

# The University In A Declining Resource Environment



Vancouver B.C.  
Vancouver Hotel  
Nov. 7-10 1982

North American Association  
of Summer Sessions and  
Western Association of  
Summer Sessions Administrators

## 1982 Joint Conference

## Executive Committee Meeting

---

3:30pm Sunday, November 7

NAASS Executive in the Chart Room

WASSA Executive in the Cabinet Room

## Standing Committee Meetings

---

4:30pm Monday, November 8

NAASS in the Tweedsmuir Room

WASSA in the Garibaldi Room

## Business Meetings NAASS/WASSA

---

2:00pm Tuesday, November 9 (Buses provided.)

WASSA at the UBC Graduate Student Centre

✓3:00pm Tuesday November 9

NAASS at the UBC Graduate Student Centre

## New Executive Luncheon Meeting

---

NOON Wednesday, November 10

WASSA in the Chart Room

NAASS in the Cabinet Room

## GENERAL INFORMATION

---

NOTE: All times, rooms, meetings, etc. have been confirmed at the time of printing. Subsequent changes will be announced.

Hospitality Rooms are on the second floor, Rooms 201 and 233.

## The University in a Declining Resource Environment

---

The 1982 Joint Conference of the North American Association of Summer Sessions and the Western Association of Summer Session Administrators will be held November 7-10 in the Hotel Vancouver, Vancouver, British Columbia. The University of British Columbia will be the host institution for the annual meeting.

The Pre-session Workshop for Newer Summer Session Administrators will be held on Sunday, November 7, from 8:30am until 10:00pm. Dr. Mel Bernstein from the University of Maryland will direct this workshop, assisted by Dr. John Edwards from Arizona State University. Mel and John will call upon other experienced summer administrators as needed. The purpose of this workshop is to provide newer summer administrators with a framework within which they can succeed as administrators in higher education. This workshop is the organizations' attempt to provide a professional service for its members, and all new administrators are urged to take advantage of this service.

The keynote speaker of this conference will be Dr. Lloyd Barber, President of the University of Regina and President, Association of Universities and Colleges of Canada (AUCC), who will speak to the theme, "The University in a Declining Resource Environment." This theme was selected because it appeared to be the priority focus suggested by a large proportion of the membership. Summer Session Directors have always been a creative group, but the challenges facing them within a declining resource environment demand careful thought and planning for the difficult period ahead. Dr. Barber will provide a clearer identification of this problem and a foundation upon which the interaction sessions can expand.

The keynote address will be followed by three small group interaction sessions which will focus on the "Summer Sessions in a Declining Resource Environment" as related to (a) declining federal resources, (b) declining state and provincial resources, (c) declining local resources. During these sessions, an attempt will be made to clearly identify

the challenges facing administrators and to develop alternative strategies for successfully meeting these challenges.

The afternoon sessions will attempt to provide the membership with information concerning ways the Summer Session can become more effective. A demonstration by the Knowledge Network of the West (KNOW) should alert the membership to new information access systems; an explanation of computer use in calendar and publication development and production should give direction toward more efficient administrative techniques; a third session will illustrate creative methods that universities can use to successfully involve business and industry during the summer program. After coffee, the Knowledge Network program will be again repeated, and the Catalogue Clinic will, with its usual zest, assist individual institutions to improve one of their primary marketing vehicles.

The secondary plenary session on Tuesday, November 9, will provide a series of concurrent workshops which will focus on a variety of problem areas in which the membership has indicated an interest. These concurrent workshops will be chaired primarily by NAASS and WASSA members who have demonstrated success in the topic areas.

A conference feature has always been the Hospitality Room, designated as a specific area within the Hotel where individuals or small groups can meet informally. This year, Hospitality Rooms will be located on the second floor in Rooms 201 and 233. Additionally, rooms provided by the membership can allow small group interaction in the evenings. Please feel free to join in.

