



**THE CHANGING NATURE
OF THE SUMMER SESSIONS**

**18TH ANNUAL CONFERENCE
NORTH AMERICAN ASSOCIATION
OF SUMMER SESSIONS**

**November 8th - 11th, 1981
Sheraton Mt-Royal Hotel
Montreal, P.Q. Canada**

CONFERENCE OVERVIEW

The Eighteenth Annual Conference of the North American Association of Summer Sessions will be held at the Sheraton Mt-Royal Hotel in Montreal, Quebec, Canada. McGill University has the honour of being the first institution in Canada to host the annual meeting.

Once again we will begin the conference with a Pre-Session Workshop for Newer Summer Session Administrators on Sunday, November 8th. Dr. Ann E. Scheerer, a former President of NAASS, will direct the workshop. Ann will call upon a workshop staff of seven experienced summer session administrators, representing both public and private institutions, to discuss topics related to administration, program development, budgeting, and promotions.

The general theme of the 1981 NAASS Conference, "The Changing Nature of the Summer Sessions", will be addressed by Dr. Clodus R. Smith, Vice President of University Relations at Cleveland State University in Ohio. Dr. Smith is well acquainted with the challenges facing colleges and universities during this period of inadequate funding, declining enrollments, and wavering public support. In his keynote address at the opening luncheon, Dr. Smith will discuss some of the changes and challenges we face and how we might deal more constructively and creatively with them.

At our second plenary session on Tuesday morning, the emphasis will shift to a relatively new educational technology developed as a part of the "Telidon" System designed by researchers at the Canadian Department of Communications. Ms. Maria Cioni, Telidon Liaison for the Ontario Educational Communications Authority (OECA), assisted by Linda Gee and Alex Waugh from the University of Toronto, will demonstrate some of the educational applications for a new computer communications system which can be linked to the television set in the home.

Since no NAASS Conference would be complete without a session devoted to marketing, we have "returned to the well" and arranged for Ms. Irene Bagge, Manager of Public Relations and Marketing, University Extension, University of California, Los Angeles, to be our featured presenter at the closing general session on Wednesday morning. A true veteran with a wealth of experience, Irene Bagge knows the "ins and outs" of marketing. She is most adept at demystifying and simplifying the methods and techniques that pay dividends for the willing administrator. The focus is "The Realities of Marketing in the 80's." The topics covered range from the Marketing Concept to the Marketing Plan to Promotion to Effectiveness Measurement. The real treat is Irene Bagge. Don't miss this one!

CONFERENCE OVERVIEW (cont'd.) ←

In addition to the aforementioned general sessions, a variety of concurrent workshops are scheduled for Monday and Tuesday afternoons. Special mention should be made of the fact that a time management workshop has been added as a new feature on the program this year. On Tuesday afternoon, beginning at one o'clock, Mr. Phil Graf, Director of the Center of Management Development at Bryant College in Smithfield, Rhode Island, will conduct a three hour "Effective Time Management" session for those conferees who wish to identify and resolve specific time use problems. This workshop is limited to the first thirty five persons who register their intent. *Please make certain that you check the appropriate box on the Concurrent Workshop Selection Sheet if you wish to participate.* By participating in the time management workshop, you forgo the choice of a second workshop later in the afternoon on Tuesday.

Another new feature of the conference is the NAASS Hospitality Room. During conference hours, the Alpin Room on the Mezzanine will be open for small group meetings and discussions. Individuals who wish to meet for informal discussions on particular topics are welcome to use this room. We realize that the formal parts of the program do not always address subjects that are of special interest to you or your institution. Therefore, we encourage you to "structure" the discussions around the conference table in the Alpin Room. Note also that one section of the Hospitality Room will be set up for the display of Summer Sessions catalogues and other printed materials that you wish to bring with you to the conference. Feel free to drop them off after you register!

One final comment and a request. The program which follows is relatively complete. You should have a sufficient amount of information to make a decision regarding your attendance and selection of workshops. Your early registration will greatly facilitate our efforts to serve you and to inform the various presenters about the size of the groups with which they will be working.

It is most important that you complete the enclosed hotel reservation postal card and mail it immediately. *The deadline for reserving a room at the Sheraton Mt-Royal Hotel is October 1st.* This is an early reservation cut-off date and we cannot guarantee that a room will be available for you at the Mt-Royal if you miss their deadline. Please take action to reserve your room now.

We shall look forward to having you with us in Montreal!

