

2021 NASPAA Admissions Meeting

Thursday, July 15, 2021|1:00pm-5:15 pm (EDT)*

All times are designated as Eastern Daylight Time (EDT)

Final Agenda with Zoom links will be distributed to registered attendees in advance of the meeting.

1:00 PM Welcome & Opening Remarks

Laurel McFarland, Executive Director
NASPAA

1:20 PM NASPAA Admissions Survey Results| Q&A

Stacy Drudy, Director of Innovative Teaching and Learning
Kelli Maples, Intern, University of California, San Diego
NASPAA

2:00 PM Breakout Sessions | START, STOP, CONTINUE

2:00 – 2:30 pm SESSION I (choose 1 of 2):

Start, Stop, Continue: Marketing and Communication

The past 14 months demanded that we overhaul our marketing and communications strategies at an accelerated speed. In this breakout session, we'll share lessons learned, discuss long-term marketing and communications changes that are likely here to stay, and explore new efforts to implement as we move into a post-pandemic graduate admission world.

Moderator: Merida Escandon Gasbarro, Director of Admission, Graduate Programs
Schools of Public Engagement, The New School

Start, Stop, Continue: Application Process/Review

How has your application process and review changed during COVID? Do you still require the GRE? Join us for a discussion on what you learned, what you will continue doing, and what you will stop doing when things return to a post pandemic "normal".

Moderator: Lindsey Duple-Dice, Director of Admissions and Recruitment
Trachtenberg School of Public Policy and Public Administration, The George Washington University

2:30 – 3:00 pm SESSION II (choose 1 of 2):

Post-COVID Recruitment Rebound Strategies

Please join a lively exchange of ideas related to recruitment strategies/initiatives post-COVID landscape. What will your graduate enrollment team/operation START, STOP, OR CONTINUE in order to meet enrollment metrics for your approaching entry terms (Spring, Summer, and/or Fall 2022). We welcome your engagement!

Moderator: Jennifer Forney, Assistant Dean of Graduate Enrollment
School of Public Affairs, American University

Start, Stop, Continue: Diversity, Equity, and Inclusion Initiatives

Higher ed discussions on DEI, campus climate, and anti-racism have been growing in meaningful ways over the last year. You're invited to join this discussion where we can

openly share (in a safe, earnest space) our questions on these very dense topics, as well as share best practices regarding how we can make our programs/communities more inclusive and welcoming to today's students.

Moderator: Alex Thomas, Director of Enrollment & Alumni Services
Clinton School of Public Service, University of Arkansas

3:00 – 3:15 pm RECAP OF SESSIONS:

The entire group will convene and share key points brought up in each of the breakout discussions.

3:15 PM BREAK

3:30 PM Panel Discussion | ROI in the era of POST COVID-19: Can a student still find meaningful employment in the Public Affairs field?

Moderator: Bryan Kempton, Director of Career Services and Alumni Relations
School of Public Policy, University of Maryland

Panelists:

Stephanie Boomhower, Director of Career Advising
School of Global Policy and Strategy, UC San Diego

Denise Fowler, Director, Career Development and Alumni Services
Trachtenberg School of Public Policy and Public Administration, The George Washington University

Jennifer J. Schepers, Director of Career Services
O'Neill School of Public and Environmental Affairs, Indiana University

4:15 PM Panel Discussion | The student experience

Moderator: Elaine McBeth, Associate Director, Director of Graduate Studies
William & Mary Public Policy, William and Mary

Student Panelists (confirmed):

Brie Vallese, 2nd Year, MS PUP, *Schools of Public Engagement, The New School*

Edith Liu, 2nd Year MPP, *School of Public Affairs, American University*

Marisabel Rey, 2nd Year MPA, *Trachtenberg School of Public Policy and Public Administration, The George Washington University*

5:00 pm Closing Wrap-Up