



**Keith E. Ramsdell, M.Ed., Director of Graduate Enrollment,
Bowling Green State University**

Keith is the current Professional Development Chair on the NAGAP board.

In your own words, what is the greatest benefit of your NAGAP membership (i.e. Professional Development, Networking), and why?

It's difficult to pinpoint a single benefit of NAGAP. As chair of the Professional Development Committee, my team works hard to make sure we're consistently offering our members high quality institutes with the very best and brightest presenters in our industry. In addition, I can't say enough about the network of friends and colleagues I've developed over the past seven years – what I refer to as my *professional lifeline*. This is where I go now when I have questions about a GEM process or best practice.

If you have attended the NAGAP Annual Conference, chapter events, and/or NAGAP receptions, please describe how/if these experience enhanced your professional development.

I've been attending annual conferences for the past seven years, plus institutes, webinars, and regional MAGAP events for the past five years. Without exception, I always return to my campus with a couple new ideas I can implement right away. I also try to find at least one or two nuggets I can file away for use at a later time.

What do you see as the biggest challenge for GEM professionals today?

I think the biggest challenge GEM professionals face today is the constant pressure to do more with less. As budgets get cut, we're asked to develop new programs, increase our goals, and take on new responsibilities. This, of course, requires us to develop new ways of working smarter and more efficiently, and in some cases it also forces us to let some things go.

What advice would you give to a new GEM professional who is just entering the field?

My advice to a new GEM professional is to jump into NAGAP with both feet. Start with Annual Conference, go the First Timer's Reception, sign up for the mentoring program, take lots of notes, exchange lots of business cards, and ask how you can get involved. You will never regret it!

How would you suggest a new member can make the most of their NAGAP membership?

My suggestion to a new NAGAP member would simply be participate in the professional development opportunities we provide, and to connect with other members as much as you can.

Which idea or ideas have you taken and implemented taken from a NAGAP conference, Professional Development Institute (PDI) or Pre-Conference Institute (PCI)?

I've implemented far too many ideas from NAGAP events to list them here, but examples would include:

- using integrative marketing to promote on-campus recruitment events
- adopting a CRM to manage and communicate with prospective students
- developing a current graduate student ambassador program