of higher education, processes have been transformed to take advantage of digital information services. The power of information is present in Web admission applications, online registration, distributed education, and numerous areas impacting both students and campus administrators. For graduate admission professionals responsible for admission and academic credentialing of domestic and international students, the reliance on printed and mailed transcripts is neither effective nor efficient. The growth of web based admission application systems has grown measurably over the past few years. To completely automate this process, one must consider the use of electronic transcripts.

**2:00 – 3:15 p.m. O’Neill**

**Degrees of Fraud – Degree and Accreditation Mills and Fraudulent Academic Credentials**

Dale Gough, Director, AACRAO International Education Services; Linda Kosene, Associate Director of Marketing, AACRAO International Education Services

Trends 

**All Levels**

The session will provide a very solid overview of this hot topic of credential fraud and diploma and accreditation mills. It will provide attendees with the most current information on definitions, how this field has evolved, and steps institutions can take to protect the integrity of their educational programs and to be alert to this phenomenon.

**3:15 – 3:45 p.m.**

**Refreshment Break**

Sponsored by IELTS

**3:45 – 5:00 p.m. Brecht**

**Holding Steady – Stabilizing the Enrollment of Non-Traditional Graduate Students in Eastern Michigan’s Recessed Economy**

Clifford Dorne, Associate Vice President for Graduate Program Development, Saginaw Valley State University

Enrollment Management 

**All Levels**

Saginaw Valley State University (SVSU) is the newest campus of the 15 public universities in Michigan, located 90 miles north of Detroit with a satellite campus in Macomb (suburban Detroit). In Fall 2005, as a result of severely declining graduate enrollments, the university engaged in some administrative restructuring in the Winter 2006. In the Fall of 2006, we [the authors] were assigned the development of a new Graduate Admissions Office with the charge of rebuilding graduate enrollments. This presentation recounts the establishment of the new Office and reports on the recruitment strategies applied, including international initiatives, and challenges encountered, as we arrive at the point of graduate enrollment stabilization.

**3:45 – 5:00 p.m. O’Neill**

**Pseudo-Centralized Enrollment Management – Graduate Admissions Oversight in a Highly Decentralized Environment**

Christopher Connor, Director of Graduate Enrollment Management Services, State University of New York at Buffalo; Lisa Coia, Assistant Director, Graduate Enrollment Management Services

Enrollment Management 

**All Levels**

Many institutions continue to face significant obstacles while operating in highly decentralized environments at the graduate level. In the fall of 2005, the Vice Provost for Graduate Education and Dean of the Graduate School at SUNY Buffalo initiated a series of policy changes (1) to establish university-wide admissions standards, (2) to improve the quality of graduate students and academic programs, and (3) to remedy weaknesses in current institutional policies and procedures relating to the integrity of collected data pertaining to graduate education.

We will examine how we assisted in implementing these changes in a cost effective manner while leveraging existing resources as well as the evolution of our office from a traditional siloed Graduate Student Recruitment Services focus to a holistic Graduate Enrollment Management Services approach.
3:45 – 5:00 p.m. Ziegfeld

**Graduate Education and Peace Corps – Collaborative Partnerships That Make a Difference**

Jeffery Johnson, Associate Dean for Admissions and Student Affairs, Tulane School of Public Health & Tropical Medicine

**International** All Levels

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

3:45 – 5:00 p.m. Chelsea/Gotham

**TOEFL iBT – Reflecting on Student Performance and Score Requirements**

Teresa Axe, Associate Director, TOEFL Client Relations, ETS

**Marketing** All Levels

Your admissions office has been receiving TOEFL iBT scores since 2005. Now is a good time to consider whether the score requirements originally set by your institution need to be adjusted. In this session, a panel of public and private universities will talk about their experience with TOEFL iBT scores. Presenters will describe their score requirements, the scores received from applicants, and whether score requirements need to be adjusted. An ETS presenter will provide worldwide student performance data and reflect on trends observed. Discussion time will be provided.

3:45 – 5:00 p.m. Wilder

**In Admissions, Is Centralized or Decentralized Better? Yes!**

Philip Guerrero, Graduate Program Coordinator II, University of Texas at Austin; Pat Ellison, Assistant Graduate Dean and Assoc Director, University of Texas at Austin

**Process** All Levels

The University of Texas at Austin processes 18,000 graduate applications in a given year for over 110 academic units. Each of those units can have different application material requirements when it comes to application materials. Common application items are handled centrally by one office, the Graduate and International Admissions Center (GIAC), but they must also rely on help from individual departments to make most decisions. An online application and electronic documents are routed through GIAC, which then sends the information to departments via an online system. The system standardizes the process so training is easier and information can be shared more efficiently.

