North American Association of Summer Sessions
33rd Annual Conference

St. Louis, Missouri
November 17-20, 1996
North American Association of Summer Sessions
33rd Annual Conference

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Cover photo courtesy of Odell Mitchell Jr. and the St. Louis Post-Dispatch.
"The Administrative Council is the governing body of the Association and shall consist of (a) the officers of the Association: the President, the President-Elect, and the Treasurer; (b) one Vice-President from each of the geographical regions designated as Association regions in the Bylaws; (c) three At-Large Members; and (d) the immediate Past President." *(Article V, Section I, of the Constitution)*

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<tr>
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<td>Victor N. Kobayashi</td>
<td>University of Hawaiʻi at Manoa</td>
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<td>President-Elect</td>
<td>Lee E. Golden</td>
<td>University of Portland</td>
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<td>Past President</td>
<td>Dori Gibbs</td>
<td>Western Oregon State College</td>
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<td>Treasurer</td>
<td>Sharon E. Alexander</td>
<td>University of Montana</td>
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<td>Middle States Vice-President</td>
<td>John H. Leffler</td>
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<td>Patrick C. Runde</td>
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<td>Mags Shea</td>
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<td>R. Clinton Parker</td>
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<td>Larry G. Cobb</td>
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<td>Anita D. McDonald</td>
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<td>Gary W. Penders</td>
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<td>At-Large Member</td>
<td>Ronald L. Wasserstein</td>
<td>Washburn University of Topeka</td>
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Executive Secretary
Michael U. Nelson
11728 Summerhaven Drive
St. Louis, Missouri 63146-5444
Conference Registration: Complete the enclosed Conference Registration Form and send it with payment for the correct fee amount to the address printed on the Conference Registration Form *no later than November 8, 1996*. Make checks payable to "Saint Louis University." All fees paid, less $20.00, are refundable if cancellation is received by Friday, November 8, 1996.

The Basic Registration Fee includes the following: Saturday's Early Bird Social Hour; Monday's continental breakfast, regional luncheon, and President Kobayashi’s evening reception; Tuesday's breakfast, banquet reception, and Awards Banquet; Wednesday's buffet breakfast; and all refreshment breaks.

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 ($230.00 for NAASS members or $315.00 for non-NAASS members); all additional registrants from that same institution pay $200.00 each. Please submit all registrations at the same time to ensure proper credit.

Additional Tickets: Additional tickets for spouses or guests are available for all nonmeeting functions. The fees for these activities are on the next few pages, under "Extracurricular Activities," and on the Conference Registration Form.

Hotel Reservations: A room reservation envelope has been included with your conference registration materials. To make a reservation by telephone, call the Adam's Mark Hotel at 1-314-241-7400 and specify that you are attending the NAASS Conference. *The final date for securing guaranteed hotel reservations is October 16, 1996.* To cancel your reservation, call 1-314-241-7400. Deposits will be refunded if the reservation is cancelled 48 hours prior to arrival (see the reservation envelope).

Parking: Guest parking is available in the hotel garage at $10.00 per day.

Transportation to the Adam's Mark Hotel: One may travel from Lambert-St. Louis Airport to the Adam's Mark Hotel by a light rail system, by limousine, or by taxi. See the enclosed information: "The St. Louis Connection."

Weather: The average temperature range in St. Louis during November is 34 to 59 degrees.

Restaurants: The Adam's Mark Hotel itself offers two very fine restaurants, Chestnut's and Faust's. Within the downtown area, a wide selection of good eating establishments is to be found offering a broad variety of menu options. *St. Louis*, the official visitors guide, will be placed in each conference packet. Here one will find a large selection of restaurants listed, including areas of the city in which they are located, addresses, cuisines, costs, and credit cards accepted.
SATURDAY, NOVEMBER 16: 8:45 a.m.-5:00 p.m.

"Some Sights and a Sense of St. Louis"

For early arrivers, this tour has been planned to acquaint our guests with St. Louis, its history, and its ambience. We begin by walking across the street from our hotel to the Old Courthouse. This domed, limestone building, built between 1839 and 1862, is a structure of architectural and historical significance. Four separate galleries trace the history of St. Louis from its French and Spanish roots to its role in the westward expansion of the nation. It was in this building that the famous Dred Scott case was initiated by attorney Roswell Field, father of the celebrated American poet (and St. Louis native) Eugene Field.

