



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

CONFERENCE OVERVIEW

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**.

CONFERENCE OVERVIEW (continued)

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!

WEDNESDAY, NOVEMBER 2, 1983

- 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

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

THURSDAY, NOVEMBER 3, 1983

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: Christoher 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)

FRIDAY, NOVEMBER 4, 1983

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

FRIDAY, NOVEMBER 4, 1983

10:30-11:45 a.m.

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

President

Norman H. Sam
Lehigh University

President-Elect

John M. Hough, Jr.
Mars Hill College

Treasurer

William A. Small
Rhode Island College

Past President

Thomas M. O'Shea
Syracuse University

Executive Secretary

Michael U. Nelson
Association Office

REGIONAL VICE PRESIDENTS

Northeastern Region

Marvin J. Glockner
C. W. Post Center, Long Island Univ.

Middle States Region

Melvin Bernstein
Univ. of Maryland-College Park

Southeastern Region

Donald G. Tarbet
Univ. of North Carolina-Chapel Hill

East Central Region

Jean M. Shanahan
Univ. of Wisconsin-Milwaukee

West Central Region

Abbie F. Smith
Wichita State University

Southwestern Region

George H. Zeiss
Southern Methodist University

Western Region

John L. Edwards
Arizona State University

Northwestern Region

Charles M. White
Portland State University

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