

**"Selling Summer Sessions:
Internally and Externally"**

**1980 NAASS CONFERENCE
November 5-8, 1980
Radisson Hotel
Charlotte, North Carolina**

North American Association of Summer Sessions 1980 Conference

“Selling Summer Sessions: Internally and Externally”

The 1980 NAASS Conference, “Selling Summer Sessions: Internally and Externally,” will look at summer sessions and the crucial role that it will play in higher education as we enter the 80's. Summer sessions in the next decade will be judged on how it responds to the needs of students and how effective and appropriate that response is. To be equipped for the challenge in higher education, summer sessions deans and directors will need to take a forward look and try to gain some insights and strategies to understand and deal with what is ahead. Thus, the Conference will be starting with a look toward the future.

Often neglected, but highly important in the decade ahead, will be the effectiveness of the summer sessions administrative operation. Traditionally, this aspect of summer sessions has not been given much attention, but this year we will focus on it in a general session. Drawing on the experiences and knowledge of two successful colleagues, we will look at the summer session operation, its strengths, its weaknesses, and how it might be developed as we enter a new decade.

An important part of a professional meeting of colleagues is an interchange and sharing of ideas on specific and timely areas of interest. There will be opportunities to do this through several concurrent topical sessions. The range of subjects will be varied and is based on previous indications of interests by the membership. The Conference will be concluded by a mini-workshop aimed at the issue of selling summer sessions to both old and new constituencies. Summer sessions is in the business of serving students with timely and appropriate course offerings. The development and marketing of those offerings are going to be crucial in the 80's. Strategies, insights, and practical approaches will be the thrust of the closing mini-workshop.

We feel that the 1980 NAASS Conference is going to give you some insights into the future and provide you with some approaches, strategies and ideas to deal with that future. Higher education is clearly embarking on exciting and challenging times. Summer sessions will be an integral part of that excitement and challenge.

Workshop for Newer Summer Sessions Administrators

**Wednesday, November 5, 7-10 p.m. and
Thursday, November 6, 9 a.m.-Noon**

**Directed by Dr. Melvin Bernstein
Administrative Dean of Summer Programs
University of Maryland**

Want an in-basket of new ideas? NAASS is pleased to present its Annual Workshop for New Directors at Charlotte, North Carolina, immediately preceding the November Conference. Directed by Melvin Bernstein, University of Maryland, the Workshop will consist of two sessions: Wednesday, November 5, 7-10 p.m.; and Thursday, November 6, 9 a.m. to Noon.

The Wednesday evening session will discuss budgeting, marketing research, program planning, publication and advertising design, preparation and distribution, contracts, and development of special workshops.

The Thursday morning session will deal with actual operations, interface with campus academic and business offices, community involvement and program evaluation. Presentations will be designed to include the needs of both public and private institutions of various enrollment levels and broad geographic distribution.

A distinguished panel of speakers will participate: Lawrence Murphy, University of the Pacific; Rev. Robert Austgen, University of Notre Dame; Robert Sankey, University of Arizona; Thomas O'Shea, Syracuse University; Graham Johnson, Howard University; M. Robert Allen, University of Miami (Florida); and Sally S. Senior, University of California, Berkeley. Be sure to indicate your desire to register for the New Administrators Workshop when registering for the NAASS Charlotte Conference.

Thursday, November 6

Noon-2 p.m.

Luncheon

Nancy Abraham, NAASS President, presiding

Opening Address:

"A Look at the Carnegie Report—What it Says About the Future of Higher Education"

Dr. E.K. Fretwell Jr., Chancellor of the University of North Carolina at Charlotte

Dr. E.K. Fretwell Jr. has an expansive background in higher education and has served in key national posts, including president of the American Association of State Colleges and Universities and commissioner of the Education Commission of the States. He has served as a member of the American Council on Education Commission on Plans and Objectives for Higher Education, as national president of the American Association of Higher Education, as president and board chairman of the Middle States Association of Colleges and Secondary Schools, as chairman of the board of the Carnegie Foundation for the Advancement of Teaching, and as a member of the Carnegie Council on Policy Studies in Higher Education and of the Carnegie Foundation's Special Task Force on State and Institutional Relations.

Prior to his appointment as Chancellor of the University of North Carolina at Charlotte, Dr. Fretwell served as president of the State University College at Buffalo for eleven years. His special professional experience includes staff writer for the American National Red Cross, vice consul for the U.S. Department of State in Prague, Czechoslovakia, teacher in Brookline, Massachusetts and Evanston, Illinois schools, administrative secretary for the John Hay Whitney Foundation, assistant commissioner for higher education at New York State Education Department, and university dean for academic development at the City University of New York.

