

North American Association
of Summer Sessions

30th Annual Conference

November 14-17, 1993
Portland, Oregon



North American Association of Summer Sessions

30th Annual Conference Portland, Oregon

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GENERAL INFORMATION

Conference Registration -- Complete the enclosed Conference Registration Form and submit it, along with the appropriate fees, *no later than November 1, 1993*. All fees paid, less \$20.00, are refundable if the registration is cancelled before November 5, 1993. The Basic Registration Fee includes: Saturday's Early Bird Social Hour; Monday's Continental Breakfast; refreshment breaks; Regional Luncheon, and President Tischler's Evening Reception; Tuesday's Breakfast, Banquet Reception, and Conference Banquet; and Wednesday's Breakfast Buffet.

Make checks payable to "WOSC/NAASS" and mail them -- together with the Conference Registration Form -- to: Division of Continuing Education and Summer Programs, Western Oregon State College, Monmouth, Oregon 97361.

Additional Tickets -- Additional tickets for spouses/guests are available for all non-meeting functions. The fees for these activities are on the next pages, under "Extracurricular Activities," and on the Conference Registration Form.

Multiple Institutional Registrations -- A reduced registration fee is available to any institution sending more than two people to the Conference. The first two attendees pay the Basic Registration Fee (\$210.00 for NAASS members or \$295.00 for non-NAASS members); all additional registrants from that institution pay \$185.00 each. Please submit all registrations at the same time to ensure proper credit.

Hotel Reservations -- A reservation envelope has been included with your conference registration materials. *Please note that the final date for securing guaranteed hotel reservations is October 12, 1993.* You may also telephone in your reservation by calling the Portland Hilton Hotel at (503) 226-1611. Specify that you will be attending the NAASS Conference.

Hotel Parking -- Guest parking in the hotel garage is \$12.00 per day with unlimited exit/entry.

Transportation to the Portland Hilton Hotel --

- o From Portland International Airport -- A shuttle leaves every 30 minutes, at 5 and 35 minutes after the hour, from the ground transportation level (the same level as the baggage pickup area). Cost of the shuttle is \$7.00. Taxis leave from the same area and cost approximately \$23.00.
- o Car Rental -- Agencies are located on the baggage level at the Portland Airport.
- o Driving -- Follow **City Center** signs off Interstate 5 to Sixth Avenue. The hotel is located at 921 S.W. Sixth Avenue, on the corner of Salmon and Sixth Avenue.

GENERAL INFORMATION

Weather -- Mid-November in Portland can be gorgeous (sunny, in the 60s) or cold (the average temperature is 53 degrees), and you can expect some wet weather. Bring warm clothing and an umbrella.

Restaurants and Attractions -- Portland is a great place for eating (cuisines from all over the world) as well as sightseeing. Comprehensive information about tours, major tourist attractions, shows, and music will be available in the NAASS Hospitality Room.

EXTRACURRICULAR ACTIVITIES

SATURDAY, NOVEMBER 13:

Columbia Gorge Tour - 8:30 a.m.-5:30 p.m.

The Columbia River Gorge is the only place in North America where an interior river, seeking the sea, pierces both the Cascades (or its southern counterpart, the Sierra Nevada) and the Coastal Range. The mighty Columbia River rises in the Canadian Icefields and cuts through numerous mountain ranges in its quest for the Pacific Ocean.

The area known as *The Columbia Gorge* is the river's journey through the Cascade Range, where the river forms a water-level route through the mountains four to five thousand feet high. The river was there before the mountains - as the mountains rose, the river cut them away. Because the Columbia River cut faster and deeper than the smaller streams feeding into it, the small stream valleys were left hanging on the cliffs. The result is the greatest concentration of waterfalls on the North American continent.

On the trip up river, you will visit several of the falls including Bridal Veil, Starvation Creek, and Multnomah, the last three times higher than Niagara Falls. You'll see the controversial sites about which environmentalists and economic investors are arguing. The Gorge is now a National Scenic Area, the first and so far the only one in existence. Lunch is at the Hood River Hotel, lovingly restored to its 1920's glory. Samuel Lancaster, who built the historic Columbia River Highway, said this:

"[God] fashioned the Gorge of the Columbia, fixed the course of the broad river, and caused the crystal streams, both small and great, to leap down from the crags and sing their never-ending songs of joy. Then He planted a garden and built a beautiful city (Portland) close to this Wonderland . . . I am thankful to God for his goodness in permitting me to have a part in building this broad thoroughfare as a frame to the beautiful picture which He created."

EXTRACURRICULAR ACTIVITIES

Your guide, Charlie White, has conducted over 200 groups through the Gorge and knows every inch of the place intimately. He gives a non-stop commentary as you proceed through the wonderful area. Cost: \$48.00. The tour is limited to 40, so please register early.

* * * * *

SUNDAY, NOVEMBER 14:

Sternwheeler Cruise and Dinner - 6:30 p.m.

