21th Annual Winter Institute for Advanced
Graduate Enrollment Management Professionals
Omni Rancho Las Palmas — Palm Springs, CA
January 21-22, 2016

Thursday, January 21

8:00 – 8:30 am   **Registration and Continental Breakfast – sponsored by**

8:30 – 8:45 am   **Welcome**
Keith Ramsdell, Chair, Professional Development Committee
Director of Graduate Enrollment
Bowling Green State University

8:45 – 10:15 am   **Keynote Speaker**
Trent Gilbert
Vice President for Enrollment Management
Monmouth College

10:15 –10:30 am   **Break**

10:30 – 12:00 pm   **Is Graduate School Still Worth the Cost? Demographic Trends, College Prices,**
and the Future of Graduate Education
Ken Redd
Director, Research and Policy Analysis
National Association of College and University Business Officers (NACUBO)

12:00 – 1:00 pm   **Networking Lunch – sponsored by**

1:00 – 3:30 pm   **The CRM Challenge: Tips to successfully select, implement, and utilize a CRM**
Sarah Coen
Senior Vice President, Consulting Services
Ruffalo Noel Levitz

5:00-6:30 pm   **Reception – sponsored by**

Dinner on your own

Friday, January 22

8:30 – 9:00 am   **Continental Breakfast – sponsored by**

9:00 – 10:30 am   **Building on Excellence: Considerations for Recruiting and Retaining a**
                                   Diverse Graduate Student Population
                                   Dr. Kevin McDonald
                                   Vice President and Associate Provost for Diversity and Inclusion
                                   Rochester Institute of Technology

10:30– 10:45 am   **Break**

10:45 – 12:15 pm   *Addressing Legal and Ethical Issues in GEM*
                                   Sean Burke
                                   Associate General Counsel
                                   University of Pennsylvania

12:15 – 1:15 pm   **Networking Lunch – sponsored by**

1:15 – 2:45pm   *A 360° View of Trends in Graduate Programs*
                                   Dale Leatherwood
                                   Senior Vice President of Marketing
                                   Plattform

                                   Cindy Wheatley
                                   Senior Vice President of Research
                                   Plattform

2:45– 3:00 pm   **Wrap-up**

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