---

Sunday, November 7

✓ 8:30am - 4:00pm Coffee, Conference Registration/Information Desk (Lions Room)

---

WORKSHOP FOR NEWER SUMMER SESSION ADMINISTRATORS

---

9:00 - 11:45am: The Planning Cycle - Fall, Winter, Spring, Summer (Tweedsmuir Room)

Directed by: Dr. Mel Bernstein, University of Maryland, College Park

Co-Director: Dr. John Edwards, Arizona State University, Tucson

I. Morning Session

- A. Program Analysis and Audits, Principles and Models
- B. Enrolment Projection Models
- C. Budgeting Models
- D. Requesting Proposals: Policy Guidelines and Instructions; Some Models; Motivation; Realistic Expectations
- E. Some Model Proposals and Homework Assignments

NOON - 2:30pm: New Administrator's Lunch (Garibaldi Room)

II. Afternoon Session

2:30 - 5:30pm: Planning the Program

- A. Evaluation of Proposals; Verifying Project Costs
- B. Negotiations with Departments and Instructors
- C. Bookkeeping Models
- D. Contracts
- E. Scheduling
- F. Planning Catalogues and Other Publicity
- G. Planning Auxiliary Programs: Social, Cultural, Recreational

6:00pm - 7:30pm Dinner Break

III. Evening Session

7:30 - 10:00pm: Program Information and Evaluation

- A. Pre-registration and Registration, Purposes and Utilization
- B. Liaisons with Other Offices: Registrar, Bursar, Housing, etc.
- C. Supervision of Classes
- D. Measuring Effectiveness of Advertising
- E. Trouble-shooting
- F. Program Evaluation Models
- G. Critique of "Homework"

Monday, November 8

---

✓ 8:30am Coffee, Conference Registration/Information Desk (Lions Room)

✓ 9:00am Introduction to Conference (Waddington Room)

Presiding: Dr. Thomas O'Shea, Syracuse University and President of NAASS

Welcome: Dr. Norman S. Watt, University of British Columbia Conference Host and Past President, WASSA

Keynote Speaker: Dr. Lloyd Barber  
President, University of Regina and President,  
Association of Universities and Colleges of Canada  
(AUCC)

Keynote Address: "The University in a Declining Resource Environment"

10:15am Break

10:30am SMALL GROUP INTERACTION SESSIONS

The Summer Session in a Declining Resource Environment

These sessions will attempt to identify the types of problems Summer Session Directors will face as traditional funding sources shrink. Focus will be made on creative models which will help the continuing effort to be innovative during summer program planning.

A. Declining Federal Resources (2nd floor, Room 209)

Creative substitution for disappearing "soft" money.

Presenter: Wanda Bair, University of Maryland, Baltimore

Presenter: Donald Tarbet, University of North Carolina, Chapel Hill

Chairperson: John Schmidt, University of Wisconsin, Oshkosh

Recorder: Robert Sankey, University of Arizona, Tucson



B. Declining State and Provincial Resources (2nd floor, Room 213)

Maintaining a quality summer session program in a "cutback" environment.

Presenter: Hellen Warren, Pennsylvania State University, University Park

Presenter: George Cox, Tennessee State University, Nashville

Chairperson: Willard Thompson, University of Minnesota, Minneapolis

Recorder: Joyce Brady, University of Minnesota, Minneapolis

✶✶ ✓ C. Declining Local Resources (2nd floor, Room 215)

The shifting funds of summer time.

Presenter: William Lanier, Guilford College, Greensboro, North Carolina

Presenter: Robert MacDougall, Cornell University, Ithaca

Chairperson: Salvatore Paratore, George Washington University, Washington, D. C. *S. Paratore*

Recorder: James B. Hirsh, Muhlenberg College, Ellentown

✓ NOON - Hosted Luncheon (Vancouver Island Room)

Official Welcome: The Honourable Patrick L. McGeer, Minister of Universities, Science and Communications, Government of B. C.

1:30 - 2:45pm CURRENT WORKSHOP SESSIONS. Note: Session A will be repeated at 3:15pm.

A. Knowledge Network Session of the West (KNOW) (2nd floor, Room 209)

This is the educational communications authority for Canada which is pioneering the satellite communications network as an instructional delivery system.