At downtown Portland's Waterfront Park, board the sternwheeler *Columbia Gorge* for a cruise on the Willamette River with views of the city lights! Enjoy the warm atmosphere and fun while listening to a Dixieland band. No host bar. Buffet dinner includes oven-roasted chicken, slow-roast prime rib, fresh fruits and vegetables with dessert, coffee, tea, and decaf. Register now to reserve your space! Cost: \$42.00. (Walking maps are provided or you may ride the free Max Light Rail to board the *Columbia Gorge* on the waterfront.)

* * * * *

TUESDAY, NOVEMBER 16 -- Free Afternoon

A *free* afternoon. You could visit the museums and galleries, get lost in the stacks at Powell's Bookstore, people watch in Old Town, take a run on the waterfront, or shop 'til you drop. On the other hand, if you're a collector, go with Dori Beeks to the famous Sellwood Antique District to look for treasures, or do the grand tour with Charlie White.

Walking Tour of Central Park

From p.m. two to p.m. four
We'll look at Portland door to door.
We'll see the moundy Mae West Park
And the Flood's high water mark,
And all around, it's terra cotta.
So come and see, but you gotta
Walk to see Portland city,
Which is really very pretty.
Sign up on the dotted line . . .
Walk with Charlie, it'll be fine.
Downtown parks and downtown fountains
With glimpses (*Deo volente*) of mountains.
We end with the Monument Japanese,
The walk, for sure, is bound to please.

For information, or to sign up for these wondrous things, check in the Hospitality Room (Columbia Suite) when you arrive.

EXTRACURRICULAR ACTIVITIES

WEDNESDAY, NOVEMBER 17:

Oregon Coast Tour - 1:30-7:30 p.m.

A trip to Oregon wouldn't be complete without a journey to the rugged Oregon coast. Pass over the beautiful coastal mountain range, stopping at Camp 18 - a restored logging camp complete with gift shop having unique Oregon souvenirs. You'll enjoy the small, ocean-side resort towns of Cannon Beach and Seaside, where you'll have the opportunity to walk along the beach, shop at the specialty stores, and browse the many art galleries. Seaside is considered the kite-flying capital of the world, and you're likely to see many of the bright, colorful kites doing acrobatics along the way. You may even want to purchase your own kite and join the fun! Cost: \$25.00.

Wine Tasting Tour - 1:30-6:30 p.m.

Oregon is famous for its beautiful scenery and delicious Tualatin Valley wines; enjoy both on this fun-filled wine tasting tour. First stop is Rex Hill Vineyards with an elegant tasting room, complete with fireplace and antiques to welcome you. Pinot Noir and Chardonnay are featured here. Next is the Knudsen Erath, one of Oregon's largest and oldest wineries, well known for its award-winning Pinot Noir, Chardonnay, and White Riesling. Last, but not least, is the Sokol Blosser Winery and its beautiful tasting room overlooking the Willamette Valley. This winery produces Chardonnay, Pinot Noir, White Riesling, Gewurztraminer, and Muller-Thurgau. Sit back, relax, and savor this guided tour where all the driving and details are taken care of. Cost: \$22.00.

EARLY BIRD EVENTS: Saturday, November 13

8:30 a.m.-5:30 p.m. Columbia Gorge Tour

(See "Extracurricular Activities" on page 3.) Buses will depart at 8:30 a.m. from the Sixth Avenue hotel entrance.

1:00-6:00 p.m. Early Bird Registration

Columbia Suite

An opportunity for those early arriving members to get themselves registered and/or pick up their Conference registration packets.

6:00-7:00 p.m. Early Bird Social Hour

President's Suite

President Nancy Tischler will be "at home" for anyone wishing to enjoy a little refreshment and some stimulating conversation. Members should ask the hotel telephone operator for the location of the President's Suite.

8:00 a.m. **REGISTRATION/HOSPITALITY** Columbia Suite
ROOM OPEN

9:00-11:45 a.m. **NEW SUMMER SESSION** Pavilion
ADMINISTRATORS' WORKSHOP

This workshop is designed to give the new - or relatively new - summer administrator an overview of the different aspects involved in preparing and managing a summer session. Divided into two groups by institutional size, new administrators will be guided chronologically from the initial planning stages through budget preparation, course scheduling, marketing tools, student registration, and final delivery and evaluation of the program.

During the second morning session, participants will be given the opportunity to discuss their own particular roles and responsibilities. After lunch, participants may select one or more in-depth sessions, based upon individual needs or interests. The workshop will close with a case study drawing together the information presented during the day. All groups will be led by experienced summer term directors.

8:30-9:00 a.m. General Introduction to Summer Session

9:00-10:15 a.m. Steps in Organizing a Summer Program

10:30-11:45 a.m. Small Group Discussion of Individual Roles and Responsibilities

12:00 noon Luncheon (*see next page*)

Workshop Malisa Roberts
Director: University of Massachusetts-Boston

10:00-11:30 a.m. **NAASS STANDING COMMITTEE MEETINGS**

All committee members are listed on page 20. The committee meetings will convene in the rooms specified below.

