

CONCURRENT SESSIONS

FRIDAY, JUNE 15, 11:15 A.M. – 12:30 P.M.

The B-School Business Model Beyond the Horizon: Driving Student Decisions and Expectations

FRANKLIN 1

The Challenge: Over the past 10 years, tuition costs have more than doubled, the amount of student borrowing has increased exponentially, and yet the rate of increase in median salaries for graduates has not kept pace. The triple threat of salaries, tuition, and borrowing may seem daunting, but opportunities exist for individual schools to create program content and delivery methods that address the needs of the market and for the industry to better manage and shape student and employer expectations. In one of a series of sessions reflecting on industry trends, this facilitated workshop will use presentation and small-group discussion to arm you with the information to begin exploring these issues for yourself. You will leave with ideas to begin a dialogue at your school about how to look beyond the horizon.

FACILITATORS:

A. KEITH VAUGHN, Assistant Dean, MBA Admissions, Marshall School of Business, University of Southern California

ROSE MARTINELLI, Associate Dean, Student Recruitment and Admissions for the Full-Time MBA Program, Graduate School of Business, University of Chicago

Crafting a Class: Best Practices in Selecting Full-Time MBA Applicants

FRANKLIN 2

Have you ever wondered how admissions decisions are made at other schools? Who is involved in the process? How many people read each application? Here is your chance to ask your peers these burning questions—and many others—to better understand how admissions officers work to build the strongest possible class year after year. This facilitated open dialogue will allow you to gather great ideas to share with your teams (and deans) to help you craft the best class for your program. Join us for an enlightening discussion to share best practices and lessons learned about the evaluation process.

FACILITATORS:

MARY FERREIRA, Senior Marketing Manager, London Business School

MARY C. GOSS, Senior Director of Admissions and Student Affairs, Mendoza College of Business, University of Notre Dame

LIZ RILEY HARGROVE, Assistant Dean, The Fuqua School of Business, Duke University

SOOJIN KWON KOH, Director of Admissions, Stephen M. Ross School of Business, University of Michigan

MODERATOR: JETT PIHAKIS, Associate Dean for MBA Programs, The McDonough School of Business, Georgetown University

Repeated on Saturday at 9:00 a.m.

Globalization Beyond the Horizon: A Proliferation of Providers and Programs

SALON C

The Challenge: Industry data point to an increasing rate of change and development of MBA programs, the expansion of specialty master's programs in business disciplines, the increase in international partnerships and alliances, and the rise of English Language programs. The opportunity falls in where you can differentiate yourself in this global landscape and where on this continuum your institution will fall. In one of a series of sessions reflecting on industry trends, this facilitated workshop will use presentation and small-group discussion to arm you with the information to begin exploring these issues for yourself. You will leave with a framework to begin a dialogue at your school about how to look beyond the horizon.

FACILITATORS:

JULIA TYLER, Associate Dean MBA, London Business School

SARAH F. GARDIAL, Associate Dean, Academic Programs, College of Business Administration, University of Tennessee, Knoxville

Implications of Admitting Low- and No-Experience Students to MBA Programs

SALON B

A number of U.S. schools are admitting younger students, including those with no work experience, to MBA programs. What are the implications of this decision for the school? How do younger students impact teamwork dynamics, student and career services requirements, and socialization within the MBA class? Is it the right move for your school? Hear from a panel of schools that admit younger students about the implications they are seeing and how they have adapted to serve this population.

RACHEL EDGINGTON, Director, Market Research and Analysis, Graduate Management Admission Council®

DANIEL GARZA, Assistant Dean, The McCombs School of Business, University of Texas at Austin

JOHN H. MATHER, Executive Director, Masters Programs and Teaching Professor in Marketing, Tepper School of Business, Carnegie Mellon University

MARK A. ZUPAN, Dean, William E. Simon Graduate School of Business Administration, University of Rochester

MODERATOR: SALLY JAEGER, Assistant Dean, Director of the MBA Program, The Tuck School of Business at Dartmouth, Dartmouth College

ADMISSIONS
PROGRAM DIRECTORS
STUDENT SERVICES
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DOCTORAL

ADMISSIONS
PROGRAM DIRECTORS
STUDENT SERVICES
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CAREER SERVICES
DOCTORAL

Life Happens: The Emotional and Real-World Challenges of Today's MBA and Doctoral Students

FRANKLIN 13

Life doesn't stop because you are getting a graduate degree. Divorce, death, job-related stress, aging parents, and growing children...the real-world impact on our students almost demands that program and student services administrators be well attuned to the emotional life of our graduate students. How can you recognize when a student is under stress? What can you do to reach out and suggest help, or simply provide appropriate support? This interactive workshop will feature descriptive data about the kinds of stressors students experience today and offer concrete and actionable strategies to help you better help your students.

