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.....**M**anagement  
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.....**C**ouncil®



# CUTTING *to the* CORE

GMAC® ANNUAL INDUSTRY CONFERENCE 2006

# CONCURRENT SESSIONS

FRIDAY, JUNE 16, 11:00 A.M.–12:15 P.M.

## Admissions Consultants: Love 'em, Hate 'em, Use 'em

CALIFORNIA EAST

The field of educational advising is growing dramatically. Some schools work with consultancies, others keep their distance. This session will explore this burgeoning industry, an industry that is increasingly attracting former admissions staff members. Topics will include: what admissions consultants actually do, how admissions consultants help applicants, and how admissions consultants help admissions offices.

LINDA ABRAHAM, President, *accepted.com*

RICARDO BETTI, Director-Partner, *MBA Empresarial*

MAXX DUFFY, Director, *Maxx Associates*

GRAHAM RICHMOND, CEO and Cofounder, *Clear Admit, LLC*

Moderator: BETH FLYE, Assistant Dean and Director of Admissions and Financial Aid, Kellogg School of Management, Northwestern University

Repeated Friday, 1:45–3:00 p.m.

## Effective Event Scheduling and Calendar Management Practices

TOWER SALON A

In both the full-time and part-time MBA experience, schedule management is a constant concern for administrators and students. How do you communicate, coordinate, and manage the multiple demands on your students' time? Do you want to improve your program's current calendar management and communication practices? In this best-practices session, our panel will present their respective systems for coordinating and communicating multiple MBA-related activities, representing a full-range from low-cost/low-tech solutions to more resource-dependent systems. We will also allow an opportunity for the audience to both ask questions and share their concerns and solutions on this topic.

NAYLA BAHRI, Assistant Dean for MBA Student Life, Columbia Business School, Columbia University

MICHAEL STEPANEK, MBA Program Director, Kenan-Flagler Business School, University of North Carolina at Chapel Hill

TROY TURNIPSEED, Assistant Director—Graduate Business Programs, John Cook School of Business, Saint Louis University

Moderator: TAMI TORRES, Program Manager, W.P. Carey School of Business, Arizona State University

## The Future of Management Education— What Employers Want

CALIFORNIA WEST

Myriad social, economic, and political forces will impact the world of work and, therefore, the management education industry. How will technology, the rise of the “outsourcing nations,” and increasing globalization affect the companies who hire MBAs and, in turn, their expectations of those hired? How will the same factors affect who we select for our MBA programs and how we educate them? What can we, as an industry, do to address those challenges? In this session, hear an overview of the critical challenges and flatteners at work today. Then, a panel of employers and recruiters provide “real-time feedback” about how these emerging trends are affecting how they recruit and who they hire.

NANCY S. ABBOTT, Vice President, Human Resources, GE Commercial Finance

MARGARET ANDREWS, Managing Vice President, Strategy and Marketing, Eduventures, LLC, formerly Executive Director of Marketing, MBA Admissions and Alumni Relations, Sloan School of Management, Massachusetts Institute of Technology

MARTA KOWALSKA-MARRODÀN, Managing Partner, Egon Zehnder International

CAROL PLEDGER, Managing Director, Goldman Sachs University, Goldman, Sachs & Company

## The Market for MBAs among Military Personnel

ELIZABETHAN D

If you direct an MBA program or have responsibility for admissions, come learn about the market for the MBA degree among military personnel, strategies for accessing this market, and GMAC® activities designed to inform people with military backgrounds of the degree's value to them. You will learn about the strategies b-schools have pursued to attract and support former or current military students. Because this topic was so well-received at the MBA Leadership Conference in February, it is being presented again for this conference.

IVY BOHNLEIN, Program Manager, W.P. Carey MBA-Online Program, Arizona State University

JOSEPH P. FOX, Associate Dean, John M. Olin School of Business, Washington University

Moderator: CHARLES MIERSCH, Consultant, Operation MBA, Graduate Management Admission Council®

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## Marketing: Measuring Effectiveness of Outreach Events

ELIZABETHAN C

How much outreach does your school do each year? How do you know which of these initiatives yield the most applicants, and which are most cost-effective? This session will include a mix of interactive exercises in small groups, general discussion, and brief presentations on evaluating the effectiveness of outreach efforts. The workshop will expose participants to a range of tools that can be used to measure marketing effectiveness, and will examine which tools best fit different marketing objectives.

