



The Leader in Graduate Enrollment Management

National
Association of
Graduate
Admissions
Professionals

Building Networks —
Advancing Your Knowledge Ensures Your Success



Greetings

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A Message from NAGAP President, Joanne Canyon-Heller

Welcome to Fall! One of the things I look forward to every year is NAGAP's annual reception at the University of Illinois graduate fair in Chicago. This year it falls on October 7th. Andres Garza and the Career Center at UIC have been gracious enough to co-host this event, which takes place immediately before the fair. NAGAP will also be hosting a panel discussion about considerations in choosing a graduate school and a program for prospective students during the fair. If you have recruits in the Chicago area, this will be a great opportunity to learn from the experts. We look forward to seeing you there.

This is a great time of the year to be following the NAGAP website. Calls for proposal for our 25th anniversary conference in April 2012 are out, and we are actively seeking to cover the range of topics included in graduate enrollment management. There is an opportunity for all to participate in sessions, group discussions, as well as being a moderator or a recorder. Many of our board members started out as moderators and later moved on to present themselves. Please consider this wonderful opportunity to become more deeply involved with the association. Just last weekend, I was talking to a NAGAP member at the McNair fair in Kansas City, and he was telling me that he

- [East Asia and Pacific Triennial Conference](#)

Alliance Circle Member



Save the Date!

Winter Institute

January 19-20, 2012
Marriott
San Juan, Puerto Rico

*Intensive 2-day program for
advanced professionals focusing
on
Graduate Enrollment
Management*

Resource grant announced

The NAGAP Graduate Student Enrollment Management Research Grant encourages emerging knowledge and understanding of the complexities

has three ideas for proposals. He was excited about sharing his research and impatient for April to roll around so he can do so.

The website also has a list of graduate fairs that will be happening nationwide. If you are new to the profession or are looking for new ideas about where to recruit, this list will be a great resource for you.

Our guest columnist this month is Julia Bourquin Deland, Chair of the 2012 “Silver” NAGAP conference. Julia’s name might be familiar; she was Chair of the fabulous San Francisco conference in 2010. We have invited her back once again to weave her magic and expertise to produce another event to remember. As you will see, Julia and her committee have been hard at work.

A handwritten signature in black ink that reads "Joanne Canyon-Heller".

Joanne Canyon-Heller
NAGAP President
www.nagap.org

Conference Committee offers professional growth ... and lasting friendships



Greetings

It’s hard to believe this is my fourth year on the Annual Conference Planning Committee. What started in 2009 as a desire to learn more about NAGAP and help improve our conference under the mentorship of the 2009 Chair, Debbie Lesperance of Columbia’s School of Social Work, has evolved into this – chairing NAGAP’s 25th Anniversary conference in Austin, Texas. My how we’ve all grown!

of graduate enrollment management, including all aspects of admissions and recruitment, enrollment, retention, and graduation. It is open to all graduate students conducting research in keeping with graduate enrollment management activities and programs. This may include any aspect of recruiting, enrolling, retaining and graduating professional, masters, and doctoral degree students.

The award includes:

- \$2,500, payable directly to the individual researcher. (NAGAP will not pay institutional overhead or indirect costs.)
- one year of NAGAP membership with full privileges.
- travel and registration to the NAGAP national conference during the year of the award.
- recognition at the NAGAP national conference.

The deadline for submissions is December 15. Additional information and guidelines can be found at <http://www.nagap.org/research/>. Please contact Kristen Sterba (kmsterba@uams.edu), with any

Planning these conferences, whether as a committee member or leader, has been one of the most challenging and fulfilling opportunities I've been afforded to date. Each year's committee, consisting of a core group of only five individuals or so, has enabled me to build intense bonds with people I may never have known otherwise, let alone maintain lasting relationships with. Of course, when you have two on-site meetings at the conference hotel each year, monthly conference calls, and often daily email exchanges, there's really no escaping one another! Fortunately, I've found that our colleagues in NAGAP, without exception, bring tremendous work ethic, creativity, and good humor. Never have I felt more honored to call the field of graduate enrollment management my professional home.