PATRICIA K. LIGHT, Director, MBA Support Services, Harvard Business School, Harvard University

Repeated at 3:45 p.m.

Made to Stick: How to be More Influential in Your Job

FRANKLIN 4

Some ideas thrive and create change. Others are DOA. Why? And how do you get yours into the first category? Dan Heath, the coauthor (with his brother Chip) of the *New York Times* bestseller *Made to Stick*, will discuss the principles of sticky ideas—and how we can apply them to our own ideas. In the world of organizations, we tend to think that having a good idea is 90% of the battle. We think the communication part—getting your idea across to others—will come naturally. It won't. Ideas aren't born sticky. Whether you are managing up, managing down, or just simply managing to get by, your ideas are a critical tool of influence. This session will help you craft messages that are more meaningful and convincing.

DAN HEATH, Consultant, Duke Corporate Education

Repeated at 2:00 p.m.

My BMW, My MBA: Communicating with Applicants About Budgeting and Debt Management

ROOMS 305 and 306

Graduate business school students are different from those in other graduate disciplines. They tend to be older and are used to living independently, sometimes even lavishly. Hear from a financial aid expert about trends and concerns in financing for this population. Working in groups, you will discuss the issues you face when you counsel students about the economics of an MBA program. Together, you and your colleagues will generate solutions and ideas for helping prospects determine how to finance their degree.

GEORGE COVINO, National Director, USAFunds Services, Debt Management

New Curriculum Delivery: The Art of the Possible

SALON A

Recently, many management writers have called for major changes in the MBA curriculum. Business schools have listened and have developed some interesting reforms at the same time that long-standing institutions are creating MBA programs from scratch. This session highlights some of the innovative reforms of the last few years, focusing on new concepts in content and delivery. Moderated by a corporate voice, this panel discussion will highlight the impact of new curriculum models on all stakeholders, paying special attention to the type of students that such programs are graduating.

JENNY BYGRAVE, Deputy Dean, Faculty of Business, Auckland University of Technology

STEVE FOERSTER, Director, MBA Program, Richard Ivey School of Business, University of Western Ontario

JOANNE STARR, Assistant Dean for MBA Programs, The Rady School of Management, University of California, San Diego

MODERATOR: HENDRIKJE CARRIGER, Global SiOP Leader, Honeywell International

Reaching Out Further: How to Build and Execute an LGBT Recruitment Strategy

SALON D

DIVERSITY

We will explore the foundations of building an LGBT outreach strategy, including lessons learned by our presenters from their experiences and some critical points that you **MUST** know when building your outreach initiative. We will devote significant time to facilitated discussion to help you think about your own school's LGBT-readiness through real-life case studies from our presenters' schools.

ANDREA KIMMEL, Associate Director, MBA Admissions, Harvard Business School, Harvard University

JOHN F. ALBANESE, Director, Full-Time Honors MBA Program, Zicklin School of Business, Baruch College, City University of New York

PEGGY BISHOP LANE, Deputy Vice Dean, Graduate Division, The Wharton School, University of Pennsylvania



CONCURRENT SESSIONS

FRIDAY, JUNE 15, 2:00–3:15 P.M.

The B-School Business Model Beyond the Horizon: The Impact on Offerings, Decisions, and Graduate Management Education

FRANKLIN 1

The Challenge: How have rankings, rising faculty costs, and the influence of external funding sources influenced our decision-making? Are we spending more on recognition-based activities, marketing to other schools, faculty, and prospective students rather than making educational investments? There may be little we can do to stop the growing costs of an MBA education, but opportunities can be found in a dialogue with your colleagues in how we, as an industry, might creatively address these challenges—from understanding the drivers of tuition growth and the increasing sensitivity to these costs to exploring new ways to generate new revenue. In one of a series of sessions reflecting on industry trends, this facilitated workshop will use presentation and small-group discussion to arm you with the information to begin exploring these issues for yourself. You will leave with a framework to begin a dialogue at your school as to how to look beyond the horizon.

