

**WW
aa
naaass
naaass
aa**

North American Association of Summer Sessions
and
Western Association of Summer Sessions Administrators
1979 Joint Conference

**"Administrative Strategies:
Programming for the 80's"**

November 4-7, 1979
Sahara Hotel
Las Vegas, Nevada

**North American Association of Summer Sessions
and
Western Association of Summer Sessions Administrators
1979 Joint Conference**

**“Administrative Strategies:
Programming for the 80’s”**

The 1979 joint conference of NAASS and WASSA, “Administrative Strategies: Programming for the 80’s, is a direct result of suggestions submitted by association members during a joint survey undertaken last winter.

The majority of the conference will be devoted to administrative strategies and the marketing of summer sessions in the 80’s, followed by workshops in the relationship of continuing education and summer sessions, non-traditional students, high school student programs, and leadership styles, and closing with a catalog critique clinic.

As we approach the 80’s, it is important for all of us involved in the administration of summer sessions in higher education to review our responsibilities and challenges, as well as further refine our skills and strategies.

We feel the 1979 joint conference, as it is planned, meets those objectives.

**November 4-7, 1979
Sahara Hotel
Las Vegas, Nevada**

Workshop for Newer Summer Sessions Administrators

Sunday, November 4, 7-10 p.m. and

Monday, November 5, 9 a.m.-Noon

Especially for the individual new to summer administration, this workshop will include four 90-minute sessions: (1) Budgeting, (2) Putting Your Summer Session Together, (3) The Summer Program, and (4) Evaluating the Summer Session.

The workshop curriculum includes consideration of the major aspects of summer administration identified as most important by campus administrators. Staffed by experienced administrators from tax-supported and independent institutions, the workshop should provide an effective introduction to the new administrator, or an efficient review for the relatively new administrator.

Coordinators:

John Edwards

Assistant Director

Summer Sessions

Arizona State University

Sharon K. Ferrett

Dean of Continuing Education

Humboldt State University, California

Staff:

Budgeting: Roy R. Dull, California State College-Bakersfield

Putting the Summer Session Together: Marianne B. McCarthy,
Trinity University, Texas

The Summer Program: Paul Bradley,
San Jose State University, California

Evaluating the Summer Session: Jack Johnson,
Hamline University, Minnesota

GENERAL SESSIONS

Monday, November 5

Noon-2 p.m.

Luncheon,

Anne Scheerer, NAASS President, presiding

Keynote Address:

Administrative Strategies: Programming for the 80's

Donald R. McNeil, Ph.D., President

University of Mid-America

Lincoln, Nebraska

Keynoter Donald R. McNeil has served in a variety of higher education administrative posts, including that of Chancellor of the University of Maine, Chancellor of the University of Wisconsin-Extension, and, most recently, as the first Director of the California Postsecondary Education Commission.

Professional activities include or have included appointments to the Commission on Federal Relations of the American Council on Education; the Office of Economic Opportunity; the Board of Directors of the National Center for Higher Education Management Systems at the Western Interstate Commission for Higher Education; and the Board of Governors for the Public Broadcasting Service.

In addition to his various administrative roles in higher education administration, McNeil has published several books, including *The Fight for Fluoridation*, and has published fiction and non-fiction articles in both the scholarly and popular press. He holds honorary degrees from institutions in Maine and California.

McNeil's address will include personnel, budget, systems management and program planning concerns. He will be available during the concurrent workshop following the luncheon, and will lead a wrap-up session late Monday afternoon (time and place to be announced).



**DONALD
R.
McNEIL**



**JAMES
J.
O'DONNELL**

Tuesday, November 6
9:30-10:30 a.m.

Ray Endres, WASSA President, presiding

Address:

Marketing Summer Sessions in the 80's

**James J. O'Donnell, Ph.D., Dean of Continuing Education
California State University-Northridge**

Dr. James J. O'Donnell, a member of both NAASS and WASSA, has taught history at Boston State College and Seton Hall University, served as Executive Editor of Xerox Education Publications, and has been in his present position since 1976. He also served as publisher and vice president of Oxford Books immediately prior to joining CSU-Northridge.