Workshop for Newer Summer Sessions Administrators

**Sunday, November 8th, 8:30 a.m. to 5:30 p.m. and
Monday, November 9th, 8:30 a.m. to 10:00 a.m.**

**Directed by: Dr. Ann E. Sheerer
Dean of Summer Sessions
and Lifelong Learning Center
Creighton University**

PROGRAM

SUNDAY, NOVEMBER 8th

- 8:30 a.m. - 9:15 a.m. **Conference and Workshop Registration**
- 9:15 a.m. - 10:15 a.m. **Administering the Summer Session** — An Overview,
Al Seagren, University of Nebraska-Lincoln
- 10:30 a.m. - 12:30 p.m. **Program Development**
Daisy Howell, Delta State University
Norm Sam, Lehigh University
- 12:30 p.m. - 1:45 p.m. **Newer Administrators Lunch**
- 1:45 p.m. - 3:30 p.m. **Budget Building**
Jim Griffin, Hampton Institute
Jean Shanahan, University of Wisconsin-Milwaukee
- 3:45 p.m. - 5:30 p.m. **Promoting the Product**
Abbie Smith, Wichita State University
Dick Moe, Pacific Lutheran University

MONDAY, NOVEMBER 9th

- 8:30 a.m. - 10:00 a.m. **Wrap-up**
Ann E. Sheerer, Creighton University

NOTE: Be certain to indicate your desire to register for the Newer Administrators Workshop when registering for the NAASS Montreal Conference.

FIRST PLENARY SESSION

MONDAY, NOVEMBER 9th

Noon — 2:00 p.m.

Opening Luncheon

Presiding: Leslie J. Coyne, Indiana University
President of NAASS

Welcome: David L. Johnston, Principal and Vice-Chancellor, McGill University

Keynote Speaker: Clodus R. Smith
Vice President for University Relations
Cleveland State University

Keynote Address: THE CHANGING NATURE OF THE SUMMER SESSIONS

CONCURRENT WORKSHOPS, SESSION I

MONDAY, NOVEMBER 9th

- 2:15 p.m. - 3:45 p.m. | A. **Distance Education in Quebec, Arctic: A Teacher Training Program for Inuit**
Real G. Boulianne, McGill University
- | B. **Elderhostel: Expanding Educational Opportunities for Older Adults**
Patricia Gary, New England Regional Coordinator, Elderhostel, **Chairperson**
William Berkeley, President, Elderhostel, Inc.
Robert Williston, University of New Brunswick, Canadian Provincial Coordinator
- | C. **Dealing with Faculty Compensation Dilemmas**
Rozanne G. Epps, Virginia Commonwealth University, **Moderator**
Harriet D. Darrow, Indiana State University
Hugh F. McKeegan, Bucknell University
Alton L. Taylor, University of Virginia

I D. **Measuring the Effectiveness of your Summer Session**

John R. Bushey, University of Vermont
Robert W. Sankey, University of Arizona

NOTE: This workshop will consist of two presentations followed by audience interchange. If participants have a measurement instrument that they think others might find useful, they are encouraged to bring a sufficient number of copies to share.

ACTIVITIES

Monday, November 9th

4:15 p.m. — . . .

Tour of the McGill Campus

NAASS President's Reception at the McGill Faculty Club

Dinner on your Own

A guided tour of the McGill University campus, which is just 4 blocks from the hotel, will start at the McGill main gates on Sherbrooke Street at 4:15 p.m. and lead to the NAASS President's reception in the ballroom of McGill's historic Faculty Club.

The cocktail hour reception should end at approximately 7:00 p.m. and will be followed by dinner on your own at any one of Montreal's many good restaurants. You will be provided with some suggestions and some sample menu's will be available in the Hospitality Room to assist you in making your choice. (Remember, reservations are always a good idea.)

UNDERGROUND WALKING TOUR (Optional)

The Metro, leading to Old Montreal, will be brought entertainingly to your attention by the running commentary of a knowledgeable tour guide. The tour will cost \$5.00 per person (including Metro tickets), payable in Canadian funds at the registration desk upon your arrival in Montreal, and will be offered twice at the following times:

Monday, November 9th from 9:00 a.m. to approximately 11:30 a.m.

Tuesday, November 10th from 1:30 p.m. to approximately 4:00 p.m.

For planning purposes, please indicate your preference in the appropriate spot on the registration form.

