

24th Annual Conference

North American Association of Summer Sessions

October 18–21, 1987

Toronto, Canada



NAASS ADMINISTRATIVE COUNCIL

President

Richard D. Moe
Pacific Lutheran University

Northeastern Regional Vice President

Bonnie J. Newman
Tufts University

President-Elect

Jack K. Johnson
Hamline University

Southern Regional Vice President

Robert A. Patterson
Southern Methodist University

Past President

Donald G. Tarbet
University of North Carolina-Chapel Hill

Western Regional Vice President

Charles M. White
Portland State University

Treasurer

K. Jil Warn
University of California-San Diego

At-Large Member

Nancy Abraham
University of Wisconsin-Madison

Middle State Regional Vice President

Nancy M. Tischler
Pennsylvania State University

At-Large Member

John R. O'Fallon
University of Notre Dame

North Central Regional Vice President

Harold P. Sampson
Central Missouri State University

At-Large Member

Gary W. Penders
University of California-Los Angeles

STANDING COMMITTEES

Conference Site Selection Committee

Robert A. Patterson, *Chairperson*
Tadesse Araya
John F. Cudd, Jr.
William L. Jensen
Nancy M. Tischler
Laurens Verkade
Mark E. Wolff

Nominations and Elections Committee

Donald G. Tarbet, *Chairperson*
Melvin Bernstein
Thomas M. O'Shea
Harold P. Sampson
Ronald O. Smith
Charles M. White

Creative and Innovative Awards Committee

JoAnn W. Haysbert, *Chairperson*
Joyce Brady
Larry G. Cobb
Gregory R. Fox
Barbara J. Gaufr
Norman S. Watt
John F. White

Research Committee

Nancy Abraham
Paul Aizley
Lewis C. Butler
James B. Carefoot
Leslie J. Coyne
John H. Leffler
William P. McDougall
Thomas S. McLeRoy
Bruce A. Thompson
John J. Young

Finance Committee

K. Jil Warn, *Chairperson*
J. Calvin Leonard
Roger H. Sublett
Charles I. Switzer
Daniel L. Wick

Resolutions Committee

Richard F. Alberg, *Chairperson*
Carrie Washburn
Anita Webb-Lupo

GENERAL INFORMATION

Conference Registration—Complete the enclosed Conference Registration Form and send it, along with the appropriate fees, **no later than September 25, 1987**. All fees paid, less \$10.00, are refundable if the registration is cancelled before October 2, 1987. The Basic Registration Fee includes: (1) the Sunday President's Reception; (2) the Monday Creative Awards Luncheon; (3) the Tuesday Regional Breakfast; (4) the Tuesday Conference Banquet Reception and Conference Banquet; and (5) the Wednesday Breakfast Buffet.

Please make your check payable to NAASS and mail it, along with the Conference Registration Form, to: *NAASS Conference Registration, Woodsworth College, University of Toronto, 119 St. George Street, Toronto, Ontario, Canada M5S 1A9.*

Additional Tickets—Additional tickets for spouses/guests are available for all non-meeting functions. The fees for these activities are indicated on the Conference Registration Form.

Currency Exchange—All the fees in this program are quoted in U.S. dollars, unless specifically indicated in Cdn. (Canadian) dollars. Currently the U.S. dollar enjoys a high premium in Canada of approximately \$1.00 U.S. to \$1.35 Cdn. Many Toronto establishments accept American currency. Please note, however, that only at banks and exchange houses are visitors guaranteed the current official rate.

Hotel Reservations—The Park Plaza Hotel has provided a reservation card in this packet. *NOTE: The postage-paid card is only good if mailed in Canada. For those of you mailing from the United States, postage must be affixed.* **All rooms, single or double occupancy, are at the rate of \$63.00 (\$84.00 Cdn.) per night.** To confirm your accommodation, return the enclosed reservation card or call 1-800-268-4927 to the Bristol Group Hotels Reservation Office. Identify yourself as a NAASS Conference participant requesting accommodations at the Park Plaza Hotel. **All reservations must be received by the hotel no later than September 25, 1987.**

Parking—If you plan to drive to Toronto, the Park Plaza Hotel offers limited parking space at a charge of \$8.50 Cdn. per day. A municipal parking lot adjacent to the hotel charges \$9.50 Cdn. per day.

