20th Annual Conference
North American Association of Summer Sessions

Theme:
Bourbon STREET Exchange
(Summer • Training • Renewal • Education • Enrichment • Technology)

November 2-5, 1983
International Hotel
New Orleans, Louisiana
The twentieth Annual Conference of the North American Association of Summer Sessions is being held at the International Hotel in New Orleans, Louisiana. The University of New Orleans and St. Mary’s Dominican College are to be the institutional co-hosts of this year’s meeting, represented by Bill Dees (University of New Orleans) and Carl Drichta and Jean Ferriot (St. Mary’s Dominican College).

A pre-conference Workshop for Newer Summer Sessions Administrators will be conducted on Wednesday, November 2, from 1:00 to 9:00 p.m. Melvin Bernstein, Administrative Dean for Summer Programs at the University of Maryland-College Park, will direct the Workshop, assisted by Marilyn K. Brown, Director of Institutional Studies, University of Maryland, and Alton L. Taylor, Director of Summer Sessions at the University of Virginia. The purpose of this program is to provide newer summer administrators with a framework within which they may succeed as administrators in higher education. The Workshop is NAASS’s attempt to provide quality summer experiences for our students. We urge all newer deans and directors to take advantage of this service.

The theme for the 1983 Conference, Bourbon STREET Exchange–Summer • Training • Renewal • Education • Enrichment • Technology, was selected due to the interest in improving summer school management through the use of today’s technology. Summer school directors are always seeking new and better ways to increase their efficiency as administrators.

The Opening Conference Luncheon will feature the winners of this year’s Creative and Innovative awards. The winners of the credit and non-credit areas will make short presentations following the welcome, invocation, and presentation of the awards.

Immediately following the luncheon, Leslie J. Coyne of Indiana University and Sid Eder of Lewis and Clark College will discuss the most pressing problems facing summer deans and directors in both large university and small college settings. The participants will then separate into two groups where administrators can deal with these specific problems based upon institutional size. After a short break, the participants will hear Christopher Weir of Emerson College make a presentation on the Demographic and Economic Pitfalls of Higher Education.
On Friday morning four regional vice presidents will host a breakfast for their respective constituents. See the program for Friday, November 4, at 7:30 a.m. for those regions holding breakfasts and the room locations.

Also on Friday, the **Third Plenary Session** will involve a presentation on the statistical study of colleges and universities within NAASS by John W. Schmidt of the University of Wisconsin at Oshkosh. This will be followed by several small-group discussions, including the very popular **Catalog Clinic**.

On the final day of the Conference, participants will hear William Noyes of the University of Arizona discuss how he has utilized the computer in the administration of summer sessions at his institution. After a short break, will will return to hear Leroy Tuscher, Director of Educational Technology at Lehigh University, speak on the topic: **Impact of Information Technology in Higher Education**.

A feature of this year’s Conference will again be the **NAASS Hospitality Room**, located in the Baccarat 9 Lounge on the second floor of the hotel. Here individuals and small groups may meet informally at their pleasure. This area also serves as the registration and message center for the Conference. In addition, each Regional Vice President has at his or her disposal an area for their respective regional members to congregate on a casual basis in the evenings. Please feel free to join with these groups—the experience can be stimulating.

**NOTE:** Hotel reservations must be received by the International Hotel by October 2. Do not delay. Make your hotel and travel reservations today!
9:00 a.m.-3:00 p.m. Workshop and Conference Registration
Baccarat 9 Lounge (second floor)

1:00-5:00 p.m. WORKSHOP FOR NEWER SUMMER SESSIONS ADMINISTRATORs—Session I
French Room (second floor)
Director: Melvin Bernstein, University of Maryland—College Park
Assisted by: Marilyn K. Brown, University of Maryland—College Park
   Alton L. Taylor, University of Virginia
A. Program Analysis and Audits, principles and models
B. Utilizing Institutional Research Resources
C. Budget Models
D. Requesting Proposals: policy guidelines and instructions
E. Program Planning
   1. Evaluation of proposals; verifying projected costs
   2. Negotiation
   3. Preparatory bookkeeping models
   4. Contracts
   5. Scheduling
   6. Planning catalogues and other publicity
   7. Planning auxiliary programs: social, cultural, recreational

3:00-5:00 p.m. Executive Committee Meeting
Board of Directors Room (second floor)

5:15-6:45 p.m. NEWER SUMMER SESSIONS ADMINISTRATORS’ DINNER Madrid Room (second floor)

