



**19<sup>th</sup> Annual Winter Institute for Advanced  
Graduate Enrollment Management Professionals**

Marriott Stellaris — San Juan, Puerto Rico

January 23-24, 2014

**Thursday, January 23**

**8:00 – 8:30 am**

**Registration and Continental Breakfast**

**8:30 – 8:45 am**

**Welcome**

Keith Ramsdell, Chair, Professional Development Committee  
Director of Graduate Admissions  
Lourdes University

**8:45 – 10:15 am**

**Keynote Speaker**

***Managing Your Career in the Shifting Winds of the Higher Education Market***

Dr. Terri Friel  
Dean, Heller College of Business  
Roosevelt University

**10:15 – 10:30 am**

**Break**

**10:30 – 12:00 pm**

***The Changing Landscape for Financing Graduate Education***

Stephen Brown  
Assistant Dean of Enrollment Services  
Fordham University Law School

**12:00 – 1:00 pm**

**Networking Lunch – Sponsored in part by**



**1:00 – 3:30 pm**

***Intuition vs. Data-Driven Decision-Making:***

***A Change in Graduate Enrollment Management***

Jean Carlo Bonilla  
Director of Graduate Enrollment Management  
Polytechnic Institute of New York University

**5:00-6:30 pm**

**Reception – Sponsored in part by**



**Dinner on your own**

**Friday, January 24**

**8:30 – 9:00 am**

**Continental Breakfast**

**9:00 – 10:30 am**

***Institutional Change and Diverse Student Needs***

Dr. Mahauganee Shaw

Heanon Wilkins Fellow and Visiting Assistant Professor

Miami University

**10:30– 10:45 am**

**Break**

**10:45 – 12:15 pm**

***Managing Legal and Ethical Change:***

***Contemporary Issues for Graduate Enrollment Management Professionals***

Louise Bank

Director of Graduate Admissions

University of Delaware

Larry White

Vice President and General Counsel

University of Delaware

**12:15 – 1:15 pm**

**Networking Lunch – Sponsored in part by**



**1:15 – 2:45pm**

***Multi-Generational Recruitment:***

***Marketing to Diverse Audiences in a Multi-Channel World***

Tony Fraga

Director of Client Services

Direct Development

**2:45– 3:00 pm**

**Wrap-up**

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