



## 2020 Summer Professional Development Institute Agenda

All times are listed in Eastern Time

### Thursday, July 16

12:00 p.m. – 1:45 p.m.

**Welcome & Keynote Address: Developing an Innovator's Mindset**

Jeremiah Nelson, Director, Enrollment Management, Wake Forest University School of Business

### CONCURRENT SESSIONS

2:00 p.m. – 2:45 p.m.

**Before You Recruit: Using Data to Design a Strategy**

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

2:00 p.m. – 2:45 p.m.

**Strategic Digital and Organic Marketing Initiatives: How a Blended Approach Can Enhance Brand Awareness and Conversion**

Katie Beczak, Associate Director of International Enrollment, Rochester Institute of Technology

Ashley Hurley, Marketing Advisor, School of Graduate Studies, Memorial University of Newfoundland

### CONCURRENT SESSIONS

3:00 p.m. – 3:45 p.m.

**Is There Hope for Enrolling International Students?**

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

3:00 p.m. – 3:45 p.m.

**Graduate Marketing Best Practices or Current Practices?  
A Review of Survey Findings**

Scott Jeffe, Vice President, Graduate and Online Research, RNL

Charles Ramos, Vice President and Account Executive, RNL

4:00 p.m. – 4:45 p.m.

**Speaker Q&A**

*All speakers from the day's sessions will be available to answer questions.*

Friday, July 17

**CONCURRENT SESSIONS**

**12:00 p.m. – 12:45 p.m.**

**Sustaining Inclusion: Beyond Diversity Correctness**

Luis Paredes, Director, Office of Institutional Diversity, Bridgewater State University

**12:00 p.m. – 12:45 p.m.**

**Separating Fact from Fiction in Post-Pandemic Graduate Enrollment Management**

Robert Ruiz, Vice President of Strategic Enrollment, Liaison International; Managing Director, BusinessCAS Community

**CONCURRENT SESSIONS**

**1:00 p.m. – 1:45 p.m.**

**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

**1:00 p.m. – 1:45 p.m.**

**Hot Topics in GEM with NAGAP's Board of Directors**

Jeremiah Nelson, Director, Enrollment Management, Wake Forest University School of Business

Kristen Sterba, Associate Provost for Students and Administration, University of Arkansas for Medical Sciences

Naronda Wright, Administrative Specialist, Georgia Southern University

Andrew Kim, Director of Graduate Enrollment Services, Memorial University of Newfoundland

Keith Ramsdell, Assistant Dean and Director of Graduate Enrollment, Bowling Green State University

**CONCURRENT SESSIONS**

**2:00 p.m. – 2:45 p.m.**

**In Their Own Words: What Prospective Grad Students Are Saying about Their Search and Decision-Making for Today and Tomorrow**

Mark Cunningham, EVP, Business Development, Carnegie Dartlet

**2:00 p.m. – 2:45 p.m.**

**Promote Me! Successfully Building a Career in GEM**

Marcus Hanscom, Director of Graduate Admission, Roger Williams University

**3:00 p.m. – 3:45 p.m.**

**Speaker Q&A**

*All speakers from the day's sessions will be available to answer questions.*

*Sessions will be recorded and posted for those who aren't able to participate live.*