North American Association of Summer Sessions

25th Annual Conference

November 14-17, 1988
Reno, Nevada
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Hamline University

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Conference Site Selection Committee
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Summer Sessions Review
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Patricia M. Clapp
William P. McDougall
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Roger A. Swanson
Dawn L. White
Conference Registration—Please complete the enclosed Conference Registration Form and return it, along with the appropriate fees, no later than October 21, 1988. All fees paid, less $10.00, are refundable if the registration is cancelled before November 1, 1988. The Basic Registration Fee includes: Monday’s President’s Reception; Tuesday’s Creative Awards Luncheon; Wednesday’s Regional Breakfast, Conference Reception, and Conference Banquet; and Thursday’s Breakfast Buffet. Additional tickets for spouses/guests are available for all non-meeting functions. The fees for these activities are indicated on the Conference Registration Form.

Please make your check payable to “Board of Regents” and mail it, along with the Conference Registration Form, to: NAASS Conference Registration, Division of Continuing Education, University of Nevada-Reno, Reno, Nevada 89557.

Multiple Institutional Registrations—A reduced Registration Fee is available to any institution bringing more than two people to the conference. After the first two attendees pay the $130.00 (for NAASS members) or $175.00 (for non-NAASS members) Basic Registration Fee, all additional registrants from that institution will pay $100.00. Please submit all registrations at the same time to ensure proper credit.

Hotel Reservations—A reservation card and return envelope have been provided in this packet. Single or double rooms are at the rate of $64.00 per night. To confirm your reservation, return the enclosed reservation card or call 1-800-548-1177 no later than October 13, 1988. Reservation requests received after that date will be confirmed subject to room availability only.

Ground Transportation and Parking—Reno Cannon International Airport is only five minutes away from John Ascuaga’s Nugget Hotel. The hotel’s shuttle van leaves the airport every half hour. Limousine service to the Nugget is also available at $2.25 per person. Check at the counter adjacent to the baggage claim area. If you plan to drive, there is plenty of free parking in the lots surrounding the Nugget. Valet parking is offered at the hotel lobby entrance.

Weather—Reno lies at the foot of the Sierra Nevada on the Great Basin Desert’s western edge. Located at 4,400 feet altitude, the resort area typically enjoys warm to cool days and cold evenings in the fall. Average mean temperatures are 55 degrees for the daytime and 23 degrees at night. The high altitude, coupled with low humidity, make both low and high temperatures quite bearable. No matter what the season, your chances of sunshine are 80 percent. Snow is possible, but not likely, at this time of year.

The Area—Visitors will find an ambience that blends big city sophistication with the relaxed beauty of a vacation resort. Casual dress is the accepted daytime fashion. If you plan to take in the area’s famed nightlife, casual clothes are fine, but gentlemen should plan to wear jackets, with ties optional, at most dinner shows.

In your free time, you may want to visit Harrah’s Automobile Collection, featuring the world’s finest car museum, or the planetarium located on the University of Nevada-Reno campus—both just minutes from the hotel by car. If you extend your stay, you can choose from Lake Tahoe’s spectacular beauty, Virginia City’s oldtime charm, or Pyramid Lake’s desert splendor—each less than 30 miles away.

Restaurants—The Reno area offers many fine places to dine in addition to the Nugget’s own award-winning restaurants. Your registration packet will contain a restaurant guide to help you sample the local cuisine.
Tuesday, November 15—5:00 p.m.
Bally’s Dinner Show Extravaganza

“Hello Hollywood, Hello!” at Bally’s Grand Hotel-Reno is a record-breaking production show now in its tenth year. Performed on the world’s largest stage in a 2,000-seat showroom, the multi-million-dollar extravaganza is a tribute to the stars and the movies. The two-hour musical has been seen by over five million people and continues to be the one “must-see” show in Reno.

This spectacular show opens with an almost life-size DC-9 airplane “landing” on the stage, takes you through a reenactment of the San Francisco earthquake, and projects you into the future where a space monster is destroyed on stage by a real 6,000-gallon flood.

