REGISTRATION BROCHURE

31st Annual Conference

SUSTAIN & INNOVATE
FROM STRONG FOUNDATIONS TO
CREATIVE SOLUTIONS

APRIL 11-14, 2018
HYATT REGENCY NEW ORLEANS
Greetings Colleagues,

On behalf of the Conference Planning Committee, I invite you to the NAGAP 2018 Annual Conference in New Orleans! The Conference Planning Committee has been working behind the scenes to ensure that this year’s conference is a success. This year’s theme – “Sustain & Innovate: From Strong Foundations to Creative Solutions” – will unfold as we come together at the beautiful Hyatt Regency in the heart of New Orleans’ Central Business District. New Orleans is justly famous for its unique culture, history and cuisine. Our conference hotel is conveniently located just a short walk or cab ride to the world famous French Quarter. Whether you take in the nightlife on Bourbon Street, an early morning stroll in Jackson Square or a leisurely ride on the St. Charles streetcar, New Orleans is a city that is sure to please!

We hope you can join us on Wednesday, April 11 for our welcome reception. If you are attending the conference for the first time (or the first time in a while!), we encourage you to attend the First-Timer’s Session Wednesday afternoon. You will have the opportunity to learn how to make the most out of your conference experience, network with other first-time attendees and meet NAGAP board members. Wednesday evening we formally kick off the conference with the Welcome Reception in the Exhibit Hall. Also on Wednesday, the Professional Development Committee has planned a Pre-Conference Institute (PCI), which is a half-day program of focused, in-depth supplemental professional development that complements our conference educational sessions.

The conference’s educational offerings are designed to meet the needs of everyone from a new graduate enrollment management professional to an experienced veteran. Learn new approaches and strategies in a variety of topics related to our field, including: recruitment and marketing; money matters; integrated operations; student services; alumni engagement across the student life cycle; enrollment modeling and strategic planning; as well as career, staff and personal development. Throughout the conference there will be rich programming as we remain committed to making the educational offerings at the Annual Conference current and relevant so they meet the membership’s diverse needs and interests. Additionally, the Exhibit Hall will feature more than 50 exhibitors, showcasing their brands, products and services under one roof; these exhibitors are ready and eager to discuss partnership opportunities.

We are very fortunate to be joined by three notable plenary speakers at this year’s conference. On Thursday, Dr. Tererai Trent will provide our opening keynote address. Originally from Zimbabwe, Dr. Trent is known for her humanitarian work on quality education and women’s empowerment, and is distinguished as “Oprah Winfrey’s all-time favorite guest!” Our plenary speaker on Friday is Sheila O’Rourke, the Senior Campus Counsel and Special Advisor to the Vice Provost for Academic Affairs at University California (UC), Davis. She will be speaking on the new face of civil rights in higher education. On Saturday, Shola Richards will act as our closing keynote speaker at our brunch session. Mr. Richards is a motivational speaker who focuses on positivity and civility in the workplace, which the Conference Planning Committee agreed would set the perfect tone for a conference send-off!

Thursday evening’s Off-Site Event will be at Generations Hall. Located a short shuttle ride away from the Hyatt Regency, the building was built in the early 1820s as a sugar refinery and is now decorated with artwork by prominent artists, George Schmidt and Xavier deCallatay, depicting the rich history of New Orleans jazz. Be sure to join us for an evening of food, music and time with long-standing colleagues and new friends!

We hope that this conference is a chance to step back, connect with colleagues and remind ourselves why we do this important work. From graduate admissions professionals to educational administrators, enrollment management decision-makers, student affairs professionals and beyond, this conference is designed to meet your needs. Our diversity is rich! Conference attendees walk away from the annual conference reenergized and ready to return to their offices with valuable ideas and suggestions.

On behalf of the Conference Planning Committee, I invite you to join us at the annual conference where we will learn and grow together. See you in New Orleans!

Gregg Henderschiedt, 2018 Annual Conference Chair
Pre-Conference Institute

Wednesday, April 11, 2018
9:00 a.m. – 1:30 p.m.

Managing Disaster: Strategic Action & Responsive Communication in an Ever-Changing World

George D. Haddow, Founding Partner, Bullock & Haddow LLC; Senior Fellow, Tulane University

Natural disasters, threats to campus safety, and financial and/or identity crisis can all unexpectedly affect institutions with the potential to impact operations, institutional reputation, and student life. Resiliency is an inherent trait of graduate enrollment management professionals. However, in an ever-changing and evolving world it can be increasingly difficult to anticipate worst-case scenarios, and even easier to avoid thinking about them. Participants will leave the Institute with a broad understanding of existing environmental and manmade threats to colleges and universities, risk management and communication strategies, and will be empowered with the tools to proactively respond and plan for difficult times.

George Haddow is a founding partner of Bullock and Haddow LLC, a disaster management consulting firm. Mr. Haddow was appointed to serve by President Bill Clinton for eight years in the Office of the Director of the Federal Emergency Management Agency (FEMA) as the White House Liaison and the Deputy Chief of Staff. Mr. Haddow currently serves as a Senior Fellow at Tulane University's Disaster Resilience Leadership Academy (DRLA). Mr. Haddow has co-authored several university-level textbooks concerning emergency and risk management, climate change, and disaster communications.

The Pre-Conference Institute will also feature a panel of GEM professionals who have experienced different forms of crisis on their campuses. Panelists will present briefly, and ample time will be left for interactive discussion and questions.

Apply for a Pre-Conference Institute Fellowship

NAGAP encourages its members to apply for a Pre-Conference Institute Fellowship, which is a great way to stretch professional development dollars during a time of increasing financial challenges. Two fellowships are available for NAGAP members. Each fellowship covers the Pre-Conference Institute registration fee.

