

NPSMA PRE-CONFERENCE WORKSHOP PROGRAM  
**CONNECTING WITH STUDENTS**

November 7, 2018  
Arlington, VA

**Wednesday, November 7, 2018**

Session Time	Topic/Speaker
7:15 – 9:00	BREAKFAST
8:00 – 9:00	REGISTRATION
9:00 – 9:15	<b>Welcome and Introduction</b> <b>Courtney Thornton</b> , NPSMA President and Associate Vice Provost for Academic Personnel and Policy, North Carolina State University
9:15 – 10:45	<b>SESSION I / KEYNOTE PRESENTER: Digital Marketing to recruit PSM students: Successes and lessons learned</b> <b>Spencer Hadelman</b> , CEO Advantage Marketing <u>Moderator</u> : Heidi Harkins, University of North Carolina at Chapel Hill
10:45 – 11:00	BREAK
11:00 – 12:30	<b>SESSION II: Connecting with potential applicants: What are PSM programs doing?</b> <u>Moderator</u> : Natalie Bosecker, University of Illinois Urbana-Champaign  <b>Results of NPSMA survey/discussion (11:00 – 11:30)</b> <b>Heidi Harkins</b> , Former Executive Director, PSM Programs, University of North Carolina at Chapel Hill  <b>Generational differences: What messages and platforms appeal to the student audience today? (11:30 – Noon)</b> <b>Amy Dauernheim</b> , Illinois Institute of Technology <b>Lindsey Hodge</b> , Rice University <b>Nicole Mitchell</b> , University of Illinois at Urbana-Champaign  <b>Yes, you can! – How to launch a Facebook Ad campaign with \$500 (Noon – 12:30)</b> <b>Ray Hoobler</b> , Vice President for Marketing and Outreach, NPSMA, and Program Director, Master of Science and Technology, University of Utah
12:30 – 1:30	LUNCH
1:30 – 2:30	<b>SESSION III: What makes website content “stick”?</b> <b>Dagmar Beck</b> , Rice University <b>Carey Snowden</b> , Middle Tennessee State University

Session Time	Topic/Speaker
2:30 – 3:15	<b>SESSION IV: Reconsideration of the GRE requirement for PSM admissions</b> Gerald Grunwald, Dean, Jefferson College of Life Sciences, Thomas Jefferson University
3:15 – 3:30	<b>BREAK</b>
3:30 – 4:00	<b>SESSION V: Using the Virtual Grad Fair to Reach Students</b> Gayle Oliver-Plath, CEO and Founder, CareerEco
4:00 – 5:00	<b>SESSION VI: Building Community with Students and Alumni</b> <u>Moderator:</u> Tim Born, Padnos College of Engineering and Computing  <b>Building Community Outside the Formal Classroom (4:00 – 4:20)</b> Linda Strausbaugh, Director of Strategic Initiatives, NPSMA, and former Program Director, University of Connecticut  <b>Engaging Alumni (4:20 – 4:40)</b> Matthew Baxley, University of Illinois Urbana-Champaign Alum, PSM in Bioenergy Brandon Mooney, Rice University Alum, PSM in Environmental Analysis  <b>PSM Crowdsourcing: Ideas and Discussion on What Works (4:40 – 5:00)</b> Tim Born, Convener, NPSMA, and Associate Dean, Padnos College of Engineering and Computing, Grand Valley State University
4:45 – 5:00	<b>Workshop Summary and Action Items</b>
5:00 – 6:00	<b>Early Registration for the National Conference</b>

*Thank you for participating in this pre-conference workshop and contributing to its success. We hope you are joining us for the 9th NPSMA National Conference starting tomorrow, November 8-9, 2018. Visit the registration desk to check-in early.*