Ground Transportation—The Lester B. Pearson (Toronto) International Airport is located in the northwest corner of Metro Toronto, approximately 25 minutes from our downtown hotel. Terminal 1 and Terminal 2 service different airlines. However, both terminals provide access to the following modes of transportation to the hotel:

- (1) Gray Coach Airport Express Bus service to downtown Toronto with stops at several major hotels. Leaves from Pylon #7 (Arrivals Level-Terminal 1; Street Level-Terminal 2) every 20 minutes for \$7.50 Cdn. Get off at the Chelsea Inn Hotel and take a taxi to the Park Plaza for approximately \$4.00 Cdn. This route will take about 45 minutes.
- (2) Airport limousines (individual first-class taxis) are available at both terminals for approximately \$25.00–\$30.00 Cdn. Check with the driver to see what the rate is. This route will take approximately 25 minutes.

Provincial Sales Tax Refund for Visitors to Ontario—Provincial retail sales tax of 7% is levied on goods purchased in Ontario. As a visitor, if you buy goods and remove them from the province within 30 days, you are entitled to a refund of the sales tax paid. You may also claim a refund of the 5% accommodation sales tax which will appear on your hotel bill. A brochure outlining the refund procedure is included in this packet.

Weather—October temperatures are usually in the high 50°s F. However, we could experience a sunny mild period of Indian Summer or a chilly blast of Arctic air. Be prepared.

Restaurants—There are over 4,000 restaurants in Metro Toronto, including a huge selection of ethnic eating places. Your Registration Package will contain a guide published by the Convention and Visitors' Association and "Insider's Tips," chosen by your Conference Planning Committee.

EXTRA-CURRICULAR ACTIVITIES

Monday, October 19th: 2:15–5:45 p.m.

Casa Loma and Harbourfront Tour for Spouses and Guests

While the Conference registrants are involved with workshops and other sessions, spouses and guests may explore two of Toronto's most popular attractions. A bus will leave the hotel at 2:15 p.m. to take sightseers to Casa Loma, the medieval-styled castle, pictured on the back cover of this program. Following a one-hour tour there, you will be taken to Harbourfront, the interesting and newly-developed site at the edge of Lake Ontario. Harbourfront includes luxurious condominiums and hotels, an indoor antique market, an art gallery, and Queen's Quay, which houses some of the most ritzy and unusual boutiques in the city. The bus will return to the Park Plaza by 5:45 p.m. Tour cost is \$13.00 (\$18.00 Cdn.) per person.

Monday, October 19th: 7:00 to approximately 9:30 p.m.

An Evening at Gran Festa Ristorante

Buses will leave the hotel at 7:00 p.m. for the Gran Festa, an authentic and lively Italian restaurant, where the atmosphere is that of a country wedding—complete with "live" music and a delicious nine-course meal. The price includes a glass of wine, and all taxes and gratuities. In order that you may go on to other diversions afterwards, transportation back to the hotel has been left open. Taxis are easily available, or sample our subway system—it's as clean and as safe as the publicity says. Cost is \$19.00 (\$26.00 Cdn.) per person.

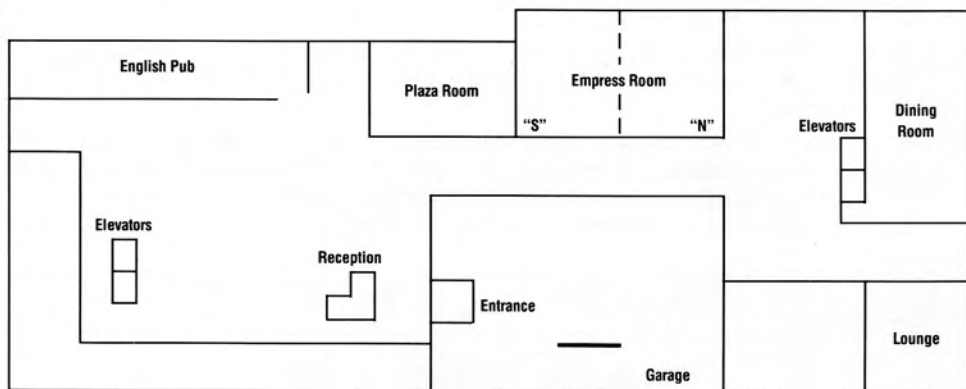
Tuesday, October 20th: 2:15–5:45 p.m.

