



## 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 and 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.

#### **Innovative Leadership: Using Your Personal Strengths to Inspire Positive Change**

Speaker: Dr. Amy Barnes, Clinical Assistant Professor, Higher Education and Student Affairs; Director, Educational Doctorate, 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.

#### **Strategic Communication: Utilizing Digital Marketing to Enhance Brand Awareness and Conversion**

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.

#### **The World Is Your Oyster: Where Are the Pearls?**

Speaker: Jody Lehr, Founding 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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