Summer Sessions Conference

Theme:
California Gold

Jointly Sponsored by:
North American Association of Summer Sessions
and
Western Association of Summer Session Administrators

November 11-14, 1984
Hanalei Hotel
San Diego, California

Hosted by:
San Diego State University
University of California-San Diego
Conference Registration—Please complete the enclosed NAASS/WASSA Registration Form and send it, along with the appropriate fees, no later than October 22, 1984. All fees paid, less $10, are refundable through October 31, 1984. The Basic Registration Fee includes the President’s Reception, the Monday luncheon, the Regional Breakfasts, and the Tuesday night reception and Conference Banquet. As indicated on the Registration Form, spouse/guest tickets are available for specific functions.

Hotel Reservations—For your convenience, a room reservation envelope for the Hanalei Hotel has been provided. The final date for the receipt of hotel reservations is Monday, October 22, 1984. If you need assistance with your reservation, please call the Atlas Hotel Reservation Service at: California (800) 542-6082 and Nationwide (800) 854-2608. Room deposits are refundable if the reservation is cancelled 48 hours in advance of arrival date. Parking is free while staying at the Hanalei Hotel.

Upon checking in at the Hanalei, you will be given a Hanalei credit card. This card can be used to charge meals to your room at the hotel or at six other Atlas Hotels in Hotel Circle, as well as the Atlas-owned Health Gym.

Transportation—San Diego is known for its convenient freeways. Thus, getting around town requires a car or bus. It is recommended that you take a rental car or the ATS bus from the airport. Upon arrival in the San Diego International Airport, call the Hanalei Hotel (297-1101) and ask when the next ATS bus will be arriving at the airport. After 6:00 p.m. special arrangements must be made. The ATS bus usually leaves the Hanalei Hotel five minutes after the hour until 6:00 p.m. The fee for the bus is $5.00 one way.

Taxi cabs are deregulated in San Diego. Therefore, their prices can vary from $10 to $15 one way to get to the Hanalei Hotel.

The Weather and What to Wear—The fall in San Diego is usually beautiful with temperatures ranging from 65-75 degrees. The rainy season normally begins in late November or early December. Last year, however, we did have a few days of light rain during the second and third weeks of November. If we have a Santa Ana condition, the hot, dry winds from the desert could bring 75-90 degree weather. Casual attire is always in style in San Diego. Sportswear is appropriate, and a raincoat or umbrella might be in order.

Shopping—There are two major shopping centers located five minutes from the Hanalei Hotel.

Fashion Valley Shopping Center, located behind the Town & Country Hotel (500 Hotel Circle North), has theaters, restaurants, and shops (Nordstrom’s, Penney’s, Neiman/Marcus, Broadway, Robinson’s, Buffum’s). The Mission Valley Shopping Center is located east of Interstate 163 and has restaurants and shops (Saks Fifth Avenue, Bullock’s, Abercrombie & Fitch).
Recreation—The Cinema 21 Theatre is a quarter mile east of the Hanalei Hotel at 1440 Hotel Circle North (291-2121).

The River Valley Sports Center golf course is a nine-hole public course, with a pro shop and restaurant, and is within walking distance of the Hanalei Hotel. There is a driving range, open to the public, next to the Stardust Hotel.

A large Health Gym, owned by Atlas Hotels, is available to hotel guests only, and it has tennis courts, a lap pool, racquetball/handball courts, a spa, and snack shoppe. The Gym is located at 901 Hotel Circle South (298-9321).

Restaurants—The following five restaurants are Atlas-owned, and meals may be charged to your Hanalei credit card. Reservations are recommended.

Crystal T’s Emporium (294-9010)
Town & Country Hotel
500 Hotel Circle North
Variety of meals, happy hour, piano bar.

Kelly’s Steak House (296-2131)
248 Hotel Circle North
Variety of meals, happy hour, piano bar.