Click here to apply for a fellowship. For more information please email Kathryn Kendall, Sr. Assistant Dean for Enrollment and Online Programs, University at Buffalo, School of Social Work, at k kendall@buffalo.edu. Please include “NAGAP Fellowship” in the subject line.

The essay should address how you think the Pre-Conference Institute will assist you in your professional development and how you believe your participation will help you.

Fellowship applications must be submitted by Monday, February 26, 2018. Fellowship applicants will be notified of the results prior to the Annual Conference registration deadline.
Married young, having three children by the time she was eight, and without high school education, Dr. Tererai Trent’s dream for an education became a reality. Undeterred, she still dreamed of an education and determinedly taught herself to read and write from her brother’s schoolbooks. Despite being married young and having three children by the time she was 18, she never lost sight of her dreams.

As a young mother without a high school diploma, Tererai met a woman who would profoundly impact her life: Jo Luck, president and CEO of Heifer International. She told Tererai, “If you believe in your dreams, they are achievable.” With this inspiration and her own mother’s encouragement, Tererai wrote down her dreams of going to America for higher education, sealed them in a tin can, and buried them under a rock, ultimately redesigning the blueprint of her life.

Dr. Trent could not have imagined that her steadfast determination, hard work and belief in her dreams would eventually earn her multiple degrees, and a prominent global platform with world leaders, international businesses and audiences where she advocates for universal access to quality education.

A two-time guest on The Oprah Winfrey Show, Tererai was named by Oprah as her “All-Time Favorite Guest” and received a $1.5 million donation to rebuild her childhood elementary school in recognition of her tenacity and never-give-up attitude. With the firm belief that education is the pathway out of poverty and a desire to give back to her community, Dr. Trent founded Tererai Trent International.

Through strategic partnerships with Oprah Winfrey and Save the Children, Dr. Trent’s mission to provide universal access to quality education while also empowering rural communities is now being realized. Eleven schools are being built in Zimbabwe, and education has been improved for over 5,000 children so far. And this is only the beginning.

Currently an adjunct professor in Monitoring & Evaluation in Global Health at Drexel University, School of Public Health, Dr. Trent is a senior consultant with more than 18 years of international experience in program and policy evaluation, and has worked on five continents for major humanitarian organizations. As a fellow at the Center of AIDS Prevention Studies (CAPS) at UC San Francisco, Dr. Trent conducted research on HIV prevention in Sub Saharan Africa with a special focus on women and girls.

Today, Dr. Trent is invited to speak all over the world, to share her remarkable story and the valuable lessons she has learned along the way. She was a keynote speaker at the UN Global Compact Leaders Summit where she used her growing voice to appeal to international businesses to invest in equal access to quality education. Leading the global charge in the fight for quality education for all children and women’s rights, Dr. Trent has become a symbol of hope for everyone, and living proof that anything is possible. Her favorite motto is “Tinogona,” meaning, “It is achievable!”
Plenary Session

FRIDAY, APRIL 13, 2018
8:30 a.m. – 9:30 a.m.
The New Face of Civil Rights Issues Facing Higher Education

Sheila O'Rourke, JD, Senior Campus Counsel, Special Advisor to the Vice Provost for Academic Affairs, University of California, Davis

This plenary session will address the changing landscape of civil rights issues facing higher education that draw upon our strong foundations and challenge us to find creative solutions to new legal and social environments. Topics will follow a theme of access and inclusion covering topics such as recruiting and retaining a racially diverse student body, addressing persistent barriers to gender equity, responding to changes in federal immigration policy, and balancing free speech with campus climate concerns.

About the Presenter:
Sheila O’Rourke is a Senior Campus Counsel and Special Advisor to the Vice Provost for Academic Affairs at the University of California (UC), Davis. She also has served as Assistant Provost at UC Berkeley, Associate Vice Provost at the UC Office of the President, Director of the UC President’s Postdoctoral Fellowship Program and as lecturer at the Graduate School of Education at Berkeley. Prior to joining the University of California, Ms. O’Rourke was a civil rights attorney for the U.S. Department of Education Office for Civil Rights (OCR) and a teaching fellow at Stanford Law School. Ms. O’Rourke is a graduate of Stanford University and Berkeley Law School (Boalt Hall).

Closing Keynote Speaker

SATURDAY, APRIL 14, 2018
11:00 a.m. – 12:30 p.m.
Brunch & Closing Keynote Address: Connecting to Your Excellence – Three Questions to Create a Culture of Unstoppable Positivity

Shola Richards, Director of Training, UCLA Health; Speaker; Author

Based on Shola’s best-selling book, Making Work Work, this highly-engaging, memorable and actionable keynote will provide participants with the skills, knowledge and tools to make a lasting positive change on their work teams. And yes, anyone can do this regardless of job rank, years of experience, level of education or professional title. Additionally, Shola will introduce three transformative questions that will positively transform how we work, live and lead—starting today. Lastly, Shola will present a strategy to help the participants to deal more effectively with the most difficult people in their lives (professionally or otherwise), while also providing them with an additional tool to ensure that the participants stay committed to putting these keys into action long after the keynote ends. If you or your team need a powerful shot of inspiration, look no further.

