

*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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"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*)

President

Victor N. Kobayashi
University of Hawai'i at Manoa

Northeastern Vice-President

Megs Shea
SUNY at Stony Brook

President-Elect

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North Central Vice-President

Patrick C. Runde
University of Wisconsin-Madison

At-Large Member

Ronald L. Wasserstein
Washburn University of Topeka

* * * * *

Executive Secretary

Michael U. Nelson
11728 Summerhaven Drive
St. Louis, Missouri 63146-5444

GENERAL INFORMATION

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.

EXTRACURRICULAR ACTIVITIES

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 riverboat *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 antebellum, 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.*

EXTRACURRICULAR ACTIVITIES

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.

FIRST DAY: Sunday, November 17

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

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
 Megs 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.

Conference 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** Client Office
MEETING (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

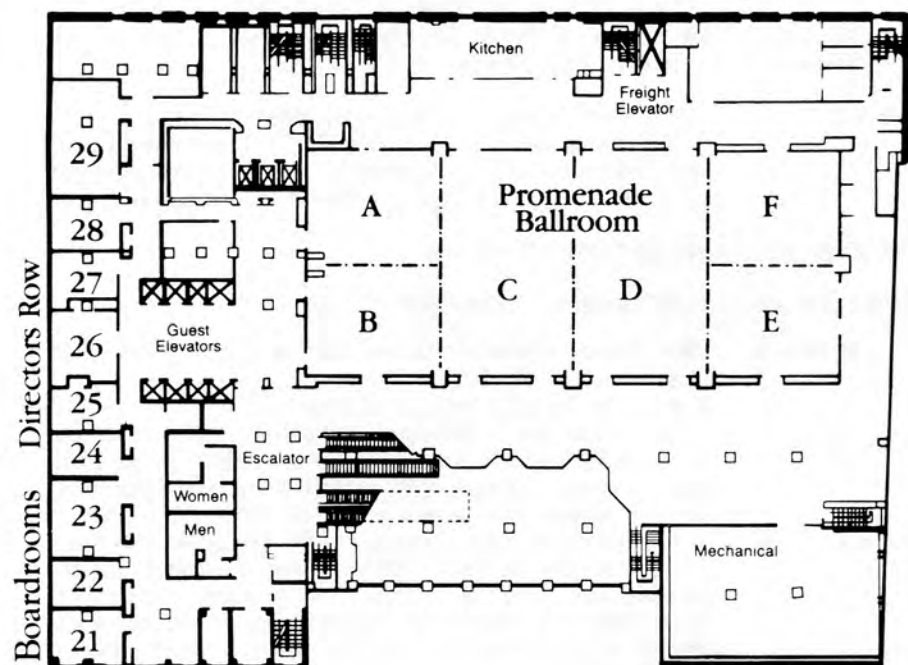
6:45 p.m. **OPTIONAL DINNER CRUISE**

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.

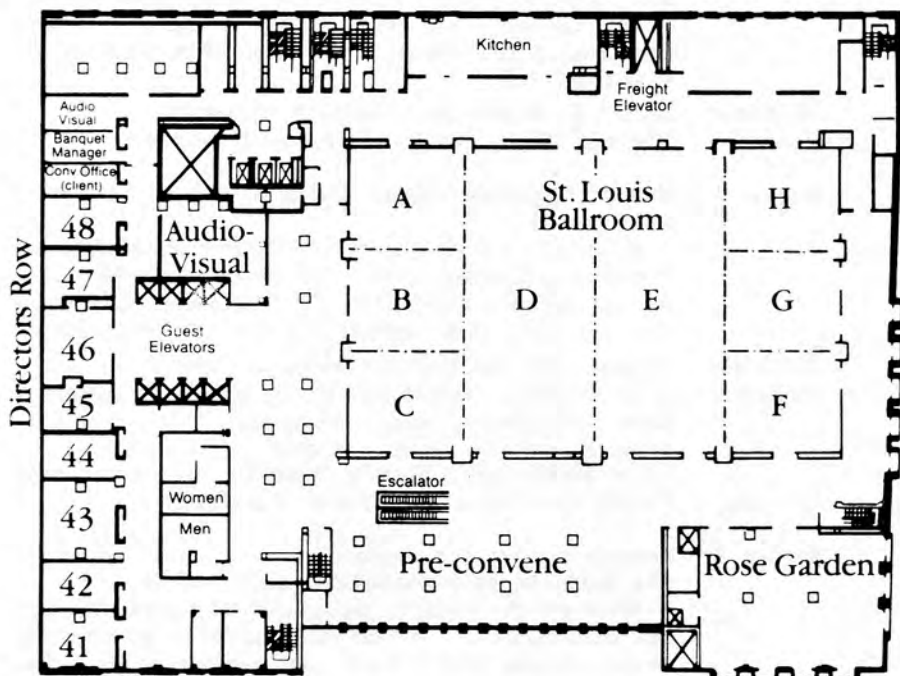
SECOND DAY: Monday, November 18

- 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



SECOND DAY: Monday, November 18

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. Pollicita, Miami University
Laurie Stickelmaier, University Controller, Bradley University
Recorder: Pamela Castellanos, Saint Xavier University

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

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 Schejbal, 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 Wilfdang, Western Oregon State College

SECOND DAY: Monday, November 18

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

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 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 Room 47
**"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 Room 42

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

SECOND DAY: Monday, November 18

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** Room 44 **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:** Room 45 **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** Room 46

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

8:15-9:15 a.m. **THIRD PLENARY SESSION** Rose Garden Room

**"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** Rose Garden Room

"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 Room 41

**"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, Room 42
But What the Heck Is It?**

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 summer session directors successfully market their programs. Bring your own ideas and experience to share in the discussion.

Moderator: Megs 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 Room 45
Summer Freshman Program, 1993-1996:
A Model for Retention and Degree Completion**

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.

THIRD DAY: Tuesday, November 19

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

FOURTH DAY: Wednesday, November 20

- 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
Catalog Clinic (2nd Floor)
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 **33rd ANNUAL CONFERENCE ADJOURNMENT**
- 12:00-2:00 p.m. **ADMINISTRATIVE COUNCIL MEETING** Room 23

1996 NAASS STANDING COMMITTEES

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. Bompert
Rina DeRose-Swinscoe
Martha Sue Harris
John H. Leffler
Russell M. McIntire Jr.
James H. Powell
Karen H. Sibley
Walter Uegama
Janet M. Wagner

Finance

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

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

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



o 1996 NAASS CONFERENCE REGISTRATION FORM o

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.*