



CONCURRENT

SESSIONS

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FRIDAY, JUNE 20, 10:30 a.m. – 11:45 a.m.

Addressing the Increasing Demand for Services from Part-Time MBA Students

NORTHWESTERN AND OHIO STATE – 6TH FLOOR

Part-time MBA programs face the dual challenges of resource constraints and increasing demand from students who want services identical to those provided to their full-time counterparts. Learn from your colleagues, and share your own successes and challenges, in this interactive conversation with three school representatives. Come prepared to discuss your school's response to demands for career services, student clubs, and international travel. A part of the session will be spent sharing in small groups with schools whose part-time enrollment is similar to yours.

GARY FRASER, Dean of Students (MBA Program) and Associate Dean of Student Affairs, Stern School of Business, New York University

MEGAN KRUEGER, Assistant Dean and Director of Student Affairs for the Part-Time MBA, Kellogg School of Management, Northwestern University

NORM WILKINSON, Director, Graduate Management Programs, Worcester Polytechnic Institute

From Strategy to Execution: Creating Marketing Communications That Work

INDIANA AND IOWA – 6TH FLOOR

Do you want to develop an effective marketing communications plan but don't know where to start? This presentation is designed for individuals who are new to admissions or the marketing function. The session will examine the fundamentals of marketing communications planning that apply to graduate business programs of all sizes. Case studies will demonstrate how cross-media strategy drives the execution of successful print and electronic tools. The session will also help you begin thinking about strategic planning and integrating content to create synergy in your suite of communications. A special focus on the Web demonstrates how it often serves as your "front door" for prospective students. Included in this session is time for your specific questions about marketing communications planning.

GAIL TYSON, Senior Marketing Communications Strategist, Zehno Cross Media Communications

GMAC Products and Services: An Interactive Conversation

MY GMAC

MICHIGAN AND MICHIGAN STATE – 6TH FLOOR

How can and does GMAC help schools perform more effectively and efficiently? Are GMAC products and services helping you meet your program's goals? In 2007 GMAC began interviews, asking each of 160 member schools about their successes, challenges, goals, and opportunities—and how GMAC can better meet their needs. In this roundtable discussion, GMAC staff will not only share the results of that "listening tour" but will also ask you to bring your thoughts about how to better serve you in the years to come. Make the most of your relationship with GMAC. Don't just use the current products and services—help define and create the next generation of products and services.

SUSAN MOTZ, Vice President, Client Services, Graduate Management Admission Council

How Relevant Is the MBA: Assessing the Alignment of MBA Curricula and Managerial Competencies

GREAT AMERICA I AND II – 6TH FLOOR

MBA programs are experiencing escalating criticism from various business school stakeholders. Central to these criticisms is the contention that the MBA is out of touch with the "real world" and irrelevant to the needs of practicing managers. Despite such criticism, no systematic evidence exists, to date, to substantiate such claims. This session will review and discuss a comprehensive study that investigates the relevance of MBA programs by examining the competency requirements of managers and their relation to MBA-required curricula. Results are derived from 373 AACSB MBA programs and more than 8,600 incumbent managers across 52 managerial occupations.

ERIC DIERDORFF, Assistant Professor of Management, Charles H. Kellstadt Graduate School of Business, DePaul University

ROBERT RUBIN, Assistant Professor of Management, Charles H. Kellstadt Graduate School of Business, DePaul University

Managing the Growth in Student Activities: Developing Their Relationships While Maintaining Your Own!

LINCOLNSHIRE I AND II – 6TH FLOOR

Demand for student activities is growing steadily among both full-time and part-time students. How can you manage this growth without overtaxing your school's financial and human resources? A corporate representative will moderate this interactive panel discussion, which explores how much recruiters value extracurricular activities as well as how your peers are managing this growth. Panelists will share best practices about tools and strategies to help you manage an increase in, and the demand for, activities without stifling students' entrepreneurial spirit or straining resources.

GEORGE ANDREWS, Associate Dean, Graduate School of Business, University of Chicago

ROBIN BROUSE, Director of MBA Student Services, Smeal Business School, Pennsylvania State University

CELIA WU, Associate Director, Student Development and Curriculum Unit, National University of Singapore

MODERATOR: ANGELA MARCHESI, National MBA Recruiting, Deloitte

Miss-Understood—Women and the MBA

PURDUE AND WISCONSIN – 6TH FLOOR

The number of women applying to business schools has not changed significantly in recent years despite many efforts to increase the candidate pool. Could the way in which business education is marketed to women be influencing this number? Could you learn from companies that have rethought how their products are marketed to women? Hear from experts who offer lessons learned from business schools and the corporate world about reaching out to women and discuss how these strategies might apply to marketing your school.

