



Monday, October 26 12:00 pm-1:30 pm Eastern

Conversation with GEM Professionals about how they addressed COVID 19 challenges and are planning for this year

Kathleen Costello, Director of Graduate Admissions and Recruitment, Clemson University

Andy Crawford, Associate Director of Graduate Admissions, Bentley University Graduate School of Business

Will Fenton, Director of Graduate Recruitment, College of Engineering, Drexel University



Kathleen Costello is the Director of Graduate Admissions and Recruitment at Clemson University, where Kathleen is developing a knowledge management plan to support a collaborative approach to graduate recruitment in a de-centralized environment, including monthly online discussions, an online platform for resource sharing, and a team to plan collaborative events. Kathleen has been with Clemson University's Graduate School since 2009 and enjoys looking for ways to improve processes and improve the graduate admissions experience for students. Kathleen just earned a Master's in Human Resource Development from Clemson University. She currently lives in Liberty, SC with her husband, dog, and cat.



Andy has seven years of higher education admissions experience and twelve years of experience working in marketing and sales capacities. He began his career in admissions at the University of New England and now supports Bentley University's Graduate School of Business as Associate Director of Graduate Admissions. Andy holds a Bachelor's degree in English Communications from Emmanuel College and MBA from Saint Joseph's College of Maine. He has been a member of NAGAP since 2014 and currently chairs the Marketing & Recruitment Committee for NEGAP.



Will Fenton currently serves as the Director of Graduate Recruitment for the College of Engineering at Drexel University. He has worked in Higher Education for over 15 years. He started in Residence Life at Temple University, working with both undergraduate and graduate housing, as well as assisting in the student conduct process. He then moved to the School of Engineering at the University of Pennsylvania, working as Assistant Director for Graduate Admissions. Among other accomplishments were successfully navigating the adoption of the CollegeNet Admissions system and launching the first fully-online master's program for an Ivy League Engineering School. Will has a M.S.Ed., focusing on Higher Education Management, from the University of Pennsylvania Graduate School of Education, and a BA, with a concentration in Advertising, From Xavier University.

Tuesday, October 27 12:00 pm-1:30 pm Eastern

The NEW Enrollment Marketing Benchmarks (and the recruitment tactics that are getting the best results)

Tony Fraga, CEO, DD Agency



Digital marketing for graduate student recruitment has changed in the new all-virtual world, which means you cannot rely on last year's tactics to recruit next year's students. There is now new benchmark data for event marketing, email marketing, digital advertising, and content marketing that reveals the new behaviors of prospective grad students as the research and journey through from initial interest to application completion. This presentation will uncover the most recent benchmarks from various enrollment marketing tactics taken over the last 6 months (since the start of the global pandemic), as well as provide specific insights on which tactics are the most effective in engaging and converting prospects at all stages. Tony Fraga has been leading innovative enrollment marketing strategies and tactics for over 15 years and is a CEO who leads a team of education marketing technologists who serve institutions across the country. A recipient of NAGAP's Visionary Award, Tony helps enrollment managers improve their communications strategies by utilizing permission-based content marketing rather than interruption and repetition. Tony speaks regularly at higher education conferences on the topics of inbound enrollment marketing and digital recruitment strategies. When he's not leading the DD Agency team, he teaches Virtual Cohort Training Courses and provides individual Enrollment Coaching to enrollment management teams across the country.

Wednesday, October 28 12:00 pm-1:30 pm Eastern

Supporting the International Graduate Student Journey During Covid19

Ravi Shankar, Assistant Provost and Director of International Services, University of Rochester

Dr. Jane Gatewood, Vice Provost for Global Engagement, University of Rochester

Dr. Sonja Knutson, Director of the Internationalization Office and Interim Director of ESL and the Writing Centre, Memorial University of Newfoundland

Dr. Melissa Sturge-Apple, Vice Provost & University Dean of Graduate Education, University of Rochester



Ravi Shankar is the Assistant Vice Provost and Director of the International Services Office at the University of Rochester, Rochester, NY, directing a team of sixteen professionals in providing comprehensive support to over four thousand international students and scholars.

He has been in the international education field for over twenty-five years having worked in variety of institutions-ranging from small professional institutions to a major research institution. Before coming to the University of Rochester, he served as the Director of the Office of International Student and Scholar Services for 18 years at Northwestern University, Evanston, IL.

He has served in many leadership positions with NAFSA: Association of International Educators, the largest and the most comprehensive association of professionals committed to advancing international higher education, and currently serves as the President and Chair of the Board of NAFSA.

Ravi spent his formative years in the UK; moved to India to complete his undergraduate degree and graduate degrees in English Literature-specializing in Commonwealth Literature, with particular emphasis on 19th and 20th century British Literature. He also lived in Kenya for a couple of years before moving to the United States.