Conference Site Selection Committee Studio Suite

Creative and Innovative Awards Committee Council Suite

Finance Committee Board Room East

Governmental Relations Committee Board Room West

Publications Committee Forum Suite

Research Committee Forum Suite

- Noon-1:30 p.m. **NEW SUMMER SESSION ADMINISTRATORS' LUNCHEON** International Club
Workshop participants will be joined at luncheon by members of the Standing Committees and the Administrative Council, the governing body of the Association. Each new administrator will be assigned a luncheon partner.
Presiding: Nancy M. Tischler, President of NAASS
- 1:45-4:00 p.m. **NEW SUMMER SESSION ADMINISTRATORS' WORKSHOP (continued)** Pavilion
1:45-2:45 p.m. In-depth Exploration of Major Aspects of the Summer Sessions: (1) Planning and Scheduling; (2) Marketing; Advertising and Catalog; (3) Registration Issues; (4) Budgets; (5) Faculty Salaries; (6) Final Reports.
3:00-4:00 p.m. Case Study: Implementing a Summer Program
Workshop Director: Malisa Roberts
University of Massachusetts-Boston
- 1:45-4:00 p.m. **ADMINISTRATIVE COUNCIL MEETING** Crown Room (23rd floor)
- 4:00-5:15 p.m. **"NOT-SO-NEW" ADMINISTRATORS' ROUNDTABLE** Forum Suite
The idea is to have a small group of experienced summer session directors together in one place where they can discuss *your* problems, suggest possible solutions from their own experience (or, at least, good solutions they have appropriated from someone else), and exchange information about what seems to work, what doesn't, and why.
It is an opportunity to ask questions, pick brains, and get a little of the collected wisdom of NAASS in a comfortable and very informal setting.
Jim Brown will moderate, but there will be some really knowledgeable people there as well. Join us for a session that we believe will be both valuable and enjoyable.
Moderator: James A. Brown, Lehigh University
Recorder: Jean Lenzi, McGill University
- 6:30 p.m. **EVENING ENTERTAINMENT**
To help unwind at the end of a busy day, an optional cruise and dinner on the Willamette River aboard the sternwheeler, *Columbia Gorge*, has been scheduled. (See "Extracurricular Activities" on page 4.)

FIRST DAY: Monday, November 15

| | | |
|-----------------|--|--------------------------|
| 8:00 a.m. | HOSPITALITY ROOM OPEN | Columbia Suite |
| 8:00-8:30 a.m. | CONTINENTAL BREAKFAST | Pavilion |
| 8:45-9:45 a.m. | FIRST PLENARY SESSION: A Vision for the 21st Century- Change and Adaptation | Pavilion |
| | <p>The 21st century is here now! For years we've invested time, thought, and speculation around visions of higher education in the 21st century but, alas, the year 2000 is here--almost. Our speaker has the enormous task of implementing the Oregon Education Act for the 21st Century, and such major school reform has many implications for higher education and how we adapt to the changing expectations of students and the public.</p> <p>Summer Session often leads the university in periods of transition. Are we ready for the 21st century?</p> | |
| Presiding: | Dori Beeks, Local Arrangements Committee Chairperson | |
| Welcome: | Nancy M. Tischler, President of NAASS | |
| Overview: | Sybil P. Smith, Conference Program Chairperson | |
| Speaker: | Norma Paulus, State Superintendent of Public Instruction | |
| 9:45-10:15 a.m. | REFRESHMENT BREAK | Concurrent Session Rooms |

10:15-11:30 a.m. **CONCURRENT SESSIONS**

Session 1 Collaboration Forum Suite

Want to collaborate? Can we talk? This panel will review collaborative opportunities which exist (a) with significant non-university educational organizations (like museums and schools), (b) across major bodies of water, and (c) within your own organization.

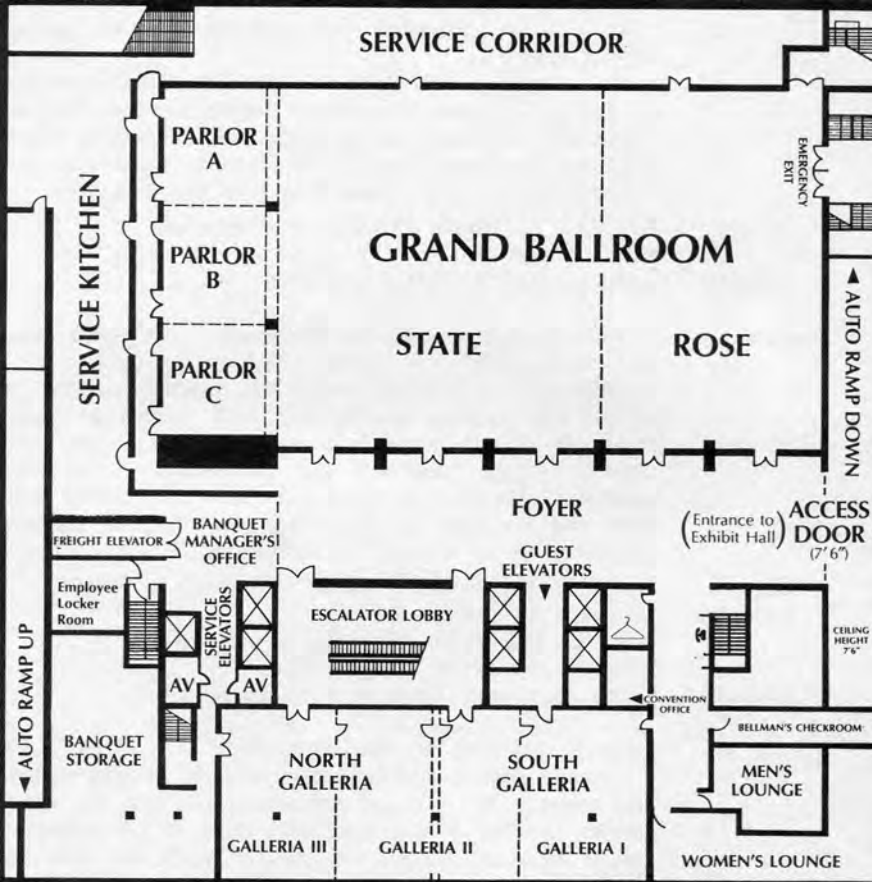
Panelists will present brief "how to" examples of successful collaborations, including planning at the conceptual level, initial courtship and bridge building, access to fiscal support, joys and pitfalls, etc. The session will be interactive, with plenty of time given to questions and answers, as attendees explore their own institutional options and realities in the context of the presentations.