CN Tower and City Tour

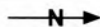
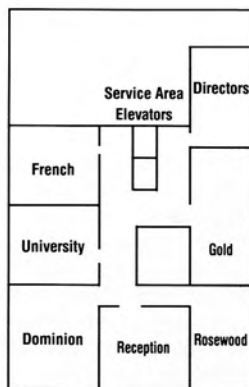
Visit the tallest free-standing structure in the world! This excursion starts with a one-hour-and-forty-five-minute tour of Toronto, including Ontario Place, Roy Thompson Hall, the Toronto Stock Exchange, the Art Gallery of Ontario, and one of the city's finest residential areas. Then a glass-faced elevator will take you to the top of the CN Tower for a view (if it's a clear day) of the city and across the lake. Buses return to the hotel by 5:45 p.m. Tour cost is \$16.00 (\$21.00 Cdn.) per person.

MEETING FACILITIES

1st Floor



2nd Floor



EARLY-BIRD EVENTS: Saturday, October 17

| | | |
|-----------------|---|-----------------------|
| 9:00 a.m. | Early-Bird Registration open | Hotel Lobby |
| 10:00 a.m.–4:00 | Summer Sessions Review Editorial Board Meeting | |
| 6:00–7:00 p.m. | Early-Bird Social Hour | President Moe's Suite |

PRELIMINARY PROGRAM: Sunday, October 18

| | | |
|------------------|--|---|
| 8:30 a.m. | Registration/Hospitality area open | Reception Room (Second Floor) |
| 8:45–11:45 a.m. | WORKSHOP FOR NEWER SUMMER SESSIONS ADMINISTRATORS | Gold Room |
| | An in-depth, six-hour workshop covering topics of importance to the typical newer summer administrator: role of the summer session director; planning and evaluation; financial management; scheduling and programming; marketing; reporting. Participants are given various handouts, including a 68-page <i>Bibliography of Summer Sessions Literature</i> . | |
| | Workshop | Gary W. Penders (chairperson), UCLA |
| | Leaders: | Stardust "Dusty" Johnson, University of Arizona Roger H. Sublett, University of Evansville |
| 10:00 a.m.–noon | Creative and Innovative Awards Committee Meeting | Rosewood Room |
| 12:00–12:45 p.m. | LUNCHEON | University Room |
| | Newer Summer Sessions Administrators Workshop participants and Administrative Council members. | |
| 1:00–4:00 p.m. | WORKSHOP FOR NEWER SUMMER SESSIONS ADMINISTRATORS—Continued | Gold Room |
| 1:30–2:45 p.m. | Administrative Council Meeting | Director's Room |
| 3:00–4:45 p.m. | NAASS Standing Committee Meetings | French Room |
| | Conference Site Selection Committee Finance Committee Nominations and Elections Committee Research Committee Resolutions Committee | |
| 5:30–6:30 p.m. | Just for Fun: "The World's Worst Art" Illustrated Lecture | Royal Ontario Museum Auditorium |
| | Norman S. Watt, University of British Columbia | |
| 6:30–8:00 p.m. | PRESIDENT'S RECEPTION | Royal Ontario Museum |
| | Host: Richard D. Moe, President of NAASS | |

PROGRAM: Monday, October 19

8:30 a.m. **Registration/Hospitality area open** Reception Room

8:30-10:00 a.m. **FIRST PLENARY SESSION:** Plaza Room

Keynote Address

Welcome: Joan E. Foley

Vice President and Provost

University of Toronto

Speaker: John Crispo

Professor of Economics & Management
Studies

University of Toronto

Topic: Canada-U.S. Cooperation:

Potential for the Future

10:00-10:30 a.m. **Continental Breakfast Break** Plaza Room

10:30-11:45 a.m. **INTEREST SESSIONS**

Sessions M-1 Designing and Administering College- Level Programs for High School Students Plaza Room

Discussion about implementing successful college-level summer programs for high school students. Good for those who already have such programs in place and those considering them.