Presenter: Walter G. Hardwick, Chairman and President, Knowledge Network, Victoria, British Columbia.

✓ B. Computerized Calendar Development (2nd floor, Room 213)

Explanation of the use of a computer in the development of summer session calendars and publications.

Presenter: Libby Kay, University of British Columbia, Vancouver

C. Successfully Involving Business and Industry in the Summer Session (2nd floor, Room 215)

Creative and innovative use of business and industry as a source of funding and students will be presented. Models which can be shared with the membership for implementation at higher education institution will be presented and discussed.

Presenter: Leslie Coyne, University of Indiana, Bloomington

Presenter: John Hough, Mars Hill College, Mars Hill

Chairperson: William Noyes, University of Arizona, Tucson

Recorder: Alton Taylor, University of Virginia, Charlottesville

3:15 - 4:30pm

✓ A. Knowledge Network Session of the West (KNOW) (2nd floor, Room 209)

This is the educational communications authority for Canada which is pioneering the satellite communications network as an instructional delivery system.

Chairperson: Walter G. Hardwick, Chairperson and President, Knowledge Network, Victoria, British Columbia.

B. Catalogue Clinic (2nd floor, Room 215)

An exciting critique of individual catalogues which were published by the member institutions. Those members who have submitted their catalogues to the Salient Observations Directed at Purveyors of Publications (SODA POP) Committee will have them reviewed. As Charles White says, "It is a chance for participants to 'cuss and discuss' the design and development of summer catalogues." NOTE: You should bring an ample number of catalogues to share with the participants if your catalogue is being evaluated.

Chairperson: Charles White, Portland State University, Portland

Karen Waldo, Idaho State, Pocatello

Dawn White, Portland State University, Portland

4:30pm Standing Committee Meetings - NAASS & WASSA  
(NAASS in the Tweedsmuir Room, WASSA in th Garibaldi Room)

✓ 6:00pm Reception of the Presidents - NAASS & WASSA  
(Board Room)



## CONCURRENT WORKSHOP SESSIONS

---

Tuesday, November 9

---

✓ 8:30 Coffee, Conference Registration/Information Desk (Lions Room)

9:00 - 10:00am Workshops

A. Professional Development (2nd floor, Room 203)

Presenter: William P. McDougall, Washington State, Bellingham

Chairperson: Harry Hazel, Gonzaga University, Spokane

Recorder: Libby Kay, University of British Columbia, Vancouver

✓ B. Measuring Effectiveness of Summer Programs (2nd floor, Room 209)

Presenter: Charles Switzer, Eastern Illinois University, Charleston

Presenter: Sherry May, University of Southern California, Los Angeles

Chairperson: Melvin Bernstein, University of Maryland, College Park

Recorder: Claire Duffey, Humboldt State, Arcata

C. Developing a Marketing Scheme - Mailing lists, tracking, target audiences, etc. (2nd floor, Room 213)

Presenter: Frank M. Parrish, University of Denver, Denver

Chairperson: Richard Moe, Pacific Lutheran University, Tacoma

Recorder: Charles H. McCleary, University of Lethbridge, Lethbridge

D. Developing Partnerships with Business, Industry and Other Institutions - Sponsored and Contact Programs (2nd floor, Room 215)

Presenter: Kathleen Orozco, Triton College, River Grove

Chairperson: J. Patrick Wagner, Eastern Montana College, Billings

Recorder: Leslie Wright, California State University, Chico

E. Re-entry Programs and Implications (2nd floor, Room 231)

Presenter: Glen Zeitzer, Adelphi University,  
Garden City

Presenter: Janice V. Corriden, University of  
California, Santa Cruz

Chairperson: Abbie F. Smith, Wichita State  
University, Wichita

Recorder: June S. Delano, Carlow College,  
Pittsburgh

✓ 10:00 - 10:30am Coffee Break

10:30-11:30am Workshops Continue

A. Achieving Status and Security Within the Institution  
(2nd floor, Room 203)

Presenter: Ken Loose, University of Calgary,  
Calgary

Presenter: Robert A. Chernak, University of  
Hartford, West Hartford

Chairperson: Charles Thielen, South Dakota School  
of Mines and Technology, Rapid City