We next board a bus and depart for the Cathedral of St. Louis (known locally as the "New Cathedral"). Along the way, we drive by the campus of Saint Louis University, one of our conference hosts and the first institution of higher education west of the Mississippi River.

The Cathedral of Saint Louis was erected in 1907. Its architecture is Byzantine-Romanesque, and the church contains the largest collection of mosaics in the world. There will be time to tour the church and the museum on the lower level, where examples of how mosaics are made are displayed.

We continue our journey by driving to Forest Park, the 1,300-acre expanse that was the site of the 1904 World’s Fair. We pass by several of the park’s attractions, including the famous St. Louis Zoo, on our way to the St. Louis Art Museum. The Museum, long considered among the leading art museums of the country, is housed in the Fair’s former Fine Arts Palace, the only building remaining from that extravaganza. Here we are served luncheon, after which we are taken on a gallery tour. Nourished and edified, we again board our bus and drive past the campuses of Fontbonne College and Washington University situated adjacent to Forest Park and one another.

Our day ends with a visit to the Gateway Arch, the nation’s tallest manmade monument (630 feet), located just across the street from our hotel. We will see the award-winning film "Monument to the Dream," a documentary that shows how the Arch was built. Time will be allotted for wandering through the many exhibits of the Museum of Westward Expansion, situated immediately beneath the Arch. Space for this tour is limited, so register early. Cost: $29.00 (includes transportation, luncheon, and all admission fees).

SUNDAY, NOVEMBER 17: 6:45-10:00 p.m.

Dinner Cruise and Entertainment
Aboard the Becky Thatcher

No visit to St. Louis would be complete without a trip on the Mississippi River. After this first and very long conference day, members and their guests are invited to unwind and enjoy a leisurely dinner cruise on the river-boat Becky Thatcher.
EXTRACURRICULAR ACTIVITIES

Buses convey us from the hotel to the riverfront, a trip of just a very few minutes, where we board the sternwheeler just below the Gateway Arch. A buffet dinner is planned and a cash bar is available. Music is provided by a three-piece Dixieland band and a door prize will be awarded. The evening is made more congenial by the fact that the boat has been reserved exclusively for NAASS members and their guests. At the end of the cruise, buses will convey us back to the hotel, unless you prefer to walk the relatively short distance. Cost: $42 (includes transportation, dinner, and entertainment).

MONDAY, NOVEMBER 18: 8:45 a.m.-3:30 p.m.

"St. Louis Preservation and Restoration"
A Tour for Wives, Husbands, and Guests

While the members are ensconced in plenary and work sessions, wives, husbands, and guests are invited to enjoy a tour mounted just for them. It is intended to illustrate representative examples of preservation and restoration of homes, buildings, and communities that are important in St. Louis history.

Our day begins by driving through Laclede's Landing, a revitalized 19th-century area and placed on the National Register of Historic Places in 1976. It is replete with cobblestone streets, cast-iron street lamps, small shops, and unusual restaurants that make it one of the city's most popular entertainment areas. We then drive to the Chatillon-DeMenil Mansion and tour this ante-bellum, Greek-Revival home. Originally built in 1840 and extensively remodelled in 1861, it is complete with period pieces and furnishings. The mansion is being opened especially for us, so that we have it to ourselves.

We then progress from the 19th to the 20th century by visiting two renovated movie theaters. The first, Powell Hall, has been aesthetically and acoustically restored and is the home of the St. Louis Symphony Orchestra. Located just down the street is another successful restoration project. The Fox Theatre, originally opened in 1929 as one of the crown jewels in William Fox's motion picture empire, was saved from demolition and totally renovated in the mid-80s. Amid ornate and eclectic Byzantine-Siamese-Hollywood architecture, it now serves as the center for Las Vegas superstars, Broadway shows plus jazz, pop, country, and rock concerts.

Finally, we arrive at one of St. Louis' favorite destinations, Union Station. When first opened in 1893, it was the largest, single-level railroad station in the world. The years were not kind, however. By the 1980s, Union Station was boarded up and ready to be razed. The citizens rallied and, after undergoing a $155-million restoration in 1985, it has taken on a whole new life. Instead of trains, Union Station is now home to 120 shops and restaurants, a hotel, a manmade lake for boat rides, street performers, and more. Time will be allotted for wandering about, window shopping (as well as the more participative form), and lunch on your own. Cost: $15 (includes transportation and all entrance fees). Registration deadline for this tour is October 31.
TUESDAY, NOVEMBER 19: 1:00-5:30 p.m.

