The background of the entire page is a photograph of the Sather Tower at the University of California, Berkeley, silhouetted against a vibrant sunset sky. The tower's spire is illuminated from within, and its lower levels show a grid-like structure. In the distance, the Bay Bridge is visible over the water, and a small island with lights is in the foreground. The overall color palette is dominated by warm oranges, yellows, and reds.

North American Association  
of Summer Sessions  
Annual Conference

Berkeley, California  
November 16-19, 1997

# North American Association of Summer Sessions 34th Annual Conference

## *"Catch the Wave of Change"*

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# 1997 NAASS ADMINISTRATIVE COUNCIL

"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**

Lee E. Golden  
University of Portland

## **Northeastern Vice-President**

Megs Shea  
SUNY at Stony Brook

## **President-Elect**

Anita D. McDonald  
University of Arizona

## **Southern Vice-President**

R. Clinton Parker  
Appalachian State University

## **Past President**

Victor N. Kobayashi  
University of Hawai'i at Manoa

## **Western Vice-President**

Debra Barger  
California State University, Chico

## **Treasurer**

Sharon E. Alexander  
University of Montana

## **At-Large Member**

John G. LaBrie  
University of Southern Maine

## **Middle States Vice-President**

John H. Leffler  
Montclair State University

## **At-Large Member**

James R. Pollicita  
Miami University

## **North Central Vice-President**

Robert L. Hasenstab  
Saint Louis University

## **At-Large Member**

Ronald L. Wasserstein  
Washburn University of Topeka

\* \* \* \* \*

## **Executive Secretary**

Michael U. Nelson  
43 Belanger Drive  
Dover, New Hampshire 03820-4602

**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 7, 1997*. Make checks payable to "Regents of the University of California." All fees paid, less \$20.00, are refundable if cancellation is received by Friday, November 7, 1997.

The Basic Registration Fee includes the following: Saturday's Early Bird Social Hour; Monday's continental breakfast, regional luncheon, President's Reception, dinner, and San Francisco Bay cruise; 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 \$330.00 for non-NAASS members); any 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:** Reserve your conference hotel room by telephone. Call the Berkeley Marina Marriott Hotel at 800-243-0625 or 800-228-9290, and tell them you are attending the NAASS conference. We have secured a conference rate of \$95 per night (single or double) for reservations made by October 25, 1997; after that date, rooms are on an availability basis at the current corporate rate. The first night's deposit will be refunded if cancellation is received at least 48 hours prior to the reservation arrival date.

**Parking:** Guest parking at the hotel is free.

**Transportation to the Berkeley Marina Marriott Hotel:** There are three commercial shuttle services with service from either the Oakland or San Francisco airports to the hotel, with costs ranging from \$13 to \$18 per person. Arrangements should be made in advance.

- (1) Bauers Limousine Transportation (415) 522-1212
- (2) Bay Porter Express (415) 467-1800
- (3) Bay Area Shuttle (415) 873-7771

**Weather:** The temperature range in Berkeley during November is 53 to 70 degrees, with a mean mid-day temperature of 61. While the weather is generally mild, it can rain in November, and it may seem cool in the evenings. Dress in layers, including sweaters; to be safe, and bring an umbrella.

## GENERAL INFORMATION

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**Restaurants:** The Berkeley Marina Marriott Hotel has a good, full-service restaurant on the premises, and there are several excellent places close by. Each conference packet will include a list of recommended restaurants in Berkeley, San Francisco, and environs.

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## EXTRACURRICULAR ACTIVITIES

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*NOTE: All tours are led by certified professional tour guides. Transportation is by deluxe European-style coaches or passenger vans. Pick-up and drop-off are at the Berkeley Marina Marriott Hotel.*

**SATURDAY, NOVEMBER 15: 11:00 a.m.-6:00 p.m.**

### **Napa Valley Wine Country Tour**

Travel over the San Rafael Bridge and through lush, rolling hills a short distance north of San Francisco. An experienced tour guide is on board to act as a host and commentator for our excursion. Upon arrival, we will tour three wineries for tastings.

