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
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 waning 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!
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 conferencee 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!
PRE-SESSION

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.  I A. Distance Education in Quebec, Arctic: A Teacher Training Program for Inuit
Real G. Boulianne, McGill University

I 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

I 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.
Sunday, November 8th

8:30 a.m. - 8:00 p.m. Hospitality Room Open  
Room: Alpin  
Floor: Mez.

8:30 a.m. - 9:15 a.m. Registration  
Room: Alpin  
Floor: Mez.

9:15 a.m. - 12:30 p.m. Newer Administrators Workshops  
Room: Brittany  
Floor: 9th

12:30 p.m. - 1:45 p.m. Newer Administrators Lunch  
Room: Copper  
Floor: 10th

1:45 p.m. - 5:30 p.m. Newer Administrators Workshop  
Room: Brittany  
Floor: 9th

3:00 p.m. - 5:00 p.m. NAASS Executive Committee  
Room: President’s Suite

4:00 p.m. - 8:00 p.m. Registration  
Room: Alpin  
Floor: Mez.

Monday, November 9th

8:30 a.m. - 5:00 p.m. Hospitality Room Open  
Room: Alpin  
Floor: Mez.

8:30 a.m. - 10:00 a.m. Newer Administrators Workshop Wrap-up  
Room: Brittany  
Floor: 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  
Room: Terrace  
Floor: Lobby

NOON - 2:00 p.m. Opening Luncheon  
Room: Salle Dorée  
Floor: Lobby

2:15 p.m. - 3:45 p.m. Concurrent Workshops I

I A) Distance Education in Quebec  
Room: Terrace  
Floor: Lobby

I B) Elderhostel  
Room: Sheraton C.  
Floor: Mez.

I C) Faculty Compensation Dilemmas  
Room: Laurentien  
Floor: Mez.

I D) Measuring Effectiveness  
Room: Quebec  
Floor: Mez.

4:15 p.m. - 5:15 p.m. Guided Walking Tour of McGill  
Room: Sheraton C.

5:30 p.m. - 7:00 p.m. President’s Reception at McGill Faculty Club

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

**Wednesday, November 11th**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
<th>Floor</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m.</td>
<td>Hospitality Room Open</td>
<td>Alpin</td>
<td>Mez.</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>Realities of Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td>Coffee Break</td>
<td>Mez.</td>
<td>Hall</td>
</tr>
<tr>
<td>10:45 a.m.</td>
<td>NOON Realities of Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Annual Conference Adjourns</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:15 p.m.</td>
<td>NAASS Administrative Council Meeting and Lunch</td>
<td>Quebec</td>
<td>Mez.</td>
</tr>
<tr>
<td>2:00 p.m.</td>
<td>NAASS Executive Committee</td>
<td></td>
<td>President’s Suite</td>
</tr>
</tbody>
</table>
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
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.

OFFICERS AND COMMITTEES

NAASS OFFICERS 1980-81

PRESIDENT
Leslie J. Coyne

PRESIDENT-ELECT
Thomas M. O'Shea

PAST PRESIDENT
Nancy Abraham

TREASURER
Marjorie B. Johansen

EXECUTIVE SECRETARY
Michael U. Nelson

REGIONAL VICE PRESIDENTS

NORTHEASTERN REGION
Thomas M. O'Shea

WEST CENTRAL REGION
Abbie F. Smith

MIDDLE STATES REGION
Norman H. Sam

SOUTHWESTERN REGION
Larry D. Clark

SOUTHEASTERN REGION
John M. Hough, Jr.

WESTERN REGION
Paul Aizley

EAST CENTRAL REGION
Jean M. Shanahan

NORTHWESTERN REGION
Richard D. Moe
CONFERENCE SITE SELECTION COMMITTEE
Graham Johnson, Howard University, Chairperson
John F. Cudd, North Carolina State University
Phyllis J. Gallagher, Loyola University—Chicago
James B. Hirsh, Muhlenberg College
Daisy Howell, Delta State University
William L. Jensen, Boise State University
Sr. Sue Miller, Saint Mary College
Jill Warn, University of California—San Diego
George H. Zeiss, Southern Methodist University

CREATIVE AND INNOVATIVE AWARDS COMMITTEE
John H. Hough, Jr., Mars Hill College, Chairperson
Paul Aizley, University of Nevada—Las Vegas
Larry D. Clark, University of Missouri—Columbia
George W. Cox, Tennessee State University
Richard D. Moe, Pacific Lutheran University
Thomas M. O'Shea, Syracuse University
Norman H. Sam, Lehigh University
Jean M. Shanahan, University of Wisconsin—Milwaukee
Abbie F. Smith, Wichita State University

FINANCE COMMITTEE
Marjorie B. Johansen, UCLA, Chairperson
Shirley Ahrens, SUNY at Buffalo
James F. Carr, Jr., Harding College
Patricia Digman, University of California—Santa Cruz
William A. Small, Rhode Island College
Charles I. Switzer, Eastern Illinois University
Donald G. Tarbet, University of North Carolina—Chapel Hill
G. Thompson, University of Manitoba

NEWSLETTER
Micheal U. Nelson, Editor

NOMINATIONS AND ELECTIONS COMMITTEE
Nancy Abraham, University of Wisconsin—Madison, Chairperson
John Edwards, Arizona State University
Phyllis J. Gallagher, Loyola University—Chicago
Joe L. Simmons, Lincoln University
Alex R. Waugh, Woodsworth College—University of Toronto

RESEARCH COMMITTEE
Franz A. Nowotny, University of New Orleans, Chairperson
Paul Aizley, University of Nevada—Las Vegas
John R. Bushey, University of Vermont
William F. Copper, Baylor University
Leslie J. Coyne, Indiana University
Paul Kaus, University of Idaho
Jennifer Murphy, American University
Robert Patterson, University of Nebraska—Lincoln
John W. Schmidt, University of Wisconsin—Oshkosh

RESOLUTIONS COMMITTEE
Mary Adler, University of California—Irvine, Chairperson
Patricia Digman, University of California—Santa Cruz
Gerald J. Sullivan, Georgetown University

TREASURER
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.