Presenters: Joseph W. Gordon (chairperson), Yale University
Margaret L. Haine, Cornell University
David B. House, The Johns Hopkins University
Helen B. Warren, The Pennsylvania State University

Recorder: Diane E. May, University of Delaware

Session M-2 Summer Conferences: Friend or Foe? French Room

Focus on the problems and opportunities presented by summer conferences which often compete for space and resources on the campus in summer. You will also hear how one college (Colby) scrapped its summer school in favor of conferences only.

Presenters: Raymond C. Rapp (chairperson), Mars Hill College
Robert H. Kany, Colby College
Philip Mullen, University of Northern Colorado
Gerald Tanner, University of Northern Colorado

Recorder: Margaret T. Estes, Mississippi State University

Session M-3 What We Charge: The Trends and Economics of Summer Tuition Dominion Room

An overview of pricing trends and methods, with special attention to issues related to the financing of summer programs in the upcoming decade.

Presenters: Bonnie J. Newman (chairperson), Tufts University
David Foot, University of Toronto
Thomas M. O'Shea, Syracuse University
Anne E. Scheerer, Creighton University

Recorder: Joyce Brady, University of Minnesota, Twin Cities

Session M-4 Intergrating Summer Session with Continuing Education Rosewood Room

Notable successes and frustrations associated with attempts to integrate traditional summer programming with continuing education are discussed and evaluated.

Presenters: Jesse L. Ward III (chairperson), Western New England C.
Edward J. Durnall, University of New Hampshire
Thomas S. McLeRoy, University of Wisconsin-Whitewater
Thomas McRoberts, University of Minnesota, Morris
Recorder: John H. Leffler, Montclair State College

Session M-5 New Technologies Applied to Summer: "Desktop" Publishing University Room

Desktop publishing is the new buzzword relating to microcomputers, and the implications for in-house production of your promotional materials appear great. Just what can this tool do for a Summer School? Learn what it is, what the pros and cons are. See examples of summer materials produced on the "Desktop" and an actual demonstration of how it works.

Presenters: John R. Papinchak (chairperson), Carnegie Mellon Univ.
Daniel Stiavnicky, Apple-Canada, Inc.
Jean Welsh, Simmons College
Recorder: Charles M. White, Portland State University

12:00-1:15 p.m. **CREATIVE AWARDS LUNCHEON** Empress Room
Presiding: Jack K. Johnson, President-Elect of NAASS
Awards: JoAnn Haysbert, Chairperson of the NAASS
Creative and Innovative Awards Committee

1:30-2:45 p.m. **INTEREST SESSIONS**

Session M-6 Calendar Trends and Options Plaza Room

A review of calendar trends and options currently being utilized in institutions throughout the United States and Canada. Panelists will also discuss calendar issues and experiences.

Presenters: Anita Webb-Lupo (chairperson), Illinois State University
Charles N. Kaufman, University of South Dakota
Christine Quinn, University of Iowa
Harold P. Sampson, Central Missouri State University
Norman S. Watt, University of British Columbia
Recorder: Larry G. Cobb, San Diego State University

Session M-7 Evaluation Strategies for Summer Sessions University Room

In addition to a general overview of common approaches and strategies being used for evaluation, the panelists will also review in greater detail two current themes: (1) summer evaluation and its relation to long-range planning, and (2) outcomes assessment and its implications for summer session management.

