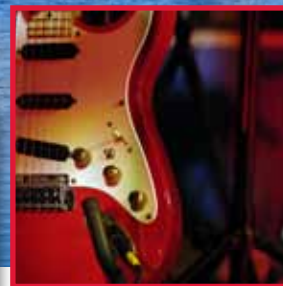


NAGAP 25TH ANNUAL CONFERENCE

Celebrating Silver & Preparing for Gold:

The Transition from Graduate Admissions to Graduate Enrollment Management



Registration Brochure



AS THE LEADER IN GRADUATE ENROLLMENT MANAGEMENT
1987 - 2012

April 25-28, 2012 ★ Hilton Austin ★ Austin, Texas



Dear Colleagues,

Get ready to join us in the Live Music Capital of the World® to celebrate NAGAP's Silver Anniversary at the 25th Annual Conference! The Conference Committee has been working tirelessly to create a program that is intellectually stimulating and professionally relevant, with an abundance of networking opportunities and, especially important, a whole lot of fun! You'll find all this and more in one great location – the Hilton Austin Hotel in Austin, Texas.

Again this year, the Professional Development Committee has planned an exciting Pre-Conference Institute (PCI), which is a half-day program that will be held on April 25, 2012 at the Hilton Austin. Featuring panel discussions and presentations on the topics of social media and emerging technologies, the PCI is an intensive program structured to allow participants to delve deeply into this important topic.

The conference will commence with the Silver Celebration Reception in the Exhibit Hall on Wednesday evening. Traditionally known as the "Welcome Reception," this year's event will be even more festive as we celebrate NAGAP's birthday. The reception, which will feature live jazz music, a photo booth and YOU wearing school pride apparel – plus a few surprises – is also a great way to network with colleagues and meet exhibitors while enjoying great food and drinks. Make sure you plan your travel accordingly so that you don't miss this birthday bash!

Kicking off the conference on Thursday, we are delighted to have Dr. Raymund Paredes, Commissioner of Higher Education for the state of Texas, share his thoughts on the state of higher education in Texas and nationally. Friday morning, we are fortunate to be able to offer a plenary session featuring *Inside Higher Ed's* Founder and Editor, Scott Jaschik, who will discuss current hot topics in higher education from his perspective as a journalist. To wrap things up at our Closing Brunch, we are thrilled to be joined by Dr. Patricia Nelson Limerick as she addresses diversity concerns in U.S. history and their impact on present-day society, including trends, issues and implications for graduate enrollment managers recruiting a diverse student body.

As our field continues to "transition from graduate admissions to graduate enrollment management," we remain committed in our efforts to make the educational offerings current and relevant so that they meet the membership's diverse needs and interests. This year's educational offerings will span Admissions Policies and Processes, Career and Staff Development, Graduate Student Support and Financial Aid, Legal and Ethical Issues, Marketing and Recruitment and Student Services. From graduate admissions professionals, to educational administrators, to enrollment management decision-makers, to student affairs professionals and beyond, this conference has been designed to meet your needs – all are encouraged to attend!

There are so many more exciting details about this Silver Anniversary conference that will make it one to remember, including a rocking networking party on Thursday night at the Bob Bullock Texas State History Museum with a live band, and featuring NAGAP's own history exhibit. Also, don't forget about the Graduate School Fair on Saturday, immediately following the close of the conference – you can sign up on the conference registration form included in this brochure.

I know how hard we all work and how committed we are to our fields. We deserve a chance to step back, to connect with colleagues, to remind ourselves why we do the important work we do. This is the year of the Silver Celebration. On behalf of the Conference Committee, I invite you to join us in Austin – you deserve to be celebrated.




See you there!

Julia B. Deland
2012 Conference Chair
Harvard Graduate School of Education



Meeting Registration

There are three ways to register:

-  **ONLINE**
DEADLINE:
April 2, 2012 Visit our website at www.nagap.org and click on the "NAGAP Annual Conference" link.
-  **VIA FAX**
DEADLINE:
April 2, 2012 Fax completed registration form with credit card payment information to: (913) 895-4652.
-  **BY MAIL**
POSTMARK
DEADLINE:
April 2, 2012 Mail completed registration form and appropriate fees to:
NAGAP Executive Office
P.O. Box 14605
Lenexa, KS 66285-4605

Overnight courier service only:
18000 W. 105th Street
Olathe, KS 66061

After April 2, all registrations will be processed on-site. Please bring your registration form and payment directly to the NAGAP Annual Conference.

Registrations will not be taken over the phone. All payments must be in U.S. funds and received before the beginning of the conference. Registrations will not be processed until payment is received. NAGAP does not accept purchase orders and does not bill/invoice for services.

International Attendees

Please contact the NAGAP Executive Office at (913) 895-4616 or info@nagap.org for instructions regarding wire transfer options or if a special VISA letter is required for your attendance at this U.S.-based educational event. An additional \$25 processing fee will be incurred for wire transfers.

Confirmation & Questions

For registrations received by April 2, NAGAP will e-mail or mail a confirmation notice. If you do not receive a confirmation notice within 15 business days of registering, please contact the NAGAP Executive Office. Please direct any questions regarding the NAGAP Annual Conference to the NAGAP Executive Office Staff at (913) 895-4616 or info@nagap.org.

Wednesday, April 25, 2012

9:00 a.m. – 1:30 p.m.

PRE-CONFERENCE INSTITUTE Utilizing Social Media & Emerging Technologies in Graduate Student Recruitment & Admissions: Fantasy, Fads or Fact?

The Institute will be a half-day program featuring panel discussions and presentations on the use of social media and emerging technologies in graduate student recruitment and admissions, including how to implement strategies that really work. For additional information and updates, please visit the NAGAP website at: www.nagap.org.