A Visit to the St. Louis Science Center
and a Tour of the Anheuser-Busch Brewery

We leave the hotel heading for the St. Louis Science Center, located just a few miles away in Forest Park. The Center offers over 600 free exhibits dealing with ecology and environment, aviation, technology, human adventure, and space science. There are even dramatic, life-size, animated dinosaurs.

After allowing time for people to wander at their leisure, we enter the OMNIMAX Theater for a special film entitled "Special Effects." The theater makes each presentation memorable, surrounding you with sight and sound by using a four-story, domed screen and a 15,000-watt sound system.

After the show, we depart for the Anheuser-Busch brewery and learn how a St. Louis brewery, begun in 1852, grew to become the world's largest. We will tour the historic Brew House, first built in 1891 and recently completely modernized; but none of the turn-of-the-century elegance has been lost. The huge copper kettles, wrought-iron railings, full-color wall murals, and hop vine chandeliers from the 1904 World's Fair remain intact.

There will also be time to visit the stables and admire the world-famous Budweiser Clydesdales. These magnificent draft horses, known to millions of people, have become one of today's most widely recognized corporate symbols. Our tour concludes with a refreshing stop at the Hospitality Room and Gift Shop. Cost: $12.00 (includes transportation and all entrance fees).

EARLY BIRD EVENTS: Saturday, November 16

9:00 a.m.-6:00 p.m.  EARLY REGISTRATION
                     4th Floor, Room 46
                     The Registration Area will be open for anyone who wishes to pick up his or her conference packet.

8:45 a.m.-5:30 p.m.  "SOME SIGHTS AND A SENSE OF ST. LOUIS"
                     For details, see the description on page 4 under "Extracurricular Activities." The bus will depart from the hotel's 4th Street exit.

6:00-7:30 p.m.       EARLY BIRD SOCIAL
                     18th Floor, Room 1862
                     President and Mrs. Kobayashi will be "at home" to any and all wishing to enjoy some refreshment, a little something on which to nibble, and the opportunity to socialize informally with new acquaintances and old friends.
8:00 a.m.  REGISTRATION/HOSPITALITY  Room Open  
4th Floor, Room 46

8:30-4:00 p.m.  NEW SUMMER SESSION  Rose Garden Room  
ADMINISTRATORS’ WORKSHOP  (4th Floor)  
This workshop is designed to give the new, or relatively  
new, summer administrator an overview of the different  
aspects involved in planning and managing a summer session.  
Topics will include: planning, budget preparation, course  
scheduling, promotion, student and faculty evaluations, and  
management issues. Participants will have the opportunity to  
share their own particular roles and responsibilities, ask  
questions, and work in small groups. All groups will be led  
by experienced summer session directors.

8:30 a.m.  Welcome and Introductions

9:00 a.m.  Steps in Organizing a Summer Program

10:35 a.m.  Small Group Discussions

12:00 noon  Luncheon (see below)

Organizers:  J. Terry Iversen, University of Illinois at Urbana-Champaign  
Anita D. McDonald, University of Arizona  
Megg Shea, State University of New York at Stony Brook

10:00-11:30 a.m.  NAASS STANDING COMMITTEE MEETINGS  
All committees convene in the 4th floor rooms listed  
below. After the meetings, each member will accompany an  
assigned partner to the New Summer Session Administrators’  
Luncheon in St. Louis F. All committee members are listed  
on page 20.

Consortium Site Selection Committee  
Room 41

Creative and Innovative Awards Committee  
Room 42

Finance Committee  
Room 44

Research and Publications Committee  
Room 45

10:00 a.m.-noon  NCCSS BOARD OF DIRECTORS  
MEETING  
Client Office  
(4th Floor)

Noon-1:30 p.m.  NEW SUMMER SESSION  St. Louis F  
ADMINISTRATORS’ LUNCHEON  (4th Floor)  
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 have an assigned luncheon partner. When  
entering the dining area, see Mike Nelson for your table  
assignment. Place cards will be on each table.
1:35-4:00 p.m. NEW SUMMER SESSION Administrators’ Workshop Rose Garden Room

New administrators will attend one concurrent session of their choice during each time slot. These sessions will allow for in-depth exploration of the topic area.

1:35 to Concurrent Sessions:
2:15 p.m. (1) Creating an effective work plan and time-line for the schedule of classes.
(2) Salaries and contract issues.
2:30 to Concurrent Sessions:
3:10 p.m. (3) Programming and innovation.
(4) How to develop a summer budget.