3:45 – 5:00 p.m. Westside Salons 1 & 2

**Developing a Strategic Plan for Hosting Sponsored Students on Your Campus**

Josephine Griffin, Senior Program Officer, Fulbright Program, AMIDEAST; Rebecca Smith-Murdock, Director of International Programs, University of North Texas

**Recruitment** Intermediate (2-5 yrs)

This session will focus on how sponsoring organizations and institutions can work in cooperation to serve international students and their sponsors. Presenters from three different sponsoring organizations, AMIDEAST, IIE, and LASPAU will discuss trends in sponsored student programming, including types of students and sponsors and their expectations. A university admissions presenter will address the challenges that can be encountered when working with sponsoring agencies. Participants will engage in a discussion of how best to maximize opportunities and minimize challenges. An exciting global trend in higher education exchange is the emergence of government, foundation, and scholarship program outreach to traditionally underrepresented international groups. Learn about new diversity programs, their rationale, their varied audiences, and challenges and opportunities encountered when implementing and sustaining these initiatives. Best practices to employ and pitfalls to avoid will be explored. To achieve success over time in a deliberate attempt to recruit sponsored students to one’s campus will require preliminary analysis, planning, and infrastructure-building and a commitment to long-term internal and external relationship-building with sponsoring agencies. The session will present an outline of strategies that can be undertaken by a university in order to successfully increase the representation of sponsored students on campus.

3:45 – 5:00 p.m. Odets

**Road to the Big Apple, Budget and Recruitment and Admissions, Oh My**

Kathryn Kendall, Director of Recruitment and Alumni Relations, University at Buffalo School of Social Work; Rebecca Eliseo-Arras, Graduate Assistant, University at Buffalo School of Social Work

**Recruitment** All Levels

Managing a shrinking budget, while maximizing recruitment efforts within a decentralized system, has posed several challenges and demands new ways to track admission and outcome trends. We developed and administered a survey to our incoming 03/10 MSW class, initially to gauge the effectiveness of a radio ad that the school ran in May of 2008. It quickly grew to include a variety of traditional and non-traditional media ranging from sources such as newspapers and magazines to podcasts, internet, and social networking Web sites. We will present the survey results; its implications to budget and recruitment efforts.
3:45 – 5:00 p.m. Empire/Hudson
Acquiring Data for Achieving Dreams – Effective Follow-Up
Stan Hill, Director of Admissions, Earlham College Graduate Programs in Education; Jeff Rickey, Dean of Admissions and Financial Aid, Earlham College

Recruitment  All Levels
Graduate admissions officers around the country have developed methods to recruit students for their programs. Are they best practices though? Do all models have to be the same? What components are constants? This project used a multi-layered survey technique to determine the components that were important to Master of Arts in Teaching (M.A.T.) students in the recruiting process. The results of the survey led to best practices in recruiting for the M.A.T. in teaching program at Earlham College.

3:45 – 5:00 p.m. Juilliard/Imperial
Increasing Diversity Through the Admissions Process – Reexamining Practices Pt. II
Dean Tsantir, Director of Admissions & Recruitment, University of Minnesota Graduate School
Trends  All Levels
Increasing the diversity of our student body is a challenge faced by all graduate and professional schools. As graduate admissions professionals we can play a key role in reaching this goal. Learn about the second year of the University of Minnesota’s campus-wide ‘Reexamining Graduate and Professional Admissions Practices’ project and sample its new online application designed to target a more diverse applicant pool. Come prepared to discuss strategies used by your university and others to address the critical national need of encouraging diversity through a more holistic admissions process.

3:45 – 5:00 p.m. Broadhurst/Belasco
Phantom of the College – Can We Get Them, and Will They Leave? Discussion of Successful Recruitment and Retention Efforts for Domestic Female and Minority Graduate Students
Siria Martinez, Student Affairs Manager, Bourns College of Engineering; Amy Ricks, Graduate Student Affairs, University of California- Riverside

Recruitment  All Levels
It is the belief of the academic community that increased student diversity is a desirable goal, but we know that it is not an easy task. For any institution, having a diverse student body can create and enhance an inclusive campus community where all students can succeed. This session will explore several ways to recruit and retain domestic female and underrepresented graduates, and how to tailor these efforts to your own institution. Discuss real-life applications of 2008 NAGAP Conference initiatives; see what we learned and then what we did with it! Participants will also share their ideas and experiences. Learn inexpensive and creative ways to capture and then keep those ‘guys and dolls’ around!

6:00 p.m. – 11:00 p.m. Westside Salons 1 & 2
Awards Banquet and Dance
Sponsored by EducationDynamics – Gradschools.com

The red carpet has been rolled out for YOU! Join us in the heart of Times Square at the Marriott Marquis for an exciting evening under the bright lights. Dress to impress as we dine together and raise a glass to the stars of NAGAP. Awards will be presented to honor the achievements of some of our special members. This will be an evening you won’t forget…be sure to bring your dancing shoes!
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Registration

7:30 a.m. – 8:45 a.m.  Exhibit Hall and Foyer
Continental Breakfast

7:30 a.m. – 4:00 p.m.  Westside Salons 3 & 4
Exhibits Open
Don’t miss the opportunity to see the latest in products and services.

BREAKOUT SESSIONS
8:45 – 10:00 a.m.  Westside Salons 1 & 2
Plan a Successful Graduate Student Orientation with Minimal Cost
Diane Cook, Director of Graduate Student Activities, University of Arkansas

Graduate Student Services  All Levels
An in-person orientation is the best start new graduate students can have, but cost prohibits many graduate schools from hosting one. Learn about online and in-person orientations for graduate students, and how you can host a successful in-person orientation with minimal cost to the graduate school.

8:45 – 10:00 a.m.  Wilder
Successfully Managing Staff – A Workshop for Professionals with Supervisory Responsibilities
Jennifer Hess, Assistant Dean of Admissions, University at Buffalo School of Pharmacy and Pharmaceutical Sciences; Jeffery Gates, Director of Admissions Operations, Binghamton University

How To  Intermediate (2-5 yrs)
College and university professionals face a challenging, multifaceted work environment. Hear from individuals who manage professional and support staff, graduate and student assistants, along with competing job demands. Learn strategies, ask questions, and share suggestions to enhance effectiveness in supervising and motivating a productive staff.