This April in Austin, you are in for a real treat as we take things up a notch in honor of our Silver Anniversary. Planning is still in the early stages, but we're hoping to spruce up the Wednesday evening Welcome Reception with some live entertainment and a photo booth to create and preserve new memories. Make sure you plan your travel for a Wednesday afternoon arrival, and don't miss the "Silver Celebration" kick-off event.

Of course we are also working on the staples of the Annual Conference, including relevant and dynamic education sessions, exciting and diverse plenary speakers, and a fun-filled and vibrant networking party on Thursday night at the Bob Bullock Texas State History Museum. Bring your dancin' shoes because we're expecting to up the ante by hiring a local band as we live it up, Austin-style!

Truly, NAGAP and its members have much to be proud of and to celebrate. I know that in the five-plus years that I have been in graduate admissions, I have experienced rapid change and growth in the work that I'm tasked to undertake and the way in which I do it. My guess is that many of you have experienced similar things in your own roles and institutions, as the field of graduate admissions transitions into one that's more all-encompassing and about graduate enrollment management. It is an exciting time, for sure – but also one that can feel stressful and draining. We deserve to take a step back, to connect with colleagues in our field, to remind ourselves why we do the work we do, and to rejuvenate for another great year. This is the year of the Silver Celebration. Come join us in Austin – you deserve to be celebrated!

questions.

Chapter news

New CAP-GAP Chapter Approved (Formerly MD-GAP)

It's official! In July 2011 NAGAP approved a name change for the MD-GAP (Maryland Graduate Admissions Professionals) chapter: Chesapeake and Potomac Graduate Admissions Professionals (CAP-GAP).

Both MD-GAP and NAGAP members from institutions in Delaware, the District of Columbia, Maryland, Virginia, and West Virginia are invited to join CAP-GAP.

The first CAP-GAP annual meeting will be held November 14, 2011 from 11am to 3pm @ Marymount University Reston, VA.

Join the CAP-GAP group on-line (group name = CAP-GAP Chesapeake and Potomac Graduate Admissions Professionals) at www.Linkedin.com to connect with other chapter members or email to capgap2011@gmail.com to learn

Julie Deland
2012 Conference Chair

2012 Annual Conference Updates



Next year marks the 25th anniversary of NAGAP and we will be “celebrating silver and preparing for gold” in Austin. If you haven’t already, please save the dates of April 25-28, 2012!

Pre-registration, with early bird rates, is currently available at: <http://www.nagap.org/conferences/documents/NAGAP2012AMPreRegistrationInvoiceFillableForm.pdf>

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/>. If you have any memorabilia or keepsakes from previous years that you would be willing to lend to the committee, please send them to:

NAGAP Executive Office
P.O. Box 14605
Lenexa, KS 66285-4605

Be sure to make your own name and address clear so that we can get these returned to you after the conference.

Don't forget about our Call for Proposals! If you would like to be considered as a presenter in Austin, you must act now – the **Call for Proposals will close TODAY**. To submit a proposal to

more.

BAGAP expansion meeting

BAGAP, the Bay Area chapter, invites NAGAP members from California and surrounding states to participate in a meeting to discuss BAGAP expansion following the daylong [Diversity Forum](#), to be held this year at the University of San Francisco on October 29, 2011. The meeting will take place from 3 to 5 p.m. in Malloy Hall, Room 405. Contact BAGAP President Larry Schwartz for more details: lawrence.schwartz@dominican.edu.