FACILITATORS:

ROSE MARTINELLI, Associate Dean, Student Recruitment and Admissions for the FullTime MBA Program, Graduate School of Business, University of Chicago

A. KEITH VAUGHN, Assistant Dean, MBA Admissions, Marshall School of Business, University of Southern California

Can't We All Just Get Along? Building a Collaborative Relationship Between Financial Aid and Admissions Offices

ROOMS 305 and 306

Turning the perfect applicant into the perfect admitted student often depends on successful financing. Though admissions and financial aid offices are frequently siloed with little interaction, the best possible class can only come together when these two groups work toward the same goal. This session brings financial aid and admissions professionals together to re-envision the relationship between the two.

MONICA GRAY, Assistant Dean and Director, MBA Admissions, The McDonough School of Business, Georgetown University

CATHERINE KING-TODD, Director of Financial Aid, Thunderbird School of Global Management

GAYE SHEFFLER, Director, Admissions and Financial Aid, University of Pennsylvania School of Medicine

MODERATOR: CAROL SWANBERG, Director of Admissions and Financial Aid, Martin J. Whitman School of Management, Syracuse University

CRM Systems—Is Anyone Doing This Right?

FRANKLIN 13

What are the best tools to manage, analyze, and interpret inquiry data? How do schools cope with vast amounts of inquiry data on shoestring budgets and resources? Is CRM the future? What's the latest in Web technology? This cutting-edge session on CRM systems will feature Liz Herbert, a senior analyst at Forrester Research. Herbert will give an independent perspective on the different technologies available in the market today, as well as discuss criteria for selection and best practices for rolling out technology. Her primary areas of expertise include CRM, with a focus on sales, sales automation, and sales effectiveness. You will also hear presentations from representatives of two schools who will discuss their experiences and best practices using CRM systems in their campaign management and marketing and inquiry functions.

LIZ HERBERT, Senior Analyst, Forrester Research

JOHN ROEDER, Director of Admissions, Owen Graduate School of Management, Vanderbilt University

JODI SCHAFER, Director of Recruiting, Henry B. Tippie College of Business, University of Iowa

Repeated at 3:45 p.m.

Engaged Doctoral Scholarship: Insights from Lake Wobegon University and Beyond

ROOMS 302 and 303

Learn about a recently published framework for conducting social science research that addresses the gap between theory and practice. It should prove very useful for management faculty and PhD students alike. Be ready to consider engaged scholarship as viewed from the fictitious Lake Wobegon University, poking fun at a serious subject while learning how to practice engaged scholarship with engaged stakeholders in a given research study.

ANDREW H. VAN DE VEN, Vernon H. Heath Professor of Organizational Innovation and Change, Carlson School of Management, University of Minnesota, and Fellow of the Academy of Management

Globalization Beyond the Horizon: Is Your Curriculum Addressing the Needs of Today and Tomorrow?

SALON C

The Challenge: What knowledge and skills do employers and faculty demand and expect of an MBA? Are MBA graduates well positioned to add value to the current economic and sociopolitical environments? Can opportunity be found in curricular innovation, global alliances, or elsewhere? Another in a series of sessions reflecting on industry trends, this facilitated workshop will use presentation and small-group discussion to arm



you with the information to begin exploring these issues for yourself. You will leave with a framework to begin a dialogue at your school on how to look beyond the horizon.