CHERYL BERMAN, Chairman Emeritus, Leo Burnett USA and Founder, Unbundled

LAMIA WALKER, Associate Director, The Lehman Brothers Centre for Women in Business, London Business School

Reel-Time™ Scenarios: Case Studies That Explore Your Commitment to Diversity

DUPAGE – 3RD FLOOR

Your school's commitment to diversity may be well documented on paper. But your everyday practices, behaviors, decisions, and events demonstrate to prospective and current students your institution's "real" culture—and the true integrity of your diversity initiatives. In this session, you will be presented with several short Reel-Time™ Scenarios, case studies of actual events your colleagues have shared that demonstrate actions that may have undermined the credibility of schools' diversity initiatives. Then, through interactive discussion, you will help "redirect" each scenario to resolve each situation in a way that could have reinforced, rather than damaged, the institutions' commitment to diversity.

JANICE FENN, President, The Professional Resources Organization

Using Bargaining Styles to Negotiate More Effectively

KANE AND McHENRY – 3RD FLOOR

You negotiate every day at work—with students, bosses, and colleagues. Did you know that your bargaining style can affect the success of negotiations even more than the offer on the table? In this session, you will take a quick assessment to understand your own bargaining style, find out how to "ballpark" an opponent's style, and learn specific tactics that work best with each style. This interactive session also includes time to practice your new skills with a partner. Whether you are competitive, collaborative, avoiding, compromising, or accommodating, you will discover ways to move negotiations forward effectively.

KENNETH SHROPSHIRE, David W. Hauck Professor and Director, Wharton Sports Business Initiative, Wharton School of Business, University of Pennsylvania

Repeated at 2:00 p.m.



CONCURRENT SESSIONS

FRIDAY, JUNE 20, 2:00 p.m. – 3:15 p.m.

A How-To: Objectives-Driven Admissions Surveys

LINCOLNSHIRE I AND II – 6TH FLOOR

Do you question the worth of your annual *applicant* surveys? Do you have stacks of data gathering dust because your surveys didn't truly get at your key issues or help you make decisions? Would you like to learn how to gather admissions data to best support your ideas, assumptions, and goals? Hear from an expert about how to define your market research objectives more clearly, create better survey instruments, gather richer data, and transform your survey findings into action plans geared to achieving your goals. Make the most of your surveys; don't just gather information about why people accept or decline your offer—set yourself up to do something about it!

ELIZABETH SCARBOROUGH, President and Partner,
SimpsonScarborough

DocNet Business Meeting

DUPAGE – 3RD FLOOR

DocNet's mission statement points to the organization's goal of promoting doctoral education in business and economics throughout the world, educating potential students about careers in academia, and engaging in a variety of recruiting strategies aimed at increasing the pool of qualified applicants for doctorate-granting institutions. Members share information about best practices, curriculum and admissions issues, financial support of students, and placement.

This session will serve as the organization's business meeting, with an agenda that includes announcement of new incoming DocNet governance, fiscal report and membership dues, recruiting schedule for 2008 and beyond, 2008 annual comparative statistics, DocNet Web site development, open discussion, and action items. If you administer doctoral programs, be sure to join the meeting—this information is invaluable.

MODERATOR: SUSAN GUTIERREZ, Associate Director of Admissions and Recruiting, Graduate School of Business, Stanford University, and Chair, DocNet

Good News: There Is a Better Way to Deliver Bad News

KANE AND McHENRY – 3RD FLOOR

No one likes to give bad news, but sooner or later, you will be stuck with the job. Whether you have to deliver a negative performance review or explain why a candidate was not admitted, you can do it with compassion

and authority if you plan carefully and develop active listening and responding techniques. This interactive workshop will allow you to hone your skills so that your listener receives your message in the constructive tone you intended. When you leave the session, you may still dislike giving bad news, but at least you will know how to do it better.

PEGGY KLAUS, Communication and Leadership Coach and President,
Klaus and Associates

Repeated at 3:45 p.m.

Managing Up and Across in a University Environment

GREAT AMERICA I AND II – 6TH FLOOR

Within universities, achieving goals requires more than managing employees—it also demands that you “manage” those above and across from you in the organization. In this session, you will learn strategies for effectively working with stakeholders within and outside the business school, including your boss, your boss's boss, and individuals at all levels in other parts of the university. Learn how to gain understanding of others' workstyles and needs in order to create win-win relationships that get results.

