Summer Institute for New Graduate Enrollment Management Professionals
The Cosmopolitan • Las Vegas, Nevada • July 20 & 21, 2017

Thursday, July 20

8:00 – 8:30 am  Registration and Breakfast

8:30 – 8:45 am  Welcome
Katie Beczak, Chair, NAGAP Professional Development Committee
Assistant Director, Graduate Enrollment Services
Rochester Institute of Technology

8:45 – 10:15 am  Welcome to Graduate Enrollment Management
Kristin Williams, NAGAP Past President

10:15 – 10:30 am  Break

10:30 – 12:00 pm  Legal Issues in Graduate Enrollment Management
Joan Van Tol, General Counsel, Law School Admission Council (LSAC)

12:00 – 1:15 pm  Networking Lunch

1:15 – 2:45 pm  Professional Development: Defining your personal and professional journey.

Breakouts
Amanda Ostreko, NAGAP Professional Development Committee Assistant Dean of Graduate Studies, University of Kansas

Ariana Balayan, NAGAP Professional Development Committee Associate Director of Graduate Admission, Suffolk University

Jeremiah Nelson, NAGAP Board Member
Director of Enrollment Management, Wake Forest University

International Student Recruitment
Ray Lutzky, NAGAP Board Member
Senior Director of Graduate Enrollment Management and Admissions, Tandon School of Engineering at New York University

2:45 – 3:00 pm  Break

3:00 – 4:30 pm  An Introduction to GEM Marketing – Best Practices and Strategies

Breakouts
Katie Beczak, NAGAP Professional Development Committee Chair
Assistant Director, Graduate and Part-Time Enrollment Services
Rochester Institute of Technology

Kathryn Kendall, NAGAP Professional Development Committee
Senior Assistant Dean for Enrollment and Online Programs, School of Social Work, University at Buffalo, The State University of New York
The Essentials of Data in GEM
Keith Ramsdell, NAGAP Vice President
Director of Graduate Enrollment and Assistant Dean of the Graduate College, Bowling Green State University

Ray Lutzky, NAGAP Board Member
Senior Director of Graduate Enrollment Management and Admissions, Tandon School of Engineering at New York University

5:30 - 7:00 pm  Reception

Dinner on your own

Friday, July 21

8:30 – 9:00 am  Breakfast

9:00 – 10:30 am  Insights from select data points and their implications on U.S. graduate education
Hironao Okahana, Assistant Vice President, Research and Policy Analysis
Council of Graduate School (CGS)

10:30 – 10:45 am  Break

10:45 – 12:15 pm  Developing effective recruitment and retention strategies for underrepresented minority students
Suzanne C. Adair, Assistant Dean of the Graduate School The Pennsylvania State University

12:15 – 1:15 pm  Networking Lunch

1:15 – 2:45 pm  Plenary: What is your drink? What Starbucks can teach you about recruiting and working with graduate students
Brittney Joyce, Senior Consultant
Render Experiences

How did Starbucks become the second largest food service retailer in America? They recognized the need to serve an experience that transcends generational lines. So should you! What you order at "the 'bucks" says a lot more about you than your tastes. We will explore what you can learn from Starbucks to help you better recruit and work with graduate students.

2:45 – 3:00 pm  Wrap-up

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