8:45 – 10:00 a.m.  Ziegfeld
Sponsored Students Developing a Strategic Plan
Linda Tobash, Director, University Placement Services, Institute of International Education; Craig Hastings, Associate Director for Programs, New York University; Josephine Griffin, Senior Program officer, Fulbright Program, AMIDEAST; Carl DeAngelis, Director, English and Professional Development; Kate DeBoer, Director, AMIDEAST; Mary Kirk, Vice President, Student Exchanges, Institute of International Education. Rebecca Smith-Murdock, Director of International Programs, Univ. of North Texas

International  All Levels
This session will focus on how sponsoring organizations and institutions can work in cooperation to serve international students and their sponsors. Presenters from three different sponsoring organizations, AMIDEAST, IIE, and LASPAU will discuss trends in sponsored student programming, including types of students and sponsors and their expectations. A university admissions presenter will address the challenges that can be encountered when working with sponsoring agencies. Participants will engage in a discussion of how best to maximize opportunities and minimize challenges.

An exciting global trend in higher education exchange is the emergence of government, foundation, and scholarship program outreach to traditionally underrepresented international groups. Learn about new diversity programs, their rationale, their varied audiences, and challenges and opportunities encountered when implementing and sustaining these initiatives. Best practices to employ and pitfalls to avoid will be explored.

To achieve success over time in a deliberate attempt to recruit sponsored students to one’s campus requires preliminary analysis, planning, and infrastructure-building and a commitment to long-term internal and external relationship-building with sponsoring agencies. The session will present an outline of strategies that can be undertaken by a university in order to successfully increase the representation of sponsored students on campus.

8:45 – 10:00 a.m.  Empire/Hudson
GRE Program Update
Dawn Piacentino, Associate Director, GRE Program, Educational Testing Service

Marketing  All Levels
During this session, GRE Program staff will provide an update on the ETS Personal Potential Index (PPI), a web-based evaluation tool that will be available without additional charge to all individuals who register for the GRE General Test beginning in July 2009. The PPI will also be available for a small fee to other applicants to graduate school. The update will include the benefits of using the PPI, the research basis that supports the PPI, the content of the evaluation tool and the PPI evaluation reports for GRE score recipients, and a description of how the entire PPI process will work. An update on other GRE Program initiatives, including the revision of the GRE General Test and the development of the GRE Comparison Tool for Business Schools, will also be provided.
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**Friday, April 24**

8:45 – 10:00 a.m. **Juilliard/Imperial**

**Proven Methods for Effective Event Marketing**
Dana Werner, Director, Graduate Student Recruitment Services, Purdue University

**Recruitment** All Levels

Effectively marketing recruitment events requires the identification of appropriate target audiences, knowledge of where and how to reach those audiences, creativity in selecting and implementing the marketing mix, and an efficient use of limited resources. This program will share proven methods used to increase a recruitment event’s attendance by more than 350% in five years, while consistently attracting highly talented prospects whose admission rate significantly exceeds overall rates. Success in event marketing is not achieved without new challenges, however. These new challenges, along with how they are being addressed, will also be discussed.

8:45 – 10:00 a.m. **Odets**

**Articulation Agreements – How to Get Lights, Camera, Action**
Karen Eden, Senior Director of Admission, Palmer College of Chiropractic

**Recruitment** All Levels

This presentation assists its audience in understanding Articulation Agreements. Many institutions struggle with this topic not knowing how to set the stage and put it into action. It gives the: who, what, where when and why of these agreements. The major beneficiary of these agreements is the student, because that is why we are here.

8:45 – 10:00 a.m. **Brecht**

**Market Strategies for International Student Recruitment**
Tim Rogers, Director, International Education Consultants UK

**Recruitment** Intermediate (2-5 yrs)

International student recruitment is quickly becoming one of the most important issues for institutions of higher education all over the world. With more than 2.5 million students already pursuing some element of their higher education in another country and predictions indicating that this number will continue to grow in excess of six percent annually, the need to remain competitive and recruit talented international students is significant.

8:45 – 10:00 a.m. **O’Neill**

**Clash of the Titans – When Law and Ethics Collide**
Jim Vaseleck, Executive Assistant to the President and Associate General Counsel, Law School Admission Council; Kristin Williams, Executive Director, Graduate Student Enrollment Management, The George Washington University; Donald Resnick, Vice President for Enrollment and Student Services, Law School Admission Council; Joan Van Tol, General Counsel, Law School Admission Council

**Trends** All Levels

Have you ever felt a bit squeamish about something you were asked to do? Ever wondered whether something you were about to do is appropriate, or even legal? This session will use real-world scenarios to explore the differences and commonalities among legal requirements, professional standards in admissions, and your own personal code of ethics. Along the way, you will learn about the various sources of guidance available to you when you confront situations that just don’t feel right.