CATHE JOHNSON, Executive Director for Human Resources,
Graduate School of Business, University of Chicago

Repeated at 3:45 p.m.

Maximizing the Use of Technology for Better Communication Throughout the Pipeline

INDIANA AND IOWA – 6TH FLOOR

The wide range of electronic communications available today—including, but not limited to, Web 2.0—brings with it an array of options for communicating with students. Which do you choose and when? First, hear the latest findings about what MBA applicants around the world are doing on the Web and their communication preferences. Then learn how to match your own communication objectives with the most appropriate technology throughout the MBA lifecycle. To make the most of this session, prepare a short statement or question about using technology to communicate with students, or bring a specific URL from a part of your Web site that you would like to improve.

KEVIN MARK DREXEL, Senior Vice President, Lipman Hearne

TY GLASGOW, President, BigBad, Inc.

MODERATOR: STEPHANIE FUJII, Senior Associate Director of Admissions,
Walter A. Haas School of Business, University of California, Berkeley

Pearson Test of English: Setting a New Standard in International English Language Testing

NORTHWESTERN AND OHIO STATE – 6TH FLOOR

The Pearson Test of English, due to be launched in 2009, is a new computer-based academic English test developed by Pearson in collaboration with GMAC. This session will focus on the test's genesis, its key and defining characteristics, its unique use of technology, and, perhaps of most interest to our attendees, the score reporting and additional services it will offer to admissions departments.

ERNIE ANASTASIO, Senior Advisor, International Assessments, Graduate Management Admission Council

MARK ANDERSON, President, Pearson Language Tests

FRANCES MURPHY, Director of Graduate Admissions, Zicklin School of Business, Baruch College, City University of New York

Perfecting Your Pitch: 30 Seconds to Success

MICHIGAN AND MICHIGAN STATE – 6TH FLOOR

Whether you are wooing potential recruits, advocating for resources, or “selling” your own skills and abilities, having a brief (30-second) pitch ready to go can make all the difference. This highly interactive seminar will teach you to organize your thoughts quickly and develop a unique selling proposition for your school, project, or self. Learn to convey your message with power, precision, and brevity by pairing nonverbal communication with a targeted message. Come prepared with one or two topics for which you would like to develop a pitch.

SUSAN PETERSON, President and CEO, The Communication Center

Repeated at 3:45 p.m.



Understanding Group Identity and How It Strengthens Student Loyalty

COOK – 3RD FLOOR

Group identity is a strong force that can be leveraged. Think of Harley-Davidson rider groups or Microsoft user groups; these customer communities share an enthusiasm for a particular product or brand that affects their purchase decisions. MBA programs can use this same concept of group identity or group attachment to link students and alumni to each other, thereby linking them to the school. This session will investigate the metrics of student and alumni participation in customer communities and how this participation affects important outcomes like loyalty, postgraduate engagement, and giving. Learn ways you can implement, support, track, and encourage participation in student communities to foster group identity and program loyalty.

UTPAL DHOLAKIA, Associate Professor of Management, Jesse H. Jones School of Management, Rice University

Repeated at 9:00 a.m. Saturday

Using Bargaining Styles to Negotiate More Effectively

PURDUE AND WISCONSIN – 6TH FLOOR

You negotiate every day at work—with students, bosses, and colleagues. Did you know that your bargaining style can affect the success of negotiations even more than the offer on the table? In this session, you will take a quick assessment to understand your own bargaining style, find out how to “ballpark” an opponent's style, and learn specific tactics that work best with each style. This interactive session also includes time to practice your new skills with a partner. Whether you are competitive, collaborative, avoiding, compromising, or accommodating, you will discover ways to move negotiations forward effectively.

KENNETH SHROPSHIRE, David W. Hauck Professor and Director, Wharton Sports Business Initiative, Wharton School of Business, University of Pennsylvania

Repeated from 10:30 a.m.



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FRIDAY, JUNE 20, 3:45 p.m. – 5:00 p.m.

ADMISSIONS
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STUDENT SERVICES
DIVERSITY
DOCTORAL

A How-To: Objectives-Driven Student Surveys

LINCOLNSHIRE I AND II – 6TH FLOOR

Do you question the worth of your annual *student* surveys? Do you have stacks of data gathering dust because your surveys didn't truly get at your key issues or help you make decisions? Would you like to learn how to gather student data to best support your ideas, assumptions, and goals? Hear from a market research expert on how to define your market research objectives more clearly, create better survey instruments, gather richer data, and transform your survey findings into action plans geared to achieving your goals. Make the most of your surveys—don't just gather information about your student's opinions, set yourself up to be able to do something about them!

