



## Greetings

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### Alliance Circle Members



### A Message from NAGAP President, Joanne Canyon-Heller



Happy New Year and welcome to our celebration of NAGAP's 25th anniversary!

NAGAP started 2012 with an outstanding Professional Development Institute that covered top-of-mind subjects many of us are trying to master, including: international enrollment management, predictive modeling, and how students finance their studies. An entire morning was spent on our primary focus, Graduate Enrollment Management. I was fortunate enough to attend the entire institute, and it was gratifying to hear the comments from fellow attendees, who found the event reached them at a high level and gave them tangible take-aways. So many people were eager to get back to their campuses and put everything into practice – me included! Thank you to Professional Development Chair Cammie Baker-Clancy and her whole committee for designing a program that elevated us as professionals.

Also, I just signed up for the NAGAP conference in April, as well as the Graduate Fair that will follow on the campus of the University of Texas at Austin. Please remember that the UT-Austin fair is limited to 100 registrations. A big thank to the Conference Committee for putting together a great program. Check out the brochure here.

We just came back from our Board meeting and we have many plans and projects underway as our terms come to a close in June 2012. From July, a new Board will take up the important work of leading our association. We have approved a slate of candidates, which will be communicated to you soon by the Election Committee, headed by Immediate Past President Jeffery Johnson. We will be electing a new President, Vice President, Treasurer and Secretary. When voting opens, I urge you to take part and share your voice in charting NAGAP's course for the future. As we celebrate how far NAGAP has come in 25 years, it's important to keep our eye on the future as well.



### 25<sup>th</sup> Anniversary update

We are pleased to announce that NAGAP has dedicated a [page on our website devoted to the celebration and recognition of our 25th Anniversary](#). The landing page includes links to significant moments in NAGAP history, past award recipients, anniversary issues of Perspectives and other milestones in the evolution of graduate enrollment management.

While you're reflecting on NAGAP's past, remember to send in items or post pictures to the Flickr account for use in the celebrations at our April conference.

### Mentoring Program

Judy Baker, chair of the Membership Committee, which is leading the new Mentoring Program, notes that prospective mentors and mentees should continue to apply through June 2012. Mentees should have fewer than five years of experience in graduate enrollment management. During the year-long relationship, mentees will gain a deeper understanding of the profession by working with an experienced mentor and learning to overcome challenges while developing in the profession.

The Mentoring Program's inaugural class underway, according to Kattie Pain, President of EPA-GAP

If you haven't already received it, one marker of our Silver Anniversary is the beautiful pin. If you did not receive it in the mail, let us know and so we can get one to you as soon as possible. Wear yours with pride! It's a great conversation-starter at recruiting events, on campus, or at the airport.

See you in Austin – don't forget your cowboy boots!

Best,

Joanne Canyon-Heller

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### Annual Conference Committee Chair Julia Deland has a lot to share!

Greetings {FIRST\_NAME|Colleague}:



The countdown is on for our 25th Annual Conference in April! There is so much to get excited about, I'm not sure where I should begin!

At the risk of sounding cheesy and referencing The Sound of Music (a long-time favorite of mine, if I'm being honest), perhaps it would make sense to start at the very beginning – with the Silver Celebration Reception. Traditionally known as the Welcome Reception, it will take place starting at 6 p.m. on Wednesday evening to kick things off. Arrive in time to catch NAGAP's birthday bash, which will include music from a live jazz trio, a photo booth, a celebratory toast in honor of our big birthday, and a

“25 Giveaways” raffle. We'll be wearing school pride apparel, so be sure to pack something that shows your school spirit!

We will also have three plenary speakers, and we couldn't be more pleased or excited. You have probably already heard us tout Raymund Paredes (Texas Commissioner of Higher Education) as our Keynote, and Patricia Nelson Limerick (Faculty Director of the Center of the American West) as our Closing Brunch speaker on Saturday. Now we are thrilled to announce that Scott Jaschik (Editor and Founder of Inside HigherEd) will join us on Friday morning. What a great line-up!

