CONNECTING WITH STUDENTS

November 7, 2018
Arlington, VA

Wednesday, November 7, 2018

Session Time	Topic/Speaker
7:15 – 9:00	**BREAKFAST**
8:00 – 9:00	**REGISTRATION**
9:00 – 9:15	**Welcome and Introduction**
	Courtney Thornton, NPSMA President and Associate Vice Provost for Academic Personnel and Policy, North Carolina State University
9:15 – 10:45	**SESSION I / KEYNOTE PRESENTER: Digital Marketing to recruit PSM students: Successes and lessons learned**
	Spencer Hadelman, CEO Advantage Marketing
	Moderator: Heidi Harkins, University of North Carolina at Chapel Hill
10:45 – 11:00	**BREAK**
11:00 – 12:30	**SESSION II: Connecting with potential applicants: What are PSM programs doing?**
	Moderator: Natalie Bosecker, University of Illinois Urbana-Champaign
	Results of NPSMA survey/discussion (11:00 – 11:30)
	Heidi Harkins, Former Executive Director, PSM Programs, University of North Carolina at Chapel Hill
	Generational differences: What messages and platforms appeal to the student audience today? (11:30 – Noon)
	Amy Dauernheim, Illinois Institute of Technology
	Lindsey Hodge, Rice University
	Nicole Mitchell, University of Illinois at Urbana-Champaign
	Yes, you can! – How to launch a Facebook Ad campaign with $500 (Noon – 12:30)
	Ray Hoobler, Vice President for Marketing and Outreach, NPSMA, and Program Director, Master of Science and Technology, University of Utah
12:30 – 1:30	**LUNCH**
1:30 – 2:30	**SESSION III: What makes website content "stick"?**
	Dagmar Beck, Rice University
	Carey Snowden, Middle Tennessee State University

Session Time	Topic/Speaker
2:30 – 3:15	**SESSION IV: Reconsideration of the GRE requirement for PSM admissions** **Gerald Grunwald**, Dean, Jefferson College of Life Sciences, Thomas Jefferson University
3:15 – 3:30	**BREAK**
3:30 – 4:00	**SESSION V: Using the Virtual Grad Fair to Reach Students** Gayle Oliver-Plath**,** CEO and Founder, CareerEco
4:00 – 5:00	**SESSION VI: Building Community with Students and Alumni** <u>Moderator</u>: Tim Born, Padnos College of Engineering and Computing **Building Community Outside the Formal Classroom (4:00 – 4:20)** **Linda Strausbaugh**, Director of Strategic Initiatives, NPSMA, and former Program Director, University of Connecticut **Engaging Alumni (4:20 – 4:40)** **Matthew Baxley**, University of Illinois Urbana-Champaign Alum, PSM in Bioenergy **Brandon Mooney**, Rice University Alum, PSM in Environmental Analysis **PSM Crowdsourcing: Ideas and Discussion on What Works (4:40 – 5:00)** **Tim Born**, Convener, NPSMA, and Associate Dean, Padnos College of Engineering and Computing, Grand Valley State University
4:45 – 5:00	**Workshop Summary and Action Items**
5:00 – 6:00	**Early Registration for the National Conference**

Thank you for participating in this pre-conference workshop and contributing to its success.
We hope you are joining us for the 9th NPSMA National Conference starting tomorrow,
November 8-9, 2018. Visit the registration desk to check-in early.

Please remember to complete the event feedback form!