



THE LEADER IN GRADUATE ENROLLMENT MANAGEMENT

## 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**

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**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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