8:45 – 10:00 a.m. **Broadhurst/Belasco**

**Best Practices in Adult and Graduate Education – Trends and Technology**
Joseph Molitoris, Director, GCU

**Trends** All Levels

Several emerging technologies are being used in various contexts and different levels of success in NJ, the USA, and worldwide: online course systems, video teleconferencing, audio/multimedia, simulations, and others. I have developed and managed online, VTC, and hybrid courses and programs over the last few years. Lessons learned with respect to teaching, assessment, curriculum, and business processes will be presented. Some potential best practices as well as areas of open debate are indicated. The use of projects in teaching is encouraged; examples are provided and discussed. This session will help you understand the nature of risk and create an asset balance that meets investment objectives.

10:00 a.m. – 10:30 a.m. **Westside Salons 3 & 4**

**Refreshment Break**
BREAKOUT SESSIONS

10:30 – 11:45 a.m. Chelsea/Gotham

Utilizing a Campus-Wide CRM System to Automate Logic-Based, Multichannel Communication Plans Aimed at Increasing Graduate Enrollment
Andre Lewis, Director of Graduate Admission, DePaul University; Genaro Balcazar, Director of Recruitment Operations, DePaul University
Communication All Levels
DePaul University acquired EMAS Pro and Telecounseling Pro from Education Systems in 2004 to deliver the most effective messages to desired students at the right time, improving the quality and efficiency of recruiting efforts and increasing enrollment yield. Since that time, the Graduate School of Education has become one of the biggest users of EMAS on the graduate side at DePaul by aggregating the interactions the graduate admission department has with students including conversations, emails, telecounseling, and marketing. In this session, we will discuss the CRM system, how we’ve incorporated it into our graduate recruitment process, and the difference this has made in our recruitment efforts.

10:30 – 11:45 a.m. Wilder

Building and Empowering a Community of Graduate Scholars
Joy Coleman, Senior Relationship Manager, Gates Millennium Scholars/UNCF
Diversity All Levels
The Gates Millennium Scholars Program grants scholarships to students of color demonstrating significant financial need. Although Gates Scholars are selected because they are high-achieving, motivated students with high leadership potential, that does not mean they do not need support preparing for graduate studies. Through a panel format, this session will assist graduate enrollment managers and deans who need to identify effective strategies for diverse recruitment for graduate programs, fellowships, and internships. The three panelists will include Scholars and Interns from 3 of the U.S.’s top and most competitive programs (ie Gates, Fulbright, Whitehouse Intern, McNair, etc.)

10:30 – 11:45 a.m. Empire/Hudson

Get Your Programs, the Show Begins – Release of the NRC Assessment of Doctoral Programs
Daniel Bennett, Assistant Dean, UCLA; Carolyn Payne, Assistant Dean, Iowa State University; Charlotte Kuh, Assistant Director, Yale University; Richard Sleight, Associate Dean, Yale University
Enrollment Management All Levels
A number of significant changes have taken place in US doctoral programs since the release of the last NRC assessment in 1995. The current NRC Assessment of Doctoral Programs is based on a new taxonomy, reflecting significant changes in the biological sciences, is less reliant on reputational information, and includes more doctoral programs and significantly more data from universities. In this session, Dr. Kuh will present an overview of the Assessment and engage in a dialogue about the impact of the study and its rankings on the recruitment and retention of doctoral students. Panelists from two graduate schools will discuss their universities’ preparation for the release of the Assessment data and implications for graduate admissions and graduate programs to date.

10:30 – 11:45 a.m. O’Neill

Program of Study – Is Yours Online and Does It Enforce Policy?
Claire DeWitt, Graduate Advisement Administrator, Brigham Young University; James Crane, Assistant Dean, Brigham Young University; Kevin Green, Graduate Admissions Administrator, Brigham Young University; Janice Robinson, Special Projects Coordinator, Brigham Young University
How To All Levels
Our Program of Study is prepared early in the graduate experience as a means to track student progress. For example, requirements that are tracked include: admission provisions and prerequisites, major and degree; current evaluations; completed, current, and deficient courses; GPA; committee; time limit to degree, previous degrees; other requirements; minimum registration, etc. BYU Graduate Studies has developed templates which can be customized for each graduate program’s core classes and other requirements. This process helps place accountability on the student to monitor their progress and facilitates collaboration with committee chairs.

10:30 – 11:45 a.m. Westside Salons 1 & 2

How to Use the Web to More Effectively Target Prospective Students on a Budget of $6.57/day
Michael Fleischner, Peterson’s
Marketing All Levels
This session will show you how to use the Web to more effectively target prospective students on a budget of $6.57/day. You will learn online marketing strategies for improving web site rankings, making the most of your limited budget, and generating the results you need.
10:30 – 11:45 a.m. **Odets**

**Working Together – How 2, 3 and Even 4 is Better Than 1**

Meredith Henson, Coordinator of Recruitment, University of Oklahoma-Tulsa; Amy Barnes, Director of Corporate Education, St. Gregory’s University-Tulsa; Joseph Korevec, Director of Admissions and Financial Aid, Mailman School of Public Health, Columbia University; Kerri Noonan, Assistant Director of Admissions, Johns Hopkins Bloomberg School of Public Health; Leslie Vink, Director of Recruitment, Communications & Special Projects, Johns Hopkins Bloomberg School of Public Health; Donna Trout, Graduate Program Coordinator, Northeastern State University-Broken Arrow; Betsey Asher, Admissions Officer/Recruiter, Columbia University Mailman School of Public Health

**Recruitment**

Representatives from three Tulsa, Oklahoma area branch campuses present successes and pitfalls of recruiting place-bound graduate students. Information will be presented on the newly formed Tulsa Area Higher Education Consortium (TAHEC) and its benefit to the community and member institutions. TAHEC has made it possible for representatives from 13 colleges and universities (public, private, for-profit, and non-profit) to join efforts and reach out to prospective students in the Tulsa area. The second half of this session will be an organized roundtable discussion that will give participants an opportunity to learn from their colleagues also working at branch campuses.