Jane Gatewood leads and manages initiatives related to the University of Rochester's global activities. She earned a bachelor's degree from Emory University and a PhD from the University of Georgia. Her administrative experience includes developing complex bi- and multi-lateral international partnerships for research, education mobility, and economic development. She has spent the last decade working at the intersection of business, higher education, government, and diplomatic relations.

Dr. Gatewood was a Fulbright-Nehru Scholar (India) and an Andrew W. Mellon Fellow at the School of Advanced Study (University of London). She was also a visiting research editor for the Oxford English Dictionary (3rd Edition, Oxford University Press). Her academic training and expertise are

in paleography, modern literary history, lexicography, and corpus linguistics. She regularly consults and speaks on the importance of partnerships to international higher education.



Dr. Sonja Knutson is the Director of the Internationalization Office and Interim Director of ESL and the Writing Centre at Memorial University of Newfoundland. She is responsible for leading, partnering and supporting the implementation of the actions of the Strategic Internationalization Plan 2020 at Memorial. She has a B.Ed in Teaching English as a Second Language, an M.Ed and Ph.D. in Education.



Melissa Sturge-Apple is the vice provost and University dean of graduate education and professor in Psychology at the University of Rochester. The vice provost and University dean of graduate education oversees nearly 100 graduate education programs across the University, fosters important interdisciplinary collaborations, chairs the University Council on Graduate Education, and serves as the central administration's liaison with graduate student organizations. She also oversees many different aspects of graduate education, including setting policies and procedures related to the academic

programs; working to develop new programs; creating professional development opportunities for the students; and providing a sense of community and engagement for graduate learners. She is known for her engagement with graduate students and graduate alumni. She has worked closely with the elected body of graduate students

who serve as a liaison with administration, to create new policies and procedures around academic training and student grievances, host workshops and professional development opportunities, and facilitate collaboration between the graduate student body and administration. She has instituted a career and placement survey for graduate students to guide alumni support, and developed advancement opportunities to support graduate education through fellowship or research support. As an accomplished scholar in developmental psychology, her research broadly focuses on family processes, parental functioning, and child development with a particular emphasis on families at risk. In addition, she gives her time to mentoring programs and groups focused on supporting students at the University and serves on the board of a local Rochester-area non-profit CURE Childhood Cancer Association.

Thursday, October 29 12:00 pm-1:30 pm Eastern

GEM Data Trends

**Dr. Hironao Okahana, Vice President of Research and Knowledge Development,
Council of Graduate Schools**



Dr. Hironao Okahana is a higher education researcher, currently working for the Council of Graduate Schools (CGS) as vice president, research and knowledge development. He studies U.S. master's and doctoral education with particular emphasis on enrollment trends, labor market outcomes, diversity and inclusiveness, and organizational analysis. Dr. Okahana has authored and co-authored a number of technical reports, research briefs, commissioned papers, and peer-reviewed articles.

As CGS's principal researcher, he conceptualizes, designs, and implements research projects, as well as develops and executes various data/policy/research analysis efforts, pertain to its strategic priorities. Since 2016, Dr. Okahana is serving as the project director and oversees implementation, dissemination, and continuous improvement of the CGS/GRE Survey of Graduate Enrollment and Degrees and CGS International Graduate Admissions Survey. Also, he directs and co-directs various funded projects, primarily overseeing social science components, including but not limited to: the Understanding PhD Career Pathways for Program Improvement (Andrew W. Mellon Foundation grant #31600612 & #21500103 and NSF/DGE grant #1661272 & #2000750) and Supporting Mental Health and Wellness of Graduate Students (Andrew W. Mellon Foundation grant #1905-06801 and Alfred P. Sloan Foundation grant #2019-12396) projects. His past projects at CGS include, but not limited to: the Labor Market Outcomes of STEM Master's Education (NSF/NCSES grant #1538769) and Completion & Attrition in AGEP & non-AGEP Institutions (NSF/HRD grant #1138814) projects.

As an expert, he has served on several technical review and advisory panels for various studies of graduate education, as well as, has delivered invited talks on the state and implications of U.S. graduate education at national and regional convenings. In addition to his role at CGS, Dr. Okahana is a Higher Education Program Affiliate at the George Mason University and an adjunct assistant professor of education at the William & Mary School of Education. Also, he was a Dean's Fellow for the Graduate School at the University of Maryland, Baltimore County.

Originally from Tokyo, Japan, Dr. Okahana earned his Ph.D. in education and M.P.P. in Public Policy from the University of California, Los Angeles, and his undergraduate degrees from California State University, Long Beach. He resides in Northern Virginia with his wife, Saleha Bholat, who is Associate Dean of Arts at the Loudoun campus of Northern Virginia Community College, and their son.

