



2018 Summer Institute: *Core Competencies for the GEM Professional*

The Cosmopolitan • Las Vegas, Nevada • July 19 & 20, 2018

Thursday, July 19

8:00 a.m. – 8:30 a.m.

Registration & Breakfast

8:30 a.m. – 8:45 a.m.

Welcome

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

8:45 a.m. – 10:15 a.m.

Introduction to GEM: What Is It & How Do I Get Some?

Speaker: Keith Ramsdell, NAGAP President, Director of Graduate Enrollment and Assistant Dean of the Graduate College, Bowling Green State University

GEM Competencies: Recruitment and Marketing; Admissions Operations; Financial Aid, Grants, and Scholarships; Student Services and Support; Advising and Retention; Graduation and Alumni Relations

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 12:00 p.m.

What Are They Thinking? A Peek into Graduate & Professional Educational Choice

Speaker: Jeff Allum, Director of Research, Association of American Law Schools

GEM Competencies: Recruitment and Marketing; Admissions Operations

12:00 p.m. – 1:15 p.m.

Networking Lunch

PDI Committee will facilitate discussion on core competencies: Recruitment and Marketing; Admissions Operations; Financial Aid, Grants, and Scholarships; Student Services and Support; Advising and Retention; Graduation and Alumni Relations

1:15 p.m. – 2:45 p.m.

GEM: Professional Development – Leadership Skills & Networking Resources

Speakers: 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; Amanda Ostreko, NAGAP Professional Development Committee, Assistant Dean of Graduate Studies, University of Kansas

GEM Competencies: Recruitment and Marketing; Admissions Operations; Financial Aid, Grants, and Scholarships; Student Services and Support; Advising and Retention; Graduation and Alumni Relations

1:15 p.m. – 2:45 p.m.

Before You Recruit: Using Data to Design a Strategy

Speaker: 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

GEM Competencies: Recruitment and Marketing; Admissions Operations; Financial Aid, Grants, and Scholarships

2:45 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:30 p.m.	<p>Digital Marketing for Recruitment & Brand Awareness <u>Speaker:</u> Katie Beczak, NAGAP Board Member, Assistant Director of Graduate and Part-Time Enrollment Services, Rochester Institute of Technology</p> <p><u>GEM Competencies:</u> Recruitment and Marketing; Graduation and Alumni Relations</p>
3:00 p.m. – 4:30 p.m.	<p>International Student Recruitment <u>Speaker:</u> Andrew Kim, NAGAP Board Member, Director of Graduate Enrollment Services, Memorial University of Newfoundland</p> <p><u>GEM Competencies:</u> Recruitment and Marketing; Admissions Operations; Student Services and Support</p>
5:30 p.m. – 7:00 p.m.	Reception
7:00 p.m.	Dinner on your own
<u>Friday, July 20</u>	
8:30 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 10:30 a.m.	<p>Legal Issues in Graduate Enrollment Management <u>Speaker:</u> Laura Todd Johnson, Senior Vice President for Legal Affairs and General Counsel, University of Arizona</p> <p><u>GEM Competencies:</u> Admissions Operations; Student Services and Support; Advising and Retention; Graduation and Alumni Relations</p>
10:30 a.m. – 10:45 a.m.	Break
10:45 a.m. – 12:15 p.m.	<p>Developing Effective Recruitment & Retention Strategies for Underrepresented Minority Students <u>Speaker:</u> Stephanie Danette Preston, Assistant Dean, Office of Graduate Educational Equity Programs, The Pennsylvania State University</p> <p><u>GEM Competencies:</u> Recruitment and Marketing; Advising and Retention; Graduation and Alumni Relations</p>
12:15 p.m. – 1:15 p.m.	Networking Lunch
1:15 p.m. – 2:45 p.m.	<p>Generations Jeopardy <u>Speaker:</u> Jeff Kallay, Principal, Render Experiences</p> <p><u>GEM Competencies:</u> Recruitment and Marketing; Admissions Operations; Advising and Retention</p>
2:45 p.m. – 3:00 p.m.	Wrap-up

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