



National  
Association of  
Graduate  
Admissions  
Professionals

*The Leader in Graduate Enrollment Management*

**National Association of Graduate Admissions Professionals**  
Summer Institute for New Graduate Admissions Professionals

The Flamingo — Las Vegas, Nevada  
July 10 & 11, 2008

**PROGRAM SCHEDULE (tentative)**

**Thursday, July 10, 2008**

8:30 – 9:00am	<b>Registration and continental breakfast</b>
9:00 – 10:15am	<b>Welcome to the Profession of Graduate Admissions</b> Ann Bruno, Kristin Williams
10:15 – 10:30am	<b>break</b>
10:30 – 12:00pm	<b>Using Social Media in Graduate Admissions</b> Steve Hay
12:00 – 12:15pm	<b>Ethical Issues in Graduate Admissions</b> Ann Bruno, Cammie Baker Clancy
12:15 – 1:45pm	<b>Lunch &amp; small group discussions</b>
1:45 – 3:15pm	<b>Ethical Issues in Graduate Admissions (continued)</b>
3:15 – 3:30pm	<b>break</b>
3:30 – 5:00pm	<b>Survival Tips for the Graduate Admissions Professional</b> Dave Fletcher
5:00pm	<b>Reception</b>  <i>Dinner on your own</i>

**Friday, July 11, 2008**

9:00 – 9:30am

***Continental breakfast***

9:30 – 11:30am

**Legal Issues**

Jim Vaseleck

11:30 – 12:45pm

***Lunch***

12:45 – 2:45pm

**ABC...D's and E's of Marketing: Advertising, Brochures, Catalogs,  
Direct Mail & Electronic Marketing**

Glenn Berman

2:45 – 3:00pm

***break***

3:00 – 4:30pm

**Financial Aid: What We All Should Know**

Stephen Brown

4:30 – 5:00pm

**Wrap-up**

Cammie Baker-Clancy

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