About the Presenter:
Shola Richards’ life’s mission is an ambitious one: To end generations of professional suffering, simply by changing how we treat each other at work. Whether it is helping people to deal with soul-destroying bully bosses, passive-aggressive coworkers, or toxic work cultures that value competition and profit more than they value teamwork and their people—Shola is committed to leading the worldwide movement that will change all of it. Shola is a dynamic keynote speaker, best-selling author of Making Work Work (#1 New Release in the Workplace Culture category on Amazon.com), a workplace positivity expert, an award-winning Director of Training for UCLA Health, and a positivity blogger with a passionate worldwide following. His articles have been read by readers in over 160 countries, and his work has been featured in the Huffington Post, Forbes, Black Enterprise, Complete Wellbeing India, Business Insider Australia, and in numerous other publications all over the world who recognize him as an authority on workplace happiness and engagement. As a speaker, Shola has shared his transformative message with top universities, Silicon Valley, leading healthcare organizations, the motion picture industry, and in his greatest honor to date, as a keynote speaker for the Department of Homeland Security three days before the 15th Anniversary of 9/11, under the Obama Administration.

Last, but certainly not least, Shola is a father, husband, identical twin, and a self-professed “kindness extremist” who will not rest until bullying and incivility is extinct from the American workplace.
Tipitina’s Foundation

Tipitina’s Foundation promotes childhood music education, the professional development of adult musicians, and the increased profile and viability of Louisiana music as a cultural, educational, and economic resource. The Foundation grew out of the Tipitina’s music venue, a revered New Orleans cultural icon that continues to be instrumental in the development and promotion of Louisiana music around the world. To date, the Foundation’s “Instruments A Comin’” program has placed more than $3.2 million worth of musical instruments in over 100 Louisiana school music programs.

To Donate

Visit the Tipitina’s Foundation donation site.

Add NAGAP as the “In honor of...” in order for your donation to be counted toward the amount that NAGAP will match (up to $500). NAGAP will also collect donations at the conference.

Enhanced Education Sessions

In an effort to meet individual learning styles and provide enhanced networking opportunities, NAGAP is again offering various format options for educational sessions at the 2018 Annual Conference. Please view the session topics on pages 7-10 for a list of the sessions we expect to offer. Each session indicates the category topic and presentation format.

Engage with Panelists. Panels consist of three to four participants and a moderator. These professionals, from across the country and around the world, discuss the topic at hand and bring perspectives informed by their expertise and related experience.

Discover and learn from Presentations. These are educational sessions in which the presenter(s) shares information with a theater-style audience. Presenters integrate media (e.g., PowerPoint, video clips and links to websites) and engage the audience throughout the course of the session. Presentations are structured to allow time for audience participation, take-home messages and questions and answers.

Participate in a Special Interest Forum. The Special Interest Forum (SIF), led by a facilitator, is a roundtable discussion during which attendees may discuss a specific topic of interest in a small group setting. This format maximizes the opportunity for open dialogue among conference attendees, as participants share their experiences and thoughts.

Learn what various companies are doing and can offer the field of graduate enrollment management in a Vendor Presentation. Participants receive in-depth details on specific products or services that they may be considering using in their daily work. Similar in structure to a presentation, vendors share how a product or service works and how it may address specific needs.

NAGAP Resource Center

NAGAP will once again offer an area exclusively for networking. The time between sessions will be approximately 15 minutes to facilitate communication.

We are asking each conference attendee to bring a supply (approximately 25) of the best promotional materials their respective schools use to share with other attendees. These materials will be available in the resource center. If you are considering additional resources, this is the place to look for extra materials you want to take home with you. This area will also feature a job and message board for posting open positions at your institution, looking for jobs or to leave messages for colleagues.
Schedule of Events

WEDNESDAY, APRIL 11, 2018

8:00 a.m. – 9:00 a.m.  Pre-Conference Institute Registration Open
8:00 a.m. – 9:00 a.m.  Pre-Conference Institute Continental Breakfast
8:00 a.m. – 3:00 p.m. BIOGAP Chapter Meeting
9:00 a.m. – 1:30 p.m. Pre-Conference Institute
1:30 p.m. – 2:15 p.m. Chapter Meetings
2:30 p.m. – 3:15 p.m. Chapter Meetings
3:00 p.m. – 7:00 p.m. Annual Conference Registration Open
3:30 p.m. – 5:30 p.m. First-Timers’ Session
5:00 p.m. – 5:45 p.m. Chapter & Special Interest Group Meetings
6:00 p.m. – 8:30 p.m. Welcome Reception in the Exhibit Hall

THURSDAY, APRIL 12, 2018

6:00 a.m.  Yoga
7:30 a.m. – 4:00 p.m. Annual Conference Registration Open
7:30 a.m. – 4:15 p.m. Exhibit Hall Open
7:30 a.m. – 8:30 a.m. Continental Breakfast in the Exhibit Hall
8:30 a.m. – 8:45 a.m. Welcome & Opening Remarks
8:45 a.m. – 9:30 a.m. Awards Presentations
10:30 a.m. – 11:00 a.m. Refreshment & Connection Break in the Exhibit Hall

11:00 a.m. – 12:00 p.m. EDUCATIONAL SESSIONS

*Keep track of the sessions you wish to attend by checking the box. Check the corresponding boxes on the registration form.