The $35 fee includes transportation, a prime rib dinner, tax, and gratuity.

Wednesday, November 16—12:30 p.m.
Tour of Virginia City

Virginia City is a boomtown that’s still booming. The largest single discovery of gold and silver in the United States; the biggest city west of St. Louis; the boldest, bawdiest boomtown in the history of the American West; mansions, millionaires, the Sutro Tunnel, and the world-famous Piper Opera House—Virginia City had it all.

It’s smaller now, but the flavor of the Comstock remains. Our four- to five-hour tour includes a narrated trip up the mountain, time to explore the Delta Saloon, the Bucket of Blood, Gramma’s Fudge Factory, the Mackay Mansion and the Castle, and lunch on your own, wherever you choose.

The $12 fee includes transportation by motorcoach, guide services, and a free drink at the Delta Saloon.
EARLY-BIRD EVENTS: Sunday, November 13

Noon–4:00 p.m.  Early-Bird Registration  Central Pacific ABC (Third Floor)

6:00–7:00 p.m.  Early-Bird Social Hour  President Johnson's Suite
Hosted by Jack K. Johnson, Hamline University, President of NAASS

PRELIMINARY PROGRAM: Monday, November 14

8:30 a.m.  Registration/Hospitality area open*  Central Pacific ABC

9:00–11:30 a.m.  Workshop for New Summer Sessions Administrators  Southern Pacific B&C (Third Floor)
An in-depth, four-and-a-half-hour workshop—divided into public schools and private schools—covering topics of importance to the typical newer summer administrator (two summers or less): role of the summer sessions dean/director; planning and evaluation; financial management; scheduling and programming; marketing; reporting. Participants are given a notebook with various handouts, including a Bibliography of Summer Session Literature. Registrants are asked to indicate on the Conference Registration Form which area they wish to attend.
Workshop Leader: Gary W. Penders, UCLA
Public School Leader: "Dusty" Johnson, U. of Arizona
Private School Leader: Roger H. Sublett, U. of Evansville

10:00 a.m.–Noon  Administrative Council Meeting  Southern Pacific B

Noon–12:45 p.m.  Luncheon for New Summer Sessions Administrators and Administrative Council Members  Ponderosa A (Second Floor)

1:30–3:30 p.m.  Workshop for New Summer Sessions Administrators—continued  Southern Pacific B&C

1:30–3:30 p.m.  NAASS Standing Committee Meetings  Southern Pacific A&G
Creative and Innovative Awards Committee
Conference Site Selection Committee
Finance Committee
Nominations and Elections Committee
Research Committee
Resolutions Committee
Summer Sessions Review Editorial Committee

*Conference participants are invited to display their summer session materials in the Registration/Hospitality area.
3:30–4:45 p.m.  EARLY-BIRD SESSIONS

Session M-1  Ethical Issues in Higher Education and Summer Session

This panel will present the views of summer session administrators on topics of current concern to those in higher education who question many accepted practices on ethical grounds. (1) Are summer courses, services, and faculty equal in quality to those available during the academic year? (2) Are summer session promotional programs honest? (3) What is the justification for differences in tuition between summer and fall? (4) What responsibility does an institution have to minority students and to those who have been recruited but may need remedial help? Is there an inherent ethical conflict between self-support and public service?

Presenters:  Edward J. Durnall (chairperson), University of New Hampshire
             Michael J. Collins, Georgetown University
             Christine Quinn, University of Iowa
             Malisa Roberts, University of Massachusetts-Boston
             Daniel L. Wick, University of California-Davis

Recorder:  Raymond C. Rapp, Mars Hill College

Session M-2  Motivating Departments/Faculty to Institute Creative/New Courses

Panelists share their experiences and suggestions on how to motivate faculty to exercise creativity and innovation when planning and designing summer courses. Suggestions include the use of “themes” based on societal concerns as a basis for developing courses and methods of recruitment for these courses.

