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Greetings

[In This Issue of e-News](#)

- [A Message from NAGAP President, Joanne Canyon-Heller](#)
- [Greeting from Research and Global Issues Chair, Kristen Sterba](#)
- [Call for 2012 conference proposals](#)
- [NAGAP's 25th anniversary Flickr account](#)
- [BAGAP considers expansion](#)
- [Facebook](#)
- [Upcoming Chapter events](#)
- [New England chapter board elected](#)
- [Graduate Education - In The News](#)
- [The Jobs Corner](#)

A Message from NAGAP President, Joanne Canyon-Heller



Our NAGAP board welcomes you back from summer. I hope that it was enjoyable and you were able to finish all of the projects that you had planned.

NAGAP is gearing up for an exciting fall. Our Membership and Marketing committees will be reaching out to our members with receptions in both Chicago and Philadelphia. Our Professional Development Committee and Education Committee have already begun planning the Winter Institute in January in Puerto Rico. In the next few days you will be receiving the Summer Perspectives in your mail from the Publications Committee. This issue will review many of the excellent

Alliance Circle Member



Wishing everyone
a successful 2011-2012 academic year!

Facebook Updates

Become a NAGAP fan! The Membership Committee reminds you that the NAGAP "group" page has been deleted. So, you can "like" the new fan page to stay up-to-date on all the news and opportunities that await you as a benefit of your NAGAP membership!



sessions that were presented at our Conference last April.

As always, I hope to see many of you on the recruiting trail. The board will be posting their travels on the NAGAP website soon. We will be able to recognize you because of your NAGAP pin!

This month it gives me great pleasure to introduce our guest columnist, Dr. Kristen Sterba, our Research and Global Issues Chair from the University of Arkansas for Medical Sciences, where she serves as Assistant Professor and Assistant Dean of Graduate Student Recruiting and Retention. Kristen has definitely redefined research for our members. She and her committee are always working on new surveys and information to help us understand what is happening in enrollment management, as well as in all aspects of our institutions.

Joanne Canyon-Heller
NAGAP President

www.nagap.org

The role of research in Graduate Enrollment Management

Greetings

NAGAP is 25 years old and in that time has become the leader in graduate enrollment management (GEM). Whether you are involved in recruitment, admissions, student services, or retention activities, NAGAP has a place for you. The Research and Global Issues Committee works to inform our members on various aspects of GEM. In June, we released the NAGAP

BAGAP considers expansion

Members of BAGAP, the Bay Area chapter, are considering enlarging their territory to afford more NAGAP members the opportunity to participate in professional development activities and networking at the regional level.

ÓAGAP President Lawrence Schwartz invites members from California and surrounding states to participate in a meeting to discuss opening BAGAP membership. It will take place during the daylong [Diversity Forum](#), to be held this year at the University of San Francisco on October 29, 2011. Contact Larry for more details at lawrence.schwartz@dominican.edu.

Upcoming Chapter events

JGAP - Jesuit

**Fall meeting hosted by Loyola University Chicago
Thursday and Friday, November 10-11, 2011**

For more information, visit <http://www.ajcunet.edu/Jesuit-Graduate-Admission-Professionals-JGAP>

NYGAP - New York

Thursday, September 15, 2011

1 – 3 pm

NYU Medical Center, 550 First Ave.
Smilow Building, 13th Floor Conference Room (1301)

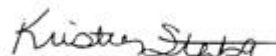
NYGAP invites all NAGAP members to join them for speaker Thomas Rock, Executive Director of Enrollment Services for Teacher's College at Columbia University and NAGAP past

2010 Membership and Salary Survey Report. This biennial report details members' demographic variables, such as salary, title, and job responsibilities. One interesting finding was that 85.9% of respondents indicated that their job responsibilities increased for a variety of reasons, including new academic programs and staffing/restructuring. NAGAP is here to help our members as they continue to take on additional roles at their respective campuses.

The Fall issue of Perspectives will feature Part 1 of a two-part series on recruitment and retention of underrepresented minority (URM) students. This topic has been featured in professional development institutes and the annual conference. To better understand this topic, committee members Amanda Ostreko and Salvatore Calabro conducted a literature review to shine light on what influences the graduate enrollment and degree attainment of URM students.