☐ * 1A Creating a Student & Alumni Ambassador Program from Scratch – Recruitment & Marketing, Presentation
☐ 1B More than a Trend: Strategies and Insight on Public Health as the Social Media Leader for Marketing, Recruitment, and Education – Recruitment & Marketing, Presentation
☐ 1C Operationalizing Predictive Analytics in Your Enrollment Mix – Enrollment Modeling & Strategic Planning, Panel
☐ 1D We Were Forced to Work with Undergrad: It’s Working & We Like It! – Integrated Operations, Presentation
☐ 1E Eyes Wide Open: Talking with Prospective Students in Low-Earning Fields about Financing Graduate/Professional Education – Money Matters, Presentation
☐ 1F Official or Not Official? Determining the Right Records for Review – Recruitment & Marketing, Presentation
☐ 1G Jazz Up Your Orientation: Two Innovative Approaches to Graduate Student Orientation - Recruitment & Marketing, Presentation
☐ 1H Building Community in Graduate Programs: From Recruitment to Graduation – Student Services, Presentation

12:00 p.m. – 1:15 p.m. Networking Lunch
### 1:30 p.m. – 2:30 p.m. **EDUCATIONAL SESSIONS**

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<th>Session</th>
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<tbody>
<tr>
<td>2A</td>
<td>Staying True to the Mission When Leaders Transition: Thriving during Leadership Changes – Career, Staff &amp; Personal Development, Presentation</td>
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<td>2B</td>
<td>Your GEM Career: The Knowledge &amp; Skills Required – Enrollment Modeling &amp; Strategic Planning, Presentation</td>
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<td>2C</td>
<td>Building Partnerships in a Centralized Graduate Model: Using Technology to Work Collaboratively in Graduate Admissions – Integrated Operations, Presentation</td>
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<td>2E</td>
<td>Stop Rolling the Dice: A Hard Look at Traditional &amp; Virtual Grad Fair Best-Practices – Recruitment &amp; Marketing, Presentation</td>
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<td>2F</td>
<td>Counseling the Student Council: How We Moved from Programming at Students to Programming with Them – Student Services, Presentation</td>
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<td>2G</td>
<td>Innovation vs. Sustainability: A Case Study of a Successful Graduate Ambassador Program Destined to Fail – Student Services, Presentation</td>
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<td>2H</td>
<td>Graduate Recruitment Strategies That Make the Dean’s List – Vendor Presentation</td>
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### 2:45 p.m. – 3:45 p.m. **EDUCATIONAL SESSIONS**

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<tr>
<th>Session</th>
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<tbody>
<tr>
<td>3A</td>
<td>&quot;You're Young Enough to Be My Daughter!&quot; Millennial Managers Mentoring Cross-Generational Teams – Career, Staff &amp; Personal Development, Presentation</td>
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<td>3B</td>
<td>New to International Admissions? Tips for Growth in the Field – Career, Staff &amp; Personal Development, Presentation</td>
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<td>3C</td>
<td>Let’s Talk! Facilitating Conversations about Connecting Graduate Admissions Processes with Goals – Enrollment Modeling &amp; Strategic Planning, Special Interest Forum</td>
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<td>3E</td>
<td>Managing Change &amp; Transition: A Case Study of the University of Southern California Graduate Admission Office – Integrated Operations, Presentation</td>
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<td>3F</td>
<td>Incorporating Faculty into your Recruitment &amp; Yield Efforts: Innovative Ideas &amp; Strategies to Create Buy-In – Recruitment &amp; Marketing, Presentation</td>
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<td>3G</td>
<td>Tackling Low Enrollment While Serving the Needs of Rural &amp; Disadvantaged Communities: Meet the MRSS – A Framework for Beginners – Recruitment &amp; Marketing, Presentation</td>
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<tr>
<td>3H</td>
<td>How Centralized Application Services Are Changing Graduate Admissions - Vendor Presentation</td>
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### 3:45 p.m. – 4:15 p.m. **Refreshment & Connection Break in the Exhibit Hall**

### 4:15 p.m. – 5:15 p.m. **EDUCATIONAL SESSIONS**

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<tr>
<th>Session</th>
<th>Title</th>
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<tr>
<td>4A</td>
<td>Not Just a Donor: Engaging Alumni to Increase Yield &amp; Support Recruitment – Alumni Engagement across the Student Life Cycle, Presentation</td>
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<tr>
<td>4B</td>
<td>Making the Team: Onboarding New Employees into Your Department – Career, Staff &amp; Personal Development, Presentation</td>
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<td>4C</td>
<td>Building Innovative Credentials: Connecting Expertise with Graduate Education – Enrollment Modeling &amp; Strategic Planning, Presentation</td>
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<td>4D</td>
<td>When Does the Sentence End? Examining the Role of Criminal Background Information in Graduate Admissions Evaluation – Integrated Operations, Presentation</td>
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<td>4E</td>
<td>Using Simple Tools for Budget &amp; Enrollment Forecasting: A Case Study from a Small Graduate Program with Flexible Enrollment Options – Money Matters, Presentation</td>
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<td>4F</td>
<td>Research &amp; Insights on International Master’s Students Use of Agents – Recruitment &amp; Marketing, Presentation</td>
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<td>4G</td>
<td>How 300 NAGAP Schools Respond to Inquiries &amp; What It Means for Your Communication Strategy – Recruitment &amp; Marketing, Presentation</td>
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<td>4H</td>
<td>Engaging &amp; Advancing Students through the Graduate Student Success Institute – Student Services, Presentation</td>
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### 6:30 p.m. – 9:30 p.m. **Off-Site Event: Generations Hall**

Sponsored in part by Liaison
FRIDAY, APRIL 13, 2018

7:30 a.m. – 3:00 p.m. Annual Conference Registration Open
7:30 a.m. – 3:00 p.m. Exhibit Hall Open
7:30 a.m. – 8:30 a.m. The New Face of Civil Rights Issues Facing Higher Education
   Sheila O’Rourke, JD, Senior Campus Counsel, Special Advisor to the Vice Provost for Academic Affairs, University of California, Davis
8:30 a.m. – 9:30 a.m. Continental Breakfast in the Exhibit Hall
9:30 a.m. – 10:00 a.m. Refreshment & Connection Break in the Exhibit Hall
10:00 a.m. – 11:00 a.m. EDUCATIONAL SESSIONS