Chancellor Fretwell's address will be drawn from the experience and knowledge he has gained from his extensive association with the Carnegie Foundation and the Council on Policy Studies in Higher Education. He will be discussing the recently published Carnegie Council Policies Studies and Education Report on the Future of Higher Education.

Friday, November 7

9:00-10:30 a.m.

Nancy Abraham, NAASS President, presiding

**Address: Dr. Alan T. Seagren
Director of Summer Sessions
Vice Chancellor for Academic Affairs
University of Nebraska, Lincoln**

**Dr. Norman H. Sam
Director of Summer Sessions
Lehigh University
Bethlehem, Pennsylvania**

"Effective Strategies for the Development of Summer Sessions"

Dr. Norman H. Sam has been a member of NAASS since its inception and has been active as a leader in Summer Sessions for 18 years. During that period he has served through two administrations at Lehigh University, a private university in Bethlehem, Pennsylvania. He was the first director for the Council of Teaching and Learning, and is past president of AUSS. At the present time he is NAASS vice president for the Middle Atlantic region. Sam has published two textbooks for elementary children in mathematics and language arts and has numerous articles published in national professional magazines such as *Change* and the *Kappan*. He was instrumental in developing one of the first simulation workshops aimed at changing the administrative behavior of chief school administrators.

Dr. Alan T. Seagren is Director of Summer Sessions and Assistant Vice Chancellor for Academic Affairs at the University of Nebraska, Lincoln. Seagren's professional memberships include: National Association of Summer Sessions; past president Association of University Summer Sessions; president-elect, North Central Conference of Summer Sessions; Society for College and University Planning; American Association of Educational Research; American Association of Higher Education. Seagren has served as special assistant to the President of the University of Nebraska, and was a visiting fellow at Darling Downs Institute of Advanced Education, Toowoomba, Queensland, Australia. He has also been associate dean of the Teachers College and assistant dean of faculties, University of Nebraska, Lincoln. He has written several articles and papers on higher education and summer sessions and recently co-authored a historical prospective titled *Summer Sessions Commitment to: Students, Innovations and Quality*, published by the North Central Conference on Summer Schools.

Sam and Seagren will present models and strategies for the development of effective summer programs in both the large public and the small private institution. They will discuss the effective utilization of the formal and informal power structure of the university, the accomplishment of institutional and summer session goals and the identification of internal and external consistency and inconsistencies as they relate to problem resolution.

Saturday, November 8
8:30-9:30 a.m.

Charles White presiding

CATALOG CRITIQUE CLINIC

Charles M. White, Portland State University, Chairperson
Karen Waldal, Idaho State
Earl E. Keese, Middle Tennessee State University

NAASS members who submitted catalogs to Charles White for critique will be given specific notes and rating sheets for their catalogs. The session will be of general interest to all Summer Session Directors, whether or not they have submitted catalogs for the committee critique process.

SCHEDULE AT A GLANCE

Wednesday, November 5

Sunday

- 1:00 p.m. - 6:00 p.m. Registration—Lobby Foyer
- 3:00 p.m. - 5:00 p.m. NAASS Executive Committee—Parlor Room 221
- 4:00 p.m. - 6:00 p.m. Reception for New Deans and Directors, hosted by the North Carolina Association of College and University Summer Session Deans and Directors (NCACUSSDD)—Gold Room A and B
- 6:00 p.m. - 7:00 p.m. Dinner on your own
- 7:00 p.m. - 10:00 p.m. New Administrator's Workshop, Session I—Mecklenburg Room
- 7:00 p.m. - 10:00 p.m. Dinner Meeting for the NCACUSSDD—Gold Room C

Thursday, November 6

Monday

- 8:30 a.m. - NOON Registration—Lobby Foyer
- 8:30 a.m. - 10:00 a.m. NAASS Administrative Council—Parlor Room 221
- 9:00 a.m. - NOON New Administrator's Workshop, Session II—Mecklenburg Room
- 10:00 a.m. - 11:30 a.m. Standing Committees of NAASS—Colonial Room
- 12:30 p.m. - 2:00 p.m. Opening Luncheon and Speaker—Mint/Tryon Rooms
- 2:15 p.m. - 3:45 p.m. Concurrent Discussion Sessions —
Private Institutions (2500 or less)-Jackson Room
Private Institutions (2500 or more)-Polk Room
Public Institutions-Gold Room A
- 6:30 p.m. - Midnight Optional: North Carolina Style Hoe-Down—Charlotte Civic Center