Public health applicant pools are relatively small when compared to other professions such as medicine and law. Also, there are only 40 accredited schools of public health. We have found a formula for joint recruitment that works for us. Now, we join as colleagues and friends to share this information with others. Our hope is that others might take the initiative to set up similar formats in their areas of expertise. (1) It allows us to pool our resources and gain more visibility for our schools of public health. (2) We are able to increase the overall awareness of CEPH accredited Schools of Public Health. And (3) we can promote public health in general and attract larger groups of students who seek careers in public health. Although this relationship has truly evolved over time, the structure has proven to be a valuable recruitment tool.

10:30 – 11:45 a.m. **Broadhurst/Belasco**

**Setting the Stage – Connecting Admitted Students to Your Institution**

Janet Beagle, Marketing & Communications Coordinator, Purdue University; Colleen Gabauer, Program Manager for Purdue University Interdisciplinary Life Science (PULSE), Purdue University

**Recruitment**

Social media is frequently regaled in graduate student recruitment, but is this what admitted students want? Come learn how two recruitment offices at Purdue University, one graduate school-wide and one program-level, communicate with admitted students to convert them to enrolled students. These presenters emphasize the importance of including traditional methods during this vulnerable point in the recruitment process. Using qualitative and quantitative data as a foundation, they offer creative ways to “set the stage” for both central and program specific recruiters to connect admitted students to your institution. Sample recruitment pieces, focus group outcomes, and yield data will be shared.

10:30 – 11:45 a.m. **Ziegfeld**

**Strategic Marketing – How to Maximize Your Recruiting Efforts Through International Education Fairs**

Gail Gershon, Senior Consultant Latin & North America, QS World MBA Tour/QS World Grad School Tour; Peter MacDonald, Head of Graduate Products, QS World Grad School Tour; Daniel Chatham, Dean of Admissions & Financial Aid, Keck Institute of Applied Life Sciences

**Recruitment**

This session provides practical advice on how to make best use of an education fair, from simple presentational issues to choosing the best tour operator. Senior staff from top universities share their experiences. Hear topics from how to create the ‘wow’ factor in your pre-fair marketing to tracking strong leads in the application process.

10:30 – 11:45 a.m. **Juilliard/Imperial**

**Collecting, Analyzing and Using Historical Data to Influence Recruiting Strategies**

Linda Baexa, Director of Admissions and Assistance, University of North Dakota; Susan Carahe, External Relations Officer

**Recruitment**

UND has aggressively explored ways to use technology to carry out its recruiting mission; however, it first needed to consolidate its informations systems and organize data into a meaningful whole. This session will look at the principles of that consolidation to include data organization, predictive modeling and data analytics. UND will be used as a case study to illustrate the difficulties and successes which can be found in working within a very technical model.
Global Learning Tribes
William Archer, International Graduate Insight Group
International

In order to gain a greater insight into international student preferences and decision-making processes, it is critical for institutions to think and work beyond the comfortable intellectual confines of nations and nationalities. I-graduate undertook cluster analysis on responses gathered from over 25,000 international students to a series of attitude statements to characterize subgroups within the international student population. The theory was to consider students in terms of motivations, behavior, personality and ambition instead of automatically defining students by nationality. This session will reveal the five clearly defined clusters which emerged, identifiable as the Learning Tribes — dubbed the ‘Surfers, Seekers, Gekkos, Kids and Bonos’. Considering students within these Tribes offers a new direction to marketing and recruitment; this innovative approach to market segmentation will also illustrate how Tribal grouping may determine expectations and experience, which in turn affect loyalty and likelihood to endorse the institution to peers.

BREAKOUT SESSIONS

12:00 – 1:15 p.m.  O’Neill
An Update on the Educational System of Saudi Arabia
International

For the past several years, the Saudi Arabian government has provided scholarships for thousands of Saudi students to attend universities in the United States. The first group was primarily undergraduates; however, the second group included a larger number of graduate students. At the same time, there are a number of recent changes in the Saudi educational system, including new institutions, new programs, and the introduction of a reform plan. The presenters will give an overview of the educational system, including documentation issues, degree equivalency, credit and grade conversion, and recognition of institutions, discussing issues from their three unique perspectives (the Saudi Ministry of Higher Education, educational advising, and credentials evaluation). The participants will be encouraged to bring difficult cases or raise any questions they may have for discussion.

12:00 – 1:15 p.m.  Empire/Hudson
Orchestra, Mezzanine or Balcony – A Clear View of International Applicants with Three-year Degrees
Daniel Bennett, Assistant Dean, UCLA; Mariam Assefa, President, World Education Services; Myron Thompson, Associate Provost & Executive Director of the Graduate School, University at Buffalo, SUNY
International

Graduate admissions staff and faculty committees increasingly confront applicants’ undergraduate degrees that confound direct comparison with those awarded in the U.S., from countries that are part of the Bologna Accord and from many other areas of the world. This session will enable graduate admissions professionals to better assess these records in the context of what constitutes adequate preparation for graduate study in general and how policy and practice can be shaped to determine and maintain quality in the process.