ISSER GALLOGLY, Executive Director, MBA Admissions, Stern School of Business, New York University

## The MBA Class of 2016: Insights from Undergraduate Admissions on Minority Millennials

OLYMPIC

**DIVERSITY**

Who can “predict” the future better than those who have a sneak preview? A group of undergraduate admissions officers will offer perspective on the incoming freshman class of 2006—with special emphasis on Millennials from underrepresented groups, including African American, Hispanic, and Native American populations. Our panel will share their experiences on the opportunities and challenges in recruiting this generation, providing you with insight into how your MBA Program can better prepare to attract this group in the coming years.

ANTHONY CANCHOLA-FLORES, President, The Canchola Group, formerly of Brown University Admissions

ALLISON R. ROUSE, Director of Outreach and Institutional Advancement, KIPP Foundation

BRIDGET WILSON (ACOMA PUEBLO), Native American Outreach Coordinator, University of California, Berkeley

Moderator: ANGELA P. NOBLE-GRANGE, Lecturer, Management Communications, The S.C. Johnson Graduate School of Management, Cornell University

## New Trend Data from Around the World

ELIZABETHAN A

Shifts in world demographic trends and student preferences, along with growth in MBA programs and in the economy, have far-reaching implications with respect to the supply of and the demand for graduate management education. Schools are being challenged to respond effectively to these changes in the marketplace. This session will equip participants with data and information that can inform strategic program positioning and global outreach. Information will be drawn from hot-off-the-press reports on Asian, European, and worldwide GMAT® trends; a GMAC® European Market Scan Report; and other sources.

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

KAI PETERS, Chief Executive, Ashridge Business School

Repeated Saturday, 9:00–10:15 a.m.

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## One School, One Mission

ELIZABETHAN B

Your admissions, financial aid, MBA program, career services, and alumni/development offices are stretched so thin...you'd love to work collaboratively, but who has time to coordinate even more activities? If this sounds like your dilemma, join us for a solutions-based session that will illustrate the importance and possibility of aligning various departments within your school to ensure consistent messaging, shared goals, clear communications—and results—across functions. This session is an abbreviated, encore presentation of the GMAC® 2004 Admission Directors Symposium and will feature a live case study of how Wake Forest's Babcock School put the concept of “One School, One Mission” to the test. This session is recommended for director-level and above—those who have the ability to implement change within their departments, across departments, and/or on a school-wide basis.

MELISSA N. COMBES, Director of Development and Alumni Relations, Babcock Graduate School of Management, Wake Forest University

STACY POINDEXTER OWEN, Director of Admissions, Babcock Graduate School of Management, Wake Forest University

KIM WESTMORELAND, Assistant Dean, Career Management and Admissions, Executive Professor of Entrepreneurship, Babcock Graduate School of Management, Wake Forest University

Moderator: TAMI FASSINGER, Associate Dean, Executive Programs, Owen Graduate School of Management, Vanderbilt University

## Predicting Success in Doctoral Programs: VSS Results

TOWER SALON B

Have you ever wondered if your admissions criteria are effective in selecting the best doctoral students for your program? With the assistance of DocNet, the Graduate Management Admission Council® was able to aggregate data from 18 doctoral programs to address this concern. This study examined program-specific variables such as GMAT® exam scores, undergraduate grade point average, and graduate degree attainment as predictors of success in doctoral management education programs. This session will reveal the results of this benchmark study and indicate the predictive validity of criteria often used by business doctoral programs during the admission process.

KARA OWENS, Manager, Assessment Research, Graduate Management Admission Council®

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GRAHAM RICHMOND, CEO and Cofounder, Clear Admit, LLC

Moderator: BETH FLYE, Assistant Dean and Director of Admissions and Financial Aid, Kellogg School of Management, Northwestern University

Repeat

## Analyzing Your Web Site's Performance

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The Internet has become one of the main marketing mediums for reaching prospective MBA students. As business schools build, enhance, and update their online marketing strategies, it will be increasingly important to put a critical process in place to measure their Web sites' performance. This session will help admissions officers and program directors evaluate how effectively their Web sites perform as an admissions tool to convert visitors into applicants. Learn how collecting metrics and analyzing critical navigational paths on your site can help you determine the difference between a positive or a negative online experience for prospective students.

JOE FORD, Senior Internet Strategy Analyst, Spartan Internet Consulting Corporation

RYAN VARTOOGIAN, President, Spartan Internet Consulting Corporation

Repeated: Saturday, 9:00–10:15 a.m.

## Delivering Doctoral Programs: Sharing Best Practices

TOWER SALON B

As administrators, we continuously seek better ways to deliver our business doctoral programs. Faculty directors typically take on this responsibility in addition to their research and teaching, and staff members' duties continue to expand far beyond program logistics to include adapting to changing government regulations and school policies, managing technology and communications, and providing counseling to students. Based on data from a survey of doctoral business programs, this session will highlight common issues and share some of the best practices that contribute to the success of our programs and, ultimately, our students.