O'Donnell has published several books, as well as "Censorship and Publishers" in the *Bulletin* of the National Association of Secondary School Principals. On several occasions he received Edpress Awards for contributions to educational journalism, including the media series *Fundamental Freedoms* which deals with the rights and complexities of the ten amendments (Bill of Rights) to the Constitution.

O'Donnell will discuss the increased need for planning, precision marketing, resource commitment, and budget accountability reflected through professionalism and creative coordination. He will also be available during the concurrent workshops and will lead a wrap-up session early Tuesday afternoon (time and place to be announced).

Wednesday, November 7
10:30-11:40 a.m.

Charles White, presiding

Catalog Critique Clinic

Charles White, Portland State University (Oregon)
Vice President, Northwestern Region of NAASS
Secretary-Treasurer of WASSA

James F. Griffin, Hampton Institute (Virginia)

Larry Johnson, Fort Louis College (Colorado)

SCHEDULE AT A GLANCE

Sunday, November 4

1-6 p.m.

Registration
Lounge Reception Area

2-4 p.m.

WASSA Executive Committee
Room 12

NAASS Executive Committee
Room 10

New Directors Staff
Organizational Meeting
Room 3

4:30-6 p.m.

Standing Committees of both
NAASS and WASSA
Room 2

6-7 p.m.

Free Time — Dinner

7-10 p.m.

Newer Administrator's Workshop -
Session I
Room 3

Monday, November 5

8 a.m.-Noon

Registration
Lounge Reception Area

8:30-10 a.m.

NAASS Administrative Council
Room 10

9 a.m.-Noon

Newer Administrator's Workshop -
Session II
Room 3

10-10:30 a.m.

Beverage Break
Lounge Reception Area

10:30 a.m.-Noon

Standing Committees of both
NAASS and WASSA
Room 2

Noon-2 p.m.

Opening Luncheon and Keynoter
Room 1

2:30-4 p.m.

Concurrent Workshops on
Keynote Theme:

Workshop A1 Room 10

Workshop A2 Room 11

Workshop B Room 12

Workshop C Room 4

Workshop D Room 7

4:15-5 p.m.

Workshop Wrap-up
James Briscoe
Room 3

6-8 p.m.

Joint President's Reception
Lounge Reception Area

8 p.m.

On your own

Tuesday, November 6

9:30-10:30 a.m.

Second General Session
Room 3

10:30-11 a.m.

Refreshment Break
Lounge Reception Area

11 a.m.-12:30 p.m.

Concurrent Workshops on
Second General Session Theme:

Workshop A Room 10
Workshop B Room 12
Workshop C Room 11
Workshop D Room 7

12:30-1 p.m.

Wrap-up, General Session
Presenter Response to
Workshops
Room 3

1-2:30 p.m.

Lunch on your own

2:30-3:30 p.m.

WASSA Business Meeting
Room 2

3:30-4:30 p.m.

NAASS Business Meeting
Room 2

6-7 p.m.

Reception
No Host Cocktails
Lounge Reception Area

7-9 p.m.

Joint Conference Banquet
Presiding: Nancy Abraham and
James Briscoe

Awards Presentation:

NAASS: John M. Hough, Jr.

WASSA: Gary Penders

Room 1

Wednesday, November 7

9-10:15 a.m.

Concurrent Workshops
Workshop A Room 10
Workshop B Room 12
Workshop C Room 11
Workshop D Room 7

10:15-10:30 a.m.

Refreshment Break
Lounge Reception Area

10:30-11:40 a.m.

Catalog Critique Clinic
Room 3

12:30-2 p.m.

WASSA Executive Committee
Meeting and Luncheon
Room 5

12:30-2 p.m.

NAASS Administrative Council
Meeting and Luncheon
Room 6

2:15-3:15 p.m.

