

North Carolina Council of Graduate Schools (NCCGS)



20

24

**Navigating The High Cs:
Communication, Collaboration,
Community, And Change**

November 14-15, 2024
Greenville Hilton
Greenville, NC

WELCOME

Welcome to the 2024 NCCGS Annual Conference! The ECU Graduate School team is excited to host you, and we hope you enjoy all the sessions. Our theme, Navigating the High Cs, reminds us that higher education is an ever-changing journey. While we sometimes hit rough waters, it is important for us to gather our resources and steer towards stability. As staff members in graduate schools, we are charged with navigating graduate education for our institutions. This conference helps us build our knowledge and skills to help improve the graduate experience at our institutions. We had an overwhelming response to our call for sessions -thank you! The sessions that were chosen will help all of us empower our processes, engage our stakeholders, and innovate strategies that strengthen graduate education. As you network with other state-wide professionals at our reception on Thursday night, please take time to look around the room and reflect upon the depth and breadth of experience and expertise in the room. The NCCGS membership is an outstanding, committed group of dedicated professionals and the state of graduate education in North Carolina is strong because of the people at this conference and those we work with who couldn't be here. Be proud of all that we in graduate education accomplish every day! It has been a pleasure serving as president of NCCGS for 2024 and I look forward to continuing to work with our great organization and its members for years to come. Welcome to Greenville!



Kathleen Cox, PhD
East Carolina University®
2023-2024 NCCGS President

With Great Appreciation

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Thursday, November 14th

4:00-6:00 PM

Conference Check-In

West Wing 3

6:00-8:00 PM

Opening Reception

- Heavy Hors d'oeuvres
- Cash Bar
- Photo Booth
- ECU Jazz Combo (Nathan Jenkins, Bringham Jensen, Jethro Libutan, & Jake Thompson)

Carolina Ballroom
E&F

Friday, November 15th

8:00-12:00 PM

Check-In, Registration, and
Help Desk

Carolina Ballrooms
Hallway

8:00-8:45 AM

Breakfast-Sponsored by Liaison

Carolina Ballroom
E&F

8:15-9:00 AM

Presentation by Liaison

Conversations about optimizing graduate program recruitment and enrollment processes often overlook the student perspective. This session will share recent feedback from graduate student focus groups to understand roadblocks to applying to graduate school and identify opportunities to improve the application and enrollment experience for students.

Speaker: Dr. Art Munin, AVP Enrollment Management Solutions, Liaison

Carolina Ballroom
E&F

9:00-9:40 AM

Welcome & Plenary Session

Navigating The Winds Of Change: Preparing For And Managing Leadership Transitions

Speakers: Drs. Debra Jackson, Kathleen Cox, Mrs. Colleen Roland, The Graduate School, East Carolina University

Carolina Ballroom
E&F

9:45-10:45 AM BREAKOUT SESSIONS

The Art of Engagement: Creative Social Media Strategies for Graduate Schools

Carolina Ballroom C

Explore innovative approaches to social media strategies for graduate schools, focusing on crafting engaging content and leveraging digital platforms for recruitment.

Speaker: Ms. Nicole Hodges, Public Communications Officer, North Carolina Central University

Holistic Admissions Framework: A Strategic Approach to Graduate and Professional Enrollment Management

Carolina Ballroom D

Discuss the integration of holistic admissions with a focus on Experiences, Attributes, and Metrics (EAMs) in admissions policies.

Speaker: Ms. Natalie Larson, Director of Graduate Admissions, and Alexandria Duffney, Dean of Graduate Admissions, Elon University

Professional Development with a Purpose

**Carolina Ballrooms
E&F**

Learn about strategies to promote professional development among graduate students, including the identification of competencies and the implementation of cohort-based programs.