SHARON CAYLEY, PhD Program Coordinator, MIT Sloan School of Management, Massachusetts Institute of Technology

## Eat a Frog For Breakfast! Eight Proven Methods to Enhance Balance at Home and at Work

ELIZABETHAN B

Yes, you can do it all—and then some! With life moving at the speed of light, work/life balance and effectiveness have never been more important. This seminar will answer the question “How are you, *really?*” and help you live with a renewed gusto and appreciation for the “treadmill” of juggling constant expectations and agendas separate from your own. Sit back and enjoy a workshop designed to assist you in determining what matters most—living every heartbeat to the fullest and being truly present in each moment. With unforgettable concepts like “The Tallest Tree,” “Frito Bandito,” “Lagniappe,” and “Eating Frogs,” this workshop will inspire you with new ways to create balance in your life!

GAIL LOWNEY ALOFSIN, President and Founder, AMP (Authentic Measurable Performance)

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## The Hows and Whys of Podcasting for Admissions

CALIFORNIA WEST

In this “emerging practices” session, an admissions professional and an industry expert discuss the use of podcasting for strategic marketing and recruiting. Start with a primer on the technology: what it is, how prospective students interact with it, and how to produce a podcast. Then, hear about one MBA program’s experience integrating podcasts into their marketing and recruiting process. Finally, you’ll have a chance to discuss effective uses of the technology and appropriate content topics.

**DAN KARLEEN**, Director, New Media and Web Syndication Products, Thomson Peterson’s

**PETER JOHNSON**, Director of International Admissions, Full-Time MBA Program Walter A. Haas School of Business, University of California, Berkeley

## The Naked Truth: Exposing the Pipeline

OLYMPIC

**DIVERSITY**

There is much talk about building the pipeline of underrepresented minorities and women into b-school. However, are all participants in this dialogue using the same definition of pipeline, and do all players in this space know the critical points at which to impact and influence these populations? Prepared with their collective research, our panel will explore the current b-school landscape for underrepresented minorities and women and offer a better understanding of what is meant by “pipeline,” so that schools can think more critically about their roles in shaping it.

**DAPHNE ATKINSON**, Vice President, Industry Analysis and Strategic Alliances, Graduate Management Admission Council\*

**ELISSA ELLIS**, Executive Director, Forté Foundation\*

Moderator: **KAREN JOHNS**, Executive Director, Diversity Pipeline Alliance\*

## Securing Your Future by Building Your Brand: Increasing Awareness and Comprehension

ELIZABETHAN D

Everyone thinks they have one, or need one, but most people aren’t quite sure what a brand actually is—or how to effectively develop a brand so that an organization’s meaning, value, values, and promises are clear and differentiated in what is often a very noisy competitive landscape. This session will help you understand how brand-building is wider and deeper than corporate identity, and outline a process for defining and communicating your brand—visually and verbally—so constituencies that are important for your organization’s success “get it” and are moved to think and act in your favor. You’ll leave with an understanding of different branding strategies, new ways of thinking about how to move people “closer” to you, how brands are defined and expressed, the importance of storytelling to “prove” your brand, and what kind of results to expect. You’ll learn how every method of communication—print, digital, environmental, conversational—can work hard to build your brand.

**ROGER SAMETZ**, President, Sametz Blackstone Associates

**MARGARET ANDREWS**, Managing Vice President, Strategy and Marketing, Eduventures, LLC, formerly Executive Director of Marketing, MBA Admissions and Alumni Relations, Sloan School of Management, Massachusetts Institute of Technology

Repeated: Friday, 3:30–4:45 p.m.

## Small-Program Recruiting on Limited Resources

ELIZABETHAN A

With tightening budgets and increasingly competitive markets, business schools are searching for ways to get the most value out of their recruiting efforts. Hear from four school representatives who have developed a successful marketing plan and innovative recruiting activities on a shoestring budget. This session is designed to help admissions professionals identify cost-effective ways to develop their recruiting strategies.

**REENA DIANE LICHTENFELD**, Director of Graduate Admissions and Enrollment Management, The Moore School of Business, University of South Carolina

**WENDY MA**, Director of MBA Admissions, Sauder School of Business, University of British Columbia

**KELLY WILSON**, Assistant Dean and Director, Joseph M. Katz School of Business, University of Pittsburgh

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



# CONCURRENT SESSIONS

FRIDAY, JUNE 16, 3:30–4:45 P.M.