Whether you are a connoisseur or an enthusiastic beginner, this tour not only offers a unique opportunity to increase your knowledge and enjoyment of wine, but the tour also acquaints you with one of the finest wine-producing regions in the world. *Luncheon is on your own at one of the winery delis.*

Cost: \$45 (includes admission fees to all wineries).

\* \* \* \* \*

**SUNDAY, NOVEMBER 16: 5:30-10:30 p.m.**

### **San Francisco Twilight Tour**

Experience the sights and sounds of San Francisco by night. Enjoy breathtaking views of the city from Treasure Island, stroll through Chinatown, Fisherman's Wharf, the glittering lights of Coit Tower, and much more. The tour combines the best of day and night sightseeing. *Optional: Enjoy dinner at Vannelli's on Pier 39, our favorite Fisherman's Wharf Seafood restaurant.*

Cost: \$30 for the tour; \$27 for dinner (includes taxes and gratuity).

## EXTRACURRICULAR ACTIVITIES

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**TUESDAY, NOVEMBER 18: 2:00-6:30 p.m.**

### **Tour of Muir Woods and Sausalito**

Visit an ancient natural forest of Coastal Redwoods. These magnificent trees can grow upwards of 110 feet tall and, although it is believed that the oldest living specimens are only about 2,200 years old, they may very well be immortal! After our visit, we proceed to Sausalito, the quaint artists' colony on the San Francisco Bay known for its location, stores, and fantastic views, often called the Portofino of the United States.

Cost: \$30.

\* \* \* \* \*

**WEDNESDAY, NOVEMBER 19: departs at 1:00 p.m.**

### **Alcatraz Tour and Union Square Shopping**

Once a maximum security Federal Penitentiary, Alcatraz Island in San Francisco Bay is now part of Golden Gate National Recreation Area. Interned here were such notorious criminals as Al Capone, Machine Gun Kelly, and Robert Stroud, the "Birdman of Alcatraz." Set your own pace as you explore "The Rock" inside and out. After the Alcatraz tour, we will proceed to Union Square to shop. Union Square is anchored by Neiman Marcus, Saks Fifth Avenue, and Macy's with world-famous boutiques.

Cost: \$41 (includes admission to Alcatraz).

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## **EARLY BIRD EVENTS: Saturday, November 15**

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11:00 a.m.-6:00 p.m. **NAPA VALLEY WINE COUNTRY TOUR**

For those who arrive early, here is a wonderful opportunity to visit one of the finest wine-producing regions in the world. Three different wineries will be visited. See page 4 under "Extracurricular Activities."

6:00-7:30 p.m. **EARLY BIRD SOCIAL**

President and Mrs. Lee Golden 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 many old friends. Ask in the Registration Area where the social is being held.

## FIRST DAY: Sunday, November 16

- 8:00 a.m.      **REGISTRATION/HOSPITALITY  
AREA OPEN**      Belvedere Foyer
- 8:30-4:30 p.m.      **NEW SUMMER SESSION  
ADMINISTRATORS' WORKSHOP**      Belvedere Room
- This workshop is designed to give new or relatively new summer administrators an overview of the different aspects involved in planning and managing a summer session.
- At the noon luncheon, workshop participants will be joined by members of the Standing Committees and the Administrative Council, the governing body of the Association. Each person will have an assigned luncheon partner. When entering the dining area, see Mike Nelson for your table assignment.
- 8:30 a.m.      Welcome & introductions: Megs Shea, SUNY at Stony Brook
- 8:50 a.m.      Discussion topics: (1) "The Big Picture": Jack Johnson, University of Minnesota, Twin Cities; (2) Budgetary Issues: Allan Fanjoy, University of Delaware; (3) Program Planning: John LaBrie, University of Southern Maine; (4) Promoting and Marketing the Summer Session: Cordelia Maloney, University of Illinois at Chicago; and (5) Data Collection and Final Reports: Dennis Edwards, University of Alaska Anchorage.
- 10:10 a.m.      Break
- 10:25 a.m.      Overview of Discussion Groups: Terry Iversen, University of Illinois Urbana/Champaign. (1) Institutions having 5,000 or more academic year students; (2) Institutions having 5,000 or fewer academic year students.
- 10:00-11:30 a.m.      **NAASS STANDING COMMITTEE MEETINGS**
- All committees will convene in the rooms listed below. After the meetings, each member will accompany an assigned partner to the New Summer Session Administrators' Luncheon in the Angel Room. All committee members are listed on page 20.
- Conference Site Selection Committee**      Amador Room
- Creative and Innovative Awards Committee**      El Dorado Room
- Finance Committee**      Mariposa Room
- Publications Committee**      Santa Barbara Room
- Research Committee**      Diablo Room
- 10:00 a.m.-noon      **NCCSS BOARD OF DIRECTORS**      La Jolla Room
- Noon-1:30 p.m.      **NEW SUMMER SESSION  
ADMINISTRATORS' LUNCHEON**      Angel Room