NAASS Executive Committee
Room to be announced

CONCURRENT SESSIONS

GROUP I: ADMINISTRATIVE STRATEGIES: PROGRAMMING FOR THE 80's WORKSHOPS

Monday, November 5
2:30-4:00 p.m.

A. Strategies for Budgeting

How do we handle a budget? A discussion of various strategies employed by experienced summer administrators representing both tax-supported and independent institutions. Topics will include development of the total budget, allocation of monies to specific departments or colleges, as well as other budgetary considerations. This workshop will be divided by size of summer enrollments into two sub-sections:

A-1

2,500 and over summer enrollments

Michael Nelson, Washington University (Missouri), Chairperson
Thomas O'Shea, Syracuse University (New York)
Donald Tarbet, University of North Carolina-Chapel Hill
Earl Keese, Middle Tennessee State University, Recorder

A-2

Under 2,500 summer enrollments

Percival Perry, Wake Forest University (North Carolina), Chairperson
Franz Nowotny, Eastern Montana College
David Wuerthele, Springfield College (Massachusetts)
George H. Zeiss, Southern Methodist University (Texas), Recorder

B. Strategies for Program Development

Panelists will discuss programming involving the adult learner, experiential learning, the Colorado Block Plan of Scheduling, and ideas derived from a survey of association members.

Mary Ann Rehnke, Northern Kentucky University, Chairperson
Seth Ellis, University of North Carolina-Charlotte
Gilbert Johns, The Colorado College
Michael Perillo, Southern Connecticut State College
Brooks Graham, University of North Carolina-Greensboro, Recorder

C. Strategies for Effective Systems Management

Strategies for systems management, focusing on systems analysis, faculty-centered program development, assessment, evaluation and feedback.

Alan T. Seagren, University of Nebraska, Lincoln, Chairperson
Joseph Pettit, Georgetown University (D.C.)
Ray Weisenborn, Montana State University
Robert H. Donaldson, Vanderbilt University (Tennessee), Recorder and
Panel Member

D. Strategies for Personnel Management (and the Impact of Collective Bargaining)

A look at who determines summer salaries, the use of contracts, and the impact of collective bargaining. Two of the four resource persons scheduled for this session currently have unions on their campuses.

Max Graeber, University of Richmond (Virginia), Chairperson

Paul Saimond, State University of New York-Albany

Charles Switzer, Eastern Illinois University

Jil Warn, University of California-San Diego, Recorder

GROUP II: MARKETING SUMMER SESSION IN THE 80'S WORKSHOPS

**Tuesday, November 6
11:00 a.m.-12:30 p.m.**

A. Identification of Summer Sessions Markets

Are there students who need *your* programs but don't know where you are or what you have to offer? How and where to find those students will be discussed in this session.

Richard Moe, Pacific Lutheran University (Washington), Chairperson

Russ J. Burke, Franklin and Marshall College (Pennsylvania)

Harriet Darrow, Indiana State University

Ken Loose, University of Calgary (Alberta), Recorder and Panel Member

B. Use of Direct Mail in Summer Sessions Promotion

How to increase your summer term enrollment by effectively utilizing direct mail. Discussion will include the variety and types of direct mail advertising, incorporation of direct mail into your media mix, design, options for distribution, and proper timing.

Robert Chernak, University of Hartford (Connecticut), Chairperson

Jean Shanahan, University of Wisconsin-Milwaukee, Co-Chairperson and Recorder

C. Effectiveness of Summer Sessions Promotion: Tracking and Evaluation

How do you know if your promotional efforts are effective? This session will focus on the mechanics of measuring and will feature some case studies.

Gary McCaleb, Abilene Christian University (Texas), Chairperson

John H. Leffler, Montclair State College (New Jersey)

George Thompson, Trinity University (Texas)

Melvin Lang, Walla Walla College (Washington), Recorder and Panel Member

D. Promotion Directions for the 80's

From coast to coast, from Canada to California, representatives of medium and large institutions which are concerned with maintaining their summer enrollments (and doesn't that include us all?) will reveal their forecasting techniques and strategies for attainment of optimal goals. Blue sky ideas will meet solid earth suggestions as panelists exchange trade secrets and prognostications.

