30th NAGAP Annual Conference
Conference Theme – Measuring Success: Explore. Elevate. Engage.
Educational Domains & Topics

Goal: Proposals should be generally aligned with the theme of the 30th Annual Conference and focus on measuring success throughout the graduate enrollment management life cycle from prospective students through alumni engagement.

Please note that the topics in each educational domain are just suggestions. You may identify a topic of your choice as it relates to the domain.

1. Recruitment & Marketing
- At home and abroad: Are branch campuses a good fiscal investment (other considerations – mission, visibility)?
- Best practices in creating partnerships with: other institutions, community organizations, businesses
- Success stories in marketing, from web development to social media
- Effective use of CRMs in recruitment: Strategies and analysis
- Evaluating your website
- Legal and ethical implications for recruitment and marketing
- Online Learners: Program development, marketing, yield and retention of this unique audience
- Recruiting and retaining the BEST students: Need for pre-advising to determine "fit"
- Recruitment strategies for schools/programs facing enrollment challenges
- Social media as a communication tool: rules of engagement
- Social media trends, outcomes and ROI
- Trends in international recruiting
- Using effective communication strategies to develop a marketing plan
- Success stories in marketing, from web development to social media
- Using market research to inform decision making, program development and marketing plans
- What can we learn from the for-profits?
- Determining your marketing cost-per-student, for stronger recruitment and better budget management
- Evaluating your recruitment messaging – using informal focus groups to refine your message and get the most out of your recruitment conversations

2. Financing Graduate Education
- Assessing your school's financial aid distribution guidelines: How does it impact yield and retention?
- Success stories for school-based financial aid and tuition discounting
- Debt management for current students and alumni
- Do financial aid webinars affect students' financial aid decisions?
- Evaluating tuition cost vs. potential earning capacity
- Federal loan forgiveness and grants
- Financial literacy for prospective and current graduate students
- Identifying and using student debt data to influence yield

⟩ Legal and ethical implications for financial aid
⟩ School-based financial aid: What can we learn from undergrad distribution models?
⟩ Writing and securing grants to support graduate students
⟩ Scholarship design – measuring yield and strategic scholarship packaging

3. Admissions Operations
⟩ Success stories for collaboration between faculty and admissions staff
⟩ Change management in admissions operations
⟩ Creating a culture of integrated interdependence (graduate student lifecycle) admissions, enrollment, financial aid and student services
⟩ FERPA
⟩ Evaluation and implementation – how to launch a new online application system
⟩ Latest news about graduate school entranced exams (GRE, GMAT, MAT)
⟩ Legal and ethical issues in admissions
⟩ Legal and ethical requirements: How to address mandated compliance
⟩ Maximizing your GEM team: The benefits of cross-training
⟩ Reimagining your admissions operations: Using technology to increase enrollment
⟩ Success stories for yield and orientation strategies
⟩ Trends in admissions and enrollment of diverse student sub-cultures
⟩ "Trade Secrets" – small changes to admissions process communication plans that make a big difference and strengthen yield

4. Student Services
⟩ Assessment and evaluation of graduate student services
⟩ Success stores and models for graduate student services
⟩ Creating student services based on the GEM model
⟩ Equal access: What does this look like for all students? LGGTBQA, underrepresented students, adult learners, special populations
⟩ Establishing and promoting an institutional culture of student service
⟩ Identifying factors that influence student success: Customizing a model for your programs
⟩ Increasing engagement by creating student affinity groups
⟩ Integrating services for career development and planning for students and alumni
⟩ Job placement: career services and tracking
⟩ Legal and ethical issues in student services
⟩ Measuring student service successes – simple evaluation strategies to identify what's working to strengthen retention and time-to-degree
⟩ Meeting the needs of international and domestic students who are English language learners
⟩ New student services: Transition to your school and academic programs
⟩ One size does not fit all: Do your student services meet needs of diverse student subcultures?
⟩ Outreach and engagement: Creating and sustaining connections for students and alumni
⟩ Personalizing the graduate school experience for your students
⟩ Proactive measures in student remediation and retention
⟩ Success stories in retaining online students
⟩ Success stories in student advisement and coaching
⟩ What are the roles of GEM professionals in retaining students?

5. Alumni Relations & Engagement

- Alumni advisory committees: How to build a strong alliance
- Collaboration between alumni relations and career development to provide professional development opportunities for current students and alumni
- Using institutional mission to develop alumni connections and enhance donor participation
- Engaging alumni in your marketing and admissions funnel
- Job placement: Measuring the end result through career services and tracking
- Legal and ethical issues in alumni relations
- Success stories: Keeping your alumni connected to your school and students
- Success stories: Using alumni ambassadors to mentor your prospects, new admits and current students
- Using alumni success stories to enhance your brand, create community and inform decision making

6. Enrollment Modeling & Strategic Planning

- Changes in the world of work, job market and careers: Implications for graduate programs
- Constructing common metrics and data standards specific to GEM constituencies across your institutions
- Data collection: Are you making the best use of your reporting tools?
- Data collection and analysis: What are the essential questions you want answered?
- Emergence of strategic accountability: How GEM professionals can prepare for and meet these new challenges
- Enrollment forecasting: One size does not fit all
- Evaluating graduation data: What are the implications for program development, recruitment, retention and student services?
- Evaluating your GEM model: Measuring success – adjusting for change.
- Involving stakeholders in enrollment planning to foster collaboration and increase transparency
- Listening to stakeholders: The how-tos of creating surveys and conducting focus groups
- Predictive modeling
- Preparing written reports and presentations that reflect and synthesize your data and identify next steps
- Prospects, students and alumni: Sources of data and insight to help you make decisions
- Shared governance: Where and how do GEM professionals fit?
- Trends in online learning: Success stories in program development and retention.
- Understanding, developing and writing academic and enrollment policies
- Using data and research to create partnerships and develop programs

7. Career, Staff & Personal Development

- Best practices in training and staff development
- Building a GEM team: Skills assessment
- Career paths in higher education: Which road will you take?
- Career planning for GEM professionals
- Current challenges facing GEM leaders
- Developing multicultural competencies
- Effective communication skills: Finding your voice as a speaker and writer

- Event planning: tips for organizing, executing and evaluating GEM activities
- Fundamentals of change: Theory into practice
- GEM 101: Overview, definitions and institutional strategies of GEM functional areas
- GEM models in decentralized environments: An integrated approach
- Identifying and building leadership skills
- Innovation: How to create and manage change
- Leadership theory for emerging GEM professionals
- Leading with a purpose: How to foster community and build capacity
- Legal and ethical issues in career, staff and professional development
- New skills needed for GEM professionals
- Nurturing a work-life balance: Health and wellness initiatives for you and your staff
- Supervising and evaluating staff: rewards and challenges
- Technology skills for today's GEM professional
- Transitioning to GEM: Integrated Interdependence vs Silos
- Writing for professional publications