The Kings Grille (297-2231)
Kings Inn
1333 Hotel Circle South
19th century restaurant and pub.

La Hacienda Steakhouse (298-8281)
Mission Valley Inn
875 Hotel Circle South
South-of-the-border favorites, taco bar, seafood, live entertainment (24-hour coffee shop).

Le Pavillon (291-7131)
Town & Country Hotel
500 Hotel Circle North
Continental cuisine, entertainment.

Other popular restaurants:

Meat & Fish
Hungry Hunter (291-8074)
2445 Hotel Circle North

Smuggler’s Inn (291-7170)
402 Fashion Valley Shopping Center

Anthony’s Harborside (232-6358)
1355A N. Harbor Drive
Excellent fish.

Monterey Whaling Company (291-1638)
887 Camino Del Rio South

Japanese
Benihana of Tokyo (298-4668)
477 Camino Del Rio South
Food prepared at tables.

Mexican
El Torito (296-6154)
445 Camino Del Rio South
### PRECONFERENCE ACTIVITY: SAT., NOV. 10

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 5:45-9:45 p.m. | **SHOWBOAT ship cruise of the San Diego Bay**  
For early arrivals, an evening of dinner and dancing on board ship. (See page 12 for details.) |

### PRELIMINARY PROGRAM: SUNDAY, NOV. 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 8:30 a.m.-12:00 noon | **Charter Bus to Cobey’s Swap Meet**  
San Diego Sports Arena (See page 12 for details.) |
| 9:00 a.m.-7:00 p.m. | **Conference Registration**  
Conference Center Lobby |
| 9:00 a.m.-12:00 noon | **WORKSHOP FOR NEWER SUMMER SESSIONS ADMINISTRATORS — Session I**  
Lahaina-Bay Room (first floor)  
**Director:** Norman H. Sam, Lehigh University  
**Assisted by:** Donald R. Dunbar, Boston University  
Jack K. Johnson, Hamline University  
**Theme:** Challenges Facing New Administrators in a Changing Institutional Environment  
**Topics:**  
A. Integrative Strategies  
B. Interpersonal Relationships  
C. Effective Operational Procedures  
D. Administrative Styles and Strategies |
| 12:00 noon-1:30 p.m. | **NEWER SUMMER SESSIONS ADMINISTRATORS’ LUNCH BUFFET**  
Coast Room (first floor) |
| 2:00-5:00 p.m. | **WORKSHOP FOR NEW SUMMER SESSIONS ADMINISTRATORS — Session II**  
Lahaina-Bay Room (first floor) |
| 3:00-5:00 p.m. | **NAASS Executive Committee Meeting**  
President Hough’s Suite  
**WASSA Directors’ Meeting**  
President Boub’s Suite |
| 4:00-5:00 p.m. | **NAASS Creative and Innovative Awards Committee Meeting**  
Tropic Room (second floor) |
PROGRAM: SUNDAY, NOVEMBER 11

8:00-9:00 p.m. **FIRST PLENARY SESSION**
Kona Room (first floor)

*Presiding:* John M. Hough, Jr., President of NAASS
William D. Boub, President of WASSA

*Welcome:* Dr. Patrick Ledden, Assistant Chancellor,
University of California-San Diego

*Speaker:* Dr. William R. Noyes, University of Arizona

*Topic:* Not That I Have It, What Do I Do With It?
A discussion of the use of microcomputers in
the summer session.

*Recorder:* Harold P. Sampson, Central Missouri
State University

9:00-11:00 p.m. **NAASS/WASSA Presidents’ Reception**
Hosted by Presidents William Boub and John Hough
in the hospitality suites and poolside.

PROGRAM: MONDAY, NOVEMBER 12

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

**WASSA Directors’ Breakfast**
Surf Room (second floor)

**Women Administrators’ Breakfast** (See page 12)
Pacific Room (second floor)

8:30 a.m.-12:00 noon **Conference Registration continues**
Conference Center Lobby

9:00 a.m.-12:00 noon **SECOND PLENARY SESSION**
Kona Room (first floor)

*Presiding:* Dr. Albert W. Johnson, Vice President for
Academic Affairs, San Diego State Univ.