3:15 to Round Table:
4:00 p.m. Creating an attractive environment for your summer session students.

1:45-4:00 p.m. Administrative Council Meeting Room 23

4:15-5:30 p.m. "Not-So-New" Administrators’ Round Table Rose Garden Room

In the grand tradition of the crossroads country store, old friends and new will gather late in the day to discuss important issues of the day. We will not be able to tackle all of the world’s problems, but if you have one or two issues related to the administration of summer programs, this is the place for you.

John Cudd will be your host, and he invites you to join him and other experienced summer administrators to "sit on his front porch, whittle a while, and talk a little."

Whether you have been in the business for one year or ten, this is an opportunity for you to pick a few brains and get possible solutions to knotty problems. It is also an opportunity for you to give something back to the profession by making your expertise available to friends who might need a little assistance. The "agenda" will be determined by YOU. Drop by and visit for a spell.

Moderator: John F. Cudd Jr., North Carolina State University
Recorder: James L. Murphy, University of North Carolina-Chapel Hill

6:45 p.m. Optional Dinner Cruise

To help unwind at the end of the day, an optional dinner cruise on the Mississippi riverboat Becky Thatcher has been planned. For details, see the description on page 4 under "Extracurricular Activities." Buses will leave from the hotel’s 4th Street exit.
SECOND DAY: Monday, November 18

8:00 a.m.  HOSPITALITY ROOM OPEN  4th Floor, Room 46

8:00-8:45 a.m.  CONTINENTAL BREAKFAST  Rose Garden Room

8:45-9:45 a.m.  FIRST PLENARY SESSION  Rose Garden Room
"Leadership Opportunities from the Periphery"

Presiding:  Victor N. Kobayashi, President of NAASS
Introduction:  Robert Wiltenburg, Washington University
Welcome:  Prof. Edward S. Macias, Executive Vice-Chancellor and
          Dean of Arts and Sciences, Washington University
Keynoter:  Dr. Clodus R. Smith, President, Oklahoma Association of
Speaker:  Independent Colleges & Universities

8:45 a.m.  TOUR FOR WIVES, HUSBANDS, AND GUESTS

For details, see the description for "St. Louis Preservation
and Restoration" under "Extracurricular Activities" on page 5. Vans will depart from the hotel’s 4th Street exit.

9:45-10:00 a.m.  REFRESHMENT BREAK

10:00-11:30 a.m.  CONCURRENT SESSIONS

Session 1  Fifth Annual Research Forum: Part A  Room 48
"Assessment of Student Needs in a Redesigned Summer Session Format"

The University of Northern Colorado’s Summer Session has surveyed students for the past two summers to ascertain student needs. Surveys were mailed to everyone attending summer session with a return rate of about 20 percent.

For summer 1996, surveys were distributed in class throughout the summer, allowing for a greater return. Baseline data from the original two-year effort is compared to the new data from 1996. Additionally, several questions relative to the effectiveness of the newly designed summer session format were added to the evaluation instrument, and data from these questions will be analyzed.

Both quantitative and qualitative analysis are done using statistical software specifically designed for these analyses. Researching how this change affects students is beneficial to, and the design may be replicated by, other institutions considering a similar change.

Moderator:  Helen B. Warren, The Pennsylvania State University
Presenters:  Alice Dionne, University of Northern Colorado
            Jacqueline Phillips, University of Northern Colorado
Recorder:  Sharon E. Alexander, University of Montana
Second Floor
Fourth Floor

HOTEL MEETING FACILITIES
10:00-11:30 a.m.  CONCURRENT SESSIONS (continued)

Session 2  WWW 101  Room 42

Are you frustrated because, even though you've heard a lot of talk about the World Wide Web, the talk goes right over your head? Then we have designed a session for you. Techno-nerds and other experts are kindly asked NOT to attend. This session is for unashamed beginners who want to learn the basics.

The session leader is not an expert, but a delighted user who continues to marvel at the wealth of resources available on the Internet. He promises that no question will be considered stupid, although he worries that some of the answer will be!

Moderator: Ronald L. Wasserstein, Washburn University
Recorder: Benjamin Hayes, Loyola Marymount University

Session 3  Budget: Projection, Tuition, Cutbacks, Fund Models  Room 44

If discussions with your budget director often leave you frustrated and confused, then this session may help. Meet summer session administrators and their budget directors as they talk about their conflicts and how they are resolved.