Speaker: Dr. Rhonda Sutton, Assistant Dean for Professional Development, North Carolina State University

11:00-12:00 PM

BREAKOUT SESSIONS

A Beginner's Guide to Refining the Process of Turning a Potential Applicant into a Graduate, Utilizing the "In, Through, and Out" Method

Carolina Ballroom C

Understand the comprehensive framework for transforming potential applicants into successful graduates through targeted marketing, robust support services, and career preparation.

Speaker: Mr. Brian Wayne, Graduate Program Recruiter, Elizabeth City State University

Supercharging Your Marketing and Recruitment Strategies with AI

Carolina Ballroom D

Understand the comprehensive framework for transforming potential applicants into successful graduates through targeted marketing, robust support services, and career preparation.

Speaker: Mr. Gregory Hedgepeth, Director of Marketing & Communication, North Carolina State University

Thriving in Diversity: Empowering Well-being for Neurodivergent and Underrepresented Graduate Students

**Carolina Ballrooms
E&F**

Learn about approaches to supporting neurodivergent graduate students and students from underrepresented minorities, and how to integrate wellness strategies with professional development programming.

Speakers: Dr. Yan Li, Associate Dean for Graduate Programs, and Dr. Melissa Bostrom, Assistant Dean for Graduate Student Professional Development, Duke University

12:00-1:00 PM

Lunch-Sponsored by ETS

**Carolina Ballrooms
E&F**

Presentation by ETS

Artificial Intelligence is rapidly changing the way people think, learn, and work. At ETS, we're focused on ensuring its use in assessment and education is done so responsibly, transparently, and equitably.

Speaker: Ms. Dawn Lipker,
Educational Partnerships, Global Higher Ed Division, ETS

1:00-2:00 PM

BREAKOUT SESSIONS

Supporting the Overlooked: Strategies for Engaging Distance Education Graduate Students

Carolina Ballroom C

Strategies for engaging and supporting distance education graduate students, including creating relevant programming and building community.

Speakers: Ms. Aura Young, University of North Carolina Charlotte, and Ms. Anna Ouchchy, MAT, University of North Carolina Wilmington

Are You Student Ready? Strategies & Data Usage to Support Student Success

Carolina Ballroom D

Strategies to support student success and how to leverage data in this endeavor.

Speakers: Dr. Jim Harper, Associate Dean of Graduate Studies, North Carolina Central University, and Dr. Art Munin, AVP Enrollment Management Solutions, Liaison

Frontline Communication Panel Discussion

**Carolina Ballrooms
E&F**

A panel discussion on positive communication strategies to effectively engage with students and colleagues.

Speakers: Mrs. Ashlee Lancaster and Quinten Robinson, Graduate Admissions Specialists, Mrs. Karen Rupp, Associate Director of Graduate Programs, Thomas D. Arthur Graduate School of Business, and Mrs. Mack Keenan, Director of Outreach, College of Health and Human Performance, East Carolina University

2:15-3:15 PM BREAKOUT SESSIONS

Plotting a Course towards Faster Admission Decisions

Carolina Ballroom C

Strategies to streamline the admissions decision process, including leveraging technology and collaborating with program directors.

Speaker: Ms. Kathy Giddings, Director of Graduate Admissions, University of North Carolina Charlotte

Diversifying Enrollment with International Students: Why and How

Carolina Ballroom D

Discussing the importance of diversifying recruitment efforts to include international students and strategies for implementing a successful recruitment strategy.

Speakers: Mrs. Hayley Hardenbrook, International Admissions and Recruitment Manager, North Carolina State University, and Mrs. Cathy Knudson, Director of International Enrollment and Engagement, East Carolina University

The Done Dissertation Blueprint: Best Practices for Dissertation Chairing and Doctoral Student Success

**Carolina Ballrooms
E&F**

Best practices for dissertation chairing and strategies to support doctoral student success.

Speakers: Dr. Ramon Goings, Associate Professor, University of Maryland, and Dr. Patricia Virella, Assistant Professor, Montclair State University

3:30 PM NCCGS BUSINESS MEETING

**Carolina Ballrooms
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All are welcome! Each member university gets one vote.

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