*Speaker:* Dr. Ralph Mills, State-Wide Dean of
Extended Education, California State
University System

*Topic:* Leadership/Role of the Summer Session
Director in the Pursuit of Excellence

*Recorder:* Sid Goss, South Dakota School of Mines
10:00-11:30 a.m.

SMALL GROUP INTERACTION SESSIONS:
Leadership in an Academic Setting —
Development of Public Policy

A. Large Public Institutions
Bay Room (first floor)
Chairperson: George M. Dennison, Colorado State University
Reactors: William P. McDougall, Washington State University
Donald G. Tarbet, University of North Carolina-Chapel Hill
Nancy M. Tischler, The Pennsylvania State University
Norman S. Watt, University of British Columbia
Recorder: John F. Cudd, Jr., North Carolina State University

B. Small Public Institutions
Lahaina Room (first floor)
Chairperson: Dennis Foth, Simon Fraser University
Reactors: Janet S. Gross, University of Delaware
JoAnn Haysbert, Hampton Institute
Lee Porter, California State College-San Bernardino
Recorder: Charles J. Buckley, University of Scranton

B. Large Private Institutions
Pacific Room (second floor)
Chairperson: Thomas M. O'Shea, Syracuse University
Reactors: Lewis Hainlin, Drake University
Hazel W. Harris, Furman University
Carrie Washburn, University of Puget Sound
Recorder: Richard Steiner, Lewis and Clark College
10:00 a.m.-11:30 a.m. SMALL GROUP INTERACTION SESSIONS (continued)

D. Small Private Institutions
Tropic Room (second floor)
Chairperson: Anne E. Scheerer, Creighton University
Reactors: Richard F. Alberg, Bryant College
Alex D. Aloia, Loyola Marymount Univ.
Patricia B. Ezell, The Citadel
Recorder: Raymond Hebert, Thomas More College

12:00 noon-1:30 p.m. CONFERENCE LUNCHEON AND PRESENTATION OF AWARDS
Kona-Coast Room (first floor)
Presiding: William D. Boub, President of WASSA
John M. Hough, Jr., President of NAASS
Invocation: William A. Small, Treasurer of NAASS
Awards: Edward S. Macias, Chairperson of the NAASS Creative and Innovative Awards Committee
Reuben Smith, Chairperson of the WASSA Program Awards

2:00-3:00 p.m. THIRD PLENARY SESSION
Kona Room (first floor)
Presiding: Marvin J. Glockner, C. W. Post Center, Long Island University
Topic: Making Waves in Program Development
Presenters: Lewis C. Butler, Alfred University
John L. Edwards, Arizona State Univ.
Carl P. Lewis, Kent State University
Recorder: Barbara J. Gauf, College of Charleston

3:00-3:15 p.m. BREAK

3:15-4:00 p.m. NAASS Standing Committee Meetings
Lahaina Room (first floor)

4:00-4:45 p.m. WASSA Standing Committee Meetings
Bay Room (first floor)

5:00 p.m. Dinner on your own
See page 2 for suggested restaurants.
NAASS REGIONAL BREAKFASTS
Lahaina-Bay Room (first floor)

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


Middle States Region—Gerald J. Sullivan, host: members from Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia.

Southeastern Region—Donald G. Tarbet, host: members from Alabama, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and the Virgin Islands.

East Central Region—John W. Schmidt, host: members from Illinois, Indiana, Kentucky, Michigan, Ohio, and Wisconsin.

West Central Region—Robert A. Patterson, host: members from Iowa, Kansas, Manitoba, Minnesota, Nebraska, North Dakota, and South Dakota.