Presenters: William P. McDougall (chairperson), Washington State U.
Alton L. Taylor, University of Virginia
Paul L. Gaston, Southern Illinois University-Edwardsville
Recorder: K. Jil Warn, University of California-San Diego

Session M-8 Using Strategic Planning to Increase Your Summer Session French Room

The goal of this presentation is to demonstrate how you may be able to increase the effectiveness of summer sessions through the use of specific strategic planning techniques. Participants will be led through an actual strategic planning process.

Presenter: Benjamin Hodes, Duquesne University

Recorder: Patricia Clapp, University of Calgary

Session M-9 Enhancing the Social and Cultural Environment on Campus in Summer Dominion Room

Social and cultural dimensions of summer sessions are explored. Includes a media presentation demonstrating how the University of Southern Maine uses the summer to increase its campus' public visibility as a social and cultural center, as well as sharing of ideas that have worked well at Appalachian State University.

Presenters: Nancy Abraham (chairperson), U. of Wisconsin-Madison

R. Clinton Parker, Appalachian State University

Rosa Redonnet, University of Southern Maine

Susan Silvernail, University of Southern Maine

Recorder: Peter A. Jackson, Northwest Missouri State University

Session M-10 New Technologies Applied to Summer: Using Fibre Optics for Interactive Teaching Rosewood Room

For three years, the University of Regina has been narrowcasting on live television to five remote sites from a classroom on campus. The interactive telephone signal is carried via fibre-active cable over a 450-mile network. This session explores the evolution of television teaching and considers the implications for summer instruction.

Presenter: James B. Carefoot, University of Regina

Recorder: Gregory R. Fox, University of Minnesota, Duluth

2:00-5:45 p.m. **Shopping and Tours for Spouses and Guests**

2:45-3:15 p.m. **Afternoon Beverage Break**

3:15-4:30 p.m. **INTEREST SESSIONS**

Session M-11 Using Strategic Planning to Increase Your Summer Session (repeat) Rosewood Room
See Session M-8 above.

Session M-12 Assessing the Budget Climate in Smaller Institutions French Room

Many public and most private colleges are expected to operate self-supporting summer programs. Panelists representing both kinds of institutions explore some of the current issues and budget strategies which underlie the financing of small summer schools.

Presenters: Roy B. Weinstock (chairperson), Mary Washington College

Kathryn Adam, College of Saint Catherine

Mamie Bittner, Gallaudet University

Pat Parker, Augsburg College

Recorder: Lee W. Kneerim, Connecticut College

Session M-13 Coping With Budgets in Larger Institutions University Room

Trends and strategy in both U.S. and Canadian universities are discussed, including: establishing fees in a self-contained program; managing budget changes in an allocation-expense budget; setting salaries in a self-supported program; integrating the summer budget with the academic year.

Panelists: Steven F. Schomberg (chairperson), University of Minnesota, Twin Cities
James B. Carefoot, University of Regina
Leslie J. Coyne, Indiana University
Sid Eder, University of Idaho
K. Jil Warn, University of California-San Diego
Recorder: Eric Streiff, State University of New York-Buffalo

Session M-14 The Value of Consortia: Cooperative Program Ventures between Public and Private Institutions Dominion Room

Hands-on testimony on the value and drawbacks of academic consortia in summer, discussed from the vantage point of what is going on in the Cincinnati area.

Presenters: John F. White (chairperson), Northern Kentucky University
Gary Eith, Northern Kentucky University
Susan Wideman, Xavier University
Raymond G. Hebert, Thomas More College
Recorder: Hazel W. Harris, Furman University

Session M-15 New Technologies Applied to Summer: "Touch Tone" Registration Plaza Room

Learn how students can register for summer session by using the "touch tone" pad on their telephones.

Presenters: Alex R. Waugh (Chairperson), University of Toronto
Roger Dodd, Electronic Systems
Lorraine Nishisato, University of Toronto
Recorder: Robert A. Patterson, Southern Methodist University

4:30 p.m.

Free Time

Optional: Gran Festa Ristorante dinner

See page 3 for details.