| | |
|-------------|---|
| Chair: | Wayne B. Hamilton, Westfield State College |
| Presenters: | Joan M. Donnelly, Keene State College Von Hardesty, Smithsonian Institution Richard V. Mason, University of Cambridge, England Jane S. Norton, Seton Hall University |
| Recorder: | Jeanne H. Simpson, Eastern Illinois University |

FIRST DAY: Monday, November 15

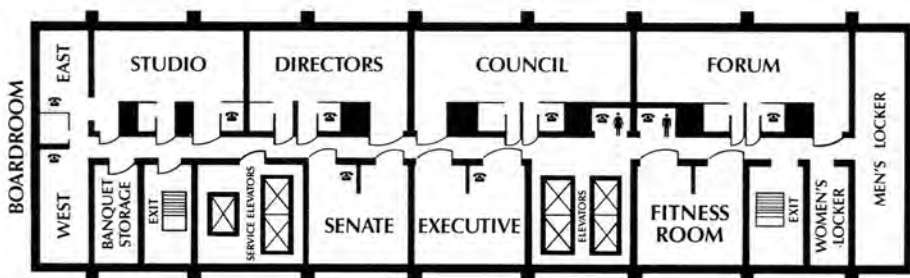
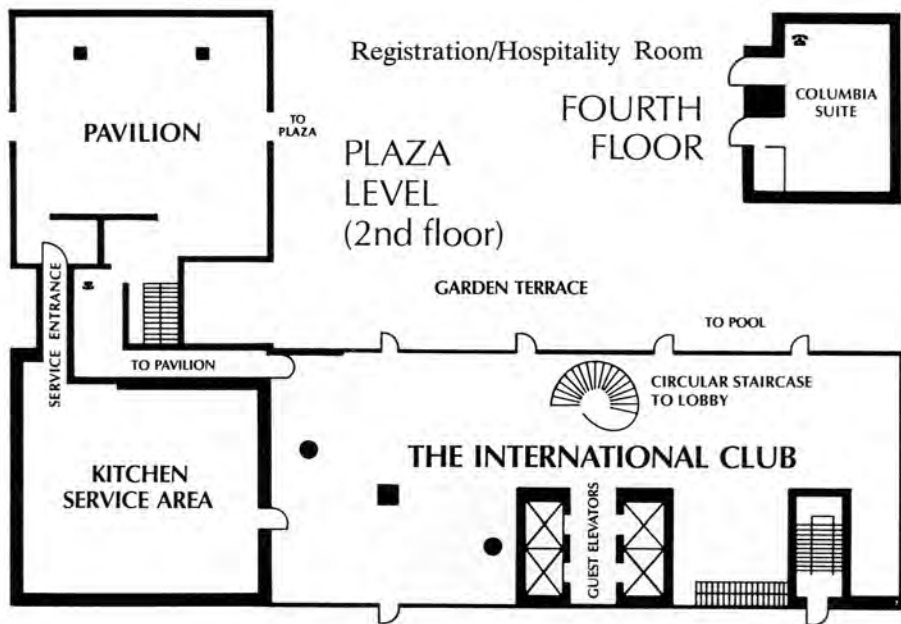
10:15-11:30 a.m. **CONCURRENT SESSIONS (continued)**

