The University In A Declining Resource Environment

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 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 administrational 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: Helen 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, Ithica

Chairperson: Salvatore Paratore, George Washington University, Washington, D.C.
Recorder: James B. Hirsh, Muhlenberg College, Ellentown

NOON - Hosted Luncheon (Vancouver Island Room)

Official Welcome: The Honourable Patrick L. McGee, 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 the Garibaldi Room)

✓ 6:00pm Reception of the Presidents - NAASS & WASSA (Board Room)
Tuesday, November 9

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

9:00 - 10:00 am 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. Corrden, 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 Jeffers, 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)
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
OFFICERS AND COMMITTEES cont'd

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 McClarey, 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
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

<table>
<thead>
<tr>
<th>Session</th>
<th>Enrolment</th>
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<tbody>
<tr>
<td>Winter Session — Daytime</td>
<td>23,879</td>
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<tr>
<td>Winter Session — Evening</td>
<td>2,041</td>
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<tr>
<td>Guided Independent Study</td>
<td>1,457</td>
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<td>Spring Session</td>
<td>3,600</td>
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<tr>
<td>Summer Session</td>
<td>4,255</td>
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<td><strong>35,232</strong></td>
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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.