Moderator: Beverly Auel, Michigan Technological University
Presenters: J. Terry Iversen, University of Illinois at Urbana-Champaign
            Carla Rich Montez, Bradley University
            James R. Polliccita, Miami University
            Laurie Stickelmaier, University Controller, Bradley University
Recorder: Pamela Castellanos, Saint Xavier University

Session 4  Summer Session and Pedagogy:  Room 45
The Aesthetics of Administration and Teaching

What are the aesthetic components of summer teaching and administration? We use aesthetic terms in evaluating various objects, performances, and practices daily. This session explores how summer session administration and pedagogy are an aesthetic enterprise.

Moderator: David Scheibl, Northwestern University
Presenters: Victor N. Kobayashi, University of Hawai'i at Manoa
           Russell M. "Rusty" McIntire Jr., Vanderbilt University
           William P. Murphy, University of Chicago
Recorder: Connie Willfdang, Western Oregon State College
Noon-1:15 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**

Room 26

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

Presiding: Regional Vice-President John H. Leffler
Montclair State University

**North Central Region**

Room 29

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

Presiding: Regional Vice-President Patrick C. Runde
University of Wisconsin at Madison

**Northeastern Region**

Room 43


Presiding: Regional Vice-President Megs Shea
State University of New York at Stony Brook

**Southern Region**

Room 41

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

Presiding: Regional Vice-President R. Clinton Parker
Appalachian State University

**Western Region**

Room 47

Members from Alaska, Alberta, Arizona, British Columbia, California, Colorado, Hawai‘i, Idaho, Montana, Nevada, New Mexico, Oregon, Saskatchewan, Utah, Washington, Wyoming, and the states of Mexico contiguous to these states.

Presiding: Regional Vice-President Larry G. Cobb
San Diego State University
1:30-2:45 p.m. **SECOND PLENARY SESSION**

*Rose Garden Room*

"Technology"

Distance education is no longer a futuristic concept. It is rapidly becoming an important way to provide educational opportunity, especially to new populations of students that institutions of higher learning have had difficulty in reaching before. Moreover, embracing distance education for any purpose tends to promote change throughout a college or university, even in the instruction of traditional, on-campus groups. This session will look specifically at the educational implications of three major distance education technologies: satellite broadcasting, videoconferencing, and computer networking. Emphasis will be placed on course development issues, instructional strategies, and student/faculty interaction. Live and video tape demonstrations will be featured.

**Moderator:** James A. Brown, Lehigh University  
**Panelist:** Louis R. Jensen, Indiana State University  
**Recorder:** Donald L. Piper, University of North Dakota

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

St. Louis Pre-convene East

3:15-4:45 p.m. **CONCURRENT SESSIONS**

**Session 5**  
Fifth Annual Research Forum: Part B  
"Internet Registration: Who Is Using It, How, and Why?"

The Internet is rapidly changing from a one-way vehicle for disseminating information and advertising to a two-way medium to convey contracts, payments, and both public and private records. This session features case studies from summer sessions that have adopted a range of electronic registration forms and processes on the World Wide Web. Presenters address questions of how security and accessibility interact, which students comprise the market that could/would use the Web to register, and does Web registration expand your enrollment, enhance client-centered service, and increase staff efficiency?

**Moderator:** Diana Henshaw, East Carolina University  
**Presenters:** Allan Fanjoy, University of Delaware  
Ron Knowlton, University of Hawai‘i at Manoa  
**Recorder:** Judith W. Carr, Pacific Lutheran University

**Session 6**  
**Catalog 101**

This round table session covers all the basics needed to get a catalog designed, prepared, printed, and distributed. The Catalog Clinic team discusses the different aspects of
marketing, production, printing and evaluation, and answers any questions.

Moderator: Karen H. Sibley, Brown University
Presenters: Carl Jensen, University of Southern Colorado
            Peter Rosenblum, Seton Hall University
            Miles Turner, Portland State University
Recorder: Sandra L. Willcox, University of Montana

Session 7 The Trimester: A Wave of the Future or an Ebbing Tide?
There has been a renewed interest across the nation in the trimester calendar. This interest appears to be coming from administrators outside of summer session administration. Come explore with us some of the advantages/disadvantages of such a delivery system.

The panel consists of representatives from (1) an institution that has been on the trimester for many years; (2) one that had been on the trimester, but recently has returned to the semester; and (3) an institution that has been considering adopting the trimester.