## Comparing Statistics on Business Doctoral Programs

TOWER SALON B

Sharing data and best practices improves the organization and delivery of doctoral programs, and ultimately benefits the students. DocNet regularly surveys its constituents on topics such as financial support, admissions, program recruiting, and retention. In addition to standard topics, participants had the option to contribute survey questions of interest to them. All of the data will be shared and discussed during this session.

EARLENE BRONSON, Assistant Director, PhD Program, Carlson School of Management, University of Minnesota

## The Corporate Perspective on the Importance of a Diverse MBA Class

ELIZABETHAN A

**DIVERSITY**

Corporate recruiters have the responsibility for workforce diversity programs and policies and are tasked with recruiting and retaining a varied and talented workforce. In many ways, business school administrators play the same role in attracting, retaining, and ensuring the success of diverse MBA candidates. What can b-schools learn from diversity recruiters and what best practices models can they share for recruiting and retention of candidates? How important is diversity in helping companies form their recruiting strategies? This candid conversation with a panel of diversity experts from corporate America will focus on the topic of a diverse workforce and its relevance and applicability to business schools.

DEBRA LANGFORD, Director, Strategic Sourcing Worldwide, Time Warner Inc.

SCOTT L. WALKER, Director, Spencer Stuart

ELIZABETH WAMAI, Director, Diversity Manager, Merrill Lynch

Moderator: TIFFANY D. SHOWELL, Diversity Manager, Corporate Diversity and College Programs, Genentech

## Crafting a Class: Best Practices in Selecting MBA Applicants

CALIFORNIA WEST

Have you ever wondered how many people read each application at another school? Who affects admissions decisions? Here's your chance to ask these and other burning questions of your peers regarding how applicants are processed from submission through decision. This open dialogue will allow us to gather best practices to share with our teams (and deans) to harness the resources needed to craft the best classes for our programs. Join us for an open and enlightening discussion sharing best practices and lessons learned.

NATALE ANTHONY BUTTO, Director, Graduate Admissions, Fox School of Business and Management, Temple University

KATE KLEPPER, Director, Graduate Programs, Graduate School of Business Administration, Northeastern University

KATHY WILLIAMS PATTISON, Director, MBA Admissions, Mason School of Business, College of William and Mary

USA FIGUET, Admissions Manager, International Institute for Management Development (IMD)

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

## Creating the Right Balance: Academics versus the Job Search

ELIZABETHAN C

Do your full-time students feel like they can't focus on classes because the job search is so stressful and time-consuming? Or that they can't focus on the job search because they are too busy with classes? Panelists will share how their programs tackle this challenging paradox and attendees will be encouraged to share their challenges and solutions to this ever-growing issue. The session will include a thoughtful discussion of MBA grading systems and the latest trends about grade disclosure and recruiter expectations.

ANNE DRIES, MBA Program Director, Goizueta Business School, Emory University

PAULA GREENBERG, Senior Associate Director, The Wharton School—MBA Program, University of Pennsylvania

KATHRYN OAKLEY, Director, Graduate Business Career Services, College of Business, University of St. Thomas, Minnesota

Moderator: SARAH MELSON, Director of MBA Student Services, Olin School of Business, Washington University in St. Louis

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Who controls your marketing message? In this “emerging practices” session an industry expert discusses how and why blogs and other online technologies are impacting the recruiting environment. A former MBA candidate who ran a blog during her admissions experience will share insight into the student perspective. A school professional will talk about strategically managing and responding to the online environment. Then, you can discuss your experiences with these new technologies and how you manage their impact on your marketing and admissions process.

ALEX BROWN, Senior Admissions Consultant, Clear Admit, LLC

MARINA GENDELMAN, MBA Student Blogger, Columbia Business School Class of 2008

GRAEME HARPER, Marketing Manager, London Business School

Repeated: Saturday 9:00–10:15 a.m.

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MARGARET ANDREWS, Managing Vice President, Strategy and Marketing, Eduventures, LLC, formerly Executive Director of Marketing, MBA Admissions and Alumni Relations, Sloan School of Management, Massachusetts Institute of Technology

Repeat

## Structural Models for Part-Time Programs

ELIZABETHAN B

The demand for part-time and professional programs is increasing as applicants choose to continue their careers during the MBA experience. How can schools best meet the scheduling needs of students as well as the school's own goals? We will look at a variety of part-time scheduling options and consider how each impacts learning, program retention, and the school's bottom line. Then, share your program structure as we work together to develop a broad picture of the possibilities and a fuller understanding of what to consider when choosing a part-time program structure.