MAGAP "Meet and Greet" series

NAGAP's Midwest chapter has arranged a series of networking opportunities to help you build long-lasting professional connections. These informal get-togethers are scheduled throughout the fall in the MAGAP region. The next two events are:

Oct. 6th, 5 p.m. (RSVP Oct. 3rd)
After the Bowling Green Job Fair
Email: [Robert Detweiler](mailto:Robert.Detweiler)

Oct. 11th, 6 p.m. (RSVP Oct. 7th)
Evening before the Univ. of Minn.

lead an education session at the Austin Conference, please do so via our [electronic submission system](#).

Stay tuned to see all the new and exciting things that will take place in Austin to celebrate our 25th! Please continue to check out NAGAP's website for the latest information regarding the conference at <http://www.nagap.org/home/index.asp>.

New England chapter takes NAGAP back to its roots

By Marcus Hanscom

Editor's Note: This month, e-News continues a periodic series, profiling presidents of our chapters. One of NAGAP's newest chapters takes the association back to its foundation in the northeast. Below, the president of New England Graduate Admissions Professionals, Marcus Hanscom, Associate Director of Graduate Admissions at the University of New Haven, reflects on his journey in graduate enrollment and his goals for the future.



Certainly few of us ever intended to work in college admissions, but I fell in love with it while working part-time during much of my undergraduate studies and began applying for admissions jobs immediately upon graduation.

I have been working in graduate admissions for a little over four years. I started in undergraduate admissions immediately following my graduation from the University of New Haven in 2006. After a year, I was asked to help in our Graduate Admissions Office. I pulled double duty for my second year in admissions and then committed fully to working at the graduate level.

I joined NAGAP practically the day I began in Graduate Admissions in 2007 at the recommendation of our director. I have been fortunate to attend every NAGAP Conference since then, and I have presented twice. The professional networking opportunities and the knowledge-sharing are by far my favorite things about NAGAP. I simply couldn't miss the Annual Conference every year.

Grad Fair

Email: [Kristin Chalberg](mailto:Kristin.Chalberg)

For information on the entire series, contact MAGAP President [Colleen Gabauer](mailto:Colleen.Gabauer).

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

As NAGAP enters the 25th anniversary year, I am really thrilled to see the growth of the chapters. The organization has developed remarkable reach over the last 25 years and is striving to meet the needs of graduate professionals, not only on the national level, but also regionally. The chapters serve as key local resources for professionals, and help NAGAP address needs specific to institutions within a common special interest or region.

On a personal level, I am looking forward to Austin for a reason people may not know. I absolutely love music. I have been playing guitar and piano for most of my life and I'm really looking forward to enjoying the Austin music scene during the Annual Conference. I also love to travel and have set a goal to see all 50 states by the age of 30. I'm up to 43...

NEGAP will have its inaugural 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 at mhanscom@newhaven.edu.

Texas chapter underway

The NAGAP Board of Directors has approved a Texas chapter, TXGAP.

“We are thrilled to welcome the TXGAP chapter, especially in our 25th anniversary year, with our Austin conference on the horizon,” said NAGAP President Joanne Canyon-Heller.

According to the chapter's first president, David Pittman of Abilene Christian University, the chapter's goals include professional development, networking, and advocacy. Member benefits include networking opportunities with other graduate enrollment professionals across Texas, access to the members-only portion of the TxGAP website, member listserv and forums, as well as discounts on TxGAP events and conferences.

Cedar Crest College
[Admissions Recruiter for School of Adult and Graduate Education](#)
Allentown, PA

Recruit adult learners for undergraduate and graduate education programs through heavy phone outreach to prospective students, community outreach efforts, recruitment activities and promotional opportunities. Direct and assist students through the admissions process and meet enrollment goals set forth by the college. Prior admissions experience and recruiting new students for undergraduate or graduate programs, adult education or continuing education areas is required; Bachelor's degree required. Liberal Arts background and master's degree preferred.

North Carolina A&T University
[Director of Student Transition and Retention](#)
Greensboro, NC

Participate in the management of the Graduate School with a focus on developing strategic direction implementing assigned projects to meet strategic services provided to students at NC A&T State

Other chapter officers include: Vice-President Philip Guerrero (The University of Texas at Austin), Secretary Kathryn Meyer (Texas A&M University), Treasurer Alounda Joseph (The University of North Texas at Dallas), and Communications Officer Brandon Lemley (Abilene Christian University).

