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 Duble-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