□ 5A Building a Strong Professional Foundation: Key Skills for Today’s GEM Professional – Career, Staff & Personal Development, Presentation
□ 5B A Predictive Model for Graduate Application to Enrollment – Enrollment Modeling & Strategic Planning, Presentation
□ 5C It’s a Team Effort: Using the GEM Model to Design a Comprehensive Extended Interview Day – Integrated Operations, Presentation
□ 5D Inbound Enrollment Marketing Case Studies: Three Data-Driven Stories – Recruitment & Marketing, Presentation
□ 5E Website Insight: How Prospective Graduate Students Search & Gather Information Online (A Stamats Adult StudentsTALK™ Study) – Recruitment & Marketing, Presentation
□ 5F Meeting the Needs of International Doctoral Students across Disciplines – Student Services, Special Interest Forum
□ 5G Enhancing the Foundation: Utilizing the Smarter Measures Readiness Assessment to Impact Graduate Student Success – Student Services, Presentation
□ 5H Personalization & Automation: Achieving Intelligent Graduate Admissions with Element451 – Vendor Presentation

11:15 a.m. – 12:45 p.m. Business Meeting Luncheon
1:00 p.m. – 2:00 p.m. EDUCATIONAL SESSIONS

□ 6A Take Your Leadership Skills to the Next Level by Empowering Your Graduate Admissions Team – Career, Staff & Personal Development, Presentation
□ 6B Motivation & Persistence: What Sustains Professional Association Leaders – Career, Staff & Professional Development, Presentation
□ 6C Adapt & Innovate to Thrive in an Emerging International Graduate Education Environment – Enrollment Modeling & Strategic Planning, Presentation
□ 6D Exposed! Reshaping Business Processes Revealed by Your New CRM – Integrated Operations, Presentation
□ 6E Carnegie & Google’s Insights into the Online Behaviors of Prospective Graduate Students – Recruitment & Marketing, Presentation
□ 6F Deconstructing Barriers to Enrollment & Embracing Opportunities for Success – Recruitment & Marketing, Special Interest Forum
□ 6G Building a Balanced Class: Diversity Recruitment & Admissions Strategies at a Highly-Selective Institution – Recruitment & Marketing, Presentation
□ 6H The Relationship between International Graduate Student Identity Salience & STEM Socialization Experiences in Public Research Universities: A Quantitative Analysis – Student Services, Presentation

2:00 p.m. – 2:30 p.m. Refreshment & Connection Break in the Exhibit Hall
2:30 p.m. – 3:30 p.m. EDUCATIONAL SESSIONS

□ 7A Life in the Fast Lane: Creating Connections through Speed-Networking – Career, Staff & Personal Development, Special Interest Forum
□ 7B Partnerships & Programming to Increase Diversity in Graduate Education – Enrollment Modeling & Strategic Planning, Presentation
□ 7C The Three Minute Thesis: Helping Students Articulate What They Do – Integrated Operations, Presentation
□ 7D Facing Today’s Recruitment Challenges: How to Set Up Your Institution for Success in Attracting, Engaging & Recruiting Graduate Students – Recruitment & Marketing, Presentation
□ 7E International Issues: AACRAO International Activities on Bologna-Compliant Three-Year Degrees – Recruitment & Marketing, Presentation
□ 7F Developing Strategic Partnerships to Foster Enrollment Growth & Retention – Recruitment & Marketing, Presentation
□ 7G Creating Inclusive Spaces for International Students to Succeed: Messaging & Career Outcomes in the GEM Lifecycle – Student Services, Presentation
□ 7H The GEM Professional’s Role in Career & Professional Development for Graduate Students – Student Services, Special Interest Forum

3:45 p.m. - 5:15 p.m. Chapter Presidents Meeting
SATURDAY, APRIL 14, 2018

8:00 a.m. – 11:00 a.m.  Annual Conference Registration Open
8:00 a.m. – 8:30 a.m.  Beverage Service Available
8:30 a.m. – 9:30 a.m.  EDUCATIONAL SESSIONS

☐ 8A Design Thinking: Approaching Problem Solving with Creativity for GEM Professionals – Career, Staff & Personal Development, Presentation

☐ 8B Hot Topics in Strategic International Enrollment Management, or, “What Are We Going To Do For The Next Three Years?” – Enrollment Modeling & Strategic Planning, Panel

☐ 8C Leading Organizational Change through Re-framing an Admissions & Recruitment Strategy – Integrated Operations, Presentation

☐ 8D Personalization, Automation & Analytics: The New Essentials of Graduate Enrollment Marketing – Recruitment & Marketing, Presentation

☐ 8E Reaching out to War-Torn Regions – Recruitment & Marketing, Presentation

☐ 8F Stanford Graduate School of Business Research Fellows Program: Diversifying the Pipeline for Doctoral Education – Recruitment & Marketing, Presentation

☐ 8G Adapting & Expanding Capabilities: How to Make Your CRM Do More! – Student Services, Presentation

☐ 8H New Student On-Boarding, Orientation & Retention – Student Services, Presentation

9:45 a.m. – 10:45 a.m.  EDUCATIONAL SESSIONS

☐ 9A Culturally Responsive Enrollment Management – Career, Staff & Personal Development, Presentation

☐ 9B Higher Ed Is Stressing Me Out! How to Cultivate Peace of Mind in an Ever-Changing Environment – Career, Staff & Personal Development, Presentation

☐ 9C How Launching 12 New Graduate Programs in Two Years Forced a Proactive Approach to Foundational Planning – Integrated Operations, Presentation

