



**23<sup>rd</sup> Annual Winter Institute for Advanced  
Graduate Enrollment Management Professionals**

Omni Rancho Las Palmas — Palm Springs, CA

January 18 – 19, 2018

**Thursday, January 18**

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

**8:30 – 8:45 am**                      **Welcome**

Katie Beczak, Chair, Professional Development Committee  
Assistant Director, Graduate and Part-Time Enrollment Services  
Rochester Institute of Technology

**8:45 – 10:15 am**                      **Keynote: Higher Education Trends in Graduate Admissions Professionals Need to Know**

Vimal Patel  
Reporter  
*The Chronicle of Higher Education*

**10:15 – 10:30 am**                      **Break**

**10:30 – 12:00 pm**                      **CRM: You've Got It. Now What?**

Holly Pohlig  
Principal Consultant, Pohlig Consulting, LLC

**12:00 – 1:00 pm**                      **Networking Lunch – sponsored by**

**CONVERGE**

**1:00 – 3:30 pm**                      **International Recruitment Trends**

Steven Shaw  
Assistant Vice Provost and Director, International Admissions  
University at Buffalo

**5:00-6:30 pm**                      **Reception**

**Dinner on your own**

**Friday, January 19**

**8:30 – 9:00 am**                      **Continental Breakfast**

**9:00 – 10:30 am**                      **Communicating across Cultures: The Importance of Effective Intercultural Communication**  
Dr. Keith Jenkins  
Vice President and Associate Provost for Diversity and Inclusion  
Rochester Institute of Technology

**10:30– 10:45 am**                      **Break**

**10:45 – 12:15 pm**                      **A Tutorial for Graduate Enrollment Professionals on Avoiding Legal and Ethical Problems**  
Larry White  
Senior Counsel, Office of the General Counsel  
University System of New Hampshire

**12:15 – 1:15 pm**                      **Networking Lunch – sponsored by**



**1:15 – 2:45pm**                      **Data Driven Decisions: How to Make Your Marketing Measurable and Meaningful in the Digital World**  
Jeff Knauss  
Co-Founder  
Digital Hyve

**2:45– 3:00 pm**                      **Wrap-up**

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

**Additional sponsors:**

