

**NAGAP**  
**WINTER INSTITUTE FOR ADVANCED GRADUATE ADMISSIONS PROFESSIONALS**  
Intercontinental San Juan Resort and Casino  
San Juan, Puerto Rico  
January 22 & 23, 2009

**THURSDAY, JANUARY 22**

**9:00am – 9:30am *Registration and continental breakfast***

**9:30am - 10:00am *Welcome and Introductions***

Cammie Baker Clancy, Chair, Professional Development Committee  
Assistant Director, Center for Graduate Programs  
Empire State College, State University of New York

Jeffery Johnson, NAGAP President  
Associate Dean for Graduate Admissions and Student Affairs  
Tulane University School of Public Health and Tropical Medicine

**10:00 am - 12:15 pm**

**Dr. Charlotte Kuh, Deputy Assistant Director, Division on Policy and Global Affairs and Study Director of the National Research Council's "Assessment of Doctoral Programs"**

Dr. Kuh will discuss the outcomes of the NRC's assessment of doctoral programs and engage in a dialogue about the impact of the study and its rankings on the recruitment and retention of doctoral students.

Dr. Kuh holds a Ph.D. in Economics from Yale University and has served as the Deputy Director, Policy and Global Affairs Division, National Research Council since 1995. She has also held positions as the Executive Director, Graduate Record Examinations, Educational Testing Service; District Manager, AT&T and Assistant Professor at Harvard University.

**12:15 pm – 1:30 pm *Luncheon***

**1:45-- 4:15 pm**

**Utilizing "New Media" in Graduate Student Recruitment**

**Brian Niles, CEO and Co-Founder, TargetX**

Brian will discuss "New Media" and how institutions can effectively utilize relationship-building tools (chat, blogs, social networks) in the recruitment of graduate students. He will lead participants through an interactive exercise where they will use these tools. Participants should bring their laptops with them if possible.

Brian Niles is nationally recognized as an interactive marketer and leading authority on electronic recruiting and social media in higher education. He frequently appears as a keynote speaker and workshop leader at conferences around the country and hosts a regular podcast and blog entitled "The Recruiting Revolution." Prior to co-founding TargetX and becoming its CEO in 1998, Brian served for over 15 years in college admissions and enrollment management positions at both the undergraduate and graduate levels. He holds advanced degrees from Albright College and the University of Pennsylvania.

**5:00 pm *Reception (Guests are welcomed to attend with participants)***

*(Followed by dinner on your own)*

**Gary Williams, Vice President for School Guide Publications, will be available both days for a one-on-one analysis of your publications and advertising.**

## **FRIDAY, JANUARY 23**

### **9:00 – 9:30 am *Continental Breakfast***

#### **9:30 – 12 pm**

#### **Integrated Marketing and Branding: What is it? And, why is everyone talking about it?**

Elizabeth Scarborough

CEO and Partner, SimpsonScarborough

Elizabeth Scarborough is a nationally recognized expert in the use of research to drive marketing, branding, recruitment, retention, development and alumni relations' efforts. With nearly two decades' experience conducting market research and providing strategic solutions to colleges and universities, she continues to be an innovative leader in developing marketing intelligence in higher education. Her groundbreaking approaches to marketing and research have become industry standards. She has presented more than 150 workshops and papers on marketing and market research at popular higher education-related conferences and symposia including NAGAP, NACAC, AMA, NAICU, AACRAO, ASBAP, PCACAC, SACAC, and NYSACAC.

"Integrated Marketing" and "branding" are two of the most popular concepts in higher education today. Integrated marketing involves aligning all organizational communications with the needs of "customers." And, branding is about differentiating your school from competitors. But, why are these concepts so important? And, why should your college or school be thinking about them? What is the value proposition for you if you move toward an integrated marketing strategy within your school or even across your university? And, what can you accomplish by researching and defining your brand strategy? In this session, we will define integrated marketing and branding, discuss the benefits and barriers to developing your brand strategy and an integrated marketing plan, describe who needs to be involved in such an initiative, and discuss the research and technology required to develop a strong brand and an integrated marketing plan. Participants will be engaged in exercises and lively discussion designed to help you understand how to brand and how to integrate so that you can reach your marketing goals.

### **12:15 – 1:45 pm *Luncheon***

#### **2:00 – 4:00 pm**

#### **Hot Topics in the Law**

Jim Vaseleck

Associate Counsel and Executive Assistant to the President

The Law School Admission Council

Jim Vaseleck is Associate Counsel and Executive Assistant to the President of the Law School Admission Council, where he has worked for more than 17 years. Jim earned his J.D. and A.B. in Classical Studies from the College of William and Mary. He has served on the staff of the Syracuse University College of Law, and William and Mary. Jim is a frequent speaker on legal issues in higher education, and contributes an occasional column on legal issues to NAGAP's Perspective.

Jim will provide an update on hot topics in education law, including the issue of background checks for applicants and students as well as the state of affirmative action law and the Bush administration's recent guidance in this area. Participants are invited to bring to the session their own burning legal questions on these or any other topics, or to submit them in advance.

***Gary Williams, Vice President for School Guide Publications, will be available both days for a one-on-one analysis of your publications and advertising.***

### **4:00 – 4:30 pm Closing discussion and remarks**

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