



Summer Institute for New Graduate Enrollment Management Professionals

The Cosmopolitan • Las Vegas, Nevada • July 14 & 15, 2016

Thursday, July 14

8:00 – 8:30 am **Registration and Breakfast**

8:30 – 8:45 am **Welcome**

Katie Beczak, Chair, NAGAP Professional Development Committee
Assistant Director, Graduate and Part-Time Enrollment Services
Rochester Institute of Technology

8:45 – 10:15 am ***Welcome to Graduate Enrollment Management***

Kristin Williams, NAGAP Past President
Associate Provost for Graduate Enrollment Management,
The George Washington University

10:15 – 10:30 am **Break**

10:30 – 12:00 pm ***Legal Issues in Graduate Enrollment Management***

Joan Van Tol, General Counsel, Law School Admission Council (LSAC)

12:00 – 1:15 pm **Networking Lunch – sponsored by**



1:15 – 2:45 pm

Breakouts

Data-Informed Decision Making: Who, What, When, Where, Why?

Amanda Ostreko, NAGAP Professional Development Committee
Assistant Dean of Graduate Studies, University of Kansas

Keith Ramsdell, NAGAP Vice President

Director of Graduate Enrollment and Assistant Dean of the Graduate College,
Bowling Green State University

International Student Recruitment: Is Chicken Little Right?

Steven Shaw, Assistant Vice Provost and Director, International Admissions
University at Buffalo, The State University of New York

2:45 – 3:00 pm **Break**

3:00 – 4:30 pm

Breakouts

An Introduction to GEM Marketing – Best Practices and Strategies

Katie Beczak, NAGAP Professional Development Committee
Assistant Director, Graduate and Part-Time Enrollment Services
Rochester Institute of Technology

Kathryn Kendall, NAGAP Professional Development Committee

Senior Assistant Dean for Enrollment and Online Programs, School of Social Work,
University at Buffalo, The State University of New York

Delivering on the Reservation: Student Services in a GEM Model

Josh LaFave, NAGAP Secretary

Director of the Center for Graduate Studies, State University of New York at Potsdam

5:30-7:00 pm

Reception -- sponsored by



Dinner on your own

Friday, July 15

8:30 – 9:00 am

Breakfast

9:00 – 10:30 am

Insights from select data points and their implications on U.S. graduate education

Hironao Okahana, Research Associate

Council of Graduate School (CGS)

10:30– 10:45 am

Break

10:45 – 12:15 pm

Developing effective recruitment and retention strategies for underrepresented minority students

Suzanne C. Adair, Assistant Dean of the Graduate School

The Pennsylvania State University

12:15 – 1:15pm

Networking Lunch

1:15 – 2:45pm

Plenary: What is your drink? What Starbucks can teach you about recruiting and working with graduate students

Jeff Kallay, Principal

Render Experiences

How did Starbucks become the second largest food service retailer in America? They recognized the need to serve an experience that transcends generational lines. So should you! What you order at "*the 'bucks*" says a lot more about you than your tastes. We will explore what you can learn from Starbucks to help you better recruit and work with graduate students.

2:45– 3:00 pm

Wrap-up

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