Presenters:  Callie B. Coaxum (chairperson), Fayetteville State University
             Beverly Grottkauf, Carthage College
             Charles I. Switzer, Eastern Illinois University

Recorder:  JoAnn W. Haysbert, Hampton University

Session M-3  Potential Conflict and Differences for the Summer Session Dean/Director and the Graduate Dean

The NAASS survey two years ago on administrative roles revealed the potential for conflict between the graduate dean and the summer session dean/director with respect to responsibility for quality control, authority for programming and course prioritization, authority for faculty selection, and entrepreneurship vs. scholarly pursuits as objectives for summer session. A dean of summer sessions only, a graduate dean without summer session responsibilities, and a graduate dean with summer session responsibilities present their views with time for discussion.

Presenters:  Charles N. Kaufman (chairperson), University of South Dakota
             John F. Cudd, Jr., North Carolina State University
             Harold P. Sampson, Central Missouri State University
             Kay Schallenkamp, Chadron State College (Nebraska)

Recorder:  Kathryn Gould-Cullivan, Bradley University

5:00–6:30 p.m.  PRESIDENT’S RECEPTION

Hosted by Jack K. Johnson, President of NAASS

6:30 p.m.  FREE TIME
8:15-8:45 a.m. CONTINENTAL BREAKFAST

8:45-10:15 a.m. PLENARY SESSION

Welcome: Jack K. Johnson, President of NAASS
Neal A. Ferguson, University of Nevada-Reno

Introduction: Jill Warn, President-Elect of NAASS
University of California-San Diego

Guest Speaker: Dr. Moshe F. Rubenstein
Professor of Civil Engineering, UCLA

Topic: “Innovation and Productivity in a Changing Environment”

How can we be motivated to become more creative, viable, innovative, and productive administrators in a changing environment? The solution is to challenge our processes of thinking, observation, imagination, acquisition of knowledge, and how we discover and act upon change.

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

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

Session T-1 Organization and Administration of Summer Session and Its Relationship to the Total Institution

Session T-1-a Public Institutions

Southern Pacific B

Some of the issues addressed in this session are: framework for articulation within the university; union contract ten years later; quality control—getting it together; the programmatic coordination of summer session.

Presenters:
Paul Aizley (chairperson), University of Nevada-Las Vegas
Ramona Cormier, Bowling Green State University
Charles N. Kaufman, University of South Dakota
W. Matt McLoughlin, University of Connecticut
R. Clinton Parker, Appalachian State University

Recorder: Joyce Brady, University of Minnesota, Twin Cities

Session T-1-b Private Institutions

Southern Pacific C

This session describes models of organization and administration of summer sessions and their strengths and weaknesses. It also looks at the integration (or lack thereof) of summer session into the total institution and discusses ways of emphasizing the contribution of summer studies to the institution's educational programs. Ample time is allowed for participants' contributions and questions.

Presenters:
Anne E. Scheerer (chairperson), Creighton University
James A. Brown, Lehigh University
Richard D. Moe, Pacific Lutheran University

Recorder: Gregory P. Trudeau, College of Saint Scholastica
10:30–11:45 p.m. INTEREST SESSIONS (continued) Third Floor

Session T-2 Humanities/Liberal Arts in Summer Session

This session addresses issues related to summer sessions offerings in the humanities and liberal arts. Topics to be discussed include, but are not limited to: special summer humanities programs for younger students; executive renewal programs; senior citizen programs with a humanities emphasis; and writing programs. Attendees should come prepared with questions and comments relating to these topics as well as the overall issue of the extent to which summer sessions can function as a source of innovation in the humanities and the liberal arts, providing models that may be integrated into the academic year.