7:45-9:00 a.m. **REGIONAL BREAKFASTS**

Middle States Region—University Room: Members from Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia. Hosted by Regional Vice President Nancy M. Tischler.

North Central Region—French Room: members from Illinois, Indiana, Iowa, Kansas, Kentucky, Manitoba, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. Hosted by Regional Vice President Harold P. Sampson.

Northeastern Region—Gold Room: Members from Connecticut, Maine, Massachusetts, New Brunswick, New Hampshire, New York, Newfoundland, Nova Scotia, Ontario, Prince Edward Island, Quebec, Rhode Island, and Vermont. Hosted by Regional Vice President Bonnie J. Newman.

Southern Region—Rosewood Room: Members from Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and the Virgin Islands. Hosted by Regional Vice President Robert A. Patterson.

Western Region—Dominion Room: Members from Alaska, Alberta, Arizona, British Columbia, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Saskatchewan, Utah, Washington, and Wyoming. Hosted by Regional Vice President Charles M. White.

9:15-10:30 a.m. **SECOND PLENARY SESSION:** Plaza Room
 Catalog Clinic

In addition to focusing on examples, our panel will respond to specific, pre-submitted questions regarding the catalogs which colleagues have sent in for evaluation. Here is a great opportunity to pick up helpful, time-tested suggestions and ideas about the dos and don'ts of design, text, photos/art, and format.

Presenters: Karen R. Simpkins (chairperson), Idaho State University
 Donna R. Bafundo, George Mason University
 Marvin J. Glockner, C.W. Post Campus-Long Island Univ.
 Dawn White, Portland State University

Recorder: Sheila R. Caskey, Southeast Missouri State University

10:30-11:00 a.m. **Mid-Morning Beverage Break**

11:00-12:15 p.m. **INTEREST SESSIONS**

Sessions T-1 Summer Salary and Contract University Room
 Options in Smaller Institutions

Review and discussion of various salary and contractual methods being used in smaller institutions, and unusual incentives being tried at Seattle Pacific University.

Presenters: Max Graeber (chairperson), University of Richmond
 Ramona Cormier, Bowling Green State University
 Ralph Kester, Seattle Pacific University

Recorder: Eleanor Charwat, Marist College

11:00–12:15 p.m. **INTEREST SESSIONS (continued)**

Session T-2 Summer Salary and Contract Options Gold Room **in Larger Institutions**

How are salaries for summer teaching being determined in larger schools? What are the contractual arrangements and obligations? What are the trends?

Presenters: James A. Brown (chairperson), Lehigh University
Stardust "Dusty" Johnson, University of Arizona
Herbert K. Smail, University of Nebraska-Lincoln
Recorder: Lillie S. Ransom, University of Maryland-Baltimore County

Session T-3 Leadership Styles and Patterns: Dominion Room **Implications for the Summer Session** **Director in Smaller Institutions**

Does the type and age of the hat you are wearing determine the leadership style you're using? What kind of summer session director are you: risktaker, caretaker, or undertaker? Panelists look at the way summer session directors, who must wear several hats, see themselves.

Presenters: W. Harley Henry (chairperson), Macalester College
Roger H. Sublett, University of Evansville
Carrie Washburn, University of Puget Sound
Recorder: Furney E. Brown, Jr., St. Augustine's College

Session T-4 Leadership Styles and Patterns: French Room **Implications for the Summer Session** **Director in Larger Institutions**

How does one lead/manage a summer session within the "academic mainline" as well as from the "extension" function? A neophyte summer session director in the early stages of establishing a power base and network will serve as counterpoint to the views of a veteran administrator. One of the panelists, an organizational behavior expert, will seek to give the audience a theoretical framework on which to hang the other panelists' remarks.

Presenters: John F. Cudd, Jr. (chairperson), North Carolina State University
Charles N. Kaufman, University of South Dakota
Jacqueline J. Snyder, Wichita State University
John J. Young, University of North Carolina-Greensboro
Recorder: John T. Yantis, Central Michigan University

12:15–2:00 p.m. **Free Time**

2:00–5:00 p.m. **Optional City Tour for Participants, Spouses and Guests**

See page 3 for details.