NAASS CONFERENCE SCHEDULE

	Room	Floor
Sunday, November 8th		
8:30 a.m. - 8:00 p.m.	Hospitality Room Open	Alpin Mez.
8:30 a.m. - 9:15 a.m.	Registration	Alpin Mez.
9:15 a.m. - 12:30 p.m.	Newer Administrators Workshops	Brittany 9th
12:30 p.m. - 1:45 p.m.	Newer Administrators Lunch	Copper 10th
1:45 p.m. - 5:30 p.m.	Newer Administrators Workshop	Brittany 9th
3:00 p.m. - 5:00 p.m.	NAASS Executive Committee	President's Suite
4:00 p.m. - 8:00 p.m.	Registration	Alpin Mez.
Monday, November 9th		
8:30 a.m. - 5:00 p.m.	Hospitality Room Open	Alpin Mez.
8:30 a.m. - 9:00 a.m.	Registration <i>Admin. Council</i>	Alpin Mez.
8:30 a.m. - 10:00 a.m.	Newer Administrators Workshop Wrap-up	Brittany 9th
9:00 a.m. - 11:30 a.m.	Tour of Metro to Old Montreal (Optional)	
10:00 a.m. - 11:30 a.m.	Standing Committees of NAASS	Terrace Lobby
NOON - 2:00 p.m.	Opening Luncheon	Salle Dorée Lobby
2:15 p.m. - 3:45 p.m.	Concurrent Workshops I	
	I A) Distance Education in Quebec	Terrace Lobby
	I B) Elderhostel	Sheraton C. Mez.
	I C) Faculty Compensation Dilemmas	Laurentien Mez.
	I D) Measuring Effectiveness	Quebec Mez.
4:15 p.m. - 5:15 p.m.	Guided Walking Tour of McGill	<i>Sheraton C.</i>
5:30 p.m. - 7:00 p.m.	President's Reception at McGill Faculty Club	
7:00 p.m. -	Dinner On Your Own	

7:30 a.m. WC Breakfast

Tuesday, November 10th

		Room	Floor
8:00 a.m. - 4:00 p.m.	Hospitality Room Open	Alpin	Mez.
9:00 a.m. - 10:00 a.m.	Telidon	Sheraton N.S.C.	Mez.
10:00 a.m. - 10:15 a.m.	Coffee Break		Mez. Hall
10:15 a.m. - 11:30 a.m.	Telidon	Sheraton N.S.C.	Mez.
11:30 a.m. - 1:00 p.m.	Lunch on Your Own		
1:00 p.m. - 4:00 p.m.	Effective Time Management	Totem	10th
1:00 p.m. - 2:30 p.m.	Concurrent Workshops II		
	II A) Program Strategies	Terrace	Lobby
	II B) Flexible Learning Packages	Sheraton C.	Mez.
	II C) Continuing Education and Summer	Laurentien	Mez.
	II D) Summer Roundtable	Quebec	Mez.
1:30 p.m. - 4:00 p.m.	Tour of Metro to Old Montreal (Optional)		
2:45 p.m. - 4:00 p.m.	Concurrent Workshops III		
	III A) Catalogue Clinic	Sheraton C.	Mez.
	III B) Marketplace for Ideas	Laurentien	Mez.
	III C) Encouraging Creative Approaches	Quebec	Mez.
4:15 p.m. - 5:15 p.m.	NAASS Business Meeting	Sheraton N.S.C.	Mez.
6:30 p.m. - 7:30 p.m.	Reception (No Host)	Salle Dorée	Lobby
7:30 p.m. - 10:00 p.m.	Annual Conference Banquet	Salle Dorée	Lobby

Wednesday, November 11th

9:00 a.m. - 3:00 p.m.	Hospitality Room Open	Alpin	Mez.
9:00 a.m. - 10:30 a.m.	Realities of Marketing	Sheraton N.S.C.	Mez.
10:30 a.m. - 10:45 a.m.	Coffee Break		Mez. Hall
10:45 a.m. - NOON	Realities of Marketing	Sheraton N.S.C.	Mez.
NOON	Annual Conference Adjourns		
12:15 p.m. - 1:30 p.m.	NAASS Administrative Council Meeting and Lunch	Quebec	Mez.
2:00 p.m. - 4:00 p.m.	NAASS Executive Committee	President's Suite	

SECOND PLENARY SESSION

TUESDAY, NOVEMBER 10th

9:00 a.m. - 11:30 a.m.

Presiding: Leslie J. Coyne, Indiana University
President of NAASS

Presentation: Maria Cioni, Telidon Liaison, Ontario Educational Communications Authority, Linda Gee, University of Toronto, and Alex R. Waugh, University of Toronto.

Topic: EDUCATIONAL APPLICATIONS FOR TELIDON:
Will the Traditional Printed Summer Catalogue
Become Obsolete?

NOTE: This session is designed to show members what is happening in the field of advanced communications technology, which, within the next decade, promises to revolutionize the way we have access to information. "Telidon", a world leader in this field, will present a demonstration of the kinds of uses that this technology has available.

