



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 Committee,
Assistant Dean of Graduate Studies, University of Kansas

9:15 a.m. – 10:15 a.m.

It Takes a Village, People! An Introduction to Graduate Enrollment Management

Speaker: Julie Deland, Past NAGAP President, 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 & Director of the Education Doctorate, Higher Education and Student Affairs, 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 Marketing Committee Chair, 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 Waite, 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.** **A Deeper Look at GEM: Understanding the Ins and Outs from Structure to Advocacy**
Speakers: Jillian Baer, Associate Director of Graduate & Professional Admissions, The Ohio State University; Ariana Balayan Vazquez, Associate Director of Graduate Admission, Suffolk University; Amanda Ostreko, 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, Senior Assistant Dean for Enrollment and Online Programs, School of Social Work, University at Buffalo, The 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 & Retention Strategies for Underrepresented Minority Students**
Speaker: Dr. Stephanie Danette Preston, Associate Dean for Graduate Education Equity & Chief Diversity Officer for Graduate Education, The 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.** **Mattering: The Key to Driving Student Success**
Speaker: Dr. Demetrius P. 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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