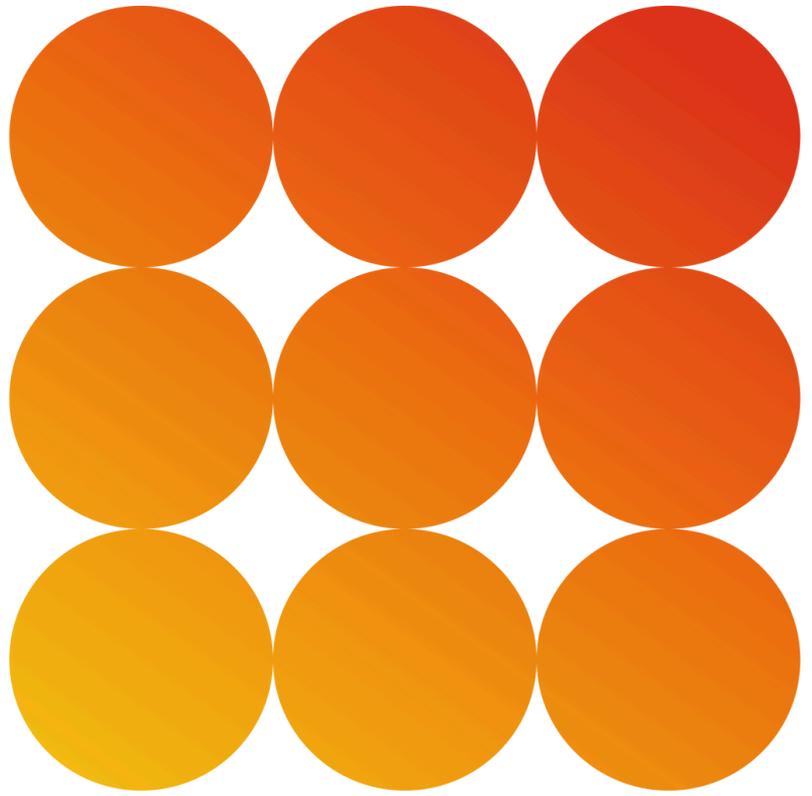




QS Master's Summit 2025: Day 1

Marriott Marquis San Francisco

April 22, 2025



- Check-In** **12:00- 1:00PM**

Check-in will be available at the registration desk, where attendees can collect their event badge and materials before entering the summit. Lunch is on your own.
- Introduction to QS Master's Summit** **1:00-1:30PM**

Join Ben Webb, Director North America, for a brief welcome and overview of what to expect at the QS Master's Summit.
- QS State of the Master's Marketplace** **1:30-2:15PM**

Presenters:

 - Devan Sullivan, Director of University Partnerships, West USA
 - Ryan Hess, Director of University Partnerships, East USA

Ryan and Devan will share key insights and emerging trends shaping the current master's education landscape.
- Coffee Break** **2:15- 2:30PM**
- Peer Learning Sessions Day 1** **2:30-5:45PM**

See next page for detailed schedule.

Room 1	Room 2	Time
<p>Your Greatest Recruitment Asset: Engaging Alumni to Attract Future Graduates</p> <p>Bridget Breitenburg, Assistant Director of Alumni Relations, University of San Diego, Knauss School of Business</p>	<p>Practical applications and implications for enhancing recruitment and retention processes</p> <p>Brian Wayne, Graduate Programs Recruiter, Elizabeth City State University</p>	2:30-3:30PM
<p>Strategies for Increasing Yield in a Competitive Market</p> <p>Emily Dayton, Senior Director of Specialized Master Admission & Recruitment, University of California, San Diego, Rady School of Management</p>	<p>The Changing Landscape of Student Affairs and Program Management in the Post-Pandemic, Post -Generative AI World</p> <p>Paul Brandano, Executive Director, Master of Science in Business Analytics, University of California, Los Angeles, Anderson School of Management</p>	3:30-4:30PM
Break	Break	4:30-4:45PM
<p>Maximizing Collaboration Between Faculty and Admissions Teams</p> <p>Brittney Dorow, Sr. Associate Director of M.S. Admission, Graduate Business Programs, Santa Clara University</p>	<p>Chatbots, CRM's, & Automation: Balancing High-Touch and Scalable Recruitment Strategies</p> <p>Christina Sakowski, Associate Director of Admissions for Specialized Masters Programs, Fordham University, Gabelli School of Business</p>	4:45-5:45PM