Moderator: R. Clinton Parker, Appalachian State University
Presenters: Ken Francis, Fort Lewis College
            Mary E. Wakeford, former staff member of the University of North Carolina General Administration
            Darlene F. Zellers, University of Pittsburgh
Recorder: Glenda Radine, University of Michigan

Session 8 Where the Rubber Meets the Road: Ethics and Summer Administration
Summer school administrators regularly are asked to make moral decisions based upon ethical principles. This discussion explores the principles underlying selected administrative decisions gathered from several NAASS members. The round table focuses on the problems surrounding the application of those principles to the cases cited.

Leaders: Libby Kay, University of British Columbia
           Russell M. "Rusty" McIntire Jr., Vanderbilt University
Recorder: M. Joanne "Jody" Fisher, Loyola Marymount University

6:00-7:30 p.m. PRESIDENT'S RECEPTION Rose Garden Room
7:30 p.m. DINNER ON YOUR OWN
If, after having partaken of the President's Reception, you wish to dine outside the hotel, refer to pages 64-77 of the St. Louis Visitors Guide for a selection of area restaurants.
8:00 a.m.  HOSPITALITY ROOM OPEN

7:45-8:15 a.m.  BREAKFAST
                    Rose Garden Room

8:15-9:15 a.m.  THIRD PLENARY SESSION
                    "St. Louis: Something More Than
                    Baseball, Beer, and the Blues"
                    Julius Hunter, author, historian, journalist, and well-known
                    local television personality, will endeavor to convey a sense
                    of St. Louis—its past, present, and future. Learn about the
                    city's origins as a fur-trading center, subsequent development
                    as the gateway to the nation's westward expansion, and its
                    aspirations for the future.
                    Presiding: James L. Staley, Webster University
                    Speaker: Julius Hunter, News Anchor for KMOV-TV, St. Louis

9:30-10:30 a.m.  FOURTH PLENARY SESSION
                    "Creative and Innovative Awards"
                    Each year, nominations are sought for the Creative and
                    Innovative Awards in the categories of administrative, credit,
                    and noncredit programs. This session highlights the 1996
                    finalists in each of those areas.
                    Join the finalists as they give short presentations about
                    their programs. The winners will be announced and the
                    awards presented at the Awards Banquet on Tuesday evening.
                    Presiding: John E. Cech, Rocky Mountain College
                    Chair, Creative and Innovative Awards Committee

10:45-12:15 p.m. CONCURRENT SESSIONS

  Session 9  Fifth Annual Research Forum: Part C
                    "A Comparison of Centralized vs. Decentralized
                    Modes of Summer Administration"
                    The focus of this presentation is the administrative models
                    of summer session departments within universities and
                    addresses the question of "Does administrative location help
                    or hinder the successful execution of the department's goals?"
                    A 1971 survey sponsored by NAASS will be used as a
                    benchmark to note changes in administrative trends. Also,
                    a discussion of a follow-up to the survey includes interviews
                    with representative models at various institutions.
                    Moderator: Raymond C. Rapp, Mars Hill College
                    Presenter: John G. LaBrie, University of Southern Maine
                    Recorder: Raymond R. Lagesse, SUNY-College at Geneseo
Session 10  Marketing: No Longer a Dirty Word, But What the Heck Is It?
Room 42

Just what do we mean by the word "marketing"? How do we develop a marketing plan? How do we analyze our marketing efforts for results? How do we market special programs? Direct mail vs. print ads vs. posters vs. radio or TV—how do we decide which to use? How do we incorporate the WWW in our marketing effort?

Learn about the four "Ps" (product, price, place, and promotion) of marketing and how experienced session directors successfully market their programs. Bring your own ideas and experience to share in the discussion.

Moderator: Mегs Shea, SUNY at Stony Brook
Presenters: Kenneth Henwood, New York University
Gary W. Penders, University of California at Berkeley
Patricia Palmer Sine, The Johns Hopkins University
Recorder: Jean Lenzi, McGill University

Session 11  Interterm . . . Intersession . . . Interim
Room 44

Special Sessions: The Use of Nontraditional Time Periods for Innovative, Creative, and Financially Rewarding Programs

Is there a window of opportunity at your institution for growth or expansion? Using the nontraditional time periods, or the time between semesters, quarters, trimesters, this panel shares unique and profitable ideas regarding intersessions. Issues of importance include maintaining academic integrity, procurement of faculty, what types of courses to offer, how to get the support of your deans and directors, and how to make a profit!