Presenters: Daniel L. Wick (chairperson), University of California-Davis
Paul L. Gaston, Southern Illinois University at Edwardsville
James L. Murphy, University of North Carolina-Chapel Hill
Jacqueline J. Snyder, Wichita State University
Roger H. Sublett, University of Evansville

Recorder: Hazel W. Harris, Furman University

Session T-3 Current Problems/Issues Facing Summer Session Deans/Directors

Session T-3-a Public Institutions

This session addresses a recent research study for the North Central Conference on Summer Schools related to issues and concerns of summer session administrators. The panel will present background and methodology as well as conclusions and findings. Participants will then break into small groups for discussion.

Presenters: Anita Webb-Lupo (chairperson), Illinois State University
Harland Samson, University of Wisconsin-Madison
Roger A. Swanson, University of Wisconsin-River Falls

Recorder: Barbara Audley, South Dakota State University

Session T-3-b Private Institutions

Presentations range from price, place, promotion, and product integrated with campus culture, coordination, competition, and consumer to policy and its effect on pedagogy/anagogy issues with summary remarks on authority.

Presenters: J. L. Peter Ward (chairperson), Western New England College
Beverly Grottka, Carthage College
Jane S. Norton, Seton Hall University

Recorder: Peggy Berry, Howard University

Noon–1:15 p.m. CREATIVE AWARDS LUNCHEON (Second Floor)

Presiding: Jack K. Johnson, President of NAASS

Special Guest: Richard T. Dankworth, Vice-President for University Advancement, U. of Nevada-Reno

Introduction: Jil Warn, President-Elect of NAASS

Awards: JoAnn W. Haysbert, Chairperson of the NAASS Creative and Innovative Awards Committee
1:30–2:45 p.m.  INTEREST SESSIONS  Third Floor

Session T-4  Creative and Innovative Session  Southern Pacific B
Representatives from those institutions receiving recognition from the Creative and Innovative Awards Committee discuss their award-winning programs.
Presiding:  JoAnn W. Haysbert, Chairperson of the NAASS Creative and Innovative Awards Committee
Recorder:  Norman S. Watt, University of British Columbia

Session T-5  Catalog Clinic  Southern Pacific E&F
The panel will respond to specific questions submitted in advance 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 do's and don'ts of design text, ease of use, organization of content, photo/art/line art, and specific features. Sample CASE (Council for the Advancement and Support of Education) award-winning publications are presented and discussed with a question and answer period.
Presenters:  Karen R. Simpkins (chairperson), Idaho State University
            Donna R. Bafundo, George Mason University
            Marvin J. Glockner, C.W. Post Campus, Long Island University
            Dawn L. White, Portland State University
Recorder:  Dori Beeks, Western Oregon State College

Session T-6  Innovative Budgeting: Large Institutions  Southern Pacific C
Topics include budgeting for self-sufficiency and budgeting in relation to market demand; relative costs for regular visiting professors and “superstars;” relative merits of various pay methods; desirability of independence in setting tuition; pros and cons of differing tuition for different classes.
Presenters:  Charles M. White (chairperson), Portland State University
            O. E. Lovell, Jr., Nicholls State University
            Dennis Nunes, Saint Cloud State University
            Betsy Sakata, University of Hawaii-Manoa
Recorder:  Jack Mauch, Idaho State University

Session T-7  Innovative Budgeting: Small Institutions  Southern Pacific D
The session examines guaranteed versus contingency contracts and a more business-oriented model of budgeting for small programs.
Presenters:  Lee Porter (chairperson), California State University-San Bernardino
            Max Graeber, University of Richmond
            Dixie Lund, Eastern Oregon State College
Recorder:  Kevin Talbert, Southern Oregon State College

Session T-8  Strategic Marketing  Southern Pacific A&G
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 marketing techniques.
Presenter:  Benjamin Hodes (chairperson), Duquesne University
Recorder:  Patricia Clapp, University of Calgary

2:45–3:15 p.m.  Break
3:15–4:30 p.m. | INTEREST SESSIONS

**Session T-9**
Current Problems/Issues Facing Summer Session
Dean/Directors

**Session T-9-a**
Legitimacy of Summer Session
This panel addresses issues concerning innovative ventures of summer programs and how these ventures relate to legitimacy and integrity of academic institutions and their programs.