Friday, November 7

Tuesday

- 9:00 a.m. - 10:30 a.m. Second General Session—Gold Room
- 9:00 a.m. - 5:00 p.m. Optional: Spouses Tour of Discount Houses In and Around Burlington—Burlington, North Carolina
- 10:30 a.m. - 11:00 a.m. Coffee Break—Gold Room
- 11:30 a.m. - 12:30 p.m. NAASS Business Meeting—Gold Room
- 12:30 p.m. - 2:00 p.m. Lunch on your own
- 2:00 p.m. - 3:15 p.m. Concurrent Workshops, Session I
Workshop A - Jackson Room
Workshop B - Polk Room
Workshop C - Gold Room A
Workshop D - Gold Room B
Workshop E - Gold Room C

3:15 p.m. - 3:30 p.m. Beverage Break outside Meeting Rooms

3:30 p.m. - 4:45 p.m. Concurrent Workshops, Session II
Workshop A - Jackson Room
Workshop B - Polk Room
Workshop C - Gold Room A
Workshop D - Gold Room B
Workshop E - Gold Room C

6:30 p.m. - 7:30 p.m. Reception/No Host Cocktails—Colonial Room

7:30 p.m. - 10:00 p.m. Conference Banquet, Awards Presentation—Mint/Tryon Rooms

Saturday, November 8

Wednesday

8:30 a.m. - 9:30 a.m. Catalog Critique Clinic—Gold Room

9:30 a.m. - 11:30 a.m. General Session—Gold Room *G. Vaughn*

9:30 a.m. - 6:30 p.m. Optional: Tour of the Biltmore House in Asheville, North Carolina

9:45 a.m. - 10:15 a.m. Coffee Break—Gold Room

12:00 NOON - 1:30 p.m. NAASS Administrative Council Meeting and Luncheon—Polk Room

2:00 p.m. - 4:00 p.m. NAASS Executive Committee—Parlor Room 221

CONCURRENT SESSIONS

Thursday, November 6

2:15-3:45 p.m.

SUMMER SESSIONS AND THE DECADE AHEAD:

What does the Carnegie Report say to Summer Session Administrators? Following the presentation by Chancellor E.K. Fretwell Jr., University of North Carolina at Charlotte, on the implications of the Carnegie Report and his insights into its development, three Concurrent Sessions will convene to discuss what the Carnegie Commission Report is saying to Summer Session administrators. The sessions will be divided by public and private institutions and by size of private institutions in an attempt to focus the discussion toward the specific interests of each group. Two NAASS regional vice presidents will lead each discussion section. Also, they will report points of crucial interest back to the general membership. The sessions will provide a unique opportunity for colleagues to share their impressions and their questions regarding challenging and interesting times ahead.

Private Institutions (2500 or less)

John M. Hough, Jr., Mars-Hill College

V.P., Southeastern Region

Philip K. Richards, College of St. Scholastica

V.P., West Central Region

/ Anne Scheerer

Private Institutions (2500 or more)

Norman H. Sam, Lehigh University

V.P., Mid-States Region

Thomas M. O'Shea, Syracuse University

V.P., Northwest Region

Public Institutions

Jean M. Shanahan, University of Wisconsin-Milwaukee

V.P., East Central Region

Larry D. Clark, University of Missouri

V.P., Southwest Region

Friday, November 7
2:00-3:15 p.m.

CONCURRENT WORKSHOPS, SESSION I

A. Summer Sessions and Telecommunications: Options and Opportunities for the Future

Effective use of the electronic media has been an ongoing concern of educators and it will continue to be into the decade ahead. As the level of technology and sophistication increases, it will also increase the appropriate application in many Summer Sessions programs. New developments will be discussed.

Dwight R. Thomas, Director, TUNUIT Manager Program, University of Regina

B. Programs for High School Students: Nuts and Bolts

Always being sensitive to the need for maintaining a flow of quality students to our campuses, high school programs are becoming more important to our summer programs and to the institution as a whole. Summer Sessions Deans and Directors interested in summer programming for high school students face some unique challenges and opportunities which will be addressed by the panelists. Differing kinds of programming options will be identified and discussed and attention will be given to the more operational aspects of mounting such programs.

