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
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).
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)
**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
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 strategems 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 Salmond, State University of New York-Albany  
Charles Switzer, Eastern Illinois University  
Jill 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  
adsvertising, 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
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Patricia Dingman, University of California, Santa Cruz
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Dave Wallace, Oregon College of Education

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