FACILITATORS:

SARAH F. GARDIAL, Associate Dean, Academic Programs, College of Business Administration, University of Tennessee, Knoxville

JULIA TYLER, Associate Dean MBA, London Business School

Hispanics and the MBA: Reaching the Fastest-Growing Pipeline

SALON D

DIVERSITY

As a group, the 41.3 million U.S. Hispanics are both the fastest-growing segment of the U.S. population and the youngest. Despite their magnitude, Hispanics face a number of challenges, including educational preparedness and career exposure. A recent poll conducted by HACE revealed that 24% of Hispanic professionals plan to start their own businesses in the next 12 months and another 30% currently hold positions in management. Yet GMAC® studies show that they make up only 4% of business school applicants. This interactive session will attempt to understand the inconsistency of these numbers by highlighting organizations that are rethinking their recruiting strategies for Hispanic populations and revealing best practices for building relationships with the Hispanic community.

HENRY O. HERNANDEZ, JR., Vice President and Diversity Head, Consumer Small Business and Merchant Services Group, American Express

ABE TOMAS HUGHES, II, President and CEO, Hispanic Alliance for Career Enhancement (HACE)

GABRIELA SNYDER, Associate Director, MBA Admissions, The Wharton School, University of Pennsylvania

THERESA A. TORRES, Director, Global Markets and Investment Banking Diversity Program Manager, Merrill Lynch

MODERATOR: NEREYDA SALINAS, Assistant Director, MBA Admissions, Harvard Business School, Harvard University

Made to Stick: How to be More Influential in Your Job

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Some ideas thrive and create change. Others are DOA. Why? And how do you get yours into the first category? Dan Heath, the coauthor (with his brother Chip) of the *New York Times* bestseller *Made to Stick*, will discuss the principles of sticky ideas—and how we can apply them to our own ideas. In the world of organizations, we tend to think that having a good idea is 90% of the battle. We think the communication part—getting your idea across to others—will come naturally. It won't. Ideas aren't born sticky. Whether you are managing up, managing down, or just simply managing to get by, your ideas are a critical tool of influence. This session will help you craft messages that are more meaningful and convincing.

DAN HEATH, Consultant, Duke Corporate Education

Repeat

Managing the Application and Yield Process for Working Professional Programs

FRANKLIN 2

Have you ever wondered how admissions decisions are made at other schools? Who is involved in the process? How many people read each application? Here is your chance to ask your peers these burning questions—and many others—to better understand how admissions officers work to build the strongest possible class year after year. This facilitated workshop will allow you to gather great ideas to share with your teams (and deans) to help you craft the part-time class for your program. Join us for an enlightening discussion to share and discuss best practices in application processing review, as well as creative conversion and yield activities.

FACILITATORS:

SHELLEY A. BURT, Director, Graduate Management Enrollment, Wallace E. Carroll Graduate School of Management, Boston College

MARY CLARK, Director of Recruitment and Admissions, Full-Time MBA Program, The Paul Merage School of Business, University of California, Irvine

FRANK E. FLETCHER, Executive Director of MBA Programs, Zicklin School of Business, Baruch College, City University of New York

CLIFF McCORMICK, Associate Director, MBA Admissions, Joseph M. Katz Graduate School of Business, University of Pittsburgh

MODERATOR: JULIE R. BAREFOOT, Associate Dean and Director of MBA Admissions, Goizueta Business School, Emory University

Repeated at 3:45 p.m.

What's Happening in China: Understanding the Business Education Sector in China

SALON A

Just 10 years ago, management education in China was still in its infancy. Today, the landscape has changed dramatically. With industry dominated by private enterprises, demand for internationally trained business managers is at its highest level and predicted to grow exponentially. Whether you want to establish a local presence independently or through partnership or simply want to understand how you can take advantage of the booming Chinese market, you should attend this session. Join Chunjun Zhao of Tsinghua University and Weijiong Zhang of China Europe International Business School (CEIBS) in this high-level presentation and discussion of the opportunities and challenges of the graduate management education sector in China.

CHUNJUN ZHAO, Deputy Chairman, National MBA Education Supervisory Committee of China, and Emeritus Dean, School of Economics and Management, Tsinghua University

WEIJIONG J. ZHANG, Vice President and Co-Dean, China Europe International Business School (CEIBS)

INTRODUCED BY: JAPHET S. LAW, Professor, Department of Decision Sciences and Managerial Economics, Faculty of Business Administration, Chinese University of Hong Kong



CONCURRENT SESSIONS

FRIDAY, JUNE 15, 3:45–5:00 P.M.