Graduate Education - In The News

“New Graduate-Student Enrollment Dips for First Time in 7 Years,” by Audrey Williams
June, Chronicle of Higher Education, September 22, 2011

<http://chronicle.com/article/New-Graduate-Student/129111/>

A new report release by the Council of Graduate Schools showed that enrollment in US graduate schools fell for the first time in seven years for fall 2010. One possible explanation given for this decrease was the economy. Students could not enroll in programs that do not traditionally pay stipends due to limited funds, and companies that usually support employees to attend graduate school were not providing this benefit anymore.

Between the fall of 2009 and the fall of 2010, enrollment of new students fell by 1.1 percent, according to [the report](#), "Graduate Enrollment and Degrees: 2000 to 2010." In comparison, the enrollment of new graduate students a year earlier, in the fall of 2009, had increased by 5.5 percent from the year before. Applications to graduate schools for the fall of 2010 were up by 8.4 percent from the previous year, the report says. About half of the 445,000 students who were new to graduate school in 2010 were enrolled in one of three broad fields: education, business, or health sciences. First-time enrollment for international students was up by 4.7 percent from the year before, while the number of domestic students entering graduate school for the first time was down by 1.2 percent. Total enrollment in doctoral programs rose 3.3 percent from a year earlier, while enrollment in master's degree and certificate-level programs increased by only 0.5 percent. The report contains data from an annual survey of American graduate schools that is co-sponsored by

University. The Director of Student Transition and Retention (STAR) provides analysis to drive decisions supporting recruitment, retention and graduation; participates in recruitment and admissions strategy; achieves enrollment goals and implements growth strategies to meet enrollment targets; develops productive partnerships with internal school/college-wide departments, develops productive partnerships with external stakeholders; and utilizes technology to establish and maintain best practices in recruitment and retention. Master's degree required with a record of excellence in graduate recruiting, admissions, student support services and customer service experience and strong supervisory skills.

NAGAP on Social Media

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the council and the Graduate Record Examinations Board. The 655 institutions that responded to the survey received a total of 1.8 million applications, most of them for programs in business, engineering, and social and behavioral sciences.

“University bids for students with Groupon deal” in Quick Takes, InsideHigherEd.com, September 6, 2011

<http://www.insidehighered.com/news/2011/09/06/qt#269630>

The National Louis University in Chicago, IL offered a tuition discount on a course through the popular website Groupon, [The Chicago Tribune](#) reported. The three-credit graduate-level introduction to teaching course normally would have a tuition rate of \$2,232. Prospective students will save nearly 60 percent with the Groupon deal, paying only \$950. A spokeswoman for Groupon said this was the first time a college had used Groupon to attract students with a discount. [The Chicago Tribune](#) did a follow up story on September 13, 2011 and reported that 18 students bought the Groupon. The article also reported that the first day the deal was offered, unique visitors to the university's website were up 40 percent compared with the prior Tuesday.

*Add a photo or check our
our 25th Anniversary
display!*



**Conference proposals for the
East Asia and Pacific Triennial
Conference
March 31 – April 2, 2012
Kuala Lumpur, Malaysia**

The Educational Information and Resources Branch at the U.S. Department of State's Bureau of Educational and Cultural Affairs welcomes proposals for panels and presentations from EducationUSA Advisers and the U.S. higher education community. Instructions for submitting session proposals are at the end of this form. Confirmation of proposal receipt will be sent by email. For any questions related to this Call for Proposals, please contact the Workshop Committee at kl2012@educationusa.info.

The Workshop Committee surveyed participating EducationUSA advisers to identify

a list of themes and topics, which are available on the conference [Facebook](#) page.

The deadline for proposals is October 15, 2012.