Southwestern Region—George H. Zeiss, host: members from Arkansas, Missouri, New Mexico, Oklahoma, Puebla (Mexico), and Texas.

Western Region—Robert W. Sankey, host: members from Arizona, California, Colorado, Hawaii, Nevada, and Utah.

9:00 a.m.-10:00 a.m.  
**FOURTH PLENARY SESSION**  
Kona Room (first floor)  
*Presiding:* Robert W. Sankey, University of Arizona  
*Presenters:* Nancy Abraham, University of Wisconsin-Madison  
Lewis C. Butler, Alfred University  
John Leffler, Montclair State College  
*Topic:* Joint Statistical Reports: Is 1984 Prophetic?  
*Recorder:* Jo Volkert, San Francisco State University

10:00 a.m.-10:15 a.m.  
**BREAK**

10:15 a.m.-11:15 a.m.  
**CONCURRENT WORKSHOP SESSIONS**

**A. Catalog Workshop—A display of catalog material; discussion of topics in the production of the catalog.**  
Lahaina Room (first floor)  
*Presiding:* Dawn White, Portland State University  
*Panelists:* Karen R. Waldal, Idaho State Univ.  
Norman S. Watt, University of British Columbia  
Charles M. White, Portland State Univ.  
*Recorder:* Linda Gee, Woodsworth College-University of Toronto

**B. Summer School in the Metropolis: How Do We Both Compete and Cooperate?**  
Tropic Room (second floor)  
*Presiding:* Gerald J. Sullivan, Georgetown Univ.  
*Panelists:* Toni Adler, University of California-Irvine  
Spencer J. Cosmos, Catholic Univ.  
Bonnie J. Newman, Tufts University  
Gary Penders, University of California-Los Angeles  
John T. Wheeler, University of California-Berkeley  
*Recorder:* Wanda J. Bair, University of Maryland-Baltimore County
10:15-11:15 a.m. CONCURRENT WORKSHOP SESSIONS
(continued)

C. Summer School in the College Town: Rights and Obligations of "The Only Show in Town."
Bay Room (first floor)

Presiding: Leslie J. Coyne, Indiana University
Panelists: Melvin Lang, Walla Walla College
Ralph F. Meuer, California State University-Chico
William A. Scoones, Ithaca College

Recorder: Anita Lupo, Illinois State University

11:30 a.m.-12:15 p.m. NAASS BUSINESS MEETING
Coast Room (first floor)

Presiding: John M. Hough, Jr., President of NAASS

12:15-12:45 p.m. WASSA BUSINESS MEETING
Coast Room (first floor)

Presiding: William D. Boub, President of WASSA

12:45-6:30 p.m. FREE TIME
See page 12 for optional tours

6:30-7:30 p.m. BANQUET RECEPTION
Lahaina Room (first floor)

7:30 p.m. CONFERENCE BANQUET
Kona Room (first floor)

Presiding: Outgoing NAASS President,
John M. Hough, Jr.
Outgoing WASSA President,
William D. Boub
Incoming NAASS President,
Melvin Bernstein
Incoming WASSA President,
Gary Penders

Menu: Mexican Fiesta
FIFTH PLENARY SESSION—
THE SUMMER SCHOOL AT LARGE
Kona Room (second floor)

NOTE: These sessions introduce a new series of juried papers which will be reproduced in the Abstracts of the NAASS Proceedings of the annual conference. The hope is that these sessions will become a professional and scholarly tradition of the annual meetings.

Presiding: John W. Schmidt, University of Wisconsin

Topic: Creating A Sense Of Academic Community Within The Diversity Of Summer Programming
Presenter: Charles I. Switzer, Eastern Illinois University
Respondent: Richard D. Moe, Pacific Lutheran University

Topic: Student Retention And Implications For Summer Programming
Presenter: Robert A. Patterson, University of Nebraska-Lincoln
Respondent: George H. Zeiss, Southern Methodist University

Topic: Increasing Faculty Commitment To Summer Programs: Ways Used For Gaining Faculty Support
Presenter: Lee Porter, California State College-San Bernardino
Respondent: Eleanor Smith, University of Cincinnati
Recorder: JoAnn Haysbert, Hampton Institute

BREAK
Conference Center Lobby
10:30-11:45 a.m.

