



**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**

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|-------------------------|---|
| <b>8:00 – 8:30 am</b>   | <b>Registration and Continental Breakfast</b>   |
| <b>8:30 – 8:45 am</b>   | <p><b>Welcome</b><br/>           Cammie Baker Clancy, Chair, Professional Development Committee<br/>           Director Graduate Outreach and Admissions, School for Graduate Studies,<br/>           Empire State College, State University of New York</p> <p>James Crane, NAGAP President, Assistant Dean, Graduate Studies<br/>           Brigham Young University</p> <p>Julia Deland, NAGAP Vice President, Senior Associate Director of Admissions<br/>           Harvard Graduate School of Education</p> |
| <b>8:45 – 10:30 am</b>  | <p><b><i>Introduction to the Profession of Graduate Enrollment Management</i></b><br/>           Dr. Kristin Williams,<br/>           Assistant Provost for Graduate Enrollment Management,<br/>           The George Washington University, NAGAP Past President</p>   |
| <b>10:30 – 10:45 am</b> | <b>Break</b>  |
| <b>10:45 – 12:15 pm</b> | <p><b><i>Legal Issues in Graduate Enrollment Management</i></b><br/>           Joan Van Tol, General Counsel, Law School Admission Council (LSAC)</p>   |
| <b>12:15 – 1:00 pm</b>  | <b>Networking Lunch</b>   |
| <b>1:00 – 2:30 pm</b>   | <p><b><i>Ethical Issues in Graduate Enrollment Management</i></b><br/>           Sean-Michael Green, J.D., Dean of Graduate and Adult Enrollment, Marist College,<br/>           NAGAP Education Committee</p>  |
| <b>2:30 – 2:45 pm</b>   | <b>Break</b>  |
| <b>2:45 – 4:15 pm</b>   | <p><b><i>Graduate Enrollment Management 101</i></b><br/>           Panel:<br/>           Keith Ramsdell, Director of Graduate Admissions. Lourdes University,<br/>           NAGAP Professional Development Committee</p>   |

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

Emanuel 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

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