The Research and Global Issues committee is working hard on additional projects and welcomes your input on potential research topics. If you have any questions or suggestions, do not hesitate to contact me at kmsterba@uams.edu.

Sincerely,



Kristen Sterba, Chair, Research and Global Issues Committee
University of Arkansas for Medical Sciences

Committee Members: Salvatore Calabro, Albert Einstein College of Medicine; Robert Detwiler, The University of Toledo; Hope Geiger, University of Tulsa; Amanda Ostreko, University of Kansas; and Susan Patterson, The College of Saint Rose

President. Networking reception follows his presentation.

RSVP here: <http://www.surveymonkey.com/s/7SK7M27>

NYGAP Winter Conference

Date: November 17, 2011

Location: Syracuse University, Syracuse, NY

For more information: info@nygap.org.



[Check out the 2011 conference coverage and other new videos on NAGAP's YouTube channel.](#)

Earthbound Media's Group
presented a "Talk About" the conference
on YouTube as well.

The Jobs Corner

George Mason University

Assistant Director for Graduate Admissions

Fairfax, VA

The Assistant Director is responsible for graduate admissions enrollment services for the College of Humanities and Social Sciences (CHSS)., managing office operations, supervising staff, leading training for and oversight of admissions staff and program coordinators. Will

Call for Proposals for the 2012 Annual Conference **Submission Deadline: September 30, 2011**

The Call for Proposals is now open! We know our membership has vast expertise and we want to capitalize on those strengths. Consider presenting on *any* topic that would contribute to all levels of professional or personal development.

This is also a great opportunity for your own professional development! Submit a proposal to lead an education session at the Austin Conference. Proposals can be submitted via our [electronic submission system](#).

Your feedback indicates that you are interested in a greater diversity of session topics. Help us make this possible by submitting sessions that will contribute to this diversity. Topical categories will include:

- **Admissions Policies and Processes:** data tracking and strategic planning; leveraging technology; transitioning your staff and faculty to online application processing and review
- **Career and Staff Development:** career paths in graduate enrollment management or in higher education; continuing education for all graduate admissions professionals; sources of professional development
- **Graduate Student Support and Financial Aid:** external sources of funding; funding for international students; how to fund a graduate education; satisfactory academic progress tracking and procedures
- **Legal and Ethical Issues:** access and disability services; affirmative action; criminal conviction/disciplinary issues: what to ask and what to do with the information; maintaining security of

also be the primary point of contact for the CHSS Admissions Director, Mason Graduate Admissions, program directors and staff, and other major university offices.
<https://jobs.gmu.edu/applicants/jsp/shared/frameset/Frameset.jsp?time=1313448980523>

Bradley University
Vice President for Enrollment Management
Peoria, IL

The Vice President for Enrollment Management reports directly to the President, providing counsel on enrollment programs, helping shape strategic enrollment goals, engaging colleagues in the recruitment process, making data-informed decisions for resources allocation, strengthening marketing efforts, among other duties. One of the primary “public faces” for Bradley University, the candidate should possess a post-baccalaureate degree with significant senior management experience in successful enrollment, with integrated admission and financial aid operations.

http://www.hardwickday.com/sites/default/files/Bradley_VPE_M_Position_Announcement_3.pdf

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and Facebook**

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documents

- **Marketing and Recruitment:** diversity recruitment initiatives; graduate branding in an undergraduate culture; international student recruitment; involving your faculty; social media: how, what to use, data on effectiveness; virtual interactive recruitment: info sessions, webinars, chats
- **Student Services:** alumni engagement; creating and sustaining a graduate culture and sense of community; English language learners: domestic and international; orientation as a process, not just an event; yield and retention events and services that bring and sustain results

We have also heard from you that you're interested in more sessions that are specific to where you are in your career. When possible, please consider creating a presentation that is specifically geared for those new to the profession or topic, or a session that is meant to be for those more advanced within the profession or topic.