12:00 – 1:15 p.m.  Brecht
Organic Is Good for You
Bill Hummel, Group Product Manager, All Star Directories; Amy Balliet, SEO Product Manager, All Star Directories
Marketing

Today, Google owns Search market share. Fortunately, many colleges and universities already have excellent Web sites with content that is unique and user-generated (like blogs), or rich (like video), on which all of Google has placed a premium in the past eighteen months. As a result, higher education Web sites are often aligned with Google’s core philosophy. But what is the philosophy, and are you certain that you’ve fully optimized the content you’re already investing in for Google? This presentation will focus on explaining the types of content that Google most values and why; outline the specific steps you can take to ensure that your Web site will reach its target audience; describe the black hat practices that could result in Google banning you from its index; take a forward-looking view into the types of content Google will value in the future; and look at real-life higher education Web sites that are both optimized and not. Without proper optimization, your schools risk missing out on about 60% of prospective students who search online for their school of choice. Don’t take that risk! You will learn: 1. How to differentiate between SEO, SEM and SMO and how to identify opportunities in all three fields 2. How to identify the value of your online assets 3. How to ensure that your online efforts are aligned with Google’s core principles 4. How to avoid black hat practices that could endanger your search marketing efforts 5. How to ensure that your search marketing efforts are aligned with Google’s stated future plans.
From MySpace to My Applicant – Using Social Networking Strategy to Generate Referrals

Vincent James, Director of Admissions, Harvard School of Public Health; Raj Mehta, President & Creative Director, IJM Interactive

Marketing

A difficult part of marketing is to reach target audiences effectively and to achieve a sense of credibility. Historically, referrals for many institutions have been effective in generating enrollments. Referrals from current students and graduates reach desired prospective students. Word of mouth communication provides high levels of credibility. Based on the assumption of the value of referrals, the Harvard School of Public Health (HSPH) tested online social networking tools that generated word of mouth recommendations and referrals. The result was a mutually beneficial process for HSPH Admissions and students. Admissions generated qualified referrals from student friends, family, and employer networks. The students enjoyed a free valued-added service offering attractive social/career networking tools.

Factors Predicting Graduate School Choice – A Case Study of Students in the KU School of Engineering

Amanda Ostreko, Coordinator of Research and Graduate Programs, University of Kansas

Marketing

A pilot study that examines school choice for University of Kansas (KU) School of Engineering graduate students will be used to develop a scalable model to predict graduate school choice. There are many approaches that can be used to explore the decision to attend graduate school; this study explores the process of choosing a specific institution. KU’s Departmental Executive Management Information System (DEMIS) data between 2004 and 2007 were used to analyze the following variables associated with graduate school choice: major, home country, home state, admittance term, enrollment term, previous institution graduation date, gender, age, ethnicity, citizenship, and GRE score. Data from the National Center for Education Statistics’ (NCES) National Education Longitudinal Study were used to support a model of graduate school choice at KU.

Funded through the support of the NAGAP Graduate Student Enrollment Research Grant 2008.

A Teachers College Case Study – Integrated Recruitment Strategies from SEM to VDP

Damien Navarro, Earthbound Media Group; Barri Roberson, Teachers College

Recruitment

Lacking a flexible web and offline communications system that would both showcase its diverse academic offerings and speak effectively to a fractured audience, Teachers College turned to Earthbound Media Group (EMG) to help provide prospective students with relevant information to select a program that fit their specific needs. By utilizing new recruitment strategies such as search engine marketing and variable data publications and assembling a cost-effective campaign strategy that would eliminate this confusion and integrate online and offline communication, EMG helped Teachers College expand its reach to an ever-changing audience on their own terms while strengthening their brand across all channels of communication.

Second Times Square – How Reapplicants Can Be Your Untapped Applicant Pool!

Janelle Holmboe, Associate Director of Graduate & Professional Program Admissions, Pacific University; Cory Nelson, Assistant Director of Graduate & Professional Admissions, Pacific University; Lonnie Anderson, Assistant Director of Graduate & Professional Admissions, Pacific University; Darlis Garcia-McMillian, Assistant Director of Graduate & Professional Admissions, Pacific University

Recruitment

Each year, Pacific University’s competitive graduate health programs deny hundreds of applicants who demonstrate many desired qualities such as strong interpersonal skills, academic ability, and a passion for the profession. These high-potential, denied applicants are often “this close” to being admitted, and Pacific’s graduate admissions team has developed a unique communication plan for working with these students. Based on Pacific’s philosophy that self-knowledge and maturity are critical components to success, this session will introduce you to strategies for creating and nurturing high-potential reapplicants to improve the overall quality of your applicant pool. Including Pacific’s unique “Encourage Deny” status, Reapplicant Workshops, and strategies for how to approach the difficult yet critical conversations necessary for working with reapplicants, you will leave with a plan for how your office can improve your applicant pool by working with students the second time around.
Learn How to Increase Your International Student Enrollments by Working with Quality Recruitment Agents

Harald Kreiner, Director of Business Development, ICEF; Mitch Leventhal, Vice-Provost for International Affairs, University of Cincinnati

Introduction: The session will commence with an introduction to agents: who are they? Why work with them? Focus will then turn to best practices in working with agents: how to appoint, train, support, compensate, incentivize and review agents’ performance.

