Summer Institute for New Graduate Enrollment Management Professionals

National Association of Graduate Admissions Professionals

The Mirage — Las Vegas, Nevada
July 12 & 13, 2012

PROGRAM SCHEDULE

Thursday, July 12

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

8:30 – 8:45 am  Welcome
Cammie Baker Clancy, Chair, Professional Development Committee
Director Graduate Outreach and Admissions, School for Graduate Studies,
Empire State College, State University of New York

James Crane, NAGAP President, Assistant Dean, Graduate Studies
Brigham Young University

Julia Deland, NAGAP Vice President, Senior Associate Director of Admissions
Harvard Graduate School of Education

8:45 – 10:30 am  Introduction to the Profession of Graduate Enrollment Management
Dr. Kristin Williams,
Assistant Provost for Graduate Enrollment Management,
The George Washington University, NAGAP Past President

10:30 – 10:45 am  Break

10:45 – 12:15 pm  Legal Issues in Graduate Enrollment Management
Joan Van Tol, General Counsel, Law School Admission Council (LSAC)

12:15 – 1:00 pm  Networking Lunch

1:00 – 2:30 pm  Ethical Issues in Graduate Enrollment Management
Sean-Michael Green, J.D., Dean of Graduate and Adult Enrollment, Marist College,
NAGAP Education Committee

2:30 – 2:45 pm  Break

2:45 – 4:15 pm  Graduate Enrollment Management 101
Panel:
Keith Ramsdell, Director of Graduate Admissions. Lourdes University,
NAGAP Professional Development Committee
Judith Baker, Director of Transfer and Graduate Admissions, Nazareth College, 
Chair, NAGAP Membership Committee

Christopher S. Connor, Assistant Dean for Graduate Enrollment Management Services, 
The Graduate School, University at Buffalo, State University of New York

Katherine Beczak, Director of Graduate Admissions, Corcoran Gallery of Art, 
Corcoran College of Art + Design, NAGAP Professional Development Committee

5:00-6:00 pm  
Reception  
(Dinner on your own)

Friday, July 13

8:30 – 9:00 am  
Continental Breakfast

9:00 – 10:30 am  
**Demographic Trends, Financial Support, and the Future Graduate Enrollment**  
Ken Redd, Director of Research and Policy Analysis, 
National Association of College and University Business Officers (NACUBO)

10:30 – 10:45 am  
Break

10:45 – 12:15 pm  
**Recruiting Underrepresented Graduate Students**  
Panel:  
Valerie Robinson, Director of Diversity Enhancement, The Graduate School, 
Miami University, NAGAP Professional Development Committee

Thelma Harding, Assistant to the Graduate Dean, Iowa State University

Emanual Lomax, Director of Graduate Admissions, Sarah Lawrence College

12:15 – 1:15pm  
Networking Lunch

1:15 – 2:45pm  
Plenary:  
*When generations collide and what Starbucks, American Girl, Apple and Disney can teach us about recruiting graduate students*  
Jeff Kallay, VP Consulting a.k.a. “Apostle of Authenticity, Target X

Boomers, Xers, Millennials and the yet to be named 15th generation. What does do they mean to professional and graduate school recruitment? Discover generational personalities how to best connect with millennials and their parents (and ways to create a more harmonious graduate admissions office) and why discover why brands that stage engaging experiences best connect with (and better recruit) all generations.

2:45 – 3:00 pm  
Wrap-up  
NAGAP Professional Development Committee:  
Cammie Baker Clancy, Chair  
Patricia Gardner, Fellowship Coordinator  
John Bury, Marketing and Communications  
Valerie Robinson, Speaker Liaison  
Keith Ramsdell, Attendee Liaison

The materials distributed at this workshop are property of NAGAP, the PDI faculty and/or the companies whose representatives are presenting at the workshop. Any commercial or for-profit use of these materials is strictly prohibited.