Presenters:
- Alton L. Taylor (chairperson), University of Virginia
- Leslie J. Coyne, Indiana University
- Thomas M. O' Shea, Syracuse University
- Sybil P. Smith, Boston University

Recorder:
- Ronald E. Trebon, University of Oregon

**Session T-9-b**
Maintaining Enrollments and Stabilizing Costs
The success of a summer session depends upon a university's plan for meeting its traditional students' needs and attracting new populations to the campus while stabilizing the costs of summer instruction and administration. How public and private universities deal with the issues is the topic for discussion in this session.

Presenters:
- Ramona Cormier (chairperson), Bowling Green State University
- Ferris F. Anthony, Cleveland State University
- John T. Yantis, Central Michigan University

Recorder:
- Dante Thurartiatnam, Bowling Green State University

**Session T-10**
Relationships with Other Key Campus Departments

**Session T-10-a**
Large Institutions
Summer session, unfortunately, does not work in a vacuum and must rely on other units on campus if it is to be a success. Presenters identify the units they consider important. The audience is expected to participate, so bring problems which you may be having. The panelists and other participants will try to help you solve them.

Presenters:
- Larry G. Cobb (chairperson), San Diego State University
- Linda A. Gee, University of Toronto-Woodsworth College
- R. Clinton Parker, Appalachian State University
- Jacqueline J. Snyder, Wichita State University

Recorder:
- Bruce A. Thompson, UCLA

**Session T-10-b**
Small Institutions
The following two areas are discussed: (1) Implementing the revenue-sharing plan as an incentive for getting other campus departments involved in summer session; and (2) Developing the curriculum through the use of planning committees comprised of academic department heads so that, in spite of a high-risk, self-support environment, students and faculty alike participate in a fully guaranteed summer session.

Presenters:
- Dixie Lund (chairperson), Eastern Oregon State College
- Charles N. Kaufman, University of South Dakota
- Thomas B. McRoberts, University of Minnesota, Morris
- Lee Porter, California State University-San Bernardino

Recorder:
- Susan K. Jones, Western Montana College
3:15–4:30 p.m. INTEREST SESSIONS (continued) Third Floor

Session T-11 Marketing, Recruiting, Tracking, and Mail Lists

Recruitment is to retention as marketing is to tracking. For summer session deans/directors, one is not worth doing without the other. Presentations and roundtable discussion focus upon the linkages, interconnections and importance of these factors to successful summer programs. The practicality of using mailing lists in the recruitment/retention and marketing/tracking processes are considered in this session also.

Presenters: John H. Leffler (chairperson), Montclair State College
Beverly J. Grottka, Carthage College
W. Matt McLoughlin, University of Connecticut
Gary W. Penders, UCLA
Anita Webb-Lupo, Illinois State University

Recorder: Thomas S. McLeRoy, University of Wisconsin-Whitewater

4:30 p.m. Free Time

Optional Activity: Bally’s Dinner Show Extravaganza
See page 3 for details.
PROGRAM: Wednesday, November 16

8:00–9:00 a.m.  REGIONAL BREAKFASTS  Second Floor

Middle States Region—Carson 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—Bonanza C 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.


Southern Region—Genoa 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 John J. Young.


9:15 a.m.–Noon  PROFESSIONAL DEVELOPMENT WORKSHOP  Mt. Rose A

Leadership in a Changing Society:
Taking Inventory

Leadership capability is an expected quality for most professional personnel responsible for a campus, a division, a department, or even a committee in higher education. It is expected that leadership exists in the summer session administrator by virtue of his or her appointment.

Prevailing leadership theories, based upon sound studies and experiences, are limited in implementation by surrounding personalities and practices within every college or university setting. Yet, within the complexities and perplexities of fulfilling the role of summer session administrator, solid, capable leadership is an essential goal. This session looks at leadership theories and practices and provides participants with an opportunity in small groups to evaluate the issues, to take inventory of their leadership styles, to determine limitations within their work settings, and to discuss ways of learning from experience in order to become more proficient as leaders.