FIFTH PLENARY SESSION—
THE SUMMER SCHOOL AT LARGE
Kona Room (first floor)

Presiding: Clarence (Clay) Schoenfeld, University of Wisconsin-Madison

Topic: The Heart Of The Matter: Managerial Consideration In The Redefinition Of A Summer Session
Presenter: Paul L. Gaston, Southern Illinois University-Edwardsville
Respondent: Waltz Maynor, North Carolina Central University

Topic: Establishing Special Sessions: The Iona College Experience
Presenters: Joann Mulqueen and Daniel R. Smith, Iona College
Respondent: Caesar Carrino, University of Akron

Topic: Maintaining Educational Standards In A Marketing Environment
Presenter: William A. Scoones, Ithaca College
Respondent: Ronald O. Smith, North Carolina Agricultural & Technical State University

Recorder: Nancy E. Talburt, University of Arkansas-Fayetteville

12:00 noon

1984 CONFERENCE ADJOURNS

12:00 noon-1:30 p.m.

NAASS Administrative Council Luncheon
Tropic Room (second floor)

WASSA Directors' Luncheon
Surf Room (second floor)

2:00-3:00 p.m.

NAASS Executive Committee Meeting
John M. Hough's Suite

WASSA Directors' Meeting
William D. Boub's Suite
EXTRACURRICULAR ACTIVITIES

Saturday, November 10—5:45-9:45 p.m.
**SHOWBOAT Ship Cruise of the San Diego Bay.**
For those who wish to arrive early, here is an opportunity to spend a different kind of evening. The fee includes bus transportation to and from the dock, cocktails, dinner, dancing, and live entertainment all aboard ship. $30.00 per person.

Sunday, November 11—8:30 a.m.-noon
**Cobey's Swap Meet at the San Diego Sports Arena.**
Bus transportation is $6.00 per person. Admission to the flea market is 50¢.

Monday, November 12—7:30-9:00 a.m.
**Breakfast for Women Administrators.**
An opportunity for women summer sessions administrators to discuss mutual concerns and interests in an informal atmosphere. $6.00.

Tuesday, November 13—12:45-6:30 p.m.
**OPTIONAL TOURS.** The following area attractions are suggested as possible sites of interest for this afternoon's free time. If there is sufficient demand, bus transportation will be provided for a fee of $6.00 per person.

**Old Town (Historic Park) & San Diego Mission in Presidio Park.**
International shops and Bazaar Del Mexico, restaurants, historic landmarks, and museums. Five minutes from the hotel. Take the bridge over Interstate 8 to Juan Street.

**San Diego Zoo/Balboa Park.**
The Museum of Man, Space Theatre, Spanish Village-paintings, Theater & Science Center. Ten minutes from the hotel on Interstate 163 south to the Zoo exit.

**Seaport Village.**
Shops, boutiques, galleries, restaurants, authentic 1900 carousel. On the way back, be sure to visit the Star of India Clipper Ship Museum. Twenty minutes from the hotel. Take the bridge over Interstate 8 to Pacific Highway south.

**Sea World.**
A Marine Park known for its penguin and shark displays. Ten minutes from the hotel. Take Interstate 5 north to the Sea World Drive exit (turn west).