Marvin J. Glockner, C.W. Post Center, Long Island, Chairperson

Seth Ellis, University of North Carolina at Charlotte

Tom O'Shea, Syracuse University

Gerry Sullivan, Georgetown University

C. Cooperative Venture in Summer Sessions

To enrich their summer programs, three Greensboro area colleges have joined together and instituted a joint summer session held on the campus of Guilford College. The combined summer school is directed by Greensboro Regional Consortium, Incorporated. The venture is viewed as a logical extension of the present spirit of cooperation existing among the three Greensboro schools. It enables them to offer three times as many summer courses and a number of advanced and specialized courses.

William J. Lanier, Executive Director, Greensboro Regional Consortium, Incorporated, Presenter

3:15

Jackson

D. Four-Day Calendar and Other Options

An increased number of institutions are considering new calendar arrangements which accommodate the developing energy concerns facing the country. Pre-dominant among such arrangements is the four-day calendar option. Faced with a need to respond to the growing energy crisis, Summer Sessions Deans and Directors need to become more aware of the various options available to them to respond to their particular needs. Rationale, strategies and implementation insights will be shared by the panel of Summer Sessions administrators experienced in such calendar options.

Russell Keeling, Southwest Missouri State University, Chairperson

Norman H. Sam, Lehigh University

Lawrence F. Laban, Virginia Commonwealth University

E. Swapshop I

One of the continual appeals of professional gatherings is the opportunity to share ideas, strategies, and insights with one's colleagues. Swapshop, which is an informal forum, allows participants to gain and share information regarding their individual interests.

Margo Kyle, McGill University, Discussion Leader

Jim Griffin, Hampton Institute, Discussion Leader

Friday, November 7

3:30-4:45 p.m.

CONCURRENT WORKSHOPS, SESSION II

2:00

A. Faculty Compensation and Related Issues

In a period of tightening budgets and the need for fiscal innovation the issue of faculty compensation is usually the first to be raised. Drawing representatives from public and private institutions, the panel will explore the current issues related to faculty compensation and the different approaches that have been used in addressing the issues. The result will be an attempt to provide an update and a broadening of knowledge regarding this important area of ongoing concern.

Larry Clarke, University of Missouri, Chairperson

Anne Scheerer, Creighton University

Rozanne G. Epps, Virginia Commonwealth University

B. Surviving JAWS I: The California Budget Crunching Experience

When Proposition 13 was introduced in California, it stirred higher education across the country and many states followed California's lead. California Summer Sessions administrators have been brought together to relate to their colleagues what the impact of this legislation has meant to their programs and operations. Summer Sessions Deans and Directors need to be aware of the impact of such actions and be ready to respond at their campuses.

Claire Duffey, Humboldt State, Chairperson

Jill Warn, San Diego State

C. Elderhostel: Making It Work On Your Campus

This session is of special value to those wanting to learn more about implementing a summer Elderhostel program for adults over 60.

Jack Johnson, Hamline University, Chairperson

Dorothea G. Lakin, University of North Carolina at Charlotte

D. Swapshop II

One of the continual appeals of professional gatherings is the opportunity to share ideas, strategies, and insights with one's professional colleagues. Swapshop, which is an informal forum, allows participants to gain and share information regarding their individual interests.

Jennifer Murphy, American University, Discussion Leader

John Gilheany, Catholic University of America, Discussion Leader

E. Research Reports

Each year, through its Research Committee, NAASS provides grants to support research efforts directed towards Summer Sessions. As part of the grant, the grantees are requested to report on their research at the National NAASS Conference each year.

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UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

The University of North Carolina at Charlotte is an established yet still growing institution located just minutes from the heart of the largest urban center in the Carolinas, a city of more than 300,000. The 1000-acre campus serves one of the fastest growing and most dynamic metropolitan areas of the new South and is within a short distance from the Blue Ridge Mountains to the west and the popular Carolina beaches to the east.

UNCC has experienced phenomenal growth during its 15-year history. The 1979-80 enrollment was 8,945. Four high rise residence halls on campus house approximately 2,200 with another few hundred living in apartment-type housing. More than 6,000 students commute from Charlotte and the surrounding area. The campus is located on a tract of rolling hills with forests, streams, and ponds. Contemporary buildings are clustered at the central campus, which is easily accessible via Interstate Highways 77 and 85, U.S. Highway 29, and N.C. Highway 49.