The Art and Science of Awarding Need- and Merit-Based Financial Aid

ROOMS 305 and 306

Awarding aid to students is an important, and often noble, school undertaking. Why can it seem so murky? How do schools determine need? How do they assign dollars based on merit? How can you look fairly at a group of students from different countries, standards of living and expectations? Hear from a panel of schools from around the world, and then discuss the cases you struggle with and discover how your colleagues might address them.

HELEN M. HENDERSON, Director, MBA External Relations, Business Programs, INSEAD

SAVITA MAHAJAN, Associate Dean, Strategic Initiatives, Admissions and Career Services, Indian School of Business

MARTA PETERSON, Director, Financial Aid, UCLA Anderson School of Management, University of California, Los Angeles

CRM Systems—Is Anyone Doing This Right?

FRANKLIN 13

What are the best tools to manage, analyze, and interpret inquiry data? How do schools cope with vast amounts of inquiry data on shoestring budgets and resources? Is CRM the future? What's the latest in Web technology? This cutting-edge session on CRM systems will feature Liz Herbert, a senior analyst at Forrester Research. Herbert will give an independent perspective on the different technologies available in the market today as well as discuss criteria for selection and best practices for rolling out technology. Her primary areas of expertise include CRM, with a focus on sales, sales automation, and sales effectiveness. You will also hear presentations from representatives of two schools who will discuss their experiences and best practices using CRM systems in their campaign management and marketing and inquiry functions.

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JOHN ROEDER, Director of Admissions, Owen Graduate School of Management, Vanderbilt University

JODI SCHAFER, Director of Recruiting, Henry B. Tippie College of Business, University of Iowa

Repeat

Life Happens: The Emotional and Real-World Challenges of Today's MBA and Doctoral Students

FRANKLIN 4

Life doesn't stop because you are getting a graduate degree. Divorce, death, job-related stress, aging parents, and growing children...the real-world impact on our students almost demands that program and student services administrators be well attuned to the emotional life of our graduate students. How can you recognize when a student is under stress? What can you do to reach out and suggest help, or simply provide appropriate support? This interactive workshop will feature descriptive data about the kinds of stressors students experience today and offer concrete and actionable strategies to help you better help your students.

PATRICIA K. LIGHT, Director, MBA Support Services, Harvard Business School, Harvard University

Repeat

Managing the Application and Yield Process for Working Professional Programs

FRANKLIN 2

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FACILITATORS:

SUNNI BANNON, Director, MBA Admissions, Business School, University of Washington, Seattle

RUDY PINO, Associate Director, MBA Admissions, W.P. Carey School of Business, Arizona State University

ANNE SANDOE, Director of MBA Programs, Leeds School of Business MBA Programs, University of Colorado at Boulder

EVELYN TATE, Director, Graduate Recruitment and Admissions, Graduate School of Business Administration, Northeastern University

MODERATOR: ANGELA D. RAUB, Director, The Professional MBA Program, J. Mack Robinson College of Business, Georgia State University

Repeat

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CAREER SERVICES
DOCTORAL

ADMISSIONS
PROGRAM DIRECTORS
STUDENT SERVICES
FINANCIAL AID
CAREER SERVICES
DOCTORAL

Meeting the Needs of Students from Abroad

SALON A

This session will highlight innovative approaches used by programs worldwide to meet the needs of international students. Attendees will be provided with practical insights and tools to help overcome the challenges of developing a solid international program. Hear from representatives of three schools who will discuss four major topics pertaining to international students: culture shock and orientation, family/medical issues, career services, and visas.

KAY L. KECK, Vice President for Student Services and Program Support, Thunderbird School of Global Management

PARKER SNOWE, Associate Director-International Programs, The Wharton School, University of Pennsylvania

STÉPHANIE VILLEMAGNE, Manager, MBA Operations, Business Programs, INSEAD

Recruiting MBA Candidates in China: Best Practices

SALON D

If you haven't experienced it, you have certainly read about the exponential demand for Chinese MBA graduates. The nation faces a severe shortage of well-trained managers, and the sheer numbers are mind-boggling: a McKinsey & Company report estimates that by 2010 China will require 75,000 top-level executives with global experience. Today it has only 5,000 with that kind of experience. There is opportunity for any graduate management program—the question is how to effectively identify and recruit those candidates. The proliferation of local MBA programs from Chinese-run to Western-partnered will make recruiting and matriculating quality applicants more challenging every year. This best practices panel will provide opportunities for you to develop new ideas and strategies for recruiting in China.