7:00-9:00 p.m. WORKSHOP FOR NEWER SUMMER SESSIONS ADMINISTRATORS—Session II
French Room (second floor)
A. Preregistration and Registration: purposes and utilization; contingency arrangements, renegotiations
B. Liaison with other offices: registrar, bursar, etc.
C. Supervision of classes
D. Measuring effectiveness of advertising
E. Troubleshooting: who is in command?
F. Program evaluation
G. The policies of independent central summer school offices and the political implications of data: who produces it, who determines its analysis/use?
THURSDAY, NOVEMBER 3, 1983

7:30-9:00 a.m. Administrative Council Breakfast
Tokyo Room (second floor)

8:30 a.m.-noon Conference Registration continues

10:00-11:30 a.m. STANDING COMMITTEE MEETINGS
Israel Room (second floor)

NOTE: All NAASS members are invited to sit in on any meeting in which they have an interest, whether on the Committee or not.

Conference Site Selection Committee
Graham Johnson, Chairperson

Creative and Innovative Awards Committee
George H. Zeiss, Chairperson

Finance Committee
William A. Small, Chairperson

Nominations and Elections Committee
Thomas M. O'Shea, Chairperson

Research Committee
Lewis C. Butler, Chairperson

Resolutions Committee
Mary (Toni) Adler, Chairperson

12:00-1:30 p.m. FIRST PLENARY SESSION—OPENING CONFERENCE LUNCHEON
Florentine Ballroom (sixteenth floor)

Presiding: Norman H. Sam, Lehigh University, President of NAASS

Welcome: William Arceneaux, Commissioner of Higher Education, Louisiana Board of Regents

Invocation: William A. Small, Rhode Island College, Treasurer of NAASS

Awards: George H. Zeiss, Southern Methodist University

Recorder: Lee Porter, California State College at San Bernardino
THURSDAY, NOVEMBER 3, 1983

1:00-4:00 p.m.  Conference Registration continues

2:00-2:30 p.m.  A PRESENTATION—PRESSING PROBLEMS FOR SUMMER SCHOOL DIRECTORS IN LARGE UNIVERSITY AND SMALL COLLEGE SETTINGS
Israel Room (second floor)

Presiding: Norman H. Sam, President of NAASS

Presenters: Leslie J. Coyne, Indiana University
Sid Eder, Lewis and Clark College

NOTE: This presentation and the following sessions will attempt to more clearly identify the types of problems summer sessions deans and directors are facing in both types of institutions.

2:30-3:30 p.m.  Large University Problems
Israel Room (second floor)

Chairperson: Donald G. Tarbet, University of North Carolina at Chapel Hill

Reactors: Wanda J. Bair, University of Maryland—Baltimore County
James B. Carefoot, University of Regina
Russell Keeling, Southwest Missouri State University
David Stewart, Ohio University

Recorder: Waltz Maynor, North Carolina Central University

Small College and University Problems
French Room (second floor)

Chairperson: Larry L. Sale, Gardner-Webb College

Reactors: Hazel W. Harris, Furman University
Richard D. Moe, Pacific Lutheran University
Elmer Peterson, The Colorado College
Carrie Washburn, University of Puget Sound

Recorder: Sharon K. Ferrett, Humboldt State University

3:30-4:00 p.m.  BREAK
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| 4:00-5:00 p.m. | **SECOND PLENARY SESSION—**  
**HIGHER EDUCATION: THE DEMOGRAPHIC AND ECONOMIC PITFALLS**  
Israel Room (second floor)  
**Presiding:** Norman H. Sam, Lehigh University, President of NAASS  
**Presenter:** Christopher Weir, Manager  
The Program Corporation, Emerson College  
**Recorder:** Tillman V. Jackson, Fayetteville State University |
| 6:00 p.m.    | **President's Reception**  
Florentine Ballroom (sixteenth floor) |
7:30–8:45 a.m. REGIONAL BREAKFASTS

NOTE: Members of the following NAASS regions are invited to breakfast with their colleagues as the guest of their Regional Vice President.

