

NPSMA PRE-CONFERENCE WORKSHOP PROGRAM (PRELIMINARY)

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	Welcome and Introduction Courtney Thornton, NPSMA President
9:15 – 10:45	SESSION I: Digital Marketing to recruit PSM students: Successes and lessons learned <u>Keynote Presenter:</u> Spencer Hadelman, CEO Advantage Marketing <u>Moderator:</u> Heidi Harkins
10:45 – 11:00	Break
11:00 – 12:30	SESSION II: Connecting with potential applicants: What are PSM programs doing? Results of NPSMA survey/discussion (11:00 – 11:30) <u>Speaker:</u> Heidi Harkins, Executive Director, PSM Programs, University of North Carolina at Chapel Hill <u>Moderator:</u> TBA Generational differences: What messages and platforms appeal to the student audience today? (11:30 – Noon) <u>Panelists:</u> Amy Dauernheim, Illinois Institute of Technology; Lindsey Hodge, Rice University; Nicole Mitchell, University of Illinois at Urbana-Champaign Reaching students through a virtual grad fair <u>Presenters:</u> TBA
12:30 – 1:30	LUNCH
1:30 – 2:30	SESSION III: What makes website content “stick”? <i>Best practices and a “tour” of two successful sites followed by an opportunity to evaluate your own PSM program website.</i> <u>Panelists:</u> Dagmar Beck, Rice University; Carey Snowden, Middle Tennessee State University

Session/Time Room	Topic/Speaker
2:30 – 3:15	<p>SESSION IV: Yes, you can! – How to launch a Facebook Ad campaign with \$500 <u>Presenter:</u> Ray Hoobler, Vice President for Marketing and Outreach, NPSMA, and Program Director, University of Utah <u>Moderator:</u> TBA</p>
3:15 – 3:30	BREAK
3:30 – 5:00	<p>SESSION IV: Building Community with Students and Alumni</p> <p>Building Community Outside the Formal Classroom <u>Presenter:</u> Linda Strausbaugh, Director of Strategic Initiatives, NPSMA, and former Program Director, University of Connecticut <u>Moderator:</u> Tim Born, Padnos College of Engineering and Computing, Grand Valley State University</p> <p>Engaging Alumni <u>Panelists:</u> Matthew Baxley, University of Illinois Urbana-Champaign; additional alumni TBA</p> <p>PSM Crowdsourcing: Ideas and Discussion on What Works <u>Panelists:</u> TBA</p>
4:45 – 5:00	Workshop Summary and Action Items



NPSMA 9th NATIONAL CONFERENCE PROGRAM (PRELIMINARY)
ENHANCING ADVOCACY FOR PSM PROGRAMS

November 8-9, 2018
Arlington, VA

Thursday, November 8, 2018

Session/Time Room	Topic/Speaker
7:00 – 8:30	BREAKFAST
8:00 – 8:30	REGISTRATION
8:30 – 9:00	NPSMA Welcome Courtney H Thornton , NPSMA President and Associate Vice Provost for Academic Personnel and Policy, North Carolina State University
9:00 – 9:30	Welcome and Introduction Padmanabhan Seshaiyer , Associate Dean for Academic Affairs, College of Science, and Professor of Mathematics, George Mason University.
9:30 – 10:30	KEYNOTE ADDRESS Layne Scherer , Study Director, Committee on Revitalizing Graduate Stem Education for the 21 st 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	Break
11:00 – 12:00	PLENARY SESSION Robert M. Augustine , Senior Vice President, Council of Graduate Schools and Dean of the Graduate School, Research and International Programs, Eastern Illinois University <u>Introduction</u> : Carol Lynch, NPSMA Board Member & Co-Chair Steering Committee
12:00 – 1:30	LUNCH : Table Topics TBA
1:30 – 2:30	PANEL SESSION: PSM Advocacy in Higher Education Institutions Antoinette Coleman , Associate Vice Chancellor for Academic Affairs, University System of Maryland Cody W. Edwards , Associate Provost for Graduate Education, Executive Director, Smithsonian-Mason School of Conservation, George Mason University Sabine O’Hara , Dean, College of Agriculture and Urban Sustainability, University of the District of Columbia
2:30 – 3:15	PANEL SESSION: How to promote the PSM with Federal and State Officials Francine Newsom , Vice President of Government Relations, Rutgers National Governor’s Association (NGA)/Congressional Staffer <u>Moderator</u> : Patti McAlister,
3:15 – 3:30	BREAK
3:30 – 5:00	STUDENT PRESENTATION SESSION (5MP)

Session/Time Room	Topic/Speaker
5:30-6:30	RECEPTION NPSMA Celebration and Reception & Awards Ceremony
7:00	DINNER ON YOUR OWN
Friday, November 9, 2018	
7:00 – 8:00	BREAKFAST
7:30 – 8:00	NPSMA Annual Members Meeting
8:00 – 8:30	Welcome and Introduction M. Scott Herness , NPSMA Vice President and Vice Provost for Research and Dean of the Graduate School, Montclair State University
8:30 – 9:30	KEYNOTE ADDRESS John Tannous , Director of Research Delivery, Higher Education at Education Advisory Board
9:30 – 10:15	PANEL SESSION: Encouraging Employer Involvement MedImmune DC Waters Jeff Conroy (CEO and Co-Founder, Embody, LLC) <u>Moderator</u> : Thomas Norman, Minnesota State University
10:15-10:30	BREAK
10:30-11:15	PANEL SESSION: Outreach to Stakeholders Heidi Harkins , University of North Carolina at Chapel Hill -- PSM4RST8 Ray Hoobler , University of Utah -- Advantage Marketing Pilot Program Courtney Thornton , North Carolina State University -- NPSMA National Initiatives
11:15-12:00	CONCURRENT SESSIONS CONCURRENT SESSION A: Data Collection, Analysis and Visualization Jim Sterling , Keck Graduate Institute, Faculty Director of The Commission on Affiliation of PSM Programs CONCURRENT SESSION B: Digital Credentials Deborah Silver , (Rutgers) Executive Director, PSM Program & NPSMA VP
12:00: 12:15	Summary Session/Evaluation
12:15	LUNCH