Recorder: Jil Warn, University of California, San  
Diego

?  
\* B. The Role of Summer Sessions in International  
Development Education (2nd floor, Room 209)

Presenter: George H. Zeiss, Southern Methodist  
University, Dallas

Presenter: Robert K. Sakai, University of Hawaii,  
Honolulu

Chairperson: Sid Eder, Lewis & Clark College,  
Portland

Recorder: Lloyd Carswell, University of Alberta,  
Edmonton

C. The Open Learning Institute: University Programs and  
College Missions (2nd floor, Room 213)

Presenter: Ronald Jeffels, Open Learning  
Institute, Richmond, British Columbia

Chairperson: Glen M. Farrell, University of  
Victoria, Victoria, British Columbia

Recorder: Harriet Darrow, Indiana State  
University, Bloomington

- ✓ D. Report on Funded Research by WASSA (2nd floor, Room 215)

Co-chairperson: Franz A. Nowotny, University of New Orleans, New Orleans

Co-chairperson: John W. Schmidt, University of Wisconsin, Oshkosh

Presenter: Raymond J. Young, Washington State University, Bellingham

- ✓ 11:30am - Break

NOON - Double deck tourist bus to the University of British Columbia

- ✓ 1:00pm Luncheon at the UBC Graduate Student Centre

Official Welcome by Dr. Michael Shaw, Vice President of Academic Affairs, University of British Columbia

2:00pm Business meeting - WASSA

- ✓ 2:00pm Tour of Museum - NAASS

- ✓ 3:00pm Business meeting - NAASS

3:00pm Tour of Museum - WASSA

- ✓ 4:00pm Return by bus to Hotel Vancouver

- ✓ 6:30pm No host bar (Pacific Foyer)

- ✓ 7:30pm Banquet and Awards (Vancouver Island Room)

Wednesday, November 10

---

✓ 8:30am Coffee, Conference Information Desk (Lions Room)

✓ 9:00 - 11:30am (Waddington Room)

"The Role for Higher Education Through the 1980's."  
Three top level administrators will examine the new role obligations higher education may need to address in the near future. The effects of changing societal needs, new technologies and the declining pool of 18 to 22 year olds will be discussed in the context of possible new configurations for higher education institutions.

Presiding: Charles White, Portland State University,  
President of WASSA

Participant: Dr. Peter Likins, President, Lehigh  
University

Participant: Dr. K. George Pedersen, President, Simon  
Fraser University

Participant: Dr. Al Seagren, Vice-President for  
Administration, University of Nebraska

11:30am Conference Ends

NOON: New Executive Luncheon Meetings: NAASS/WASSA  
(WASSA in the Chart Room, NAASS in the Cabinet Room)

11:53 Depart Vancouver

## OFFICERS AND COMMITTEES

## NAASS OFFICERS 1982

President: Thomas O'Shea  
 President Elect: Norman Sam  
 Treasurer: William Small

## REGIONAL VICE PRESIDENTS

Northeastern: Marvin Glockner  
 Middle States: Melvin Bernstein  
 Southeastern: John Hough, Jr.  
 East Central: Jean Shanahan  
 West Central: Abbie Smith  
 Southwestern: George Zeiss  
 Western: John Edwards  
 Northwestern: Richard Moe

## WASSA OFFICERS 1982

President: Charles White  
 Past President: Norman Watt  
 President Elect: James Carefoot  
 Secretary-Treasurer: Roy Dull  
 Director: Marilyn Benson  
 Director: Sharon Ferrett  
 Director: Ray Weisenborn

## NAASS COMMITTEES 1982

AWARDS: John Hough, Jr. Chairperson  
 Melvin Bernstein, University of Maryland  
 George Cox, Tennessee State U.  
 John Edwards, Arizona State U.  
 Marvin Glockner, Long Island University  
 Richard Moe, Pacific Lutheran University  
 Jean Shanahan, University of Wisconsin  
 Abbie Smith, Wichita State University  
 George Zeiss, Southern Methodist University