ELIZABETH SCARBOROUGH, President and Partner, SimpsonScarborough

Building an Integrated Strategy for Recruiting Candidates from Latin America

COOK – 3RD FLOOR

Recruiting MBA students from Latin American countries requires unique strategies and tactics. A panel of experts will discuss how this region is distinct and what your school can do to increase your candidate yield from these countries. Learn about the region in general and then get specific information on the applicant markets in Brazil and Mexico. Come with questions as well as your own success stories to share.

RICARDO BETTI, Owner, MBA Empresarial, Brazil

LUVY GONZÁLEZ DE WILSON, Owner, The MBA Image, Mexico

LIZ REISBERG, Research Associate, Center for International Higher Education, Boston College

MODERATOR: CHRISTIE ST-JOHN, Senior Associate Director, Recruiting and Enrollment, The Tuck School of Business at Dartmouth, Dartmouth College

ADMISSIONS
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Creating Student Community—the Foundation of a Lifelong Commitment to Your School

NORTHWESTERN AND OHIO STATE – 6TH FLOOR

When your new class walks in the door, do you ever wonder which students will continue to be in touch with you years after they graduate? What connects a student to a school, and what role do different experiences within the school environment play in developing and strengthening that connection? Here is your chance to both brainstorm with colleagues and learn more about how to leverage your role in creating a culture that instills long-lasting student commitment to your school.

FACILITATORS:

CINDY MCCAULEY, Director, MBA Student Services, McDonough School of Business, Georgetown University

SARAH MELSON, Director of MBA Student Affairs, Olin School of Business, Washington University

GMAT—There Is No Substitute!

INDIANA AND IOWA – 6TH FLOOR

MY GMAC

Now more than ever, you face intense pressure to bring just the right mix of qualified candidates to your programs. Because you want to be responsive and thorough—and you can't afford to make a mistake—you question everything about how you meet admissions goals. Are you questioning the GMAT? Then this panel discussion is for you. GMAC experts will provide new insights, clarify misconceptions, answer your questions, and provide you with the information you need to answer questions about the GMAT and any other admissions tests.

PEG JOBST, Senior Vice President, GMAT Program, Graduate Management Admission Council

SANDRA KELZENBERG, Director, Client Services, Graduate Management Admission Council

LARRY RUDNER, Vice President, Research and Development, Graduate Management Admission Council



Good News: There Is a Better Way to Deliver Bad News

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PEGGY KLAUS, Communication and Leadership Coach and President, Klaus and Associates

Repeated from 2:00 p.m.

Hot Topics in Admissions Operations

PURDUE AND WISCONSIN – 6TH FLOOR

Is there a better way to structure your admissions staff? Do you want to get alumni or students involved in candidate interviews but aren't sure how? How do other schools handle credential verification? This is your chance to discuss questions all admissions professionals worry about. Talk with a panel of admissions professionals about how to handle some of the most difficult aspects of admissions operations: staffing and structure; managing the interview process; and verifying credentials. Learn, and possibly share, some "quick-hits" that can make your admissions office more effective.

YVONNE LI, MBA Director (Operations), China Europe International Business School (CEIBS)

DENNIS NATIONS, Director, MBA Admissions, Franklin W. Olin School of Business, Babson College

USA SCOMA, Assistant Director of Operations, Graduate School of Business, Stanford University

MODERATOR: ERIC CHAMBERS, Director, Undergraduate Initiatives, Graduate Management Admission Council



Managing Up and Across in a University Environment

GREAT AMERICA I AND II – 6TH FLOOR

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CATHE JOHNSON, Executive Director for Human Resources, Graduate School of Business, University of Chicago

Repeated from 2:00 p.m.

Perfecting Your Pitch: 30 Seconds to Success

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Whether you are wooing potential recruits, advocating for resources, or “selling” your own skills and abilities, having a brief (30-second) pitch ready to go can make all the difference. This highly interactive seminar will teach you to organize your thoughts quickly and develop a unique selling proposition for your school, project, or self. Learn to convey your message with power, precision, and brevity by pairing nonverbal communication with a targeted message. Come prepared with one or two topics for which you would like to develop a pitch.

SUSAN PETERSON, President and CEO, The Communication Center

Repeated from 2:00 p.m.