Apply for a Pre-Conference Institute Fellowship

NAGAP encourages its members to apply for a Pre-Conference Institute fellowship, which is a great way to stretch professional development dollars during a time of increasing financial challenges. Two fellowships to the Pre-Conference Institute are available for current NAGAP members. Each fellowship will cover the registration fee.

To apply for a fellowship, e-mail your name, title, institution, contact information (including address, phone, fax and e-mail) and a 250-500-word essay to Patricia Gardner, Associate Director of Recruitment and Admissions, Central Connecticut State University, at gardnerp@ccsu.edu. Please include "NAGAP Fellowship" in the e-mail subject line.

The essay should address the reason(s) you are interested in attending this Pre-Conference Institute and how your participation in this particular Institute will help you carry out your institution's enrollment goals by utilizing social media and emerging technologies.

All fellowship applications must be submitted by March 16, 2012. Fellowship applicants will be notified of the results prior to the Annual Conference registration deadline.

For more information about the fellowships or to register to attend the Institute, visit the NAGAP website: www.nagap.org.



Keynote Speakers & Plenary Sessions

Thursday, April 26

9:00 a.m. – 10:00 a.m.

Opening Keynote Address: The Changing Landscape of Graduate Education



Raymund A. Paredes, PhD, Commissioner of Higher Education, Texas Higher Education Coordinating Board

Raymund A. Paredes is the Commissioner of Higher Education at the Texas Higher Education Coordinating Board. Prior to joining the Coordinating Board in July 2004, Dr. Paredes was Vice President for Programs at the Hispanic Scholarship Fund (HSF) where he was responsible for scholarship and outreach programs. Before joining HSF, he was Director of Creativity & Culture at The Rockefeller Foundation from 2001 to 2003.

Dr. Paredes served for 10 years as Vice Chancellor-Academic Development at UCLA where he was a professor of English for more than 30 years. In addition, he served as special assistant to the President of the University of California system from 1998 to 2000 on outreach efforts intended to improve access to higher education for students from educationally disadvantaged communities.

Dr. Paredes currently serves as Chair of Big Brothers Big Sisters' Nationwide Hispanic Advisory Council, is a member of the NAEP High School Achievement Commission and was named one of Hispanic Business Magazine's 100 Most Influential Hispanics of 2007. He was appointed by Texas Governor Rick Perry to the Education Commission of the States and also serves on their Advisory Committee for Developmental Studies. He previously served as a trustee of The College Board, on the Board of Directors of the Texas Cultural Trust and as a trustee of Mercy College of New York.

Dr. Paredes was born and raised in El Paso, Texas. After graduation from El Paso High School, he attended The University of Texas at Austin, receiving a BA in English. He served in the U.S. Army for two years, including a 14-month tour with the First Infantry Division in Vietnam. After separation from military service, he resumed his education, receiving a PhD in American Civilization in 1973, once again from The University of Texas at Austin.

The Transition from Graduate Admissions to Graduate Enrollment Management

Friday, April 27

9:00 a.m. – 10:00 a.m.

Plenary Session: The Top Issues in Graduate Admissions – And Undergraduate Admissions Issues That Will Matter in Graduate Admissions Too



Scott Jaschik, Editor, Founder, *Inside Higher Ed*

Scott Jaschik, editor, is one of the three founders of *Inside Higher Ed*. With Doug Lederman, he leads the editorial operations of *Inside Higher Ed*, overseeing news content, opinion pieces, career advice, blogs and other features. Scott is a leading voice on higher education issues, quoted regularly in publications nationwide, and has published articles on colleges in publications such as *The New York Times*, *The Boston Globe*, *The Washington Post*, *Salon* and elsewhere. He has been a judge or screener for the National Magazine Awards, the Online Journalism Awards, the Folio Editorial Excellence Awards and the Education Writers Association Awards. Scott served as a mentor in the community college fellowship program of the Hechinger Institute on Education and the Media, of Teachers College, Columbia University. He is a member of the board of the Education Writers Association. From 1999 to 2003, Scott was editor of *The Chronicle of Higher Education*. Scott grew up in Rochester, New York, and graduated from Cornell University in 1985. He lives in Washington.

Dr. Limerick was born and raised in Banning, California, and graduated from the University of California at Santa Cruz in 1972. She received her PhD in American Studies from Yale University in 1980, and from 1980 to 1984 she was an Assistant Professor of History at Harvard. In 1984, Dr. Limerick moved to Boulder to join the History Department of the University of Colorado, where she was promoted to tenured Associate Professor in 1987 and to Full Professor in 1991. In 1985 she published *Desert Passages*, followed in 1987 by her best-known work, *The Legacy of Conquest*, an overview and reinterpretation of Western American history that has stirred up a great deal of both academic and public debate. Dr. Limerick is also a prolific essayist, and many of her most notable articles, including “Dancing with Professors: The Trouble with Academic Prose,” were collected in 2000 under the title *Something in the Soil*.

Dr. Limerick has received a number of awards and honors recognizing the impact of her scholarship and her commitment to teaching, including the MacArthur Fellowship (1995 to 2000) and the Hazel Barnes Prize, the University of Colorado’s highest award for teaching and research (2001). She has served as president of several professional organizations, advised documentary and film projects, and done two tours as a Pulitzer Nonfiction jurist, as well as chairing the 2011 Pulitzer jury in History. She regularly engages the public on the op-ed pages of local and national newspapers, and in the summer of 2005 she served as a guest columnist for *The New York Times*. Dr. Limerick is also known as an energetic, funny and engaging public speaker, sought after by a wide range of Western constituencies that include private industry groups, state and federal agencies and grassroots organizations.

Saturday, April 28

9:45 a.m. – 11:00 a.m.