TIME MANAGEMENT WORKSHOP

TUESDAY, NOVEMBER 10th

1:00 p.m. - 4:00 p.m. EFFECTIVE TIME MANAGEMENT

Philip R. Graf, Director, Center for Management Development, Bryant College, Rhode Island

NOTE: In this three hour workshop, you will learn more about examining, planning, and using time as if it were a financial investment. Participants will have the opportunity to identify and resolve specific time use problems.
(Enrollment is limited)

TUESDAY, NOVEMBER 10th

1:00 p.m. - 2:30 p.m. II A. **Program Strategies for Revitalizing the Summer Sessions**

Michael Shinagel, Harvard University

II B. **Flexible Learning Packages: New Possibilities for Traditional Courses and Programs**

Marvin Glockner, C. W. Post Center

Long Island University

Kathleen Orozco, Triton College

NOTE: As the 18-21 year old cohort shrinks and the "baby boom" generation ages, college administrators have discovered that consumer needs must dictate the delivery system if classes are to be filled. Repackaging the curriculum and individual courses can help to ensure that departments maintain their viability and faculty stay employed.

II C. **Continuing Education and Summer Sessions: Do They Work Better Together or Apart?**

W. Matt McLoughlin, Director of Summer Sessions and Assistant Dean for Continuing Education University of Connecticut

II D. **Summer Roundtable: A Discussion of Issues or Problems of Concern to Conference Participants**

Willard L. Thompson, University of Minnesota,
Discussion Leader

NOTE: An opportunity for you to ask the question or state the problem. We will draw upon the knowledge and experience of members in the Association to provide an answer or possible solution.

CONCURRENT WORKSHOPS, SESSION III

TUESDAY, NOVEMBER 10th

2:45 p.m. - 4:00 p.m. III A. **Catalogue Clinic and Workshop**

Charles M. White, Portland State University

NOTE: An opportunity for participants to "cuss and discuss" the design and development of the summer catalogue. Bring an ample number of catalogues to share with your colleagues. No holds barred.

III B. **Swap'n Shop Corner: A Marketplace for Ideas**

Jennifer Murphy, American University,

Discussion Leader

Gerald J. Sullivan, Georgetown University,

Recorder

NOTE: A perfect place to bounce an idea you have off of your colleagues or to steal an idea and take it home for nurturing. Each participant will have a few minutes to get responses from members of the group.

III C. **Encouraging Creative and Innovative Approaches in the Summer Sessions**

John M. Hough, Mars Hill College,

Chairperson

THIRD PLENARY SESSION

WEDNESDAY, NOVEMBER 11th

9:00 a.m. - Noon

Presiding: Marjorie B. Johansen, University of California, Los Angeles

Resource Person: Irene Bagge, Manager of Public Relations and Marketing, University Extension, University of California, Los Angeles

Topic: THE REALITIES OF MARKETING IN THE 80'S

ADDITIONAL INFORMATION

PARKING

Those noting on the registration form that they will be driving to Montreal will be sent a card giving directions to the indoor parking lot near the hotel, 2035 Metcalfe St. (Safeway Parking); the present rate is \$5.50 for 24 hour parking.

CURRENCY EXCHANGE

It is advisable to exchange U.S. funds for Canadian funds *at a bank* and before coming to Montreal, though there is a currency exchange counter at the airport.

MONTREAL WEATHER IN NOVEMBER

The following statistics for November indicate that one has to be prepared for almost anything in the way of weather in Montreal at that time of year.

Average Temperatures: Minimum, 32° F, (0° C); Maximum, 43° F, (6° C).

Lowest Temperature Recorded: 16° F, (-9° C); Highest: 70° F, (21° C).

There is a fair bit of precipitation during the month, averaging 2 1/2 inches of rain and 10 1/2 inches of snow.

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Micheal U. Nelson, Editor

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MCGILL UNIVERSITY

McGill University began as a small college on the outskirts of a bustling colonial trading centre early in the Nineteenth Century and is now a great university of international reputation. Montreal, the trading centre of 150 years ago, has become one of North America's major cities and now surrounds the once rural campus.

Building on the original site began in 1843. Today, there are over 50 institutional buildings as well as some converted dwellings situated on the 75 acre area on the lower slopes of Mount Royal. The campus now consists of teaching and research buildings for 11 of the Faculties of McGill, the university's administrative headquarters, a students' centre, coeducational and women's residences, gymnasium, swimming pools, a football stadium, a winter stadium and a concert hall.

McGill's enrollment for the regular session totals approximately 20,000 students, and there were 6,445 students registered in the 1981 Summer Session.