STEVEN J. DEKREY, Associate Dean, MBA Program, Hong Kong University of Science and Technology

GRACE KIM, Senior Associate Director of Admissions, Marshall School of Business, University of Southern California

LAUREN H. MOUNTY, Associate Dean, Graduate School of Business Administration, Fordham University

MODERATOR: PATTI CUDNEY, Director, MBA Admissions, Cox School of Business, Southern Methodist University

Sustaining Doctoral Scholarship

ROOMS 302 and 303

The Doctoral Faculty Commission was established by the AACSB Board of Directors to assess widespread concerns related to a significant and worsening doctoral faculty shortage. In 2003 the commission came back with a report that clearly describes a potential crisis that calls for action. This session will revisit the results of this benchmark study with an update on what's been happening since the AACSB report "Sustaining Scholarship in Business Schools" was published.

NEAL P. MERO, Vice President and Chief Advocacy Officer, AACSB International

Understanding the Drivers: Influences on the African American Pipeline

SALON B

DIVERSITY

Current research points to some of the key drivers and influences upon the African American population when it comes to the decision and selection processes of getting an MBA. Networks, alliances, and targeted outreach can all play a part in helping your school better refine its presence and reputation. Our panel explores each of these components in more depth, paying special attention to how you may better target your efforts to fill your MBA class with those who are the right fit for your program. Our interactive discussion revolves around the opportunities that exist in developing the pipeline, suggests new ideas, and provides best practices from outside of our industry to help you better think about your own outreach and marketing strategy to the African American community.

KOFI KANKAM, Cofounder, WVAU Communications

NICOLE LINDSEY, Director, Career Prep and MBA Prep Programs, Management Leadership for Tomorrow

CATHERINE L. WILL, Manager, Student Recruitment and Programs, Office of Graduate Student Affairs, Johns Hopkins University School of Medicine

MODERATOR: RACHEL EDGINGTON, Director, Market Research and Analysis, Graduate Management Admission Council®

What You Need to Know About Data Privacy

SALON C

Do you know that almost 25% of reported data breaches worldwide are from colleges and universities? No matter what role you hold, learn about ideas and tools to begin looking at your student data in a completely new way. We'll talk interactively about the risks you face; differing international standards; collection, retention, and disposal of data; and implementing a privacy training program. Bring your dilemmas and questions, as this will be the place to ask!

BENJAMIN R. BEABEY, Partner, Farrer & Company, LLP (London)

ROSS JANSSEN, Privacy and Security Officer, University of Minnesota

JOHN T. JENSEN, Coordinator, Privacy and Security Programs, Office of the Senior Vice President for Health Sciences, University of Minnesota

SHERRI SAMPSON, General Counsel, Chief Privacy Officer, Graduate Management Admission Council®

MODERATOR: BOB BELAIR, Partner, Oldaker, Biden & Belair, LLP



IV CONCURRENT SESSIONS

SATURDAY, JUNE 16, 9:00–10:15 A.M.

The Changing Landscape of High-Stakes Test Accommodations: Implications for Admissions and School Success

SALON C

Worldwide requests for nonstandard GMAT® test administration have increased significantly in recent years as the definition of disability has changed and U.S. courts have issued rulings on high-stakes test accommodations. What are the implications for today's candidates seeking test accommodations and, subsequently, admission to and progress through graduate management programs? Navigate the decision-making process for special GMAT® testing situations around the world and participate in a facilitated discussion on the impact of such decisions on students' success.

KENDRA JOHNSON, Associate Director, GMAT® Test Accommodations, Graduate Management Admission Council®

Crafting a Class: Best Practices in Selecting Full-Time MBA Applicants

FRANKLIN 1

Have you ever wondered how admissions decisions are made at other schools? Who is involved in the process? How many people read each application? Here is your chance to ask your peers these burning questions—and many others—to better understand how admissions officers work to build the strongest possible class year after year. This open dialogue will allow you to gather great ideas to share with your teams (and deans) to help you craft the best class for your program. Join us for an enlightening discussion to share best practices and lessons learned about the evaluation process.