Closing Keynote Address: Steering Knowledge: Accident Prevention on the On-Ramps & Off-Ramps of Graduate Education



Patricia Nelson Limerick, PhD, Faculty Director and Chair of the Board, Center of the American West, University of Colorado, Boulder, CO

Patricia Nelson Limerick is the Faculty Director and Chair of the Board of the Center of the American West at the University of Colorado, where she is also a Professor of History. Dr. Limerick has dedicated her career to bridging the gap between academics and the general public, and to demonstrating the benefits of applying historical perspective to contemporary dilemmas and conflicts.

In 1986, Dr. Limerick and CU Law Professor Charles Wilkinson founded the Center of the American West, and since 1995 it has been her primary point of affiliation. During her tenure, the Center has published a number of books, including the influential *Atlas of the New West* (1997), and a series of lively, balanced and to-the-point reports on compelling Western issues, including *What Every Westerner Should Know About Energy* (2003), *Cleaning Up Abandoned Hardrock Mines in the West* (2006), and *What Every Westerner Should Know About Energy Efficiency and Conservation* (2007). The Center’s film, *The Lover’s Guide to the West*, debuted on Rocky Mountain PBS in April 2010. Limerick and Center staff are currently working on several projects, including a book about the role of the Department of Interior in the West, based on the “Inside Interior” series of interviews hosted by the Center between 2004 and 2006, and an illustrated history of the Denver Water Board. Under her leadership, the Center of the American West serves as a forum committed to the civil, respectful, problem-solving exploration of important, often contentious, public issues. In an era of political polarization and contention, the Center strives to bring out “the better angels of our nature” by appealing to our common loyalties and hopes as Westerners.



Enhanced Education Sessions

In an effort to meet individual learning styles and provide enhanced networking opportunities, NAGAP is again offering various format options for educational session offerings for the 2012 Annual Conference. Please view the session topics on pages 7-10 for a list of the sessions we expect to offer. Each session indicates the category topic and presentation format.

Participate in a *Special Interest Forum*: The Special Interest Forum (SIF), led by a facilitator, is a roundtable discussion during which attendees may discuss a specific topic of interest in a small group setting. This format maximizes the opportunity for open dialogue among conference attendees, as participants share their experiences and thoughts.

Engage with Panelists: *Panels* will consist of three to four participants and a moderator. These professionals, from across the country and around the world, discuss the topic at hand and bring perspectives informed by their expertise and related experience.

Discover and learn from *Presentations*: As in the past, these are educational sessions in which the presenter(s) shares information with a theater-style audience. Presenters are encouraged to integrate media (e.g., Power-Point, video clips, links to websites) and to engage the audience throughout the course of the session. Presentations should be structured to allow time for audience participation, take-home messages and questions and answers.

Learn what various companies are doing and can offer the field of graduate enrollment management in a *Vendor Presentation*. This year, you will again have the opportunity to receive in-depth details on a specific product or service that you may be considering using in your daily work. Similar in structure to a presentation, vendors will share with you how a product or service works and how it may address your specific needs.

NAGAP Resource Center & Networking Lounge

This year, the NAGAP Resource Center is being expanded so that it will also serve as our official "networking lounge." Located in its own room, this space is ideal for those looking to share or pick up resources, exchange ideas, continue conversations started in education sessions and to connect with colleagues old and new for professional and/or social engagements.

Conference attendees are encouraged to bring a modest supply (i.e., approx. 25) of the best promotional materials from their respective schools to share with other attendees. These materials will be available in the Resource Center and Networking Lounge. Additionally, the Lounge is where you will find the NAGAP Message Board – the ideal place to post anything from open positions at your institution, to your own interests as a job seeker, to a message for a colleague or a desire to connect with others for a social engagement on Friday evening – to name a few.

Just interested in a place to sit down, rest your feet and engage in a casual conversation? The Resource Center and Networking Lounge is the perfect place! Throughout the conference, the Lounge will be open to you for any and all of the above purposes – don't miss it!

Community Service Project



The Austin Project (TAP) is a non-profit organization created in 1991 by Walt and Elspeth Rostow and other community leaders to act as a catalyst, in collaboration with other community organizations, to improve the lives of children, youth and families. TAP develops and implements innovative ways to help the most vulnerable members of the community overcome the barriers that prevent them from reaching their full potential. Once initiatives are proven effective, TAP encourages their incorporation into appropriate organizations for full-time management, which allows TAP to resume developing new strategies and alliances that will support further needs in the community.

TAP's focus is on the importance of family stabilization as a key to student success, parental engagement as vital to school success and neighborhood participation in schools as a means of revitalizing the community. For more information on The Austin Project, visit its website – www.theaustinproject.org.

How to Donate

NAGAP will be collecting donations by cash or checks (made payable to The Austin Project) at the conference. We ask you to do what you can to help NAGAP support the local community for its third annual community service project.

The Transition from Graduate Admissions to Graduate Enrollment Management

Schedule of Events

Wednesday, April 25, 2012

8:00 a.m. – 8:30 a.m.	Pre-Conference Institute Registration Open
8:30 a.m. – 9:00 a.m.	Pre-Conference Institute Continental Breakfast
9:00 a.m. – 1:30 p.m.	Pre-Conference Institute
9:00 a.m. – 3:00 p.m.	Chapter Meeting • JGAP (Jesuit) – This meeting begins on Tuesday from 3:00 p.m. – 5:00 p.m.
11:00 a.m. – 12:50 p.m.	Chapter Meetings • MAGAP (Midwest) • NJ-GAP (New Jersey) • TXGAP (Texas)
11:30 a.m. – 4:00 p.m.	Chapter Meeting • BioGAP (Biomedical)
1:00 p.m. – 2:50 p.m.	Chapter Meetings • NEGAP (New England) • CAPGAP (Chesapeake & Potomac) • EPA-GAP (Eastern Pennsylvania)
3:00 p.m. – 4:50 p.m.	Chapter Meetings • NYGAP (New York) • BAGAP (Bay Area) • CAGAP (Canada)
4:00 p.m. – 7:00 p.m.	Annual Conference Registration Open
5:00 p.m. – 6:00 p.m.	First-Timers' Session
6:00 p.m. – 8:30 p.m.	Silver Celebration Reception in the Exhibit Hall Wear your school pride apparel!