First-hand knowledge: One educational institution actively working with agents will illustrate how these elements, correctly managed, contribute toward a successful and mutually beneficial institution/agent relationship. The speakers will discuss the benefits of using agents, how to source good quality agents, how to define your expectations in working with agents, how to draft a suitable institution/agent contract and how to maximize your agent relationships.

Session objective: Participants will leave this session with a much better understanding of how to work with agents more effectively and efficiently.

Go Green with eBrochures – No More Print and Mailing

Renee’ Murphy, Associate Director, Graduate Admissions, University of Hartford; Mary Ellen Smith, Lead Analyst, Banner

The University of Hartford’s graduate admissions conducted a 10 month project to switch from expensive printed graduate program brochures to electronic auto reply eBrochures. We have deleted the cost of printing, mailing and fulfillment. Ebrochures are instantly sent to the inquiry, uploaded into Banner and generates a recruitment report. Working with a local graphic designer, all programs received an updated “new look” for web presentation and download. This read-easy, web-friendly format allows the graduate admissions’ staff to make changes from our desk. This project was conducted “in-house”.

Turning Admitted Students into Enrolled Students – How to Use a Student-Centered Approach to Increase Yield

Francesca Reed, Director, Graduate Admissions, Marymount University; Chris Domes, VP for Enrollment and Student Services; Jami Hill-Smith, Associate Director for New Student Services

Many Graduate Admissions Offices recruit, process, and admit students to a program, so whose job is it to help connect, engage, and encourage students to matriculate to the University? Over the years, the face of Graduate Admissions has changed, largely due to the need to become service-centered. Based on feedback from students and the need to increase yield, Marymount University’s Graduate Admissions Office decided to undertake a new initiative and created a new position that works directly with newly admitted graduate students while focusing on what we call the “Three C’s”: Communicate, Connect, and Create. Since adopting this approach, the University has seen an increase in the number of admitted to enroll in just over a year! Learn how Marymount incorporated these strategies and why the post-admission phase is just as important as the recruitment phase.
Some examples of best practice for actions on low-budget international recruitment strategies, and then share some insights into the development of the international education market. It can be started even with small actions. This session will give a small insight into the development of the international education market, showing the potential of recruitment for US graduate schools. The presentation will introduce some basic considerations of state-wide networking through chapter affiliation. The presentation will also include a panel of representatives from BAYGAP (the San Francisco Bay Area GAP), MDGAP (Maryland GAP) and JGAP (Jesuit GAP) as they discuss the benefits of state-wide networking through chapter affiliation.

As NAGAP grows, many Graduate Admissions professionals are looking for a connection to colleagues “closer to home,” and the inquiries about creating NAGAP chapters have risen. Join the officers of New York Graduate Admissions Professionals (NYGAP) as they take you from the first glimmer of interest in creating a state chapter to what has become one of the largest NAGAP chapters “on the books.” This how-to presentation will give attendees interested in starting a chapter the tools they need to reap the immediate benefits of state-wide networking through chapter affiliation.

The Millennial Generation student has arrived on our campuses. Are we ready for them? This session will highlight the characteristics of this unique generation and illustrate the best methods for reaching and targeting these students through innovative marketing and outreach initiatives. This session will feature real life Millennials. We have gathered 5-7 current students from various New York City area graduate schools to tell us about their experiences in researching our schools, communicating with the Office of Admission, and networking online prior to enrollment. They will also provide us with some important information to guide us and help us to understand this growing population.

As NAGAP grows, many Graduate Admissions professionals are looking for a connection to colleagues “closer to home,” and the inquiries about creating NAGAP chapters have risen. Join the officers of New York Graduate Admissions Professionals (NYGAP) as they take you from the first glimmer of interest in creating a state chapter to what has become one of the largest NAGAP chapters “on the books.” This how-to presentation will give attendees interested in starting a chapter the tools they need to reap the immediate benefits of state-wide networking through chapter affiliation.

“Recruitment of international students is too expensive – our institution cannot afford it.” This sentence is often used by universities to justify their concentration on national students’ admissions. The world however is growing smaller, and in particular the education market. Students are learning that education is without borders, and are looking for the best options globally. The US universities are still a top choice for many, however, this is changing: graduate schools from Europe, Asia and Australia are competing for the top students, and their universities are becoming global players! Though your institution might not be ready yet to make a strategic decision and put a major investment on international markets, it is possible to start on a smaller scale. We all know how important it is to build up knowledge. It takes time to open new markets, and it can be started even with small actions. This session will give a small insight into the development of the international education market, showing the potential of recruitment for US graduate schools. The presentation will introduce some basic considerations of international recruitment strategies, and then share some examples of best practice for actions on low-budget.

