

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

GENERAL INFORMATION

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).

GENERAL INFORMATION (continued)

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 entertain-
ment (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

Bully's East (291-2665)
2401 Camino Del Rio South
Good beef.

Japanese

Benihana of Tokyo (298-4666)
477 Camino Del Rio South
Food prepared at tables.

Mexican

El Torito (296-6154)
445 Camino Del Rio South

PRECONFERENCE ACTIVITY: SAT., NOV. 10

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

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

PROGRAM: MONDAY, NOVEMBER 12

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

PROGRAM: MONDAY, NOVEMBER 12

- 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.

7:30-8:45 a.m.

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.

Northeastern Region—Alex R. Waugh, host: members from Connecticut, Maine, Massachusetts, New Brunswick, Newfoundland, New Hampshire, New York, Nova Scotia, Ontario, Quebec, Rhode Island, and Vermont.

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.

Northwestern Region—Charles M. White, host: members from Alaska, Alberta, British Columbia, Idaho, Montana, Oregon, Saskatchewan, Washington, and Wyoming.

PROGRAM: TUESDAY, NOVEMBER 13

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

PROGRAM: TUESDAY, NOVEMBER 13

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. Meuter, 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

PROGRAM: WEDNESDAY, NOVEMBER 14

9:00 a.m.-10:15 a.m.

**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

10:15-10:30 a.m.

BREAK

Conference Center Lobby

PROGRAM: WEDNESDAY, NOVEMBER 14

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 _____

Basic Registration Fee* (see page 1 for inclusions):

\$75.00 for NAASS or WASSA members / **\$85.00** for non-members _____

Workshop for Newer Summer Sessions Administrators: **\$35.00** _____

Women Administrators' Breakfast: **\$6.00** _____

Extra Spouse / Guest Tickets

Presidents' Reception: **\$ 5.00** each—No. of tickets () _____

Monday Luncheon: **\$11.00** each—No. of tickets () _____

Tuesday Banquet Reception: **\$ 5.00** each—No. of tickets () _____

Tuesday Conference Banquet: **\$19.00** each—No. of tickets () _____

Pre-Conference and Extracurricular Activities

SHOWBOAT Ship Cruise: **\$30.00** each—No. of tickets () _____

Cobey's Swap Meet bus fare: **\$ 6.00** each—No. of tickets () _____

Old Town Tour bus fare: **\$ 6.00** each—No. of tickets () _____

San Diego Zoo bus fare: **\$ 6.00** each—No. of tickets () _____

Seaport Village bus fare: **\$ 6.00** each—No. of tickets () _____

Sea World bus fare: **\$ 6.00** each—No. of tickets () _____

Tijuana bus fare: **\$ 6.00** each—No. of tickets () _____

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.