Thursday, April 26, 2012

7:30 a.m. – 4:00 p.m.	Annual Conference Registration Open
8:00 a.m. – 4:00 p.m.	Exhibit Hall Open
8:00 a.m. – 8:45 a.m.	Continental Breakfast in the Exhibit Hall
9:00 a.m. – 10:00 a.m.	Keynote Address: The Changing Landscape of Graduate Education <i>Raymund A. Paredes, PhD</i>
10:00 a.m. – 10:30 a.m.	Refreshment Break in the Exhibit Hall – Sponsored in part by QS
10:45 a.m. – 11:45 a.m.	EDUCATION SESSIONS

*Keep track of the sessions you wish to attend by checking the box. Check the corresponding boxes on the registration form. Schedule subject to change.

<input type="checkbox"/> 1A CSI Admissions: Disciplinary & Criminal History of Applicants – Legal & Ethical Issues, Panel	<input type="checkbox"/> 1B "Pioneering" Your Career Life Cycle – Career & Staff Development, Presentation	<input type="checkbox"/> 1C How We Learned to Stop Worrying & Love an Online Admissions System! – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 1D One-Year Graduate Student Orientation with Minimal Expense: Groom Students for Success When They Begin – Student Services, Presentation
<input type="checkbox"/> 1E Social Media in International Enrollment Management: Conversations for Conversions – Marketing & Recruitment, Presentation	<input type="checkbox"/> 1F Not Everything Is Bigger in Texas: Small Things that Make a Big Impact on Recruitment Efforts – Marketing & Recruitment, Presentation	<input type="checkbox"/> 1G Too High or Too Low? Setting the Right IELTS Score for Academic Success – Vendor Presentation, International English Language Testing System (IELTS)	

11:45 a.m. – 1:00 p.m. **Networking Luncheon**

1:15 p.m. – 2:15 p.m. **EDUCATION SESSIONS**

<input type="checkbox"/> 2A Professional Development in Admissions: Sharing the Wealth – Career & Staff Development, Special Interest Forum	<input type="checkbox"/> 2B A Year in Your Shoes: Spotting (& Avoiding) Legal Issues Throughout the Admission Cycle – Legal & Ethical Issues, Presentation	<input type="checkbox"/> 2C What Matters in Law School? Assessing Factors Influencing Cumulative Law School GPA – Student Services, Presentation	<input type="checkbox"/> 2D Using Market Research to Optimize Segmented Communications – Marketing & Recruitment, Presentation
<input type="checkbox"/> 2E Graduate Webinars for Recruitment & Yield: Take the Journey from Idea to Implementation – Marketing & Recruitment, Presentation	<input type="checkbox"/> 2F Merit & Diversity in PhD Admissions: Examining the Dynamics of Faculty Judgment – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 2G Best Practices for Best Results: Using TOEFL® & GRE® Test Scores for Admission Decisions – Vendor Presentation, Educational Testing Service (ETS)	

2:30 p.m. – 3:30 p.m. **EDUCATION SESSIONS**

<input type="checkbox"/> 3A From Silver Anniversary to Golden Opportunities – Career & Staff Development, Special Interest Forum	<input type="checkbox"/> 3B The GRE® Revised General Test Is Here! Understanding & Using GRE® Scores to Make the Best Admissions Decisions – Admissions Policies & Processes, Panel	<input type="checkbox"/> 3C The Silver Bullet Theory: Taking Responsibility for Student Enrollment Post-Admission – Student Services, Presentation	<input type="checkbox"/> 3D Federal Income-Based Repayment & Loan Forgiveness: You Can Have a Career in Public Service – Graduate Student Support & Financial Aid, Presentation
<input type="checkbox"/> 3E The Paperless Application: From Self-Service Upload of Unofficial Transcripts to Managing the International Clearance Process – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 3F Successful Graduate Admissions & Enrollment in an Undergraduate Culture: Recruitment & Retention Strategies for OUR Target Market – Marketing & Recruitment, Presentation	<input type="checkbox"/> 3G The Program for Excellence & Equity in Research (PEER): A Vehicle to Recruit & Retain Minority STEM Doctoral Students – Marketing & Recruitment, Presentation	

3:30 p.m. – 4:00 p.m. **Refreshment Break in the Exhibit Hall** – Sponsored in part by International English Language Testing System (IELTS)

4:00 p.m. – 5:00 p.m. **EDUCATION SESSIONS**

<input type="checkbox"/> 4A Bringing the SOCIAL to Social Media: Build a Base, Create a Connection! – Marketing & Recruitment, Presentation	<input type="checkbox"/> 4B NAGAP Mentoring: Creating Golden Partnerships – Career & Staff Development, Presentation	<input type="checkbox"/> 4C Competing on Analytics: What Every Enrollment Management Professional Should Know – Marketing & Recruitment, Presentation	<input type="checkbox"/> 4D Online Solutions for International Admissions – Marketing & Recruitment, Presentation
<input type="checkbox"/> 4E Building a Quality Student Ambassador Program – Marketing & Recruitment, Presentation	<input type="checkbox"/> 4F Working with Sponsored Student Programs: Transforming Challenges into Opportunities – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 4G How We Learned to Stop Worrying & Love Calculating the CGPA for Admissions – Admissions Policies & Processes, Presentation	

