



## NAGAP Summer Professional Development Institute July 15-16, 2021 – Virtually

### AGENDA

#### Thursday, July 15

**Time (EDT)**

12:00 p.m. – 1:15 p.m.

**Event**

**Welcome & Introduction**

**Think Like a Futurist: Connecting Today's Realities to Tomorrow's Possibilities**

*Jeremiah Nelson, Director of Enrollment Management, Charlotte MBA Programs, Wake Forest University School of Business*

**CONCURRENT SESSIONS**

1:30 p.m. – 2:30 p.m.

**1A Is That My Job? Understanding and Defining Your Role in Marketing Your Graduate Programs**

*Marcus Hanscom, Director of Graduate Admission, Roger Williams University*

1:30 p.m. – 2:30 p.m.

**1B When the Going Gets Tough, the Partnership Gets Going: How RIT Marketing and Admissions Rallied around a Common Goal**

*Kinnari Sejpal, Associate Vice President for Marketing Strategy and Creative Services, Rochester Institute of Technology*

**CONCURRENT SESSIONS**

2:45 p.m. – 3:45 p.m.

**2A Let Data Drive Your Decision**

*Ariana Balayan, Assistant Dean, Admissions and Recruiting, UMass Medical School Graduate School of Biomedical Sciences*

*Michael Merriam, Assistant Dean/Director of Graduate and Continuing Education Recruitment, Framingham State University*

2:45 p.m. – 3:45 p.m.

**2B From Raw Data to Informed Decision Making: Stories, Partnerships, and Communication**

*Kathryn Kendall, Senior Assistant Dean for Enrollment and Online Programs, University at Buffalo School of Social Work*

*Brian O'Connor, Assistant Vice President for Data Analytics, University at Buffalo*

4:00 p.m. – 5:00 p.m.

**Roundtable Discussions**

## **Friday, July 16**

### **Time (EDT)**

12:00 p.m. – 1:15 p.m.

### **Event**

**You *Can* Handle the Truth: Legal Issues in Graduate Enrollment Management**

*Carrie Ryan Gallia, Senior Associate General Counsel, Office of the General Counsel, University of Minnesota*

1:30 p.m. – 2:30 p.m.

**Leveraging Campus and Community Partners to Promote Diversity**

*Tabitha Hardy, Assistant Dean for Student Development and Academic Affairs, Indiana University-Purdue University Indianapolis*

2:45 p.m. – 3:45 p.m.

**Roundtable Discussions**