The 2012 conference will be held at the Hilton Austin in Austin, TX. If you haven't already, please save the dates of April 25-28, 2012! Pre-registration, with early bird rates, is currently available at the following link:

<http://www.nagap.org/conferences/documents/NAGAP2012AMPreRegistrationInvoiceFillableForm.pdf>

Please continue to check out NAGAP's website for the latest information regarding the conference at <http://www.nagap.org/home/index.asp>.

Call for Pictures Celebrating 25 years of NAGAP!



In 2012, NAGAP observes its silver anniversary of service to the graduate enrollment profession. We would like to mark our anniversary in various ways in the upcoming year, particularly with some special events at our 25th -fifth conference in Austin, TX! To celebrate our special year, we also need your help. An anniversary committee is working on ideas for events and activities to commemorate our association. Among its first initiatives is a NAGAP *Flickr* account, where members can upload pictures from NAGAP events over the years. You can also write messages reflecting on your years in NAGAP. If you don't have a *Flickr* account, you will need to create one and join the NAGAP group.

<http://www.flickr.com/groups/1702659@N25/>

New England Chapter update

The New England chapter of NAGAP, known as NEGAP, has elected its inaugural board members. They include: President Marcus Hanscom, University of New Haven; Vice-President Kathy Dilks, Sacred Heart University; Treasurer Christine Williams, Simmons College; and, Secretary Jamie Satter, Salem State University.

NEGAP will have its first meeting on Friday, November 18 at Simmons College in Boston. For further information, visit <http://www.negap.net/events> or contact Christine Williams at christine.williams@simmons.edu or 617-521-2799.

To join the NEGAP listserv, contact Marcus Hanscom, mhanscom@newhaven.edu.

Graduate Education - In The News

“A Graduate Student Burden” by *Libby A. Nelson*, August 17, 2011
http://www.insidehighered.com/news/2011/08/17/students_will_bear_burden_of_changes_to_graduate_financial_aid

For most advocates for student aid, the biggest casualty in the debt ceiling compromise reached by President Obama and Congress last month represented the least bad option: a change that would make graduate students responsible for the interest that accrues on their loans while they're in school but leaves Pell Grants and other financial aid programs untouched (for now). The move eliminates subsidized federal loans for graduate students -- loans, distributed by need, on which the government paid the interest that accrued while students were enrolled in school. Just over one-third of all graduate students took out a subsidized loan in 2007-8, the last year for which complete data are available through the National Center for Education Statistics. The average loan was \$7,100, not far short of the maximum \$8,500. The change won't reduce the amount that students can borrow, but it will shift about \$125 billion from subsidized loans to unsubsidized loans. The cuts will save the government about \$18 billion over 10 years. For graduate schools, the cut presents a challenge: how to help students and encourage enrollment as state and federal resources decline.

“Admissions Offers to Foreign Students at U.S. Graduate Schools Climb at Faster Pace,” by *Karin Fischer*, August 16, 2011
http://chronicle.com/article/Admissions-Offers-to-Foreign/128700/?sid=at&utm_source=at&utm_medium=en

Offers of admission to international students by American graduate schools grew this year at the fastest clip in five years, climbing 11 percent over last year, according to a report released by the Council of Graduate

Schools. The report is based on responses to a survey sent to 494 universities. A total of 241 institutions responded to the survey, which was conducted in June and July. The responding universities account for about two-thirds of the 96,000 graduate degrees conferred to international students in the 2008-09 academic year. At the 10 graduate schools that award the largest number of degrees to international students, offers rose 13 percent, and they climbed 12 percent at the 100 largest. Those outside the 100 largest saw a 10-percent increase, on average. Increases in international offers of admission occurred in all broad fields of study in 2011, with the largest growth in programs in business, at 16 percent, and in physical and earth sciences, at 15 percent. Foreign students comprise about 15 percent of all enrollments in graduate programs in the United States. Together, India, China, and Korea account for half of all non-U.S. citizens on student visas at U.S.graduate schools. Still, Mr. Bell, the author of the admissions report, cautions that such enormous expansions are unlikely to continue in the long term.

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