## ELECTIONS: Leslie Coyne, Chairperson

Mary Dinger, University of Virginia  
 Phyllis Gallagher, Loyola University  
 Waltz Maynor, North Carolina Central University  
 Robert Sankey, University of Arizona  
 Joe Simmons, Lincoln University  
 Charles Thielen, South Dakota School of Mines and Technology  
 Alex Waugh, Woodsworth College, University of Toronto  
 Ray Weisenborn, Montana State University

## RESOLUTIONS: Mary Adler, Chairperson

John Bird, Brock University  
 Gary Penders, University of California  
 Robert Sankey, University of Arizona  
 Gerald Sullivan, Georgetown University

## FINANCE: William Small, Chairperson

Shirley Ahrens, State University of New York  
 James Carr, Jr., Harding University  
 Charles Switzer, Eastern Illinois University  
 Donald Tarbet, University of North Carolina

RESEARCH: John Schmidt, Chairperson  
Lewis Butler, Alfred University  
James Carefoot, University of Regina  
William Copper, Baylor University  
Leslie Coyne, Indiana University  
Paul Kaus, University of Idaho  
Denis Kigin, Arizona State University  
Robert Patterson, University of Nebraska  
Carol Thigpen, Emory University

WAASA COMMITTEES 1982

ANNUAL MEETING: Marilyn Benson, Chairperson  
William Boub, University of Colorado  
Larry Cobb, San Diego State University  
Robert Sakai, University of Hawaii  
Leslie Wright, California State University  
Norman Watt, University of British Columbia

AWARDS: Gary Penders, Chairperson  
Kaye Waggoner, University of Colorado  
Jack Mauch, Idaho State University  
Kenneth Slade, University of British Columbia  
Reuben Smith, University of the Pacific  
Jill Waren, University of California

CATALOGUE EVALUATIONS: Charles White, Chairperson  
Dawn White, Portland State University  
Karen Waldal, Idaho State University  
Sari Phillips, University of Nevada  
Sharon Putnam, Central Washington U.

ETHICS:

John Butler, Western New Mexico U.  
Ron Trebon, University of Oregon  
Sherry May, University of Southern California  
Dennis Foth, Simon Fraser University  
Don Morris, California Polytechnic State U.  
Janice Corriden, University of California

NOMINATING:

Sharon Ferrett, Humboldt State University  
Raymond Endres, California State University  
Charles McCleary, University of Lethbridge  
Robert Sankey, University of Arizona  
Joyce Surdam, University of Wyoming

RESEARCH: Ken Loose, Chairperson  
James Carefoot, University of Regina  
James O'Donnell, California State University  
Ray Weisenborn, Montana State U.  
L.E. Wesche, Seattle Pacific U.  
William McDougall, Washington State U.

RESOLUTIONS:

Margie Howard, University of California  
Dan Gilbertson, U. of Redlands  
Larry Cobb, San Diego State University



# University of British Columbia

The University of B.C. was established by an act of the Provincial Legislature in 1908. The University opened in 1915 in temporary quarters near the Vancouver General Hospital and moved to its present campus in 1926. The total area of the campus is 990 acres. Few Universities in the world can boast of a more beautiful site.

## TOTAL ENROLMENT 1981 — 1982

Winter Session — Daytime	23,879
Winter Session — Evening	2,041
Guided Independent Study	1,457
Spring Session	3,600
Summer Session	<u>4,255</u>
	35,232

In addition to the credit enrolments above the Centre for Continuing Education and other U.B.C. continuing education units provide non-credit courses and programs for some 80,000 people in all parts of the province.

The teaching spectrum is broad. Throughout 12 faculties and 8 professional schools, the University offers a total of 78 different degrees and diplomas. It is the only institution in the province where people can get professional training in agriculture, architecture, dentistry, forestry, home economics, librarianship, medicine, community and regional planning, rehabilitation medicine and social work.