● **Happy Hour Reception Hosted by QS**

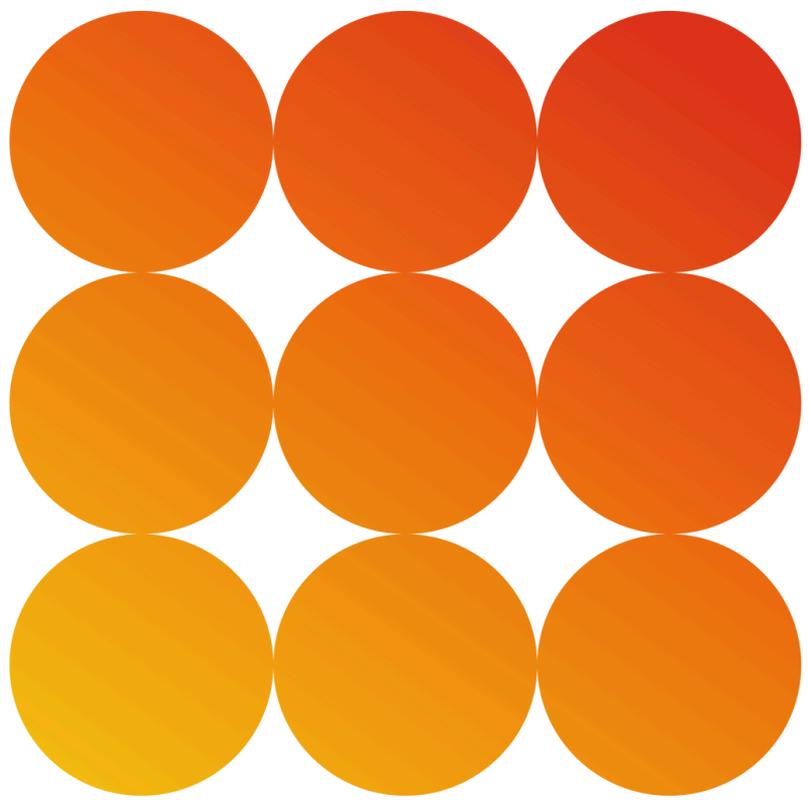
6:30- 8:30PM

Join us for a relaxed happy hour hosted by QS at Comstock Saloon—an opportunity to unwind, network, and connect with fellow attendees.





QS Master's Summit 2025: Day 2



Marriott Marquis San Francisco

April 23, 2025

- **International Funnel Management 2.0 - Unlocking competitive advantage** **9:00- 9:30AM**

Russell Watson will explore how QS supports institutions through in-country representation management to enhance recruitment.

- **Coffee Break** **9:30-9:45AM**
- **Peer Learning Sessions Day 2** **9:45- 1:00PM**

Room 1	Room 2	Time
<p>Panel Discussion: Diversity Recruitment</p> <p>Lisa Mayorga, Program Director, Computer Sciences, University of San Francisco</p> <p>Mark Daly, Senior International Officer, University of Missouri-Kansas City</p> <p>Stacy Goldstein, Associate Director of Graduate Admissions and Recruitment, University of California, San Diego</p>	<p>Marketing & Recruitment for Niche Programs</p> <p>Hilary Beggs, Director of Admissions, Kroc School of Peace Studies, University of San Diego</p> <p>Kevin Dobyms, Director of Communications and Marketing, Joan B. Kroc School of Peace Studies</p>	<p>9:45- 10:45AM</p>



● **Coffee Break**

10:45- 11:00AM

Room 1	Room 2	Time
<p>Build Your RAFT Plan: Understanding Financial Aid and Its Role in Graduate Enrollment Management</p> <p>Donna Su, Associate Director, Northwestern University</p>	<p>Between Decision-Making and Potential Bias— Minimizing Bias in a Holistic Admission Review Process</p> <p>Alyssa Orlando, Senior Director of Graduate and Professional Enrollment, Clark University</p>	<p>11:00-12:00PM</p>
<p>Working Lunch: Discussion Groups</p>	<p>Interactive Discussion on Strategies for Managing Recruitment on Limited Budgets in a Shifting International Student Market.</p> <p>Lunch will be provided by QS.</p>	<p>12:00PM-1:00PM</p>

● **End of Master's Summit**

1:00PM