Abbie Smith, Wichita State University (Kansas), Chairperson

James Carefoot, University of Regina (Saskatchewan)

Sherry May, University of Southern California

Lawrence Laban, Virginia Commonwealth University, Recorder and Panel Member

GROUP III: CONCURRENT SESSIONS

Wednesday, November 7

9:00-10:15 a.m.

A. Leadership Styles and Behavior for Effective Summer Sessions Administration

Certain types of leadership styles result in effective, productive activity. Other styles reveal a "spinning of wheels." This session will focus on that behavior which causes "things" to happen.

Norman H. Sam, Lehigh University (Pennsylvania), Chairperson

John Schmidt, University of Wisconsin-Oshkosh

Denis Kigin, Arizona State University

James Hirsch, Muhlenberg College (Pennsylvania), Recorder

B. Continuing Education or Summer Session, Friend or Foe: Point/Counterpoint

The question of continuing education's impact on summer sessions, as we know it, remains unanswered. The object of this session is to raise and discuss some of the issues that relate to this concern.

Leslie J. Coyne, Indiana University, Chairperson

Norman Watt, University of British Columbia

Marianne McCarthy, Trinity University (Texas)

Willard L. Thompson, University of Minnesota

Mary Adler, University of California, Irvine, Recorder

C. Serving the Non-Traditional Students

On many campuses the traditional college student, 18-21 years of age, arriving directly from high school, single, and totally dependent on parents, has all but vanished. We must now also focus on the non-traditional students: senior citizens, returning housewives, the incarcerated, the population with an average age above 26, and the mobile classrooms, among others.

Joe L. Simmons, Lincoln University (Missouri), Chairperson

Richard T. Anderson, Phillips University (Oklahoma), Co-Chairperson and Recorder

D. Programs for the High School Student on the Campus in Summer

How to attract, stimulate, and cope with high school students on the college or university campus in summer. Discussion will cover both credit and non-credit programs.

Ronald J. Nurse, Virginia Polytechnic Institute, Chairperson

Shirley Ahrens, State University of New York-Buffalo

Martin Sampson, Cornell University (New York)

Gerald Sullivan, Georgetown University (D.C.)

Thomas E. Churchwell, Northeast Missouri State University, Recorder

Program Co-Chairpersons

NAASS: Nancy Abraham

University of Wisconsin, Madison

WASSA: James Briscoe

California State University, Los Angeles

Local Arrangements: Paul Aizley

University of Nevada, Las Vegas

OFFICERS AND COMMITTEES

NAASS OFFICERS 1978-79

President

Anne E. Scheerer

President-Elect

Nancy Abraham

Treasurer

Marjorie B. Johansen

Executive Secretary

Michael U. Nelson

REGIONAL VICE PRESIDENTS

Northeastern Region

Thomas M. O'Shea

Middle States Region

Norman H. Sam

Southeastern Region

John Hough, Jr.