9:15–9:30 a.m.  Leadership: An Overview  Mt. Rose A

Nancy Abraham (chairperson), University of Wisconsin-Madison

9:30–10:00 a.m.  Growing in Leadership: An Ecological Perspective  Mt. Rose A

Thomas S. McLeRoy, Presenter, University of Wisconsin-Whitewater

10:00–10:15 a.m.  Video Presentation  Mt. Rose A

10:15–10:45 a.m.  Break
10:45–11:30 a.m.  **Discussion Session Leaders**
Patricia Clapp, University of Calgary  
JoAnn W. Haysbert, Hampton University  
Roger H. Sublett, University of Evansville  
Alex R. Waugh, University of Toronto-Woodsworth College

11:30 a.m.–Noon  **Leadership: Tying It Together**  
Wrap-up Reports  

Noon–7:00 p.m.  **FREE TIME**  
See tour of Virginia City on page 3.

7:00–8:00 p.m.  **CONFERENCE BANQUET RECEPTION**  
Mt. Rose A&B

8:00–10:00 p.m.  **CONFERENCE BANQUET—**  
Celebrating Our 25th Annual Conference  
*Presiding:*  Jack K. Johnson, President of NAASS  

Mt. Rose A
8:00–9:30 a.m.  BREAKFAST BUFFET and ANNUAL BUSINESS MEETING  Ponderosa A&B (Second Floor)
Presiding:  Jack K. Johnson, President of NAASS
Reporting:  NAASS Standing Committee Chairpersons
Recorder:  Michael U. Nelson, Executive Secretary

9:45–11:00 a.m.  CASE STUDIES  Third Floor
(A) Summer Session Budget Decentralization at the University of Regina  Southern Pacific C
Presenter:  James B. Carefoot, Assistant Dean, University of Regina
Recorder:  Lloyd Carswell, University of Alberta

(B) Benefits of a Winter Session: Creativity/Innovation/International Programs at the University of Delaware  Southern Pacific D
Presenter:  Diane Ebert-May, Assistant Provost, University of Delaware
Recorder:  Gary M. Walters, East Tennessee State University

(C) Systems Analysis and Unit Cost: A Practical Approach for Summer Sessions Deans/Directors  Southern Pacific E
Presenters:  John F. White, Dean, University College, and Phillip Obermiller, Professor of Sociology, Northern Kentucky University
Recorder:  Mamie Bittner, Gallaudet University

11:00 a.m.  25TH ANNUAL CONFERENCE ADJOURNS

11:15 a.m.  Administrative Council Meeting  Southern Pacific B

See you in Charleston next November!
Name

Institution

Institutional Address

City __________________________ State/Province __________________________

Zip Code/Postal Code __________________________ Telephone __________________________

If spouse or guest will be attending, his or her name __________________________

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<td>$100.00 for all registrations after two (see page 2)</td>
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Workshop for New Summer Sessions Administrators

$40.00 I plan to attend the ☐ public school ☐ private school session.

Extracurricular Activities:

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<td>Wednesday, Tour of Virginia City</td>
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Extra Spouse/Guest Tickets:

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<td>Thursday, Breakfast Buffet</td>
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TOTAL ENCLOSED* $ __________________________

*All but $10.00 of the submitted fees are refundable if written cancellation is received by November 1, 1988. Make checks payable to "Board of Regents" and mail this Conference Registration Form and your check to: NAASS Conference Registration, Division of Continuing Education, University of Nevada-Reno, Reno, Nevada 89557.

Registration Deadline: Friday, October 21, 1988

Please also provide the following information.

I plan to attend the __________________________ Regional Breakfast (specify region) on Wednesday, November 16.

I will arrive on (date) ________________ and leave on (date) ________________

NOTE: If you have special dietary restrictions, please check here ☐ and explain on the back of this form.

For registration information, contact:
Division of Continuing Education, (702) 784-4046