**Please remember to complete the event feedback form!**

NPSMA 9<sup>th</sup> NATIONAL CONFERENCE PROGRAM  
**ENHANCING ADVOCACY FOR PSM PROGRAMS**

November 8-9, 2018  
Arlington, VA

**Thursday, November 8, 2018**

Session Time	Topic/Speaker
7:00 – 8:30	<b>BREAKFAST</b>
8:00 – 8:30	<b>REGISTRATION</b>
8:30 – 8:45	<b>NPSMA Welcome</b> <b>Courtney H. Thornton</b> , President, NPSMA, Associate Vice Provost for Academic Personnel and Policy, North Carolina State University
8:45 – 9:00	<b>Welcome and Introduction</b> <b>Padmanabhan Seshaiyer</b> , Associate Dean for Academic Affairs, College of Science, and Professor of Mathematical Sciences, George Mason University
9:00 – 9:30	<b>Welcome from the U.S. Department of Education</b> <b>Diane Auer Jones</b> , Principle Deputy Under Secretary, delegated to perform the duties of Under Secretary and Assistant Secretary, Office of Postsecondary Education, U.S. Department of Education <u>Introduction:</u> Scott Herness, NPSMA President-Elect, Montclair State University
9:30 – 10:30	<b>KEYNOTE ADDRESS: Graduate STEM Education for the 21st Century and Beyond</b> <b>Layne Scherer</b> , Study Director, Committee on Revitalizing Graduate Stem Education for the 21 <sup>st</sup> Century and Program Officer, Board on Higher Education and Workforce, The National Academies of Sciences, Engineering and Medicine <u>Introduction:</u> Linda Strausbaugh, NPSMA Director of Strategic Initiatives
10:30 – 11:00	<b>BREAK</b>
11:00 – 12:00	<b>PLENARY SESSION: The Master’s Landscape</b> <b>Robert M. Augustine</b> , Senior Vice President, Council of Graduate Schools and Dean of the Graduate School, Research and International Programs, Eastern Illinois University <u>Introduction:</u> Courtney Thornton, NPSMA President, North Carolina State University
12:00 – 1:30	<b>LUNCH:</b> Table Topics to be announced
1:30 – 2:25	<b>PANEL SESSION: PSM Advocacy in Higher Education Institutions</b> <b>Ali Andalibi</b> , Associate Dean of Research, George Mason University <b>Antoinette Coleman</b> , Associate Vice Chancellor for Academic Affairs, University System of Maryland <b>Elgloria Harrison</b> , Associate Dean of Academic Programs, University of the District of Columbia <u>Moderator:</u> Jennifer Bazaz Gettys, George Mason University

Session Time	Topic/Speaker
2:30 – 3:15	<p><b>PANEL SESSION: Advocating with the Public</b>  <b>Joanne Padrón Carney</b>, Director of Government Relations, American Association for the Advancement of Science  <b>Francine Newsome Pfeiffer</b>, Vice President of Government Relations, Rutgers, The State University of New Jersey  <u>Moderator:</u> Patty McAllister, Education Policy Consultant, NPSMA</p>
3:15 – 3:30	<b>BREAK</b>
3:30 – 5:00	<p><b>STUDENT SESSION: Five Minute Presentation (5MP) Competition</b>  <u>Moderator:</u> Jennie Willis, Colorado State University</p>
5:30-6:30	<p><b>RECEPTION</b>  NPSMA Celebration and Reception &amp; Awards Ceremony</p>
7:00	<b>DINNER ON YOUR OWN</b>

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### Friday, November 9, 2018

7:00 – 8:00	<b>BREAKFAST</b>
7:30 – 8:00	<b>NPSMA Annual Members Meeting</b>
8:00 – 8:30	<p><b>NPSMA Welcome</b>  <b>M. Scott Herness</b>, President-Elect, NPSMA, Vice Provost for Research and Dean of the Graduate School, Montclair State University</p>
8:30 – 9:25	<p><b>KEYNOTE ADDRESS: The PSM and the Broader Landscape for Higher Education: Program Development at the Intersection of Mission, Market, and Margin</b>  <b>John Tannous</b>, Director of Research Delivery, Education Advisory Board  <u>Introduction:</u> Courtney Thornton, NPSMA President, North Carolina State University</p>
9:30 – 10:15	<p><b>PANEL SESSION: Encouraging Employer Involvement</b>  <b>Christopher Babic</b>, Supervisory Patent Examiner, U.S. Patent and Trademark Office  <b>Jeff Conroy</b>, CEO and Co-Founder, Embody, LLC  <u>Moderator:</u> Thomas Norman, Minnesota State University</p>
10:15-10:30	<b>BREAK</b>
10:30-11:00	<p><b>PRESENTATION: Enhancing PSM Data Collection, Analysis and Visualization</b>  <b>Jim Sterling</b>, Faculty Director, Commission on Affiliation of PSM Programs, Keck Graduate Institute,  <b>Kiriko Komura</b>, Administrative Director, Commission on Affiliation of PSM Programs, Keck Graduate Institute  <u>Moderator:</u> Natalie Bosecker, University of Illinois Urbana-Champaign</p>

Session Time	Topic/Speaker
11:05-11:45	<b>PANEL SESSION: Reaching PSM Stakeholders at Local, State, and National Levels</b> <b>Ray Hoobler</b> , Vice President for Marketing and Outreach, NPSMA, and Program Director, University of Utah <b>Courtney Thornton</b> , President NPSMA, Associate Vice Provost for Academic Personnel and Policy, North Carolina State University <u>Moderator</u> : Avril Robertson, The University of Queensland
11:50-12:15	<b>PRESENTATION: How can Digital Credentials serve the PSM Community?</b> <b>Deborah Silver</b> , Vice President of Member Benefits, NPSMA, Executive Director, Rutgers, The State University of New Jersey, PSM Programs <u>Moderator</u> : Mark Jakubauskas, University of Kansas, Edwards Campus
12:15-12:30	Summary Session/Evaluation
12:30	LUNCH

*Thank you for participating in this conference and contributing to its success. We hope to see you again next year at the 10th NPSMA National Conference and Pre-Conference Workshop on November 6-8, 2019 in Salt Lake City, Utah.*

**Please remember to complete the event feedback form!**