At the graduate level, the application process is generally a parallel process requiring separate applications: one for admission to the Graduate School and one for admission to the academic program. This has never been a completely satisfactory arrangement. The applicant resents the redundancy in completing and submitting two separate applications. The graduate school and the academic program personnel often deal with many frustrations such as: required documentation sent to the academic program but not to the Graduate School, or vice versa; applicant has applied to the program, but not to the Graduate School, or vice versa; conflicting information on Web sites, etc. To alleviate the situation, a web-based graduate application was designed that would allow applicants to view and submit their required application for admission and required program specific documentation at the same time. Also, a security driven shared drive was created that could be used by the Graduate School and graduate programs.
1:45 – 3:00 p.m.        Wilder

**Catch a Rising Star – A New Event to Recruit Top Undergraduate Research Students**

Jennifer Phelps, Assistant Dean, Graduate Enrollment Services, University of British Columbia

Sven Clarke, Senior Recruiter, University of British Columbia

*Recruitment*        All Levels

In 2007, UBC launched a new, national event aimed at bringing top undergraduate science students to our campus for a cross-disciplinary research poster competition and symposium. We received an overwhelming response to our “Rising Stars of Research” event, nearly doubling participation targets and attracting outstanding prospective graduate students from across the nation. Participants reviewed the event extremely positively and early indications are that it has enhanced the likelihood that they will apply to our graduate programs. In this session, we will share the development, implementation and outcomes of “RSR” and our future plans to build on this “smash hit!”

1:45 – 3:00 p.m.        O’Neill

**Expanding a Small Staff with Technological Opportunity – Putting Admissions Information in Your Students’ Hands**

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

*Technology*        All Levels

Limited staffing, shrinking budgets, and extended work hours have admissions offices scrambling for means to effectively recruit students. Recent strides in “Web 2.0” technologies have allowed offices that are struggling a way out: giving students the power to view individual, customized admission information in real-time – related to not only their program of interest, but also admissions status, important deadlines, and more. This session will discuss how the University of New Haven has reaped the benefits of offering personalized admission information to its graduate students. By utilizing Hobsons’ Connect2 software, the Graduate Admissions Office has created personalized “VIP” pages and automated communications to give students access to admissions information at the touch of a button, eliminating the need to call or email admissions staff. Automating and personalizing e-communications and admission status “snail mail” will also be discussed.

3:15 – 4:30 p.m.        Westside Salons 1&2

**Annual Business Meeting**

Come join the members of the NAGAP Governing Board for the Annual NAGAP Business Meeting. There, you will hear the members of the Board give you a brief report of what has transpired during the past year and provide you with information on what the association is planning for the future.

4:30 –

**Evening on Your Own**

The Conference Committee has specifically designed Friday’s schedule to allow you to attend valuable educational sessions, but attendees will have the afternoon and evening free to enjoy the sights and sounds of New York City!
8:00 a.m. – 10:00 a.m.  45th St. and 46th St.  Registration Desks

8:45 – 10:00 a.m.  Broadhurst/Belasco

**How to Succeed in a Recruiting World of Overwhelming Change**

Brian Niles, CEO, TargetX - Recruitment  Advanced (>5 yrs)

Everything in graduate recruiting is changing. The forces of change range from the Internet, to the need for authenticity, to shifting student demographics, to the increasing role of parents -- and now the economy. It’s time for a revolution in how we recruit students. This session will provide specific ideas as well as motivation for pursuing the changes necessary to succeed in an increasingly challenging environment. These ideas will include how to be an effective higher education sales person, how to redistribute your budget dollars, how to adjust your message and convert to different communication tools, and how to build relationships with prospective students that draw them into your program.

8:45 – 10:00 a.m.  O’Neill

**What’s Happening and What You Can Do About It**

Gail Straus, Senior Counsel, Richard Harrison Bailey/The Agency; Sam Waterson, Corporate Ethnographer, Richard Harrison Bailey/The Agency - Trends  All Levels

We call them “chopportunities” – they are the multitude of challenges and opportunities facing us in the ever daunting and ever changing world of marketing communications. Our corporate ethnographer is devoted to identifying those “chopportunities” and helping clients understand their value. We’ll look at what’s out there and what’s coming and consider how to establish criteria that tell you what you need to do.

8:45 – 10:00 a.m.  Odets

**Fraudulent Educational Credentials – Learn How To Detect Them**

Jim Frey, Senior Advisor & Founder, Educational Credential Evaluators, Inc. - How To  All Levels

Fraudulent educational credentials are used by people who are seeking additional education, professional licensure, employment, or a promotion. They use fraudulent credentials to improve their educational history, or to substitute for authentic credentials they cannot obtain.

Computers make it possible to design educational credentials from scratch, or to scan in actual credentials, change them, and reprint them with a precision that makes them look original.

People who use fraudulent credentials count on the fact that many U.S. decision makers won’t know what legitimate credentials should look like, and they probably won’t check.

This session will review some of the more common ways in which fraudulent educational credentials are produced. Actual samples will be used to illustrate how fraudulent educational credentials can be identified.

8:45 – 10:00 a.m.  Juilliard/Imperial

**Using Myspace and Facebook to build Community and Recruitment**

Milien Bartnick, NMSU Graduate School - Technology  All Levels

Social networking is how most web surfers are spending their time online. Are you using these networks to create a presence online? If not, tap into resources you had no idea existed. This presentation will demonstrate the power of social networking and include ideas to build a Myspace and Facebook community in as little as five to ten minutes a day.

10:15 – 11:30 a.m.  Westside Salons 1 & 2

**Closing Brunch**

Enjoy one last meal with fellow colleagues as we wrap up to the NAGAP 2009 Annual Conference. The annual conference slide show is the highlight of the closing brunch, but the real reason to attend is the exciting door prizes. You must be present to win a free registration to next year’s conference, a free hotel room at the conference, or a free airline ticket (not to exceed $500) to the conference. Then learn where we’ll be heading for the 2010 Annual Conference – the countdown to next year’s exciting conference starts today!

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Booth #2

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