

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	<b>BREAKFAST</b>
8:00 – 9:00	<b>REGISTRATION</b>
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	<b>Break</b>
11:00 – 12:30	<b>SESSION II: Connecting with potential applicants: What are PSM programs doing?</b>  <b>Results of NPSMA survey/discussion (11:00 – 11:30)</b> <b>Heidi Harkins</b> , Executive Director, PSM Programs, University of North Carolina at Chapel Hill <u>Moderator</u> : TBA  <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>SESSION IV: Yes, you can! – How to launch a Facebook Ad campaign with \$500</b> <b>Ray Hoobler</b> , Vice President for Marketing and Outreach, NPSMA, and Program Director, University of Utah <u>Moderator</u> : TBA  <b>Reaching students through a virtual grad fair OR PSM program marketing campaigns we have tried – thoughts from program directors</b> <u>Panelists/Presenters</u> : TBA
12:30 – 1:30	<b>LUNCH</b>

<b>Session/Time Room</b>	<b>Topic/Speaker</b>
<b>1:30 – 2:30</b>	<b>SESSION III: What makes website content “stick”?</b> <b>Dagmar Beck</b> , Rice University <b>Carey Snowden</b> , Middle Tennessee State University
<b>2:30 – 3:15</b>	<b>SESSION IV: Reconsideration of the GRE requirement for PSM admissions</b> <b>Gerald Grunwald</b> , Dean, Thomas Jefferson College of Biomedical Sciences <u>Moderator</u> : TBA
<b>3:15 – 3:30</b>	<b>BREAK</b>
<b>3:30 – 5:00</b>	<b>SESSION IV: Building Community with Students and Alumni</b>  <b>Building Community Outside the Formal Classroom</b> <b>Linda Strausbaugh</b> , Director of Strategic Initiatives, NPSMA, and former Program Director, University of Connecticut  <b>Engaging Alumni</b> <b>Matthew Baxley</b> , University of Illinois Urbana-Champaign <b>Additional alumni TBA</b>  <b>PSM Crowdsourcing: Ideas and Discussion on What Works</b> <b>Tim Born</b> , Convener, NPSMA, and Associate Dean, Padnos College of Engineering and Computing, Grand Valley State University
<b>4:45 – 5:00</b>	<b>Workshop Summary and Action Items</b>
<b>5:00 – 6:00</b>	<b>Early Registration for the National Conference</b>



NPSMA 9<sup>th</sup> 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	<b>BREAKFAST</b>
8:00 – 8:30	<b>REGISTRATION</b>
8:30 – 8:45	<b>NPSMA Welcome</b> <b>Courtney H Thornton</b> , NPSMA President and 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 Mathematics, George Mason University
9:00 – 9:30	<b>Welcome and Introduction</b> <b>Diane Jones</b> , Principle Deputy Under Secretary delegated to perform the duties of Under Secretary and Assistant Secretary for Postsecondary Education
9:30 – 10:30	<b>KEYNOTE ADDRESS</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</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> : Carol Lynch, NPSMA Board Member & Co-Chair Steering Committee
12:00 – 1:30	<b>LUNCH</b> : Table Topics to be announced
1:30 – 2:30	<b>PANEL SESSION: PSM Advocacy in Higher Education Institutions</b> <b>Antoinette Coleman</b> , Associate Vice Chancellor for Academic Affairs, University System of Maryland <b>Cody W. Edwards</b> , Associate Provost for Graduate Education, Executive Director, Smithsonian-Mason School of Conservation, George Mason University <b>Sabine O’Hara</b> , Dean, College of Agriculture and Urban Sustainability, University of the District of Columbia
2:30 – 3:15	<b>PANEL SESSION: How to promote the PSM with Federal and State Officials</b> <b>Francine Newsom</b> , Vice President of Government Relations, Rutgers <b>National Governor’s Association (NGA)/Congressional Staffer</b> <b>Joanne Carney</b> , Director of Government Relations, American Association for the Advancement of Science <u>Moderator</u> : Patti McAlister,

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3:15 – 3:30	BREAK
3:30 – 5:00	STUDENT PRESENTATION SESSION (5MP)
5:30-6:30	RECEPTION NPSMA Celebration and Reception & Awards Ceremony
7:00	DINNER ON YOUR OWN
<b>Friday, November 9, 2018</b>	
7:00 – 8:00	BREAKFAST
7:30 – 8:00	NPSMA Annual Members Meeting
8:00 – 8:30	<b>Welcome and Introduction</b> <b>M. Scott Herness</b> , NPSMA Vice President and Vice Provost for Research and Dean of the Graduate School, Montclair State University
8:30 – 9:30	<b>KEYNOTE ADDRESS</b> <b>John Tannous</b> , Director of Research Delivery, Higher Education at Education Advisory Board
9:30 – 10:15	<b>PANEL SESSION: Encouraging Employer Involvement</b> <b>Gayatri Varma</b> , Ph.D., Director Partnering & Strategy, MedImmune <b>Jeff Conroy</b> , CEO and Co-Founder, Embody, LLC <u>Moderator</u> : Thomas Norman, Minnesota State University
10:15-10:30	BREAK
10:30-11:00	<b>PRESENTATION: Data Collection, Analysis and Visualization</b> <b>Jim Sterling</b> , Keck Graduate Institute, Faculty Director, Commission on Affiliation of PSM Programs <b>Kiriko Komura</b> , Keck Graduate Institute, Administrative Director, Commission on Affiliation of PSM Programs
11:00-11:45	<b>PANEL SESSION: Outreach to Stakeholders</b> <b>Heidi Harkins</b> , University of North Carolina at Chapel Hill -- PSM4RST8 <b>Ray Hoobler</b> , University of Utah -- Advantage Marketing Pilot Program <b>Courtney Thornton</b> , North Carolina State University -- NPSMA National Initiatives
11:45-12:15	<b>PRESENTATION: Digital Credentials</b> <b>Deborah Silver</b> , Rutgers, Executive Director, PSM Programs, and NPSMA Vice President of Member Benefits
12:15-12:30	<b>Summary Session/Evaluation</b>
12:30	LUNCH