6:30 p.m. – 10:00 p.m. **A Night Under the Lone Star at the Bob Bullock Texas State History Museum** – Sponsored in part by Hobsons



The Transition from Graduate Admissions to Graduate Enrollment Management

Friday, April 27, 2012

- 7:30 a.m. – 4:00 p.m. **Annual Conference Registration Open**
- 8:00 a.m. – 4:00 p.m. **Exhibit Hall Open**
- 8:00 a.m. – 8:45 a.m. **Continental Breakfast in the Exhibit Hall**
- 9:00 a.m. – 10:00 a.m. **Plenary Session: The Top Issues in Graduate Admissions – And Undergraduate Admissions Issues That Will Matter in Graduate Admissions Too**
Scott Jaschik
- 10:00 a.m. – 10:30 a.m. **Refreshment Break in the Exhibit Hall**
- 10:45 a.m. – 11:45 a.m. **EDUCATION SESSIONS**

<input type="checkbox"/> 5A The Role of Graduate Admissions in Combined & Accelerated Undergraduate/ Graduate Programs – Admissions Policies & Processes, Special Interest Forum	<input type="checkbox"/> 5B Enrollment Management: How to Use Institutional Data to Determine & Hit Your Targets – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 5C The “Right” Student: From Ideal Prospect to Successful Graduate – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 5D HUB: A Comprehensive, Graduate-Centric Approach to Student-System Implementation, Support & Evolution – Student Services, Presentation
<input type="checkbox"/> 5E Dissertation Boot Camp: Increasing Doctoral Student Graduation Rates – Graduate Student Support & Financial Aid, Presentation	<input type="checkbox"/> 5F The EducationUSA-Russia Connection: Attracting & Evaluating Graduate Applicants – Marketing & Recruitment, Presentation	<input type="checkbox"/> 5G Get the Latest Candidate Trends & Tips from the GRE® Testing Program! – Vendor Presentation, Educational Testing Service (ETS)	

- 11:45 a.m. – 1:00 p.m. **Business Meeting & Awards Luncheon**

1:15 p.m. – 2:15 p.m. **EDUCATION SESSIONS**

<input type="checkbox"/> 6A I Speak Graduate School: Negotiating Technology Systems in a World Built for Undergraduates – Student Services, Presentation	<input type="checkbox"/> 6B Personalized Marketing Across Multiple Channels 201: Recruiting Students in the 21 st Century (2 nd Edition!) – Marketing & Recruitment, Presentation	<input type="checkbox"/> 6C Architecting Your Career: Strategies & Tips for Achieving Professional Success – Career & Staff Development, Panel	<input type="checkbox"/> 6D ETD: Electronic Theses & Dissertations – Are You There Yet? – Student Services, Presentation
<input type="checkbox"/> 6E EducationUSA China-Connect China 2011: Opportunities to Promote Relationships Between Students, Faculty, Scholars & Universities in the U.S. & China – Marketing & Recruitment, Panel	<input type="checkbox"/> 6F Interprofessionalism Is Creating Collaborative Care: Giving Our Students an Interdisciplinary Education – Student Services, Presentation	<input type="checkbox"/> 6G Real Facts, Real Expectations: What You Need to Know to Succeed with an Adult & Online Enrollment Marketing Plan – Vendor Presentation, Plattform Higher Education	

2:30 p.m. – 3:30 p.m. **EDUCATION SESSIONS**

<input type="checkbox"/> 7A Using Data to Shape Your Enrollment Management: The University & School’s Perspective – Student Services, Special Interest Forum	<input type="checkbox"/> 7B If I Ran the Zoo (& Graduate Admissions Too!): Stories, Pet Peeves & Other Whimsical Rants – Marketing & Recruitment, Presentation	<input type="checkbox"/> 7C If You Fund Them, They Will Come: Funding a Graduate Education in an Economic Down Time – Graduate Student Support & Financial Aid, Presentation	<input type="checkbox"/> 7D U.S. vs. E.U. & Other Three-Year Bachelor’s Degree Programs: Defining Substantial Differences in the U.S. Context – Admissions Policies & Processes, Presentation
<input type="checkbox"/> 7E Using the Carrot vs. the Stick in Implementing an Online Application Review Process Within a Decentralized Environment: Lessons Learned – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 7F Maxing Out: Getting the Most of Your Technology Without In-House Tech Support – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 7G Recruiting with Technology: How to Make the Most of Synchronous, Online Classes – Marketing & Recruitment, Presentation	

- 3:30 p.m. – 4:00 p.m. **Refreshment Break in the Exhibit Hall**

4:00 p.m. – 5:00 p.m.

EDUCATION SESSIONS

<input type="checkbox"/> 8A Issues in Evaluating Chinese Credentials: Authenticity & Verification of Documentation – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 8B Centralized? Decentralized? Who Cares! How Programs & Central Offices Can Streamline Admissions AND Go Paperless! – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 8C Developing Graduate Student Networks: How Intensive Orientation Programming Can Build a Cohort – Student Services, Presentation	<input type="checkbox"/> 8D Experiences from a First-Year Graduate Admissions Professional – Career & Staff Development, Presentation
<input type="checkbox"/> 8E Methods, Metrics & Money: Put Your Marketing Strategy into Action – Marketing & Recruitment, Presentation	<input type="checkbox"/> 8F Demystifying HIPAA, High-Tech & PCI Regulations by Creating an Intuitive & Adoptable Internal Compliance Framework – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 8G Building a Pipeline of Applicants – Marketing & Recruitment, Presentation	

Saturday, April 28, 2012

8:00 a.m. – 10:00 a.m.

Annual Conference Registration Open

8:00 a.m. – 8:30 a.m.