☐ 9D Coopetition: Mutual Success through Shared Special Interests, or, How Competitors Help Each Other Succeed – Integrated Operations, Special Interest Forum

☐ 9E Prospect Lifecycle Retrospective: Analyzing & Improving the Digital Enrollment Journey – Recruitment & Marketing, Presentation

☐ 9F Remodel in Progress: Enhancing Your GEM Toolkit to Develop an Innovative Recruitment Blueprint – Recruitment & Marketing, Presentation

☐ 9G Easy Writer: Strategies & Road Maps for Writing about Programs & People – Recruitment & Marketing, Presentation

☐ 9H Who Are the Gradvoce? Advocacy for Student Success & Advancing Graduate Education on Your Campus – Student Services, Presentation

11:00 a.m. – 12:30 p.m.  BRUNCH & CLOSING KEYNOTE ADDRESS: Connecting to Your Excellence – Three Questions to Create a Culture of Unstoppable Positivity

Shola Richards, Director of Training, UCLA Health; Speaker; Author

Sponsored in Part by WES
Special Events

WEDNESDAY, APRIL 11
6:00 p.m. – 8:30 p.m.
Welcome Reception in the Exhibit Hall

What better way to kick off NAGAP’s 2018 Annual Conference than an evening of engaging conversations, new introductions and reconnections with old friends in our Exhibit Hall! Enjoy refreshments with fellow NAGAP attendees and exhibitors while viewing the latest innovations in our field. Exhibitors will be on hand to chat and answer any questions you have about their latest products and services. Please show your school spirit by wearing apparel from your current institution. Welcome to your first night in New Orleans!

THURSDAY, APRIL 12
6:00 a.m.
Yoga

NAGAP will offer yoga for all levels to start your day off with balance and rejuvenation. There is no cost to participate in yoga. Yoga mats and water will be provided. Be sure to indicate your participation, and that you have read the waiver below on your conference registration form. If you have any questions, please contact Francesca Reed, freed@marymount.edu, or Kristen Sterba, kmsterba@uams.edu.

To participate in yoga, please read the following waiver and indicate your agreement by checking where indicated on the registration form:

Waiver

"I know that participating in yoga is a potentially hazardous activity. I should not participate unless I am medically able and properly trained to do so. I agree to abide by any decisions of the yoga instructor relative to my ability to safely participate in yoga. I assume all risks associated with yoga in this event, including, but not limited to, falls and contact with other participants. Having read this waiver and knowing these facts and in consideration of your accepting my entry, I and anyone entitled to act on my behalf, waive and release the city of New Orleans, Louisiana, the Hyatt Regency New Orleans, the yoga organizers, NAGAP and their representatives and successors from all claims or liabilities of any kind arising out of my participation in this event."

6:30 p.m. – 9:30 p.m.
Offsite Event: Generations Hall

Originally built as a sugar mill in the 1820s, Generations Hall strives to carry on the tradition of hosting elegant New Orleans-style events. Decorated with artwork depicting the history of New Orleans jazz by prominent artists George Schmidt and Xavier deCallatay, Generations Hall offers a glimpse into a bygone era. We invite you to experience Louisiana’s southern hospitality. NAGAP’s offsite event at Generations Hall includes reception-style food stations, two drink tickets, entertainment and transportation to and from the event.

The Weather & What to Pack

The average high temperature in New Orleans in April is 78 degrees Fahrenheit with lows in the lower 60s. Be sure to pack a jacket or sweater for the sessions, as meeting rooms tend to be cold.

Attire for educational sessions is business casual. Show your school spirit on Wednesday by wearing your school apparel to the Welcome Reception!
Things to Do in New Orleans

There is so much to see and do in New Orleans! For more information, visit www.neworleanscvb.com. Another good resource is the hotel concierge desk. Just tell them what you want to do, and they can help you locate it!

Get jazzed. Stroll along Bourbon, Frenchmen and Fulton, where jazz pours out onto the street, or duck into a club for the full experience. Many clubs don't even charge a cover.

Dive deeper into New Orleans’ musical heritage. Explore New Orleans neighborhoods and their connection to jazz with six self-guided Jazz History Walking Tours provided by the National Park Service.

French Quarter Fest is April 12-15, 2018. This is the largest free music festival in the South with a special focus on New Orleans’ music and food. The festival offers 20 performance stages and more than 90 food and beverage booths set among one of the countries most historic neighborhoods. Kids’ activities, home tours and other festivities fill the weekend with fun.

Browse art throughout the city. It seems like you can find art in every corner of New Orleans – and you can. Check out the galleries on Julia and Royal, Jackson Square vendors and the Mid-City and Bywater art markets.

Experience the parks. Walk among the centuries-old oaks of City Park, picnic in picturesque Audubon Park or enjoy views of the Mississippi River at Woldenberg Park or Crescent Park.

Immerse yourself in New Orleans history. Stop by the Historic New Orleans Collection at 533 Royal Street for a crash course on the city’s history, which spans almost 300 years.

Look for ghosts. Experience paranormal activity and visit haunted sites such as the Bourbon Orleans, one of the most spirited locations in the French Quarter.

Haunt the “Cities of the Dead.” Take a guided tour of our famous aboveground tombs at Lafayette Cemetery No. 1 in the Garden District or St. Louis Cemetery No. 1 on Basin Street, believed to be the final resting place of Voodoo Queen Marie Laveau. Knock three times on her crypt, and make a wish. Please note that tours of St. Louis Cemetery No. 1 are only available with a guide.