Friday, October 30 12:00 pm-1:30 pm Eastern

Reimagining Graduate Student Well-Being: Strategies & Partnerships that Promote Graduate Student Mental Health and Well-Being

Dr. Kerry Wilks, Associate Dean of the Graduate School, Wichita State University

Dr. Jessica Provines, Assistant Vice President for Wellness and Director of Counseling and Prevention Services, Wichita State University

Dr. Algerian Hart, Associate Dean of the Graduate College and Professor of Kinesiology, Missouri State University

Discussions abound across Higher Education concerning the needs for more programming that promote the well-being of graduate students. Historically relegated and supported by way of faculty mentoring, while robust wrap-around services were developed for undergraduate students, graduate education professionals now find themselves developing and promoting programming specifically dedicated to the well-being of graduate students. Participants will learn of the initiatives at two different universities who have consciously implemented programming to develop a sense of community in order to lessen the gap of isolation that students are currently experiencing in a largely virtual world. While this is particularly relevant during COVID-19, the endeavors will be relevant at any time in the future. We will also provide an overview of a new mental health resource, #WeSupportU Suspenders4Hope, that can be utilized in any university (or other) setting.



Dr. Kerry Wilks joined Wichita State University as a Spanish professor after completing her Ph.D. at the University of Chicago. Prior to joining the Graduate School in 2013 as Associate Dean, Wilks enjoyed the role of Graduate Coordinator as well serving on the Graduate Council and Graduate Awards Committee. She has also served twice as Interim Dean (2015-2016 and 2019). Wilks's responsibilities as AD are broad and encompass everything on the "academic side of the house." She shepherded transcribed alternative credentials (badges) at the graduate level and created a full-fledged professional development series from two research events. She also leads WSU's efforts to create a sense of community among graduate students, serving as faculty advisor to the Graduate Student Council. Wilks is a

passionate advocate for graduate students who seeks connections across the campus community to improve programming dedicated to graduate students. With this endeavor, she has built bridges with the following units: Career Development Center; Counseling and Preventative Services; Instructional Design and Access; Office of Diversity & Inclusion; Office of Equity and Inclusion; Student Success; Ulrich Museum; and University Libraries. She has presented at both the Midwestern Association of Graduate Schools (MAGS) and the Council of Graduate Schools conferences and currently sits on the MAGS executive team.



Dr. Jessica Provines serves as the Assistant Vice President for Wellness and Director of Counseling and Prevention Services at Wichita State University. Dr. Provines is a three-time graduate of Wichita State University receiving her Ph.D. in Community/Clinical Psychology in 2006 and the outstanding alumni award in 2017. She has been a Licensed Psychologist in Kansas since 2007. She joined the staff of Counseling Services after

completing her clinical graduate training in the department and has served in many leadership roles within the University Counseling Center including Chair of the Campus Alcohol Advisory Board, Training Coordinator and later Training Director of an APA accredited doctoral internship, Associate Director/Clinical Coordinator, and Director before stepping into broader Student Affairs Administration. As the AVP of Wellness, she works with CAPS, Student Health and Campus Recreation on a holistic campus approach to overall student wellness. She continues to maintain a small caseload and provides clinical mental health services to students. For 15 years, she has led a weekly Dialectical Behavior Therapy Skills group for high suicide risk patients, after a year of specialized post-doctoral training in this approach at Prairie View, Inc. before returning to the University she loves in her hometown. Dr. Provines is passionate about mental health awareness and suicide prevention. She led the initiative to start a student safe rife program and later instituted Prevention Services at Wichita State focused on improving student wellness and preventing suicide, sexual violence, and substance

abuse. After serving as the Program Evaluator for the SAMHSA Garret Lee Smith Campus Suicide Prevention Grant from 2015-2018, she and her colleagues sustained the efforts by creating the #WeSupportU Suspenders4Hope comprehensive approach to help colleges across the country end mental health stigma, improve student wellness, and reduce student deaths of despair.



Algerian Hart, Ph.D., is the Associate Dean of the Graduate College and Professor of Kinesiology at Missouri State University. He earned a Bachelor of Arts Degree from Long Beach State University, and his Master's Degree and Ph.D. from Washington State University. Dr. Hart is the President-Elect for the North American Society for the Sociology of Sport (NASSS) and has served as Chair of the Diversity and Conference Climate Committee for NASSS and the inclusion committee for the (North American Society for Sport Management) NASSM, and the Behavioral Intervention Team (BIT) at Missouri State University. He serves as a Peer Reviewer for the Higher Learning Commission (HLC) and a Faculty Evaluator for the American Council on Education (ACE). He is proud to serve on the National Board of Directors Education Foundation for Alpha Phi Alpha Fraternity Inc.

Additionally; Dr. Hart serves on the Editorial Review Boards for the Journal of Athlete Development and Experience (JADE) and Sociology of Sport Journal (SSJ). A former elite athlete and coach, he was a recognized NCAA speaker for Hazing, and Drugs and Alcohol Awareness. Dr. Hart has written extensively in the areas of marginalized populations seeking educational access, student-athlete advocacy, student-athlete matriculation, and he is the author of "The Student Athlete's Guide to College Success".
