



**25th Annual Winter Institute for Advanced
Graduate Enrollment Management Professionals**

Omni Rancho Las Palmas Resort
Palm Springs, CA
January 23 – 24, 2020

Thursday, January 23

8:00 – 8:30 am **Registration and Breakfast**

8:30 – 8:45 am **Welcome**

Dr. Amanda Ostreko, Chair, Professional Development Committee
Assistant Vice Provost and Director of Graduate Enrollment Management
University of Kansas

8:45 – 10:15 am **Leadership Competencies for Success in Graduate Enrollment Management**

Jerome A. Lucido, Ph.D., Professor of Practice and Executive Director
USC Center for Enrollment Research, Policy and Practice
USC Rossier School of Education
University of Southern California

Most current enrollment leaders entered the field serendipitously, without formal education, and with little understanding of how the field would change in complexity and importance. This talk will illuminate the professional competencies needed for success and will provide participants an opportunity for self-assessment. Additionally, participants will be provided a framework that can guide their units to success.

GEM Competencies: Recruitment and Marketing; GEM Operations; Enrollment Modeling and Strategic Planning; Money Matters; Student Life Cycle Engagement and Support; Career, Staff, and Personal Development

10:15 – 10:30 am **Break**

10:30 – 12:00 pm **Customization, Content, & Customer Experience: Branding in a Modern Era**

Marc Paulenich, Chief Operating Officer, Senior Vice President, Strategy
Hart Inc

With growing competition for students, a strong brand is more critical than ever. Yet, trust in advertising is fading. Traditional messaging has lost power through overuse. And, technology is helping potential applicants avoid your marketing altogether. Learn how customization, content and customer experience can overcome these challenges and help your brand stand out in a “sea of sameness.”

GEM Competencies: Recruitment and Marketing

12:00 – 1:00 pm **Networking Lunch**

1:00 – 2:30 pm **Tassology of Graduate Enrollment: National Trends & Implications for Practice**
Dr. Hironao Okahana, Associate Vice President, Research and Policy Analysis
Council of Graduate Schools

This session will offer an overview of selected graduate enrollment trends in the U.S. and potential factors affecting them, including evolving needs for advanced degree holders in the U.S. workforce, changing demographics of the U.S. college-educated population, and shifting landscape of the competition for international talents. How GEM professionals might navigate and take advantage of various sources of strategic insights that can inform their leadership and strategic decisions in the field will also be discussed.

GEM Competencies: Recruitment and Marketing; GEM Operations; Enrollment Modeling and Strategic Planning; Money Matters

2:30 – 2:45 pm **Break**

2:45 – 4:15 pm **Group Discussion and Activity**

Attendees will break into groups and discuss how they are addressing GEM challenges or concerns on their campuses.

GEM Competencies: Recruitment and Marketing; GEM Operations; Enrollment Modeling and Strategic Planning; Career, Staff, and Personal Development; Money Matters; Student Life Cycle, Engagement, and Support

5:00 – 6:30 pm **Reception**

Dinner on your own

Friday, January 24

8:30 – 9:00 am **Breakfast**

9:00 – 10:30 am **The Brain Trap: Neuroscience Insights & Diversity, Equity, & Inclusion**

Dr. Ame Lambert, Vice President for Equity & Inclusion and Chief Diversity Officer
Roger Williams University

Advances in Fmri imaging are providing rich insights into how our brains function. These insights have also deepened our understanding of implicit processes, unconscious exclusion and the way we react to actions of bias and exclusion. Come gain a deeper understanding of the role of the brain and implicit processes in inclusion and exclusion. We will also explore how to leverage these new insights to advance equity and thriving in our institutions and support having the necessary and needed conversations to bridge conversations and perspectives.

GEM Competencies: Recruitment and Marketing; Student Life Cycle, Engagement, and Support

10:30 – 10:45 am **Break**

10:45 – 12:15 pm **Legal Updates for 2020**

Natasha J. Baker, Partner
Hirschfeld Kraemer LLP

The laws, regulations, and requirements affecting higher education have been changing rapidly over the past few years. Of course, 2019 has been no exception. This session will cover recent legal developments influencing higher education, with an emphasis on issues that affect graduate education. In addition, an experienced higher education attorney will cover anticipated changes for 2020.

GEM Competencies: GEM Operations; Student Life Cycle, Engagement, and Support

12:15 – 1:15 pm Networking Lunch

1:15 – 2:45pm More Than That
Damian Synadinos, Owner
Ineffable Solutions

“What do you do?” Does your answer include the word “just”? Perhaps a more interesting question is, “Who are you?” But, how should you answer? Often, our identity is dominated by our professional image. However, even those who “live to work” have other facets, which may contain hidden value. In this talk, Damian explores labels, anxiety, models, and more to help examine our identities, explore our interests, and find value in unexpected sources.

GEM Competencies: Career, Staff, and Personal Development

2:45– 3:00 pm Wrap-up

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