JENNIFER GEORGE, Associate Dean, Academic Programs, Melbourne Business School, University of Melbourne

NÚRIA GUILERA, Admissions Director, ESADE Business School

ROBERT RYAN, Assistant Dean, Kellstadt Graduate School of Business, DePaul University

## What Will You Do with These New Ideas?

OLYMPIC

Have you ever left a conference on fire with great ideas, only to return to school to face a fire hose of opposition or apathy? This humorous, interactive session will help you enhance creativity, communicate effectively, and light the fire of some key stakeholders who create and implement change. Come to this workshop armed with one of your favorite ideas from the conference and, through this facilitated workshop, learn how to influence others and move your ideas into action when you return to campus.

CHRISTINE HOLTON CASHEN, Dean of Fun, A Dynamic Speaker

Repeated: Saturday 9:00–10:15 a.m.

# IV

## CONCURRENT SESSIONS

SATURDAY, JUNE 17, 9:00–10:15 A.M.

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GAIL LOWNEY ALOFSIN, President and Founder, AMP (Authentic Measurable Performance)

Repeat

### The Emerging Powerhouse of India and What It Means to You

ELIZABETHAN B

Of all the countries in the world today, one of the most awe-inspiring is India, equally as much for what it has accomplished economically to date as for its potential. Learn about economic and social forces and critical local trends in management education there. The founder of the Institute of Technology and Management in India shares his experiences and views, and then responds to key questions posed by you.

PUTCHA V. RAMANA, Chairman, ITM Business School

THOMAS SCHROEDER, formerly Director Business Development, Australian Graduate School of Management

### Going the Distance with Low-Residence MBA Programs

CALIFORNIA WEST

The emergence of high-quality distance MBA programs from reputable business schools is changing the competitive environment for all MBA programs. Let's explore best practices in distance education from the perspective of four schools that use different learning strategies. Panelists will discuss their MBA program structure, content presentation strategies, ideal distance-education students, program learning outcomes, and the impact of a distance program on their schools' other MBA offerings.

DAN GROPPER, Assistant Dean and Executive Director, MBA Programs, College of Business, Auburn University

PAT HODGES, MBA External Relations Manager, Warwick Business School, University of Warwick

RICHARD MAGJUKA, Chairperson, Kelley Direct, Kelley School of Business, Indiana University

ALEX SEVILLA, Director—Florida MBA Programs, Warrington College of Business, University of Florida

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ALEX BROWN, Senior Admissions Consultant, Clear Admit, LLC

MARINA GENDELMAN, MBA Student Blogger, Columbia Business School Class of 2008

GRAEME HARPER, Marketing Manager, London Business School

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## Insights from Graduate Economics Research for Doctoral Programs

TOWER SALON B

Siegfried will report results from a five-year study of the PhD production process in economics. The study has identified the names and types of undergraduate colleges and universities that feed PhD programs (as well as those that do not); factors that lead admitted PhD applicants to turn down offers of admission and abandon economics altogether; first-, second-, and third-year attrition rates for PhD programs and reasons for dropping out; median times-to-degree; time required to pass comprehensive examination, time required to write a dissertation; and factors associated with fast or slow progress toward a PhD in economics.

JOHN J. SIEGFRIED, Professor of Economics, Vanderbilt University

## New Trend Data from Around the World

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

KAI PETERS, Chief Executive, Ashridge Business School

Repeat

## Reaching Out to Gay MBAs: Is Your School LGBT-Friendly?

ELIZABETHAN D

**DIVERSITY**

One of the fastest-growing groups on Wall Street these days is the lesbian, gay, bisexual, and transgender population. What are the implications of this trend for business schools? This candid panel discussion will explore how and why b-schools should be paying attention to this group. Learn how to make your school's admissions process more “LGBT-friendly,” hear about ground-breaking recruitment events targeted to LGBT candidates, and gain insights from the corporate world regarding their efforts to attract and retain this growing population.

JEVELYN BONNER-REED, Associate Director/Coordinator of Multiethnic Admissions, Kellogg School of Management, Northwestern University

JEFFREY DVORAK, Partner, Deloitte Tax LLP, Chairperson of Deloitte's Pacific Southwest Gay, Lesbian, Bi-sexual, Transgender Employees Group

BRIAN JORDAN, MBA Class of 2006, Walter A. Haas School of Business, University of California, Berkeley

KAREN MAGEE, Former Senior Vice President of Strategic Planning, Time Warner, Inc.

Moderator: JESSICA POUNDS-BRYANT, Director of Diversity Affairs, Graduate Business School, University of Chicago

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