

ADMISSION SYMPOSIUM

June 19 -20, 2012
Sheraton Hotel and Towers, Chicago

AGENDA

Tuesday, June 19

5:15 –7 pm	Registration	Ballroom Foyer, 5 th Floor
5:30 – 6:30 pm	Networking Reception	Chicago X, 5 th Floor
6:30 – 7:30 pm	Dinner	Chicago VIII and IX, 5 th Floor
7:30 – 8:30 pm	Taking the Fear Out of Presentations Through Improvisation	Chicago VIII and IX, 5 th Floor

Learn how to control the anxiety you feel before presenting to an audience, no matter how large or small the group. DuMore Improv will help you build your confidence through interactive exercises and role-plays during an evening that's sure to both educate and entertain.

Allison Dukes Gilmore, Chief Improv Officer, DuMore Improv
Elizabeth Beasley, Chief Networking Officer, DuMore Improv

Wednesday, June 20

6:30 – 7:15 am	Walking Tour Around Chicago	Foyer River Exhibition B, Ground Floor
8 – 9 am	Networking Breakfast	River Exhibition B, Ground Floor
9 – 10 am	GMAT with Integrated Reasoning (IR): An Open Dialogue and Case Study	Chicago VIII and IX, 5 th Floor

As you begin receiving scores from candidates who've taken the new GMAT exam with Integrated Reasoning (IR), you may have questions on how to use IR in your evaluation process. Join GMAC staff for an interactive session to develop guidelines about using the IR score and discuss how it can help you measure the skills students need to succeed in your programs.

Ashok Sarathy, Vice President of GMAT Operations, Graduate Management Admission Council

Sabrina White, Market Development Senior Manager, Americas,
Graduate Management Admission Council

10 – 10:15 am	Break
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10:15 – 11:15 am **Peer-Facilitated Discussions:**

Building the University Bond with Students to Create Active and Engaged Alumni

Superior A, 2nd Floor

Cheryl Oliver, Director, Graduate Programs, College of Business,
Washington State University

Laurie Wilson, Director, Graduate Business Degree Programs, Hankamer
School of Business, Baylor University

Leveraging Students and Alumni to Help with Recruitment

Superior B, 2nd Floor

Ann Richards, Associate Director of Admissions, The S.C. Johnson Graduate
School of Management, Cornell University

Jaquelin Wilson, Director of Illinois MBA Admissions, College of Business,
University of Illinois at Urbana-Champaign

Managing a Portfolio of Multiple MBA and MS Programs

Michigan A, 2nd Floor

Sharon Hill, Assistant Dean, Director of Graduate Admissions, Bentley University

Meredith Lockyer, Assistant Director, Admissions, Villanova University

Marketing on a Small or Reduced Budget

Michigan B, 2nd Floor

Margarita Ahumada, Assistant Director, A.B. Freeman School of Business, Tulane University

Toby McChesney, Assistant Dean of Graduate Recruiting and Student Services,
Robinson College of Business, Georgia State University

Pros and Cons of MBA Fairs

Missouri, 2nd Floor

Anna Farrus, Head of Admissions, Said Business School, University of Oxford

Alison Merzel, Director of MBA Admissions, Max M. Fisher College of Business,
The Ohio State University

Staffing the Office

Colorado, 2nd Floor

Catherine Bianchi, Director of Graduate Admissions, W. Paul Stillman School of Business,
Seton Hall University

Libby Livingston, Director of Admissions, Two-Year Program, Goizueta Business School,
Emory University

US Underrepresented Minority Recruitment

Arkansas, 2nd Floor

Kellee Scott, Senior Associate Director, MBA Admissions, Marshall School of Business,
University of Southern California

Julie Phillips, Associate Director, MS in Accountancy, Mendoza College of Business,
University of Notre Dame

Yield Management

Mississippi, 2nd Floor

Timothy Smith, Senior Associate Director of Admissions and Financial Aid,
Kelley School of Business, Indiana University

Linh Gilles, Director of Admissions and Recruiting, Carlson School of Management,
University of Minnesota

11:15 – 11:30 am Refreshment Break

Foyer, 2nd Floor

11:30 am – 12:30 pm **Peer-Facilitated Discussions:**

Creating Synergies Among Admissions, Student, Career, and Alumni Services Superior A, 2nd Floor
Garry Cooke, Assistant Director of Recruiting, The Charles H. Kellstadt
Graduate School of Business, DePaul University
Bruce Delmonico, Director of Admissions, Yale School of Management,
Yale University

Interviewing Candidates Superior B, 2nd Floor
Tim Hossain, Senior Associate Director, Michael G. Foster School of Business,
University of Washington, Seattle
Kelly Wilson, Assistant Dean and Director, The McDonough School of Business,
Georgetown University

Managing Millennials Michigan A, 2nd Floor
Aimee Akimoff, Director of Recruitment, Atkinson Graduate School of
Management, Willamette University
Andrae Sailes, Associate Director of Admissions MBA, MSHRM, and
MSIA Programs, Krannert School of Management, Purdue University

Managing the Rising Cost of Education: The Financial Impact on Students Michigan B, 2nd Floor
Jason Garner, Assistant Director, MBA Admissions, School of Business,
George Washington University
Barbara Schneider, Director of Crosby MBA Admissions, Robert J. Trulaske, Sr.
College of Business, University of Missouri, Columbia

Recruiting a Global Class: What Works in Different World Regions Missouri, 2nd Floor
Jay Bryant, Assistant Vice President of Global Admissions, Thunderbird School
of Global Management
Marie Lemaire, Senior Development Manager, HEC Paris

**What Is Keeping You Up at Night – Issues That Concern You About the
Future of the MBA** Colorado, 2nd Floor
Stacey Dorang Peeler, MBA Admissions Director, Smeal College of Business,
Pennsylvania State University
Paula Wilson, Director, MBA Admissions, Georgia Tech College of Management,
Georgia Institute of Technology

What Should We Really Use to Evaluate Candidates for Our Programs Arkansas, 2nd Floor
Erin Ernst, Director of Admissions, Michael G. Foster School of Business,
University of Washington, Seattle
Chris Storer, Director of Admissions, School of Management, Boston University

Using Social Media for Recruitment and Admissions Mississippi, 2nd Floor
Ryan Frazee, Director of Recruitment and Admissions, INCAE Business School
Sarah Ramsey, Director, Recruitment and Admissions, The Paul Merage
School of Business, University of California, Irvine

12:30 – 1:30 pm Admission Symposium Networking Lunch River Exhibition B, Ground Floor