Moderator: Verna Clark, University of Denver
Presenters: Judith Carr, Pacific Lutheran University
K. Lloyd Carswell, University of Alberta
Bill Kops, University of Manitoba
Recorder: Rina DeRose-Swinscoe, California State University-Sacramento

Session 12  The Bowling Green State University’s Summer Freshman Program, 1993-1996: A Model for Retention and Degree Completion
Room 45

The Summer Freshman Program at Bowling Green State University was conceived and continues to function through the cooperative efforts of administrators, teachers, and counselors from school districts, as well as administrators, faculty, and staff from Bowling Green State University.
Session 12 (continued)

It is designed to provide students who missed the general admission profile an opportunity to be admitted to the university. This research project traces the profile of the admitted summer freshmen in 1993 through their current enrollment and success in 1996. Interventions and supports are part of the discussion of the findings. The presentation will be interactive.

Presenters: Suzanne Crawford, Bowling Green State University
Waldemar C. Weber, Bowling Green State University
Recorder: James R. Pollicita, Miami University-Oxford

1:00-5:30 p.m. A VISIT TO THE ST. LOUIS SCIENCE CENTER
AND TOUR OF THE ANHEUSER-BUSCH BREWERY
For full details, see the description on page 6 under "Extracurricular Activities." The bus will leave from the 4th Street exit.

7:00-8:00 p.m. BANQUET RECEPTION Promenade Pre-convene South
(2nd Floor)

8:00 p.m. AWARDS BANQUET Promenade A, B, C

Several presentations are to be made during the banquet, after which we will be entertained by the Chamber Choir of Washington University.

First, plaques will be awarded 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) Noncredit Programs
(3) Administrative Programs

All finalists made short presentations about their respective programs in today's Fourth Plenary Session (see page 16).

Second, those colleges and universities that have maintained an uninterrupted record of membership for 25 years are to be recognized.

Finally, Thomas S. McLeRoy, dean emeritus of continuing education, extension and summer session at the University of Wisconsin-Whitewater, is to be presented as NAASS's newest Honorary Life Member.

Presiding: Victor N. Kobayashi, President of NAASS
Presenter: John E. Cech, Rocky Mountain College
Chair, Creative and Innovative Awards Committee
7:45-8:15 a.m. **BREAKFAST BUFFET**  
Rose Garden Room

8:15-8:45 a.m. **ANNUAL BUSINESS MEETING**  
Rose Garden Room  
Committee reports will be delivered, old and new business will be addressed, a review of the 1996 Fiscal Year will be presented, and the 1997 Fiscal Year budget will be submitted and voted upon.

**Presiding:** Victor N. Kobayashi, President of NAASS  
**Reporting:** Sharon E. Alexander, Treasurer of NAASS  

**Committee Reports:**  
Verla Fish – Conference Site Selection  
Michael U. Nelson – Membership  
Dori Gibbs – Nominations and Elections  
Allan Fanjoy – Research and Publications  

**Recorder:** Michael U. Nelson, Executive Secretary of NAASS

9:00-10:30 a.m. **FIFTH PLENARY SESSION**  
Promenade B  
(2nd Floor)

**Catalog Clinic**

The catalog clinic team will evaluate submitted summer catalogs on the basis of their success in communicating to a variety of audiences, attention to visual detail, creativity, efficiency, and success as a tool of public relations.

We will discuss the decision-making process that leads to getting a good product delivered on time and present some insights into the advantages of different approaches, including in-house desktop publishing.

**Panelists:**  
Carl Jensen, University of Southern Colorado  
Peter Rosenblum, Seton Hall University  
Karen H. Sibley, Brown University  
Miles Turner, Portland State University

10:30-10:45 a.m. **REFRESHMENT BREAK**  
Promenade B

10:45 a.m.-noon **FIFTH PLENARY SESSION**  
Promenade B  
(continued)

The Catalog Clinic continues after the break.

12:00 noon **33nd ANNUAL CONFERENCE ADJOURNMENT**

12:00-2:00 p.m. **ADMINISTRATIVE COUNCIL MEETING**  
Room 23
Committee members are expected to attend their respective committee meetings at 10:00 a.m. on Sunday, November 17, and then accompany a new member to the New Summer Session Administrators' Luncheon at noon.