Take a self-guided literary tour. See where Tennessee Williams (722 Toulouse), William Faulkner (624 Pirate’s Alley), Truman Capote (711 Royal), Thornton Wilder (623 Bourbon), Walker Percy (1820 Milan) and Anne Rice (1239 First) lived.
NAGAP 2018 Annual Conference Registration Form

STEP ONE: Contact Information — Please make sure this information is complete as it will be used for the attendee roster and your name badge.

Please type or print clearly.

First Name               M.I.                                                   Last Name
Position Title                                    Name Preferred on Name Badge
Institution
Address
City, State, Zip                                   Country
Phone                  Cell Phone (in case of emergency only)         Email

STEP TWO: General Information
☐ Exclude my information from any mail list sales.
☐ I understand that photos may be taken of me during the conference to be published on NAGAP social media sites, NAGAP’s website or in publications to promote NAGAP.

Please indicate the field of study that most clearly identifies the graduate subject area which you administer (check only one):
☐ Arts & Sciences          ☐ Business/Management          ☐ Communication/Journalism
☐ Education               ☐ Government/Public Affairs          ☐ Health & Human Services
☐ Law                     ☐ Medical/Dental               ☐ Public Health
☐ Social Work             ☐ Technology                        ☐ Theology/Divinity
☐ Multi-Disciplinary      ☐ Not Applicable                   ☐ Other (please specify):
☐ SPECIAL NEEDS
☐ I will need assistance (please describe):

How did you hear about the NAGAP Annual Conference?
☐ NAGAP News          ☐ Website          ☐ Social media
☐ Colleague/friend     ☐ Previous attendee
☐ Other:

FIRSTTIMER: Is this your first NAGAP Annual Conference? ☐ Yes

How many NAGAP conferences have you attended previously?
☐ 1 ☐ 4-6
☐ 2 ☐ 7-9
☐ 3 ☐ 10+

STEP THREE: Membership

Current Members: Current NAGAP membership dues will expire on June 30, 2018. Save time and renew your 2018-2019 membership with registration.

☐ Individual ($250)          ☐ Institutional ($250)
☐ Affiliate ($475)            ☐ Retired ($50)
☐ Student ($50)               ☐ Associate ($200)

New Members: Join NAGAP now and take advantage of member conference registration rates below. Your membership will take effect shortly after the conference.

☐ Individual ($250)          ☐ Institutional ($250)
☐ Affiliate ($475)            ☐ Student ($50)
☐ Associate ($200)

STEP FOUR: Conference Registration Fees

Wednesday, April 11, 2018 - 9:00 a.m. - 1:30 p.m.
Pre-Conference Institute (PCI):
☐ Current/New Member ........ $225
☐ Non-Member ............... $275

April 12-14, 2018
Main Conference Registration
Early-Bird Conference Registration:
(Register by February 16, 2018)
☐ Current/New Member ........ $500
☐ Non-Member ............... $675

Conference Registration:
(February 20 - March 16, 2018)
☐ Current/New Member ........ $575
☐ Non-Member ............... $750

On-Site Registration:
(on/after March 16, 2018)
☐ Current/New Member ........ $675
☐ Non-Member ............... $850

Single-Day Registration:
Prices include continental breakfast, lunch/brunch, refreshment breaks and events for that day.
Thursday, April 12, 2018
☐ Current/New Member ........ $290
☐ Non-Member ............... $380

Friday, April 13, 2018
☐ Current/New Member ........ $290
☐ Non-Member ............... $380

Saturday, April 14, 2018
☐ Current/New Member ........ $155
☐ Non-Member ............... $190

STEP FIVE: Yoga Waiver
☐ I will participate in the yoga session and have read and agree to the waiver on Page 11 of this brochure.
NAME: ________________________________

### STEP SIX: Guest(s) of Attendee Fees

**Note:** These items are already included for full registrations. Indicate the number of tickets needed for your guest(s).

- Conference Meal Plan for Guest: $250 each (includes continental breakfast, lunch and breaks on Thursday and Friday and brunch on Saturday. Separate tickets must be purchased for the Wednesday Welcome Reception and Thursday night Off-Site Event for guests.)  
  - # of tickets ________
- Guest Welcome Reception Tickets, Wednesday, April 11: $45 each  
  - # of tickets ________
- Guest Off-Site Event Tickets, Thursday, April 12: $115 each  
  - # of tickets ________

**GUEST NAME(S) FOR NAME BADGE(S):**

- 4A  
- 4B  
- 4C  
- 4D  
- 4E  
- 4F  
- 4G  
- 4H

### STEP SEVEN: Session Topics

Review the Annual Conference schedule on Pages 8-11 and indicate the educational sessions plan on attending below.

<table>
<thead>
<tr>
<th>THURSDAY, APRIL 12</th>
<th>FRIDAY, APRIL 13</th>
<th>SATURDAY, APRIL 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 a.m. - 12:00 p.m.</td>
<td>10:00 a.m. - 11:00 a.m.</td>
<td>8:30 a.m. - 9:30 a.m.</td>
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</tbody>
</table>

1:30 p.m. - 2:30 p.m.  
□ 2A  
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□ 2C  
□ 2D  
□ 2E  
□ 2F  
□ 2G  
□ 2H