- Session 2** **TQM Follow-up: Practical Applications** Directors Suite
- Juran has said when "experience" is pitted against "theory," experience will win. The presenter will describe how his experience with continuous improvement in a small university has tempered his understanding of quality improvement.
- The discussion will touch on the following dimensions of quality: Customer Orientation; Seeing Work as Process; Data-based Decision Making; Organization; Vertical Alignment and Horizontal Integration; Planning; Leadership and Empowerment. Come prepared to join the discussion!
- Presenter: Dr. John W. Harris, Director of Assessment
Samford University
- Recorder: Joyce Lawlor, St. John's University
- Session 3** **Ventilating Summer Session Programs: The Nuts-and-Bolts of Program Reform** Council Suite
- Discussion of how to make the summer campus go beyond the routine, incorporating such themes as multiculturalism and internationalism. Practical ways that directors might transcend the philosophical issues and emotional concerns of innovation and deal directly with what can be done in the mundane world of summer administrators to enliven the institution.
- Chair: Victor N. Kobayashi, University of Hawaii at Manoa
- Presenters: Sid Eder, University of Idaho
Anita D. McDonald, University of Arizona
Judith D. Ruderman, Duke University
- Recorder: Karon Sturdivant, Texas A & M University
- Session 4** **Research Methods for "Non-researchers"** Studio Suite
- Summer session directors are constantly in need of new information. They ask, and are asked, questions for which answers are not readily available. Many of the questions can be answered using basic research tools, but the very idea of "research" can be intimidating.
- The panelists intend to dispel the fear of research by providing some basic principles that can be easily applied to summer sessions.
- Chair: Ronald L. Wasserstein, Washburn University
- Presenters: Pamela Castellanos, St. Xavier University
Patricia A. Scott, University of Wisconsin-Madison
- Recorder: Jo Anne Ogborn, Oregon Institute of Technology



BALLROOM LEVEL

HOTEL MEETING FACILITIES



FIRST DAY: Monday, November 15

Noon-1:30 p.m.

REGIONAL LUNCHEONS

Members are invited to renew old acquaintances and meet new regional colleagues by joining them at luncheon. This is an excellent opportunity for newer members to begin the networking process. Some business of regional interest may also be conducted.

Middle States Region

Galleria III

Members from Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia.

Presiding: Regional Vice President Donna Scarboro, The George Washington University.

North Central Region

Rose Ballroom

Members from Illinois, Indiana, Iowa, Kansas, Kentucky, Manitoba, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

Presiding: Regional Vice President Charles N. Kaufman, University of South Dakota.

Northeastern Region

International Club

Members from Connecticut, Maine, Massachusetts, New Brunswick, New Hampshire, New York, Newfoundland, Nova Scotia, Ontario, Prince Edward Island, Quebec, Rhode Island, and Vermont.

Presiding: Regional Vice President Christopher Weir, Emerson College.

Southern Region

Galleria I

Members from Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, Puebla (Mexico), Puerto Rico, South Carolina, Tennessee, Texas, the Virgin Islands, and the West Indies.

Presiding: Regional Vice President Furney E. Brown Jr., Saint Augustine's College.

Western Region

Galleria II

Members from Alaska, Alberta, Arizona, British Columbia, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Saskatchewan, Utah, Washington, and Wyoming.

Presiding: Regional Vice President Sharon E. Alexander, University of Montana.

FIRST DAY: Monday, November 15

1:45-2:45 p.m. **SECOND PLENARY SESSION:** Pavilion
Summer Session -- The Bottom Line

Beyond fiscal reality as a measure of effectiveness, summer session can serve as a microcosm for the entire higher education endeavor and lead the way for improving the academic experiences of our students.

Summer provides a unique opportunity to be creative, with one-of-a-kind instruction, programming for special populations, and alternative course configurations.

Dr. White will address ways we can assess the effectiveness of programs designed specifically for summer. The presentation will close with questions from the floor.

Presiding: Nancy M. Tischler, President of NAASS
The Pennsylvania State University

Speaker: Dr. Eric R. White, Director
Division of Undergraduate Studies
The Pennsylvania State University

2:45-3:15 p.m. **REFRESHMENT BREAK** Concurrent Session Rooms

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

Session 5 **Marketing Panel:** Forum Suite
Competition or Cooperation

How should we manage the tension between institutional success and professional standards of collegiality when competing for the same students? Can cooperative marketing activities save resources, prevent program duplication, and better serve our students?

Our panel will discuss these questions, with those in attendance invited to participate with questions (or answers) of their own.

Panelists: Robert Behm, California State University-Long Beach
M. Joanne (Jody) Fisher, Loyola Marymount University
Harry L. Norman, California State University-Fullerton
Gary W. Penders (Chair), University of California-Berkeley

Recorder: Margaret F. Gordon, California State University-
Dominguez Hills

3:15-4:30 p.m.

CONCURRENT SESSIONS (continued)

Session 6 What Works? What Doesn't? Why? Council Suite
Success and Failure in Summer

Members of the panel will share, briefly, their successes and failures. Bring examples of your good, bad, and ugly experiences for discussion with the panel and each other.

Chair: Karen W. Skinner, Idaho State University

Panelists: Verla Fish, Black Hills State University

Thomas M. O'Shea, Syracuse University

Jane S. Norton, Seton Hall University

Megs Shea, S.U.N.Y. at Stony Brook

Robert Thompson, University of Minnesota, Twin Cities

Recorder: Malcolm Loughlin, Western Carolina University

Session 7 Developing Your Summer Database Directors Suite
for Transformation into a Research
and/or Decision-making Resource

What elements in the summer database best lend themselves to research and decision-making influence? How can the elements be programmed or reprogrammed to meet your individual needs?

