



2019 Summer Institute: *Core Competencies for the GEM Professional*

The Cosmopolitan • Las Vegas, Nevada • July 18 & 19, 2019

Thursday, July 18

8:00 a.m. – 8:30 a.m.

Registration & Breakfast

8:30 a.m. – 9:15 a.m.

Welcome and Introductions

Amanda Ostreko, Chair, NAGAP Professional Development, Assistant Dean of Graduate Studies, University of Kansas

9:15 a.m. – 10:15 a.m.

Introduction to GEM

Speaker: Julie Deland, Past NAGAP President and Director of Admissions, Harvard Graduate School of Education

GEM Competencies: Recruitment and Marketing; Admissions Operations; Financial Aid, Grants, and Scholarships; Student Services and Support; Advising and Retention; Graduation and Alumni Relations

10:15 a.m. – 10:30 a.m.

Break

10:30 a.m. – 12:00 p.m.

Leadership

Speaker: Amy Barnes, The Ohio State University

GEM Competencies: Recruitment and Marketing; Admissions Operations; Financial Aid, Grants, and Scholarships; Student Services and Support; Advising and Retention; Graduation and Alumni Relations

12:00 p.m. – 1:15 p.m.

Networking Lunch

1:15 p.m. – 2:45 p.m.

Digital Marketing for Recruitment and Brand Awareness

Speaker: Katie Beczak, NAGAP Board Member, Assistant Director of Graduate and Part-Time Enrollment Services, Rochester Institute of Technology and Jennifer Webb, Director of Graduate Enrollment Services, Marymount University

GEM Competencies: Recruitment and Marketing; Graduation and Alumni Relations

1:15 p.m. – 2:45 p.m.

International Student Recruitment

Speaker: Jody Lehr, Founder and Director, Why Wait: International Higher Education Solutions

GEM Competencies: Recruitment and Marketing; Admissions Operations; Student Services and Support

2:45 p.m. – 3:00 p.m.

Break

3:00 p.m. – 4:30 p.m.

GEM: Structure and Advocacy

Speakers: Ariana Balayan, Associate Director of Graduate Admission, Suffolk University; Jillian Baer, Associate Director of Graduate and Professional Programs, The Ohio State University; Amanda Ostreko, NAGAP Professional Development Committee, Assistant Dean of Graduate Studies, University of Kansas

GEM Competencies: Recruitment and Marketing; Admissions Operations; Financial Aid, Grants, and Scholarships; Student Services and Support; Advising and Retention; Graduation and Alumni Relations

3:00 p.m. – 4:30 p.m.

Before You Recruit: Using Data to Design a Strategy

Speaker: Kathryn Kendall, NAGAP Professional Development Committee, Senior Assistant Dean for Enrollment and Online Programs, School of Social Work, University at Buffalo, State University of New York

GEM Competencies: Recruitment and Marketing; Admissions Operations; Financial Aid, Grants, and Scholarships

5:30 p.m. – 7:00 p.m.

Reception

7:00 p.m.

Dinner on your own

Friday, July 19

8:30 a.m. – 9:00 a.m.

Breakfast

9:00 a.m. – 10:30 a.m.

Developing Effective Recruitment and Retention Strategies for Underrepresented Minority Students

Speaker: Stephanie Danette Preston, Assistant Dean, Office of Graduate Educational Equity Programs, Pennsylvania State University

GEM Competencies: Recruitment and Marketing; Advising and Retention; Graduation and Alumni Relations

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – 12:15 p.m.

Legal Issues in Graduate Enrollment Management

Speaker: Carrie Ryan Gallia, Associate General Counsel, University of Minnesota

GEM Competencies: Admissions Operations; Student Services and Support; Advising and Retention; Graduation and Alumni Relations

12:15 p.m. – 1:15 p.m.

Networking Lunch

1:15 p.m. – 2:45 p.m.

Graduate Student Services

Speaker: Demetrius Johnson, Dean of Student Success, Marymount University

GEM Competencies: Student Services and Support; Advising and Retention

2:45 p.m. – 3:00 p.m.

Wrap-up

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