1:00 p.m. - 2:00 p.m.  
□ 6A  
□ 6B  
□ 6C  
□ 6D  
□ 6E  
□ 6F  
□ 6G  
□ 6H

2:45 p.m. - 3:45 p.m.  
□ 3A  
□ 3B  
□ 3C  
□ 3D  
□ 3E  
□ 3F  
□ 3G  
□ 3H

2:30 p.m. - 3:30 p.m.  
□ 7A  
□ 7B  
□ 7C  
□ 7D  
□ 7E  
□ 7F  
□ 7G  
□ 7H

4:15 p.m. - 5:15 p.m.  
□ 4A  
□ 4B  
□ 4C  
□ 4D  
□ 4E  
□ 4F  
□ 4G  
□ 4H

### STEP EIGHT: RSVP

I plan to attend the Off-Site Event on Thursday, April 12:  
□ Yes  □ No

I plan to attend the closing banquet and keynote presentation on Saturday, April 14:  
□ Yes  □ No

### STEP NINE: Method of Payment

All funds MUST be submitted from a U.S. bank in U.S. funds. NAGAP does not accept purchase orders or invoice for services. Fees must be paid by check, money order or credit card. NAGAP Tax ID #11-8362047

□ Check made payable to NAGAP – check # __________

To pay by credit card, register online through the NAGAP website.

### STEP TEN: Send in Your Registration

**Registration Deadline:** March 16, 2018  
( **Early Bird Registration due by February 16**)

There are two ways to register:

- ONLINE Visit our website at www.NAGAP.org and click on the “NAGAP Annual Conference” link.
- BY MAIL Mail completed registration form with check to:
  NAGAP Executive Office
  P.O. Box 723248
  Atlanta, GA 31139

**Note:** Paperwork with credit card information will NOT be accepted. If paying by credit card, you must register online.

After March 16, all registrations will be processed on-site. Please bring your registration form and payment directly to the Annual Conference. Registrations will not be taken over the phone. All payments must be received before the beginning of the Annual Conference. Registrations will not be processed until payment is received. NAGAP does not accept purchase orders and does not bill/invoice for services.

The conference registration fee includes all education sessions, Welcome Reception and Off-Site Event, daily refreshment breaks, two continental breakfasts, two lunches and Saturday brunch. The conference registration fee does not include hotel room charges or transportation costs. Single-day tickets include education sessions, continental breakfasts, lunches, refreshment breaks only and events for that day.

### Conference Cancellation Policy

Only written requests for refunds will be accepted. Please send your requests to the NAGAP Executive Office at info@NAGAP.org. NAGAP has no desire to retain fees paid by members unable to attend; however, hotel guarantees and other related expenses make the following refund schedule necessary. All refunds will be processed after the Annual Conference.

**Conference Cancellation Schedule:**

- Cancellations will be accepted until March 16, 2018. Refunds will be issued in the same manner as the payment was received, minus a $100 processing fee.
- No refunds will be issued after March 16, 2018. No exceptions.

Substitution of registrants is allowed. Requests for substitutions must be submitted in writing.
Hotel & Transportation Information

Hotel Information
Hyatt Regency New Orleans
601 Loyola Avenue | New Orleans, Louisiana, USA, 70113
Tel: 504-561-1234

Single/Double Rate: $245 plus tax per night
Triple/Quad Rate: $270 plus tax per night

Reservation Deadline: March 19, 2018

Reservations may be made online at Hyatt Regency New Orleans.

The special conference rate includes Internet access in your guestroom. The conference rate will be honored three nights before and after the conference dates based on availability. The deadline to confirm your reservation at the special conference rate is Monday, March 19, 2018.

Whether you're visiting for business or pleasure, our award-winning New Orleans hotel in the downtown district offers everything you need for a memorable and productive stay. Select from eight different restaurants and bars. Get refreshed in the sparkling rooftop pool with a poolside bar, private cabanas and lounge chairs. Work out anytime in the 24-hour StayFit™ Gym. And keep your office mobile with our full-service FedEx® Office business center and free Wi-Fi throughout the hotel.

For more information please visit Hyatt Regency New Orleans.

The NAGAP conference rate is $245.00 single/double and $270.00 triple/quad plus 13% sales tax and a $3.00 per room per night occupancy tax. Don’t delay in making your hotel reservations as we may sell out of the group rate prior to March 19.

Transportation Information

The Hyatt Regency New Orleans is approximately 12 miles from Louis Armstrong New Orleans International Airport. The following transportation options are available.

Taxi – Taxi booths are located on the first level of the terminal outside of baggage claim belts 1 and 14. Passengers must wait in line at one of these booths for taxi service. Taxi rides cost $36.00 from the airport to the Central Business District (CBD) or French Quarter (west of Elysian Fields) for up to two (2) passengers. For three (3) or more passengers, the fare will be $15.00 per passenger. Taxis are required to accept credit card payments. Rates are subject to change without notice.

Airport Shuttle – Airport Shuttle service is available from the airport to the Hyatt Regency New Orleans for $24.00 per person, one-way or $40.00 per person, round-trip. These fares include up to three bags per person. Additional baggage may be subject to additional fees. To receive the NAGAP discounted round trip rate of $40.00 you must book at least 24-hours in advance. Passengers can purchase regular priced tickets ($44.00 round-trip) at Airport Shuttle ticket booths located on the first level throughout the baggage claim area. To make your reservations now, please visit the NAGAP Airport Shuttle site. Those needing Wheelchair-Accessible Service should call 1-866-596-2699 for assistance.

Transportation Network Companies – Uber and Lyft offer transportation services from the airport. Passengers can meet their app-based ride service in the Ground Transportation Center located on the first floor of the short-term parking garage. Click here for detailed instructions for Uber.

Car Rental – The Consolidated Rental Car Facility (CONRAC) is located a short walk away from the main terminal. Passengers should exit the baggage claim area (first level) near belts 12-14 and continue to the right down a covered walkway to the CONRAC. Nine rental car companies currently operate at the airport. For contact information for these companies, please visit the rental information page.