Join the panelists by sharing experiences as you react to their examples and applications.

Presenters: Dennis Edwards, University of Alaska-Anchorage

E. J. (Bud) Houston (Chair), University of Akron

Raymond R. Lagesse, Saint Louis University

Recorder: Helen B. Warren, The Pennsylvania State University

5:30-7:00 p.m.

PRESIDENT'S RECEPTION International Club

An opportunity to unwind convivially with colleagues before going out to dinner.

As an added attraction, the now (in)famous "World's Worst Art Show and Naming Contest" will again be on the premises. Norm Watt, former president of NAASS, newly elected Honorary Life Member, and summer session art critic-at-large has assembled another collection of oil paintings which need to be named before they appear in public at Norm's annual auction in Vancouver.

You are encouraged to bring your finds of outrageously bad paintings to include in the show.

7:00 p.m.

DINNER ON YOUR OWN

(Refer to your conference packet for restaurant suggestions.)

7:45-9:30 a.m.

**BREAKFAST AND
THIRD PLENARY SESSION:**

Pavilion

**A Comparison of Students' Learning Experiences
in Intensive and Semester-length Classes**

Immediately after a served breakfast, this session will explore some of the similarities and differences between students' learning experiences in matched courses taught in both an intensive and a semester-length format.

Based upon her doctoral dissertation, which is being partially funded by a grant from NAASS, Ms. Scott will discuss her emerging understandings regarding the factors in intensive courses that tend to enhance the students' learning experience. A variety of data collection methods were utilized in this study, including surveys and questionnaires, observations and interviews.

Presiding:
Speaker:

Harland E. Samson, University of Wisconsin-Madison
Patricia A. Scott, University of Wisconsin-Madison

9:45-11:00 a.m.

CONCURRENT SESSIONS**Session 8****Research Forum**

Forum Suite

The Research Committee presents the opportunity for members to share their own research with colleagues. Both methodologies and results will be of interest to attendees and will, we hope, stimulate a project for your own campus.

Topic 1: A follow-up to the study presented by Kathryn Cullivan in 1992, this presentation focuses on the long-term retention of knowledge for students in a short session versus a regular semester-length course. Data were gathered from "follow-up" courses in three different disciplines.

Topic 2: Working with the Marketing Department, the researcher investigated a variety of summer session issues with three different audiences or customer groups.

Topic 3: A study of one particular student group: part-time adult learners. Information was gathered on a variety of topics through both quantitative and qualitative methods.

Chair:

Joyce F. Williams-Green, Virginia Polytechnic and State University

Presenters:

Sheila R. Caskey, Southeast Missouri State University
Barbara Gotshall, Colorado State University
Wes Koczka, University of Victoria

Recorder:

Roger S. McCannon, University of Minnesota, Morris

SECOND DAY: Tuesday, November 16

9:45-11:00 a.m. **CONCURRENT SESSIONS (continued)**

Session 9 **Summer Session Budgeting and Creative Financing in Challenging Times** Council Suite

This session will provide a basic discussion of some of the issues faced by Summer Sessions as they budget for the future and negotiate with their institutions.

Cost cutting, cancellation decisions, and negotiating with the administration are all topics for discussion. Bring your ideas as well, as the panel wishes to allow time for much discussion.

Presenters: Theresa A. Neil, University of Minnesota, Duluth
Rosa Redonnett (Chair), University of Southern Maine
Karen H. Sibley, Brown University
K. Jil Warn, University of California-San Diego

Recorder: William T. Emrick, Alfred University

11:15-12:30 p.m. **CONCURRENT SESSIONS**

Session 10 **What Do Summer Students Want or Need? How Do We Find Out?** Council Suite

Do you want to learn how to find out which new ideas, formats, and techniques will work for you and your summer program?

This interactive session begins with a general discussion of marketing principles by two experts. The theoretical principles will then be discussed in terms of a summer program - first at a small private college and then a large public institution. Finally, the Respondent will comment on "How will it play in Peoria?"

The remainder of the time will be spent interacting with the participants and sharing generally what works and what doesn't.

Chair: Lee Golden, University of Portland

Presenters: Debra Barger, California State University-Chico
John W. Schouten, Professor of Marketing, University of Portland
John Soisson, Director of Public Relations and Information Services, University of Portland
Christopher Weir, Emerson College

Respondent: Robert L. Hasenstab, Marquette University

Recorder: Ronald E. Trebon, University of Oregon

11:15-12:30 p.m. **CONCURRENT SESSIONS (continued)****Session 11 Aspects of Graduate Study Forum Suite
in Summer**

Summer session and graduate studies represent a potentially unique combination for all institutions of higher education. Accelerated courses, workshops, short-term study, and non-traditional delivery methods in summer may conflict with traditional values and views of academic quality in graduate work.

Many graduate students are summer-only, non-resident, campus visitors; they are often continuing education students interested in professional development rather than a graduate degree program.