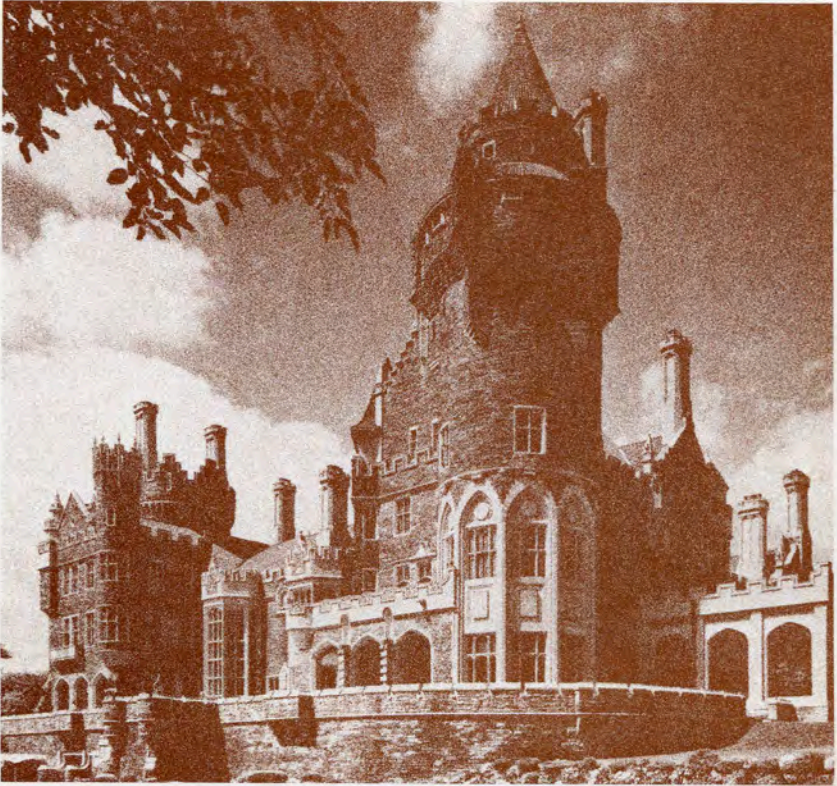
7:00–8:00 p.m. **CONFERENCE BANQUET RECEPTION** Plaza room

8:00–10:00 p.m. **CONFERENCE BANQUET** Empress Room

PROGRAM: Wednesday, October 21

- 7:30–9:00 a.m. **BREAKFAST BUFFET and ANNUAL BUSINESS MEETING** Empress Room
Presiding: Richard D. Moe, President of NAASS
Recorder: Michael U. Nelson, Executive Secretary
- 9:15–10:30 a.m. **THIRD PLENARY SESSION: Marketing Like a Pro** Plaza Room
Presiding: Jack K. Johnson, Hamline University
Speaker: Carol A. Kerner
Vice President for Communications
IDS Financial Services
Ms. Kerner, a communications executive with broad experience in both the business and academic worlds, offers some frank advice to summer session directors.
- 10:30–11:00 a.m. **Mid-Morning Beverage Break** Plaza Room
- 11:00–12:15 p.m. **FOURTH PLENARY SESSION: Creative and Innovative Programming** Plaza Room
Presiding: JoAnn W. Haysbert, Chairperson
NAASS Creative and Innovative Awards Committee
Recorder: Larry L. Sale, Gardner-Webb College
Representatives from those institutions receiving recognition from the Creative and Innovative Awards Committee will discuss their award-winning programs.
- 12:30 p.m. **24TH ANNUAL CONFERENCE ADJOURNS**
- 12:45–2:15 p.m. **Administrative Council Luncheon** Rosewood Room

See you in Reno next November!



Casa Loma

Conference Host:

Woodsworth College
University of Toronto

Conference Location:

Park Plaza Hotel

4 Avenue Road
Toronto, Ontario
M5R 2E8
416-924-5471