Beverage Service Available

8:30 a.m. – 9:30 a.m.

EDUCATION SESSIONS

<input type="checkbox"/> 9A Using Technology & Stakeholders as Keys to Creating Successful Yield Management Strategies – Marketing & Recruitment, Special Interest Forum	<input type="checkbox"/> 9B Faculty/Enrollment Handoffs: Best Practices & Structures for Accepting & Enrolling Graduate Students – Admissions Policies & Processes, Presentation	<input type="checkbox"/> 9C Admission Professionals' Effectiveness in Graduate Enrollment Management – Career & Staff Development, Presentation	<input type="checkbox"/> 9D Beating the Funding Crunch: Collaborative Efforts in Graduate Recruiting Makes Sense Out of Shrinking Dollars – Marketing & Recruitment, Presentation	<input type="checkbox"/> 9E Paying It Forward: The Role of Unit Leadership in Mentoring Staff – Career & Staff Development, Presentation
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9:45 a.m. – 11:00 a.m.

Brunch & Closing Keynote Address: Steering Knowledge: Accident Prevention on the On-Ramps & Off-Ramps of Graduate Education

Patricia Nelson Limerick, PhD

1:00 p.m. – 3:30 p.m.

Graduate School Fair – University of Texas at Austin

Registration required



The Transition from Graduate Admissions to Graduate Enrollment Management

Special Events

Wednesday, April 25

6:00 p.m. – 8:30 p.m.

Silver Celebration Reception in the Exhibit Hall

Celebrate NAGAP's 25th anniversary by making sure to arrive in time for this "birthday party meets welcome reception" kick-off event! Located in the Exhibit Hall, this year's festivities will include live jazz music and a photo booth, in addition to refreshments and the opportunity to view the latest innovations in our field. Members are encouraged to sport school pride apparel while networking and socializing with friends old and new. Exhibitors will also be on hand to chat and answer any questions that you have about their latest products.



Thursday, April 26

6:30 p.m. – 10:00 p.m.

A Night Under the Lone Star at the Bob Bullock Texas State History Museum

Sponsored in part by Hobsons

The Bob Bullock Texas State History Museum in downtown Austin tells the "Story of Texas" with three floors of interactive exhibits, the special effects show, The Star of Destiny, in the Texas Spirit Theater, and Austin's only IMAX Theatre, featuring the signature large-format film, Texas: The Big Picture. A 35-foot-tall bronze Lone Star sculpture greets visitors in front of the Museum, and a colorful terrazzo floor in the Museum's rotunda features a campfire scene with enduring themes from Texas' past. The driving force behind the creation of the Texas State History Museum was former Lieutenant Governor Bob Bullock. The Museum is a division of the State Preservation Board.

Join us for an evening of fun, socializing, dancing and networking at the Bob Bullock Texas State History Museum. Enjoy a buffet of delicious hors d'oeuvres, grab a drink or two at the bar, check out NAGAP's own history exhibit, and connect with friends – on or off the dance floor! A local band will provide entertainment throughout the evening.

Saturday, April 28

1:00 p.m. – 3:30 p.m.

SOLD OUT

NAGAP's First Graduate School Fair!

Red McCombs Red Zone (23rd Street between San Jacinto Boulevard and Robert Dedman Drive, Austin, TX)

In response to overwhelmingly positive feedback from you – the membership – NAGAP will host a graduate school fair in Austin, Texas, immediately following the close of the Annual Conference. UT-Austin, home to 45,000 students, will play host to the fair. Located only five minutes from the Hilton Austin Hotel, this recruitment opportunity is a great way to connect with a talented and diverse population without any extra travel required!

To register, fill out the appropriate part of the attached conference registration form. Space is limited and is reserved on a first-come, first-served basis. This is brought to you by the NAGAP Annual Conference Committee, the TXGAP Chapter, and UT-Austin's Graduate Coordinator Network. More information is available on NAGAP's website, <http://www.nagap.org/conferences/25AnniversaryGradFair.asp>.





Things To Do In & Around Austin

Welcome to The Live Music Capital of the World® – Austin, Texas. Day or night, weekday or weekend, you can always find something playing, and live music is just the beginning!

Entertainment

Ever wonder why Austin is known as the Live Music Capital of the World®? The slogan became official in 1991, after it was discovered that Austin had more live music venues per capita than anywhere else in the nation. Today, Austin hosts nearly 200 venues and is home to thousands of musicians, which means you can catch a show any day of the week, at almost any time. Some are quintessential live music venues. Others, like the Stevie Ray Vaughan Memorial, are sites that no music lover should leave town without seeing.

The 6th Street Entertainment District is just steps away from the Hilton Austin and offers nearly 20 live-music venues and nearly 40 restaurants and bars. It is the most well-known

entertainment area in Austin. The Warehouse and Downtown District features trendy renovated warehouses and historic music venues. The Market District offers laid-back pubs with a true Austin vibe.

Shopping

Leave some room for one-of-a-kind shopping finds, because Austin has an eclectic array of shops and boutiques. Head to South Congress, or SoCo, for unique and vintage treasures from apparel to jewelry, artwork and more. For 700,000 square feet of designer shops, try Austin's newest shopping destination, the Domain. More of a bargain hunter? The Austin area also offers outlet stores that will leave your hands full of can't-pass-up steals. The 2nd Street Shopping District is just a few blocks from the Hilton!

Art

The arts are alive and well in Austin. It is a creative community filled with designers, painters, sculptors, dancers, filmmakers, musicians . . . artists of all kinds. The places to admire Austin art are just as varied: did you know that the nation's largest university-owned collection is exhibited at the Blanton Museum? View up-and-coming talent in intimate gallery settings. For an up-close look at local artists, take the East Austin Studio Tour.