During times of enrollment limits and limited financial resources, difficult decisions of undergraduate versus graduate and graduate degree-seeking versus continuing education are being faced by deans and directors of graduate studies, summer session, and continuing education. The presenters for this session will review these issues from the perspective of their own institutions.

Presenters: John F. Cudd Jr., North Carolina State University
Charles N. Kaufman, University of South Dakota
Roger A. Swanson (Chair), University of Wisconsin-River Falls

Recorder: Suzanne Crawford, Bowling Green State University

**Session 12 Faculty Concerns: Directors Suite
Conflict and Resolution,
Salary, and Schedules**

The panel will present for discussion current research and practiced assumptions about faculty/administration relationships. Focus will be placed upon salary issues, negotiation of courses, and scheduling for maximum resolution and minimum surprise or conflict.

Chair: Jesse L. (Pete) Ward, Jackson State University
Presenters: Melvin Bernstein, University of Maryland-College Park
Sherwin L. Davidson, Portland State University
Eugene A. Eaves, North Carolina Central University
William A. Taylor, University of Calgary

Recorder: Rosemary W. Owens, Middle Tennessee State University

SECOND DAY: Tuesday, November 16

11:15-12:30 p.m. **CONCURRENT SESSIONS (continued)**

Session 13 **Design, Development, Delivery, and Marketing of Innovative Credit and Non-credit Offerings** Studio Suite

Featuring bridge and review courses, *Science Horizons*, certificate programs, and *African-American Visions - A Celebration*, the discussion will focus on the nuts and bolts of creating and managing successful, innovative programs.

Chair: Lois N. Glasser, Rutgers-The State University of New Jersey, New Brunswick

Presenters: Thomas M. O'Shea, Syracuse University
George W. Sisko, Kean College of New Jersey
William Wiesner, SUNY at Stony Brook

Recorder: Deborah J. Bird, Oregon State University

1:30 p.m. **FREE AFTERNOON**

(See "Extracurricular Activities" on page 4 for a variety of suggested activities.)

7:00-8:00 p.m. **BANQUET RECEPTION** International Club

8:00 p.m. **CONFERENCE BANQUET** Pavilion

Several presentations will be made at the banquet, including the annual awards for those programs judged by the Creative and Innovative Awards Committee to be the best in each of following three categories of competition:

- (1) Credit Programs
- (2) Non-credit Programs
- (3) Administrative Programs

Following the presentations, Joyce Badgley Smith, executive director of the Oregon Trail Preservation Trust, will perform her "living history drama," in which she dramatizes one of the Oregon Territory's earliest women.

She depicts "Fanny," a composite of several pioneer women created by Smith from her research of actual diaries of women who travelled the Oregon Trail some 150 years ago. Her performance monologue recreates the inner struggles of these women, their toughness, their self-sufficiency, and the optimism that former "soft" lives could be restored on the new frontier.

Presiding: Nancy M. Tischler, The Pennsylvania State University
President of NAASS

Presenter: James L. Murphy, Univ. of North Carolina-Chapel Hill
Creative and Innovative Awards Committee

THIRD DAY: Wednesday, November 17

- 8:00-8:30 a.m. **BREAKFAST BUFFET** International Club
- 8:30-9:15 a.m. **ANNUAL BUSINESS MEETING** International Club
Committee reports will be delivered, old and new business will be addressed, the 1993 Fiscal Year will be reviewed, and the 1994 Fiscal Year budget will be submitted and voted upon.
- Presiding: Nancy M. Tischler, President of NAASS
Reporting: Dori Beeks, Treasurer of NAASS
Helen B. Warren, Chairperson--Conference Site Selection Committee
Wednesday Luria, Chairperson--Governmental Affairs Committee
Michael U. Nelson, Chairperson--Membership Committee
John F. Cudd Jr., Chairperson--Nominations and Elections Committee
Hazel W. Harris, Chairperson--Publications Committee
Kathryn Gould Cullivan, Chairperson--Research Committee
- Recorder: Michael U. Nelson, Executive Secretary of NAASS
- 9:30-10:45 a.m. **FOURTH PLENARY SESSION:** Pavilion
Catalog Clinic
Panelists will present a slide commentary on those catalogs submitted earlier by the membership in this popular and practical clinic.
Communicating through publications; technical design and composition; and image and theme development are covered. Learn how to develop the catalog as a tool, not a throw-away.
Come watch as the fruits of your labor are shared for everyone's benefit.
- Panelists: Donna R. Bafundo (Chair), George Mason University
Donnell G. Mueller, SUNY at Buffalo
Donna Scarboro, The George Washington University
- 10:45-11:00 a.m. **REFRESHMENT BREAK** Pavilion
- 11:00-12:00 noon **CATALOG CLINIC continues** Pavilion
- 12:00 noon **30TH ANNUAL CONFERENCE ADJOURNS**
- 12:30-2:00 p.m. **ADMINISTRATIVE COUNCIL MEETING** Crown Room

Committee members are expected to attend their respective **Standing Committee Meetings** at 10:00 a.m. on Sunday, November 14, and then accompany a new member to the **New Summer Session Administrators' Luncheon** at noon. Committee members will find the name of their luncheon partner in their registration packets.