**Conference Site Selection**
Verla Fish, Chair
Judith W. Carr
K. Lloyd Carswell
Michael V. DeRensis
William T. Emrick
Richard A. Marksbury
Gary W. Penders
Darlene F. Zellers

**Creative and Innovative Awards**
John E. Cech, Chair
Bill E. Bompart
Rina DeRose-Swincoe
Martha Sue Harris
John H. Leffler
Russell M. McIntire Jr.
James H. Powell
Karen H. Sibley
Walter Uegama
Janet M. Wagner

**Nominations and Elections**
Dori Gibbs, Chair
John F. Cudd Jr.
Jack K. Johnson
Sybil P. Smith
Nancy M. Tischler
K. Jil Warn

**Research and Publications**
Allan Fanjoy, Chair
Pamela Castellanos
Alice Dionne
Elizabeth S. Grobsmith
Lilieth H. Nelson
Donald L. Piper
Raymond C. Rapp
Janet Dietrick Rooney
David Scott
Janet H. Stevenson

**Publications (subcommittee)**
M. Joanne (Jody) Fisher, Chair
Pam Brown
Hilda Grossman
Jennifer Majewski
Rosemary W. Owens
Michele V. Price
David Schejbal
Patricia Palmer Sine
Alton L. Taylor

**Finance**
Sharon E. Alexander, Chair
Debra Barger
James A. Brown
John G. LaBric
Jean Lenzi
James L. Murphy
Robert L. Trewatha

NOTE: Anyone interested in serving on one of these committees in 1997 should contact the appropriate committee chair or President-Elect Lee E. Golden. Committee assignments are made after the first of the year.
Hosted by
Fontbonne College
Saint Louis University
Washington University
Webster University

Held at

adam's mark.
the hotel of st. louis
Name ________________________________
Title __________________________________
Institution ______________________________
Mailing Address ________________________________
City __________________ State/Province ____________
Zip/Postal Code __________ Telephone (____) ________
Name or nickname preferred on the name badge: ____________________
If spouse/guest will attend, his or her name: _________________________

BASIC REGISTRATION FEE (see page 3 for inclusions) $ __________.
$230.00 for NAASS members
*$315.00 for nonmembers
$200.00 for additional registrants from the same institution after the first two (see page 3)

*Any nonmember institution paying the $315.00 Basic Registration Fee will be automatically granted a one-year membership in the Association.

WORKSHOP FOR NEW ADMINISTRATORS
$50.00 for all participants (includes luncheon)

EXTRACURRICULAR ACTIVITIES (see pages 4, 5, and 6)
Saturday: "Some Sights and a Sense of St. Louis" Tour
$29.00 each . . . . No. of tickets ( ) __________
Sunday: Dinner Cruise Aboard the Becky Thatcher
$42.00 each . . . . No. of tickets ( ) __________
Monday: St. Louis Preservation and Restoration Tour
$15.00 each . . . . No. of tickets ( ) __________
Tuesday: St. Louis Science Center and Anheuser-Busch Brewery Tour
$12.00 each . . . . No. of tickets ( ) __________

ADDITIONAL TICKETS FOR SPOUSE OR GUEST
Monday: President's Reception
$27.00 each . . . . No. of tickets ( ) __________
Tuesday: Reception and Awards Banquet
$57.00 each . . . . No. of tickets ( ) __________

TOTAL ENCLOSED . . . . . . . . . . . . . . . . . . . . $ __________

Please complete both sides.
SUBMISSION OF FEES: Make all checks payable to "Saint Louis University" in U.S. currency and mail together with this Conference Registration Form to: Saint Louis University, Summer Sessions Office/NAASS Conference, 221 North Grand Boulevard, St. Louis, MO 63103, no later than Friday, November 8.

This form may be faxed (with Purchase Order or credit card information) to (314) 977-2333. NOTE: Registrations may be cancelled and registration fees refunded (less $20 processing fee) if notice is received by Friday, November 8, 1996.

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

1. I plan to attend the following Concurrent Sessions (please circle):
   - Monday morning: 1 2 3 4
   - Monday afternoon: 5 6 7 8
   - Tuesday morning: 9 10 11 12
   - Wednesday morning: Catalog Clinic

2. I plan to attend the following food functions during the Conference:
   - Yes No Saturday Evening's Early Bird Social
   - 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 Awards Banquet
   - Yes No Wednesday's Buffet Breakfast

3. Please list any special diet needs: ____________________________

METHOD OF PAYMENT:

[ ] Check made payable to "Saint Louis University"
[ ] VISA or [ ] Mastercard No. ____________________________ Exp. Date: _____

Signature: ____________________________ Date ______

For registration information call Lori Wood or Linda Miller at (314) 977-7234;

For program information, call Mike Nelson at (314) 872-8406 or e-mail him at NAASS@aol.com.