History

As the Texas state capital, Austin is rich with history. Take a step back and take in the nation's tallest Capitol building, built in 1888. Our Thursday night off-site event will be at the Bob Bullock Texas State History Museum, where history is brought to life through interactive, permanent and temporary exhibits that tell the "story of Texas." The museum is named after the former Lieutenant Governor, who was a driving force behind the creation of the museum. You also can discover downtown Austin's historic treasures on foot. The south entrance of the Capitol building serves as the departure point for two free, guided walking tours of downtown that help history buffs explore Austin's past.

The Great Outdoors

Visit Lady Bird Lake, where the city straddles the Colorado River. Two dams mark the upstream and downstream ends of the lake, the focus of outdoor activity in downtown Austin. If you enjoy the great outdoors, make sure you visit Lady Bird Lake for hiking, walking, biking, canoeing or kayaking. Lady Bird Lake Metropolitan Park stretches along the banks of the Colorado River from Tom Miller Dam on the west to Colorado River Park on the east. This giant park contains 10.1 miles of hiking and biking trails. The trail around the lake is mostly flat, fairly wide and very popular. It offers great views of the lake and the Austin skyline. The Lady Bird Lake trail has branches off to some of the other great Austin biking and hiking trails. Another option is the Austin Botanical Gardens, which feature 30 acres of themed gardens interconnected with streams, waterfalls and Koi-filled ponds.

For more information on area attractions please visit www.austintexas.org.


The Weather & What to Pack

Plan for warm days and chilly evenings while in Austin. The average high temperature is 80 degrees Fahrenheit with lows in the upper 50s. Be sure to pack a jacket or sweater for the sessions as well, as meeting rooms tend to be cold. Attire for educational sessions is business casual.

STEP ONE: Contact Information – Please make sure this information is complete as it will be used for the attendee roster and your name badge. **Please type or print clearly.**

First Name	M.I.	Last Name	Name Preferred on Name Badge
Institution			
Address			
City, State, Zip			Country
Phone	Fax	E-mail	

STEP TWO: General Information

 Special Needs (dietary, accessibility, etc.) Please also include special needs of any guests:

EMERGENCY CONTACT (required): In case of an emergency at the conference, please contact (Name/ Telephone Number/Relationship):

Please indicate your length of NAGAP membership here:

- New member
- 2-5-year member
- 6-10-year member
- 11-15-year member
- 16-20-year member
- 21-24-year member
- 25-year member

Indicate the number of Annual Conferences you have attended here:

- First conference
- 2-5 conferences
- 6-10 conferences
- 11-15 conferences
- 16-20 conferences
- 21-24 conferences
- 25 conferences

STEP THREE: Membership

Current Members: Save time – Renew your membership dues for 2012-2013 today!

If you are a current NAGAP member, your dues will expire on June 30, 2012. The NAGAP membership period runs from July 1 – June 30, but you can renew for the next year at this time.

- Individual (\$150)
- Institutional (\$200)
- Affiliate (\$150)
- Retired (\$50)

New Members: Join NAGAP at this time and take advantage of member conference registration rates below. Your membership will take effect on July 1, 2012.

- Individual (\$150)
- Institutional (\$200)
- Affiliate (\$150)
- Retired (\$50)

STEP FOUR: Conference Registration Fees

Pre-Conference Institute (PCI):
 Current/New Member \$185
 Non-Member \$235

Early-Bird Conference Deadline: (Register by March 2, 2012)
 Current/New Member \$450
 Non-Member \$625

Conference Registration: (March 3 – April 2, 2012)
 Current/New Member \$525
 Non-Member \$700

On-Site Registration: (On/after April 3, 2012)
 Current/New Member \$575
 Non-Member \$750

Single-Day Registrations:

Prices include continental breakfast, lunch/brunch and refreshment breaks.

Single-day registration fee does **NOT** include A Night Under the Lone Star Off-Site Event. This can be purchased under Guest(s)/Single-Day Attendee Fees.

Thursday, April 26, 2012

- Current/New Member . . . \$275
- Non-Member \$365

Friday, April 27, 2012

- Current/New Member . . . \$275
- Non-Member \$365

Saturday, April 28, 2012

- Current/New Member . . . \$150
- Non-Member \$185

STEP FIVE: Guest(s)/Single-Day Attendee Fees

Note: These items are already included for full registrations. Breakfast, breaks and lunch are included for single-day attendees, but the off-site event is additional. Please indicate the number of tickets needed.

Conference Meal Plan for Guest . . \$250 each
(Includes continental breakfast, lunch and breaks on Thursday and Friday, and brunch on Saturday. Separate tickets must be bought for the Wednesday Silver Celebration Reception and Thursday night A Night Under the Lone Star Off-Site Event.)
 # of tickets _____

Guest Silver Celebration Reception Tickets, Wednesday, April 25, 6:00 p.m. – 8:30 p.m. \$45 each
 # of tickets _____

Guest/Single-Day Attendee A Night Under the Lone Star Off-Site Event Tickets, Thursday, April 26, 6:30 p.m. – 10:00 p.m. . . \$115
 # of tickets _____

GUEST NAME(S) FOR NAME BADGE(S):

STEP SIX: Session Topics

Please review the Annual Conference schedule on pages 7-10 and indicate the breakout sessions that you think you would be interested in attending below. You will not be mandated to attend the sessions chosen below; the information will be used for internal planning purposes only and is subject to change.

Thursday, April 26 10:45 a.m. – 11:45 a.m.

- 1A
- 1B
- 1C
- 1D
- 1E
- 1F
- 1G

1:15 p.m. – 2:15 p.m.

- 2A
- 2B
- 2C
- 2D
- 2E
- 2F
- 2G

2:30 p.m. – 3:30 p.m.