Conference Site Selection

Helen B. Warren, Chairperson
 Paul Aizley
 Denis J. Cassivi
 Raymond R. Lagesse
 David K. Miller
 James L. Murphy
 Theresa A. Neil
 R. Clinton Parker

Creative and Innovative Awards

Kenneth A. Garren, Chairperson
 Peggy A. Berry
 Jerry M. Greiner
 Robert C. Herold
 Louis R. Jensen
 Rosemary W. Owens
 Nora Reynolds
 David C. Wall
 Michele Wilson

Finance

Dori Beeks, Chairperson
 Karen L. Crawford
 E. J. (Bud) Houston
 Patrick C. Runde
 Karon Sturdivant
 Joanne Walker
 Alex R. Waugh

Governmental Relations

Wednesday Luria, Chairperson
 Donna R. Bafundo
 Valerie French
 Donna Scarboro

Membership

Michael U. Nelson, Chairperson
 Sharon E. Alexander
 Furney E. Brown Jr.
 Charles N. Kaufman
 Donna Scarboro
 Christopher Weir

Nominations and Elections

John F. Cudd Jr., Chairperson
 John H. Leffler
 Ronald O. Smith
 Roger A. Swanson
 K. Jil Warn

Publications (sub-committee)

Hazel W. Harris, Chairperson
 Donna R. Bafundo
 Jack K. Johnson
 Thomas R. McRoberts
 Megs Shea
 John J. Young

Research and Publications

Kathryn Gould Cullivan, Chairperson
 Sharon E. Alexander
 Allan Fanjoy
 M. Joanne (Jody) Fisher
 Lee Golden
 Robert L. Hasenstab
 Rosa Redonnett
 Alton L. Taylor
 Ronald L. Wasserstein
 Joyce F. Williams-Green

NOTE: Anyone interested in serving on one of these committees in 1994 should contact the appropriate chairperson or President-elect Sybil P. Smith. Committee assignments are made after the first of the year.



921 S.W. Sixth Avenue
Portland, Oregon 97204-1296
(503) 226-1611

● 1993 NAASS CONFERENCE REGISTRATION FORM ●

Name _____

Institution _____

Institutional Address _____

City _____ State/Province _____

Zip/Postal Code _____ Telephone (____) _____

If spouse/guest will attend, his or her name: _____

BASIC REGISTRATION FEE (see page 2 for inclusions) \$ _____

\$210.00 for NAASS members

*\$295.00 for non-members

\$185.00 for additional registrants from the same institution after the first two (see page 2)

**Any qualified non-member institution paying the \$295.00 Basic Registration Fee will be automatically granted a one-year membership in the Association.*

WORKSHOP FOR NEW ADMINISTRATORS (see other side) _____

\$45.00 for all participants (includes luncheon)

EXTRACURRICULAR ACTIVITIES (see pages 3, 4, and 5)

Saturday: Columbia Gorge Tour
\$48.00 each No. of tickets () _____

Sunday: Sternwheeler Cruise & Dinner
\$42.00 each No. of tickets () _____

Tuesday: Walking Tour of Portland
Free No. of tickets () _____

Wednesday: Oregon Coast Tour
\$25.00 each No. of tickets () _____

Wine Tasting Tour
\$22.00 each No. of tickets () _____

ADDITIONAL TICKETS FOR SPOUSE OR GUEST

Monday: President's Reception
\$16.00 each No. of tickets () _____

Tuesday: Conference Banquet Reception & Banquet
\$62.00 each No. of tickets () _____

TOTAL ENCLOSED \$ _____

Registration deadline: Monday, November 1, 1993

Please complete both sides.

● 1993 NAASS CONFERENCE REGISTRATION FORM ●

Submission of fees: Make checks payable (U.S. currency) to "WOSC/NAASS" and mail together with this Conference Registration Form to: Division of Continuing Education and Summer Programs, Western Oregon State College, Monmouth, Oregon 97361. The Form may also be faxed to (503) 838-8144. *NOTE: All but \$20.00 of the submitted fees are refundable if written notice of cancellation is received before Friday, November 5, 1993.*

Please provide the following information to help us with potential session sizes and meal counts.

1. I plan to attend the following sessions (please circle):

- Sunday afternoon: "Not-So-New Administrators" Roundtable
Monday morning: 1 2 3 4
Monday afternoon: 5 6 7
Tuesday morning: 8 9 10 11 12 13
Wednesday morning: Catalog Clinic

2. I plan to attend the following food functions during the Conference.

- Yes No Monday's Regional Luncheon
(specify region) _____
Yes No Monday's President's Reception
Yes No Tuesday's Breakfast
Yes No Tuesday's Reception and Conference Banquet
Yes No Wednesday's Breakfast Buffet

3. Please list any dietary restrictions: _____

Method of payment:

[] Check made payable to "WOSC/NAASS."

[] VISA or [] Mastercard No. _____ Exp. Date: _____

Signature: _____ Date _____

For registration information, call (503) 838-8483.

Please complete both sides.