On the networking side, we will offer our networking lunch on Thursday with

(Eastern Pennsylvania Association). There were many applicants to take part, both as mentors and mentees. She notes that NAGAP supported the effort, with the collaboration of “the various chapters, which span across the country and look forward to networking at the conference.”

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**NYGAP "virtual discussion forums" set to begin in February**

Join the conversation! Starting in February, NYGAP will launch a monthly lunchtime discussion online, designed for colleagues to share ideas and experiences. The first half hour will set the context for the conversation, followed by an open discussion.

Mark your calendars for the 4th Friday of every month at 12:30 p.m. (Eastern time). To log on, simply visit

<https://webconference.syr.edu/nygap> and enter as a guest. February's topic will be: “Application Deadlines: Do we follow them and are they necessary?”

Topics for the upcoming session will be decided by participants at the end each month's program. “That way it stays organic and follows participants' interest,” notes NYGAP President Johsua LaFave.



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

the themes following education session categories – giving you a chance to continue conversations begun during a morning presentation.

Austin city culture will be spotlighted at this year's off-site event on Thursday evening at the Bob Bullock Texas State History Museum. “A Night Under the Lone Star” will feature a live local band, some great local cuisine, and a signature drink. Also be sure to check out NAGAP's own history exhibit and see how far we've come in the past 25 years.

There's just so much more I want to mention and I'm pretty sure I'm running out of space. So, I'm going to refer you my committee's update, below, for all of the details. Whether you are new to the field or a seasoned veteran, we have tried to design an academic and social curriculum that spans all levels; please join us!

The NAGAP community has become a second home to me and the Annual Conference is one of the highlights of my year. Despite my obvious bias as conference chair, I truly find these events to be a wonderful blend of the intellectually stimulating, interpersonally engaging, emotionally revitalizing, and professionally rewarding.

Please come find me if we've not met before (or even if we have) – I would love to say hello in person and thank you for your role in making NAGAP the amazing professional association that it is.

See you in Austin!!  
*Julie (Bourquin) Deland*  
2012 Conference Chair

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## 2012 Annual Conference Updates

### Register now

The countdown is on! In just about three months, we will be headed to Austin for NAGAP's 25th Annual Conference. Register now to secure your spot and get ready to pack your bags!

[Register online](#) by March 2 to receive a discounted rate. Also don't forget to check out the Registration Brochure and book your hotel from the [NAGAP website](#).

As our President noted above, NAGAP will host its first ever [Graduate School Fair](#) at the conclusion of the conference on April 28th, from 1-3:30 p.m. Registration for the graduate fair is limited and confirmed on a first-come, first-served basis. Register for both events using the conference registration

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## The Jobs Corner

### [Director for International and Study Abroad Services](#)

Roosevelt University, Chicago

The Director for International and Study Abroad Services is responsible for the planning, organizing, and implementing an international student recruitment strategy that attracts and retains a sufficient number of qualified applicants to meet university goals.

In addition to leading the International and Study Abroad Services Office, in the absence of the Assistant Vice President, the Director provides expertise on the management of the international student admissions process from conversion of prospective students to deposited, registered, and enrolled admitted graduate students as well as the Study Abroad Program.

### [Dean of Admissions and Enrollment Management](#)

Massachusetts College of Liberal Arts (MCLA) North Adams, MA

The Dean of Admissions and Enrollment Management will provide strategic leadership and direction to the recruitment efforts and oversee the office of admissions including undergraduate, transfer, graduate and continuing education admission of students. Will also oversee the office of financial aid, led by a director of financial aid. A master's degree is preferred with seven years of experience in a leadership role. Review of applications will begin immediately and continue until position is filled.

### [Assistant Director of Recruitment for Professionals' MBA](#)

Loyola University Baltimore, MD

form.

## Give back

Now in its third year, NAGAP's annual community service project will support a local organization in our conference city. The Conference Committee is proud to announce that the beneficiary of our support will be [The Austin Project](#) (TAP)!

TAP, founded in 1991 by Walt and Elspeth Rostow with others, catalyzes community action to improve the lives of children, youth and families, and helping vulnerable members of the community overcome the barriers that prevent them from reaching their full potential. 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](http://www.theaustinproject.org). NAGAP will be collecting donations by cash or check (made payable to The Austin Project) at the conference.