East Central Region

Les J. Coyne

West Central Region

Donald G. Wallace

Southwestern Region

Russell M. Keeling

Western Region

Sharon K. Ferrett

Northwestern Region

Charles M. White

WASSA OFFICERS 1978-79

President

Raymond J. Endres

Past President

Richard D. Moe

President-Elect

James T. Briscoe

Secretary-Treasurer

Charles M. White

Director, 3-Year Term

Paul Aizley

Director, 2-Year Term

Margot Hooker Lucas

Director, 1-Year Term

Norman S. Watt

NAASS COMMITTEES - 1979

AWARDS

John Hough, Jr., Mars Hill College

Thomas O'Shea, Syracuse University

Norman Sam, Lehigh University

Les J. Coyne, Indiana University, Bloomington

Phillip Richards, St. Scholastica, Minnesota

Charles White, Portland State University

Sharon Ferrett, Humboldt State University

Russell Keeling, Southwest Missouri State University

Marvin Glockner, C.W. Post Center, Long Island University

FINANCE

Marjorie Johansen, UCLA, NAASS Treasurer, Chairperson *ex officio*

Charles White, Portland State University

Shirley Ahrens, SUNY, Buffalo

GOVERNMENT RELATIONS

Salvatore Paratore, George Washington University, Chairperson

Gerald Sullivan, Georgetown University

Jennifer Murphy, American University

NEWSLETTER

Abbie Smith, Wichita State University, Editor

NOMINATIONS AND ELECTIONS

Harriet Darrow, Indiana State University, Chairperson
Michael Nelson, Washington University
Richard Moe, Pacific Lutheran University
Paul Saimond, SUNY, Albany
Jackson Wells, University of Denver

RESEARCH

Marianne McCarthy, Trinity University, Chairperson
Paul Aizley, University of Nevada, Las Vegas
Franz Nowotny, Eastern Montana College
Mary Ann Rehnke, Northern Kentucky University

RESOLUTIONS

Jack Johnson, Hamline University, Chairperson
John Schmidt, University of Wisconsin, Oshkosh
Hugh McKeegan, Bucknell University
Russell Keeling, Southwest Missouri State
Mary (Toni) Adler, University of California, Irvine

SITE SELECTION

James Griffin, Hampton Institute, Chairperson
David Brecht, O.S.A., Villanova University
Phyllis Gallagher, Loyola University, Chicago
Daisy Howell, Delta State University
Jill Warn, University of California, San Diego
George Zeiss, Southern Methodist University

WASSA COMMITTEES - 1979

AD HOC COMMITTEE

CATALOGUE EVALUATION

Jackson Wells, University of Denver, Chairperson
William R. Erwin, Jr., University of Northern Colorado
Larry Johnson, Fort Lewis College

ANNUAL MEETING

K.L. Carswell, University of Alberta, Chairperson
Roderick Peck, California State University, Long Beach
Bill Benson, Central Washington University
Patricia Dingman, University of California, Santa Cruz
Don Theophilous, University of Alaska, Fairbanks
William D. Boub, University of Colorado, Denver

AWARDS

Gary Penders, San Francisco State University, Chairperson
Ray Weisenborn, Montana State University
Sandra Knowles, University of Calgary
Janet Senior, University of Victoria
Glen Fahs, Dominican College
Dave Wallace, Oregon College of Education

ETHICS

John Edwards, Arizona State University, Chairperson
Donald E. Trebon, University of Oregon
Kenneth Slade, University of British Columbia
Marjorie Johansen, University of California, Los Angeles

COMMITTEES (Continued)

John Cooper, California Lutheran College
Leon Leavitt, Loyola Marymount University

MEMBERSHIP

Charles White, Portland State University, Chairperson
Richard Foster, Idaho State University
George Behunin, Western New Mexico University
Leonard Overturf, Colorado State University
Larry Cobb, San Diego State University
Ralph Meuter, California State University, Chico
Robert Sakai, University of Hawaii
Catherine Holderness, University of Nevada, Reno
Charles McCleary, University of Lethbridge, Canada

NOMINATING

Kaye Waggoner, University of Colorado, Chairperson
John Frank Ligon, Oregon State University
Richard D. Moe, Pacific Lutheran University
Norman S. Watt, University of British Columbia
Paul Kaus, University of Idaho
Denis Kigin, Arizona State University

RESEARCH

Jim Carefoot, University of Regina, Chairperson
James O'Donnell, California State University, Northridge
Harry Hazel, Gonzaga University
Margot Hooker Lucas, University of Southern California
Ken Loose, University of Calgary
Paul Aizley, University of Nevada, Las Vegas

RESOLUTIONS

James Scott, Pacific Union College, Chairperson
Henry Fricker, California State University, Fresno
Roy Dull, California State College, Bakersfield
Pauline Lyon, University of Washington
John Richards, Lewis and Clark College
Gary Swain, University of Redlands

UNIVERSITY OF NEVADA · LAS VEGAS