- 3A
- 3B
- 3C
- 3D
- 3E
- 3F
- 3G

4:00 p.m. – 5:00 p.m.

- 4A
- 4B
- 4C
- 4D
- 4E
- 4F
- 4G

Friday, April 27 10:45 a.m. – 11:45 a.m.

- 5A
- 5B
- 5C
- 5D
- 5E
- 5F
- 5G

1:15 p.m. – 2:15 p.m.

- 6A
- 6B
- 6C
- 6D
- 6E
- 6F
- 6G

2:30 p.m. – 3:30 p.m.

- 7A
- 7B
- 7C
- 7D
- 7E
- 7F
- 7G

4:00 p.m. – 5:00 p.m.

- 8A
- 8B
- 8C
- 8D
- 8E
- 8F
- 8G

Saturday, April 28 8:30 a.m. – 9:30 a.m.

- 9A
- 9B
- 9C
- 9D
- 9E

GRAND TOTAL DUE

\$ _____
(Payment is due with the registration form)

STEP EIGHT: Method of Payment

All funds MUST be submitted from a U.S. bank in U.S. funds. NAGAP does not accept purchase orders or invoice for services. Fees must be paid by check, money order or credit card. **NAGAP Tax ID #118362047**

Check made payable to NAGAP – check # _____

Charge payment to the following credit card:

American Express VISA MasterCard Discover

Credit Card Number

Expiration Date

Name as it appears on Card



Signature

Date

STEP NINE: Send in Your Registration

Registration Deadline: April 2, 2012

There are three ways to register:

1.  **ONLINE:** Visit our website at www.nagap.org and click on the "NAGAP Annual Conference" link.
2.  **VIA FAX:** Fax completed registration form with credit card payment information to: (913) 895-4652.
3.  **BY MAIL:** Mail completed registration form and appropriate fees to:
NAGAP Executive Office
P.O. Box 14605
Lenexa, KS 66285-4605

Overnight courier service only

18000 W. 105th St.
Olathe, KS 66061

After April 2, all registrations will be processed on-site. Please bring your registration form and payment directly to the Annual Conference. Registrations will not be taken over the phone. All payments must be received before the beginning of the Annual Conference. Registrations will not be processed until payment is received. NAGAP does not accept purchase orders and does not bill/invoice for services.

The conference registration fee includes all education sessions, Silver Celebration Reception and A Night Under the Lone Star Off-Site Event, daily refreshment breaks, two continental breakfasts, two lunches and Saturday brunch. The conference registration fee does not include hotel room charges or transportation costs. Single-day tickets include education sessions, continental breakfasts, lunches and refreshment breaks only. Additional tickets must be purchased for A Night Under the Lone Star Off-Site Event for single-day attendees.

STEP SEVEN: Graduate School Fair Registration

My institution would like to participate in the Graduate School Fair at UT-Austin on Saturday, April 28.

Graduate School Fair Table Fee – \$75 **SOLD OUT**

Upon confirmation of your participation, more information will be collected from you. Please see the NAGAP Graduate School Fair website for the cancellation policy.

Conference Cancellation Policy

Only written requests for refunds will be accepted. Please send your requests to the NAGAP Executive Office at info@nagap.org. NAGAP has no desire to retain fees paid by members unable to attend; however, hotel guarantees and other related expenses make the following refund schedule necessary. All refunds will be processed after the Annual Conference.

Conference Cancellation Schedule:

- Cancellations will be accepted until April 2, 2012. Refunds will be issued in the same manner as the payment was received, minus a \$50 processing fee.
- No refunds will be issued after April 2, 2012. No exceptions.

Substitution of registrants is allowed. Requests for substitutions must be submitted in writing.

Hotel and Transportation Information



If you are planning to participate in the Graduate School Fair on Saturday afternoon and depart Austin later that evening, you may store your luggage at the hotel. Once you check out, leave your bag with the hotel bell staff, and pick it up upon your return.

Getting Around Austin

The Hilton Austin is located just a few blocks from the 6th Street Entertainment District, the 2nd Street Shopping District and Lady Bird Lake and offers a pedestrian-friendly environment.



Hilton Austin

500 East Fourth Street
Austin, TX 78701

Single/Double Rate: \$209 (Internet access included in guest rooms)

Reservation Deadline: April 3, 2012

Reservations: (800) 236-1592 (specify "NAGAP")

You may also make your hotel reservations online at:

<http://tinyurl.com/NAGAP2012>.

- Check-in time is 3:00 p.m. Check-out time is 12:00 p.m.

The Hilton Austin hotel is located in downtown Austin, Texas. The hotel features The Tower Health Club & Spa and is only one block from Austin's famous Sixth Street nightlife and a short stroll to the entertainment, shopping and dining in the Warehouse Entertainment District and 2nd Street District. The Hilton's downtown location also is convenient to many attractions, such as the Capitol building, Bob Bullock Texas State History Museum and the LBJ Presidential Library.

Transportation Information

Flights

Travel and Transport, Inc., is the official travel agency for the NAGAP Annual Conference in Austin. You may contact the travel agency at (866) 517-9389 to make your airline reservation or you are welcome to book flights on your own. Plan to arrive in time for the Silver Celebration Reception scheduled for 6:00 p.m. on Wednesday, April 25!

Ground Transportation

From Austin-Bergstrom International Airport

- Hotel distance: 7 miles
- Bus service: \$0.50 USD (one way). For more information, call (512) 474-1200 or visit www.capmetro.org.
- Estimated taxi fare: \$25 USD (one way)
- SuperShuttle: \$13 USD (one way). To make reservations, visit www.supershuttle.com or call (800) 258-3826.
- Hotel Parking: \$20 for self-parking; \$27 for valet parking