## Get involved

The call for volunteers to serve as Moderators and Recorders at the annual conference will hit your inbox soon. Moderators greet and introduce speakers and ensure that the session stays on time. Recorders take notes at the session and write up a summary for publication in NAGAP's newsmagazine "Perspectives." Both are great ways to get involved and enhance your experience at the conference.

More information about moderating and recording is available on the [NAGAP website](#). Stay tuned for an email in the coming weeks soliciting volunteers!

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## Reflections on NAGAP's First 25 Years by Jeffery T. Johnson, Tulane University NAGAP President 1994-96



I had my first introduction to the National Association of Graduate Admissions Professionals in 1994/1995 when I served on the Conference Committee for NAGAP's annual meeting in the city that I know and love – New Orleans, Louisiana.

What a difference a day makes! Looking back over the past 18 years, I have continued my journey with NAGAP –

Loyola's Graduate Admissions Office is seeking an Assistant Director of Recruitment for Professionals' MBA to develop a comprehensive recruitment plan that clearly articulates the admission goals, strategies and tactics to build the applicant pool, and meet established recruitment goals for the Professionals' MBA program. MBA or other relevant graduate degree preferred with a minimum of three years of responsible experience in higher education recruitment and marketing. Experience with graduate and/or MBA programs is preferred.

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### **NAGAP on Social Media**

*Become a fan today!*



[Add a photo or check our our 25th Anniversary display!](#)



...serving on four annual conference committees, and continuing on with the opportunity and privilege to serve on the Governing Board. Over my 14 years on the Board, I have served as Research Chair, Membership Chair, International Relations Chair, Vice President, and most recently, President, from 2008-2010.

It is both reassuring and also exciting to me as a Dean charged with the responsibility of leading both graduate and undergraduate aspects of enrollment management, to know without question that NAGAP and its global network of professionals has been, and will continue to be, there for me throughout the trajectory of my professional career in higher education administration and the field of graduate enrollment management.

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### **Graduate Education - In The News**

**“How does Asia's rise influence international student mobility?,”** Rahul Chaudaha, UniversityWorldNews.com, January 22, 2012  
<http://www.universityworldnews.com/article.php?story=20120118205039869>

Quantity and quality are the two dimensions influencing enrollments as the center of gravity of the global economy shifts eastward, especially to China and India. Author Rahul Chaudaha, NAGAP International Committee member, writes that the projected shift in economic and social influence of Asia will impact student mobility as well.

**“Listing Toward Order,”** Steve Kolowich and Paul Fain, InsideHigherEd.com, January 10, 2012  
<http://www.insidehighered.com/news/2012/01/10/us-news-world-report-releases-first-ever-online-college-program-rankings>

U.S. News & World Report has issued its first attempt at ranking online programs. The rankings assessed bachelor's degree programs, as well as master's programs in business, engineering, nursing, computer and information technology, and education. Rankings were based on three categories: faculty credentials and training, student engagement and assessment practices, and student services and technology. Other factors taken into account were the rigor of the admissions process, mean undergraduate grade point averages, scores on standardized entrance exams, and standing with relevant accrediting agencies. U.S. News found it challenging to collect data and used the Sloan Consortium's definition of "fully online": 80 percent or more of the educational experience happens over the Internet.

**“Panel Debates How to Measure Quality in Teacher Training,”** Kelly

Field, *Chronicle.com*, January 19, 2012

<http://chronicle.com/article/Panel-Debates-How-to-Measure/130400/>

Graduate education programs may be facing changes. A group of panelists met for the first of several “debates” recently in Washington to discuss the quality of teacher preparation programs. They debated how much programs should be judged based on the achievement of their graduates' future students, and suggested other ways of evaluating programs, such as surveys of principals and job-placement rates. They will also consider changes to the Teach Grant program, which provided grants to 37,000 students at teachers' colleges last year. Panelists will meet two more times—in February and April—before voting on a final package of rules.