Southeastern Region: Donald G. Tarbet, University of North Carolina at Chapel Hill, Vice President
Marseilles Room (second floor)

Southwestern Region: George H. Zeiss, Southern Methodist University, Vice President
Paris Room (second floor)

West Central Region: Abbie F. Smith, Wichita State University, Vice President
Madrid Room (second floor)

Western Region: John L. Edwards, Arizona State University, Vice President
Tokyo Room (second floor)

9:00–10:15 a.m. THIRD PLENARY SESSION—JOINT STATISTICAL REPORTS: CAN THE PAST TELL US ANYTHING ABOUT THE FUTURE?
French Room (second floor)

Presenter: John W. Schmidt, University of Wisconsin at Oshkosh

Reactors: Nancy Abraham, University of Wisconsin at Madison
Anne E. Scheerer, Creighton University

Recorder: Richard F. Alberg, Bryant College

10:15–10:30 a.m. BREAK
CONCURRENT WORKSHOP SESSIONS

A. Catalog Clinic
French Room (second floor)

Chairperson: Dawn White, Portland State University

Panelists: Gary Penders, UCLA
Karen Waldel, Idaho State University

Consultant: Charles M. White, Portland State University

Recorder: Ronald O. Smith, North Carolina A&T State University

B. Summer Programming for the Non-Traditional Student
Madrid Room (second floor)

Chairperson: Abbie F. Smith, Wichita State University

Panelists: Lewis C. Butler, Alfred University
Ray Rapp, Mars Hill College
Roger H. Sublett, University of Evansville

Recorder: Harold S. Clarke, University of North Carolina at Charlotte

C. Sharing Marketing Approaches
Barcelona Room (second floor)

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

Panelists: Charles N. Kaufman, University of South Dakota
Norman T. Stewart, Sacred Heart University

Recorder: Jerry A. Rice, Western Carolina University
FRIDAY, NOVEMBER 4, 1983

10:30-11:45 a.m.  
**CONCURRENT WORKSHOP SESSIONS**  
(continued)  

**D. The Re-Structuring of Summer School**  
Tokyo Room (second floor)  
Chairperson: Jean M. Shanahan, University of Wisconsin at Milwaukee  
Presenter: Willard L. Thompson, University of Minnesota  
Recorder: Kendall Rice, University of North Carolina at Asheville

1:00-2:30 p.m.  
**LUNCHEON AND ANNUAL BUSINESS MEETING**  
St. Mary's Dominican College  
NOTE: Transportation to the College will be by streetcar.

2:30-5:00 p.m.  
**Walking Tour of the French Quarter**  
NOTE: Transportation to the French Quarter will be by bus.

6:30-7:30 p.m.  
**BANQUET RECEPTION**  
Florentine Ballroom (sixteenth floor)

7:30-9:30 p.m.  
**PAST PRESIDENTS' BANQUET**  
International Ballroom (sixteenth floor)  
Presiding: Norman H. Sam, Outgoing NAASS President  
John H. Hough, Jr., Incoming President of NAASS  
Entertainment: Chester Zardis Jazz Band
SATURDAY, NOVEMBER 5, 1983

9:00-10:15 a.m. FOURTH PLENARY SESSION—
USE OF THE COMPUTER IN THE MANAGEMENT
OF SUMMER SCHOOL
French Room (second floor)

Presiding: John M. Hough, Jr., Mars Hill College,
President of NAASS

Presenter: William Noyes, University of Arizona
Recorder: Percival Perry, Wake Forest University

10:15-10:30 a.m. BREAK

10:30-11:45 a.m. IMPACT OF INFORMATION TECHNOLOGY IN
HIGHER EDUCATION
French Room (second floor)

Introduction: Norman H. Sam, Past President
of NAASS

Presenter: Leo Tuscher, Director of Educational
Technology, Lehigh University

12:00 noon 1983 CONFERENCE ADJOURNS

12:00-1:30 p.m. Administrative Council Luncheon
Tokyo Room (second floor)

2:00-3:00 p.m. Executive Committee Meeting
Board of Directors Room (second floor)
# 1983 ADMINISTRATIVE COUNCIL

## NAASS OFFICERS

<table>
<thead>
<tr>
<th>Position</th>
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<tbody>
<tr>
<td>President</td>
<td>Norman H. Sam</td>
<td>Lehigh University</td>
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<tr>
<td>President-Elect</td>
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<tr>
<td>Treasurer</td>
<td>William A. Small</td>
<td>Rhode Island College</td>
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<tr>
<td>Past President</td>
<td>Thomas M. O'Shea</td>
<td>Syracuse University</td>
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<tr>
<td>Executive Secretary</td>
<td>Michael U. Nelson</td>
<td>Association Office</td>
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## REGIONAL VICE PRESIDENTS

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<thead>
<tr>
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<tbody>
<tr>
<td>Northeastern Region</td>
<td>Marvin J. Glockner</td>
<td>C. W. Post Center, Long Island Univ.</td>
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<tr>
<td>Middle States Region</td>
<td>Melvin Bernstein</td>
<td>Univ. of Maryland-College Park</td>
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<td>Univ. of North Carolina–Chapel Hill</td>
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