Thursday, January 18

8:00 – 8:30 am  Registration and Continental Breakfast

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

8:45 – 10:15 am  Keynote: Higher Education Trends in Graduate Admissions Professionals Need to Know
Vimal Patel
Reporter
The Chronicle of Higher Education

10:15 – 10:30 am  Break

10:30 – 12:00 pm  CRM: You’ve Got It. Now What?
Holly Pohlig
Principal Consultant, Pohlig Consulting, LLC

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

1:00 – 3:30 pm  International Recruitment Trends
Steven Shaw
Assistant Vice Provost and Director, International Admissions
University at Buffalo

5:00-6:30 pm  Reception

Dinner on your own
Friday, January 19

8:30 – 9:00 am  Continental Breakfast

9:00 – 10:30 am  Communicating across Cultures: The Importance of Effective Intercultural Communication
Dr. Keith Jenkins
Vice President and Associate Provost for Diversity and Inclusion
Rochester Institute of Technology

10:30– 10:45 am  Break

10:45 – 12:15 pm  A Tutorial for Graduate Enrollment Professionals on Avoiding Legal and Ethical Problems
Larry White
Senior Counsel, Office of the General Counsel
University System of New Hampshire

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

1:15 – 2:45pm  Data Driven Decisions: How to Make Your Marketing Measurable and Meaningful in the Digital World
Jeff Knauss
Co-Founder
Digital Hyve

2:45– 3:00 pm  Wrap-up

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