**Tijuana, Mexico.** (Tour guide is Pattie Wertheimer).
Fifteen minutes from the hotel. To Kettner and C Streets, Downtown San Diego, to the trolley. Twenty-five minutes to the Tijuana border and a ¾-mile walk from the border to the town. NOTE: Non-U.S. citizens should have their passports and an I-94 form, which may be obtained when crossing the U.S.-Canadian border. When returning from Mexico to the U.S., non-U.S. citizens may be requested to provide financial proof of adequate resources while in the U.S.
**1984 NAASS/WASSA REGISTRATION FORM**

Name ____________________________________________

Institution _______________________________________

Institutional Address _______________________________________

City __________________________ State ______ (Zip Code) _______ (Telephone) __________

If spouse will attend, his or her first name ____________________________

<table>
<thead>
<tr>
<th>Event</th>
<th>Fee</th>
<th>Tickets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Registration Fee*</td>
<td>$75.00</td>
<td></td>
</tr>
<tr>
<td>Workshop for Newer Summer Sessions Administrators</td>
<td>$35.00</td>
<td></td>
</tr>
<tr>
<td>Women Administrators' Breakfast</td>
<td>$6.00</td>
<td></td>
</tr>
<tr>
<td>Extra Spouse/Guest Tickets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presidents’ Reception</td>
<td>$5.00</td>
<td></td>
</tr>
<tr>
<td>Monday Luncheon</td>
<td>$11.00</td>
<td></td>
</tr>
<tr>
<td>Tuesday Banquet Reception</td>
<td>$5.00</td>
<td></td>
</tr>
<tr>
<td>Tuesday Conference Banquet</td>
<td>$19.00</td>
<td></td>
</tr>
<tr>
<td>Pre-Conference and Extracurricular Activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SHOWBOAT Ship Cruise</td>
<td>$30.00</td>
<td></td>
</tr>
<tr>
<td>Cobey's Swap Meet bus fare</td>
<td>$6.00</td>
<td></td>
</tr>
<tr>
<td>Old Town Tour bus fare</td>
<td>$6.00</td>
<td></td>
</tr>
<tr>
<td>San Diego Zoo bus fare</td>
<td>$6.00</td>
<td></td>
</tr>
<tr>
<td>Seaport Village bus fare</td>
<td>$6.00</td>
<td></td>
</tr>
<tr>
<td>Sea World bus fare</td>
<td>$6.00</td>
<td></td>
</tr>
<tr>
<td>Tijuana bus fare</td>
<td>$6.00</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL ENCLOSED**

*All but $10.00 of the Basic Registration Fee is refundable if written cancellation is received by October 31, 1984. Make checks payable to WASSA and mail registration form and check to: Larry Cobb, Extended Studies, San Diego State University, 5630 Hardy Avenue, San Diego, California 92182.

**Registration Deadline: Monday, October 22, 1984**

The following information is for administrative purposes only.

I plan to attend the __________________________ Regional Breakfast (please specify region) on Tuesday, November 13.

I plan to arrive on (date) __________________________ and leave on (date) __________________________

I will arrive on (airline & flight #) __________________________ arriving (time) __________________________
North American Association of Summer Sessions

The North American Association of Summer Sessions was founded in 1964 because of the perceived need for a national forum by which summer session deans and directors could share common experiences and problems associated with their responsibilities, and one which could speak for summer programs in higher education. From an initial membership of 161 colleges and universities, the Association has over the last 21 years grown to its present size of 406 institutions located in Canada, Mexico, and the United States. Because NAASS encompasses an entire continent, it is organized into eight geographical regions, each represented by its own vice president.

Western Association of Summer Session Administrators

The Western Association of Summer Session Administrators, formerly known as the Rocky Mountain Association, first met in 1946 at Western State College in Gunnison, Colorado. At the beginning, there were less than ten in attendance, and currently there are 75 active members. The objective of the Association is to devote itself to improving the year-around aspects of summer programs and strive toward the elimination of all differentials between the summer and the academic year. WASSA serves Alaska, Alberta, Arizona, British Columbia, California, Colorado, Hawaii, Idaho, Manitoba, Montana, Nevada, New Mexico, Oregon, Saskatchewan, Utah, Washington, and Wyoming.