Building Relations with Native American Nations—Understanding and Attracting Future Generations

LINCOLNSHIRE I AND II – 6TH FLOOR

Native Americans are a growing segment within business schools as more students seek life experiences outside the reservation. This panel will help you understand more about the goals of Native American students as well as their educational resources, needs, and expectations about business school. A robust question-and-answer period will allow you to share and explore some industry best practices in attracting and retaining this student population.

TINA BEGAY, Executive Director, American Indian Business Leaders

STACEY CHATMAN, Assistant Director of Admissions and MBA/AIE Program Coordinator, Graduate School of Business, Gonzaga University

BILL LOMAX, President, Native American Finance Officers Association

MODERATOR: BRIDGET WILSON, Native American Outreach Coordinator, University of California, Berkeley

Charting a Path to Curriculum Integration

GREAT AMERICA I AND II – 6TH FLOOR

Any school considering redesigning or integrating its MBA curriculum will come up with a different structure based on the unique culture, market position, faculty, and resources available at the school. However, the process for creating an integrated curriculum is similar at all schools—it involves identifying stakeholders, making a case for change, communicating and managing the process, navigating the politics, and determining sustainability. These are the things that any administrator undergoing a curriculum change will need to consider. Our panelists will share their experiences and help you to identify what you need to put you on the path to successfully changing your curriculum.

A. SCOTT CARSON, Director, Queen's MBA, School of Business, Queen's University, Canada

SARAH GARDIAL, Associate Dean for Academic Programs, College of Business Administration, University of Tennessee

JILL TERRY, Assistant Dean of Master's Programs, Lally School of Management & Technology, Rensselaer Polytechnic Institute

Inform and Be Informed: GMAC Research

INDIANA AND IOWA – 6TH FLOOR

MY GMAC

In the first half of 2008 GMAC collected and analyzed information on prospective students, current students, and employers. This timely information provides insights into your applicant pool, your student body, and your corporate contacts—now and in the future. In this roundtable discussion, we will share key findings from 2008 GMAT and survey research reports and engage you in an interactive dialogue about the future of research at GMAC. Take this opportunity to be informed and to inform the next evolution of research at GMAC.

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

Moving Targets: Adapting Your Part-Time Marketing Game Plan

MICHIGAN AND MICHIGAN STATE – 6TH FLOOR

Marketing part-time programs is not as easy as it used to be. You may be moving new programs into new markets or developing new majors within existing programs. You could be facing a change among your long-time competitors or confronting new regional players. You may also be running several admissions cycles per year, making it vital to identify and deal with competitive threats quickly before they hurt your next cycle. So how do you spot new trends, assess new threats, and grow nimble at adapting your marketing and communication plans? This session will feature a presentation by a regional marketing expert and a panel discussion among colleagues about how they adapt to new marketplace trends.

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

ORLA NUGENT, Director of Executive MBA Programmes, Michael Smurfit Graduate Business School, University of Dublin

ARGY RUSSELL, Director of Admissions, Professional MBA Programs, Terry College of Business, University of Georgia

JAY WEINBERG, President, The JAY Group

Navigating the Process for Selecting and Implementing a CRM System

NORTHWESTERN AND OHIO STATE – 6TH FLOOR

Although the process of selecting and implementing a customer relationship management system (CRM) is unique to each school, many of the basic questions and considerations are the same. Hear from both an industry expert who has recently looked closely at the needs of higher education in this area and from a school representative who recently went through the selection process. You will have an opportunity to ask questions as well as to share your own CRM experiences in solving key challenges and making critical decisions.

MARISA COX, Director, MBA Admissions, Eller College of Management, University of Arizona

BRIAN NILES, CEO, TargetX

MODERATOR: JAMES RAINEY, Associate Dean Emeritus, The Eli Broad Graduate School of Management, Michigan State University

Understanding Group Identity and How It Strengthens Student Loyalty

PURDUE AND WISCONSIN – 6TH FLOOR

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UTPAL DHOLAKIA, Associate Professor of Management, Jesse H. Jones School of Management, Rice University

Repeated from 2:00 p.m. Friday

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

KANE – 3RD FLOOR

Join this open and interactive 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 open house for your own school, multiple schools, or schools throughout your region; marketing doctoral programs; and understanding comparative statistics on business doctoral programs.

MODERATOR: JANET SISCO, PhD Program Coordinator, Owen Graduate School of Management, Vanderbilt University, and DocNet Vice Chair

