

NATIONAL ASSOCIATION OF GRADUATE ADMISSIONS PROFESSIONALS

Winter Institute for Advanced Graduate Admissions Professionals

Intercontinental San Juan Resort and Casino

San Juan, Puerto Rico

January 18 & 19, 2007

THURSDAY, JANUARY 18

8:30 – 9:00 am ***Registration and continental breakfast***

9:00 - 9:30 am **Welcome and Introductions**

Ann Bruno, Chair, Professional Development Committee
Manager, ECSE Student Services & Graduate Enrollment
Rensselaer Polytechnic Institute

Donald Resnick,
Director for Graduate Enrollment Management
New York University

9:30 am - 12:15 pm **Integrated Marketing: *What is it? And, why is everyone talking about it?***

Elizabeth Scarborough
President and Partner, SimpsonScarborough

“Integrated Marketing” is one of the more popular issues in higher education today. It involves aligning all organizational communications with the needs of “customers.” But, why is it so important? How can it work in the decentralized silos that exist on most campuses? And, what is the value proposition for you if you move toward an integrated marketing strategy within your college or school or even across your university? In this session, we will define integrated marketing, discuss the benefits and barriers to developing an integrated marketing plan, describe who needs to be involved in such an initiative, lay out what an integrated marketing strategy entails, cover issues related to branding and message development, and discuss the research and technology required to develop and implement a truly integrated marketing plan. Participants will be engaged in exercises and discussion designed to help you understand how to integrate all forms of marketing to all of your key audiences including prospective students, alumni, peers, business and community partners, the media, etc.

12:30 pm – 1:45 pm ***Lunch***

2:00 - 4:45 pm **Legal Issues In Graduate Admissions**

Jim Vaseleck
Associate Counsel and Executive Assistant to the President
The Law School Admission Council

This session combines information about how to avoid some common legal pitfalls with a discussion about what to do after the process server has paid you a visit. Participants are encouraged to bring their own legal-issues.

5:00 pm ***Reception***
(Followed by dinner on your own)

Gary Williams, Vice President for School Guide Publications, will be available both days for a one-on-one analysis of your publications and advertising.

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FRIDAY, JANUARY 19

9:00 – 9:30 am ***Continental Breakfast***

9:30 – 12:00 pm **Managing the Political Minefields of Admissions in Higher Education**

John Noonan
Vice-President and Executive Dean of Enrollment Management
Robert Ross International University of Nursing

A look at how we survived the challenges of admissions and enrollment in the 70's, 80's, 90's and the new challenges facing managers in the 2000's. Drawing on direct experience in undergraduate, graduate, not-for-profit and proprietary admissions, a discussion and an invitation to join in a dialogue sharing tales from various institutional environments will be presented.

12:15 – 1:45 pm ***Lunch***

2:00 – 4:30 pm **Competing in Online Recruiting**

Mike Mathieu
Founder and CEO of All Star Directories

More than \$500 million was spent on online advertising last year by schools recruiting students. This all- new session provides senior level graduate admissions professionals with a fast-paced, strategic perspective on the latest trends in online advertising and online recruiting in higher education. Drawing on experience gained in working with hundreds of schools over the last 5 years – both non-profit and for-profit – Mathieu will cover important industry trends, detail the competitive dynamics in online advertising for higher ed, and review best practices used by for-profit and online programs that you can apply in your own efforts. Whether your focus is awareness building, strengthening your brand, or driving more inquiries, applications, or enrollments, you'll come away with clear strategic perspectives on how to improve your competitive positioning online.

4:30 – 5:00 pm **Closing discussion and remarks**

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