FACILITATORS:

GLENN S. BERMAN, Assistant Dean for Admissions and Director of MBA Student Services, Rutgers Business School, Rutgers, The State University of New Jersey

DAWNA CLARKE, Director of Admissions, The Tuck School of Business at Dartmouth, Dartmouth College

ISABELLE ODILE COTA, Director of Admissions, HEC MBA Program, HEC Paris

ELIZABETH A. KACIZAK, Director of MBA Admissions and Financial Aid, School of Business, University of Wisconsin-Madison

MODERATOR: PETER E. JOHNSON, Director of Admissions, FT MBA Program, Walter A. Haas School of Business, University of California, Berkeley

Repeat

Gaining European Market Share: Rethinking the Game Plan

SALON A

What are today's Europeans looking for in an MBA program? As schools face the challenge of declining European applications, this interactive panel looks at how you can maximize your recruitment opportunities in the region and why a plan for Europe should matter to your school.

SIMON LEARMOUNT, MBA Marketing and Admissions Director, Judge Business School, University of Cambridge

CHRISTIE ST. JOHN, Senior Associate Director of Admissions, The Tuck School of Business at Dartmouth, Dartmouth College

MODERATOR: MATT D. SYMONDS, Cofounder and Director, QS World MBA Tour, QS Quacquarelli Symonds Ltd.

Meeting the Evolving Needs of Working Professional MBA Students

FRANKLIN 13

MBA programs for working professionals have seen explosive growth in some parts of the world and, consequently, changes in student needs and expectations. Hear from three schools that are innovatively meeting this challenge head on. Then, share your own challenges and solutions in small-group discussions.

STEVEN J. DEKREY, Associate Dean, MBA Program, Hong Kong University of Science and Technology

SUSAN GILBERT, Associate Dean and Director of the Evening MBA Program, Goizueta Business School, Emory University

COURTNEY J. WALSH, Assistant Dean, Center for Executive Development, School of Management, University at Buffalo/State University of New York

MODERATOR: ALLISON MILANOWSKI, Senior Associate Director, MBA Admissions, Goizueta Business School, Emory University





Social Networking: Meeting Students Where They Live

SALON D

Take a look beyond the horizon at the emerging trend toward private online communities. These communities provide the online services that students flock to at myspace.com or facebook.com without the attendant public exposure. An educational researcher reports on the E-Expectations study showing how students behave online and what they want in an online school network. Then, learn about how an engineering college is providing those very experiences at a variety of points in the matriculation lifecycle—and benefiting at a host of levels.

Rounding out the presentation, an admissions consultant talks about what students are seeking and how educational providers around the world are responding. Finally, brainstorm ways this form of social networking could benefit your school.

ANGELA DIMIT, Associate Director of Development/Alumni Relations, College of Engineering, University of Illinois at Urbana-Champaign

STEPHANIE L. GEYER, Associate Vice President, Ecommunications and Web Strategy, NoelLevitz

GRAHAM D. RICHMOND, CEO and Cofounder, Clear Admit, LLC



Talking About What Matters to You: A Facilitated Forum for Financial Aid Professionals

ROOMS 305 and 306

The world of MBA financial aid is complex and continuously evolving. Through facilitated group discussion, you will have an opportunity to share ideas with colleagues about hot topics in this arena. Attendees will select the topics to be discussed.

FACILITATOR: ANN W. RICHARDS, Director of Financial Aid and Associate Director of Admissions, S.C. Johnson Graduate School of Management, Cornell University



What's on Your Mind? Open Session for Doctoral Program Directors and Administrators

ROOMS 302 and 303

Join this interactive and open discussion in which doctoral directors share information about best practices, curriculum and admissions issues, student financial support, and placement. Topics for consideration are: streamlining the application and review process; managing interviews and visa issues for international applicants; organizing a low-budget individual, multischool, or regional open house; marketing doctoral programs; and comparative statistics on business doctoral programs.

MODERATOR: LIBBY CRAWLEY, Associate Director, Doctoral Program, J. Mack Robinson College of Business, Georgia State University