## FIRST DAY: Sunday, November 16

1:30-4:30 p.m. **NEW SUMMER SESSION ADMINISTRATORS' WORKSHOP** Belvedere Room

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

- 1:30 to 2:10 p.m. A. Creating an effective work plan and timeline for the scheduling of classes: John Labrie, University of Southern Maine.  
B. Different ways to handle salaries and contract issues: Allan Fanjoy, University of Delaware.
- 2:20 to 3:00 p.m. C. Programming and innovation: Donna Scarboro, The George Washington University  
D. Developing the budget: Sharon Alexander, University of Montana
- 3:10 to 4:00 p.m. Round Table: Terry Iversen, University of Illinois at Urbana/Champaign.
- 4:00 p.m. Closure: Evaluation of the Workshop, format and content. Suggestions and constructive criticism.

1:45-4:00 p.m. **ADMINISTRATIVE COUNCIL MEETING** Amador Room

4:15-5:30 p.m. **"NOT-SO-NEW" ADMINISTRATORS' ROUND TABLE** Mariposa/El Dorado

Following a tradition established several years ago, those of us who are "not so new" to the trials and tribulations of summer school administration will gather for a very informal time of sharing our successes and woes.

The central theme of our discussion this year will be "change." As Dolly Parton once said: "If you want a rainbow, you gotta put up with the rain." And so it is with change. Most of the time we don't like it but, in order to stay ahead, we have to at least put up with it.

Here are a few questions that might stimulate some discussion. What changes have taken place on your campus that affected your program? What were the results? What changes are in the works? What effect will these changes, if they come about, have on Summer School? What external changes are in the works? How might they affect us and our programs? Who are the "shakers and movers" leading these changes? Are there ways we can influence them? Have you personally been successful in doing so? If so, how?

- Moderator: R. Clinton Parker, Appalachian State University  
Recorder: Alex R. Waugh, University of Toronto-Woodsworth College



## SECOND DAY: Monday, November 17

|                         |   |                       |
|-------------------------|---|-----------------------|
| 8:00 a.m.               | <b>REGISTRATION/HOSPITALITY<br/>AREA OPEN</b>   | Belvedere Foyer       |
| 8:00-8:45 a.m.          | <b>CONTINENTAL BREAKFAST</b>  | Belvedere Foyer       |
| 8:45-9:45 a.m.          | <b>FIRST PLENARY SESSION<br/>Keynote Speech<br/>"What Will We Do When the Walls Come Down"</b>  | Angel/Belvedere Rooms |
| Presiding:              | Lee E. Golden, President of NAASS<br>University of Portland   |                       |
| Welcome:                | Dr. Carol Christ, Vice-Chancellor and Provost<br>University of California at Berkeley   |                       |
| Conference<br>Overview: | Anita D. McDonald, Conference Program Chair<br>University of Arizona  |                       |
| Introduction:           | Sybil P. Smith, Boston University   |                       |
| Keynote<br>Speaker:     | Dr. Peter Smith, President<br>California State University, Monterey   |                       |
| 9:45-10:00 a.m.         | <b>REFRESHMENT BREAK</b>  | Belvedere Foyer       |
| 10:00-11:30 a.m.        | <b>CONCURRENT SESSIONS</b>  |                       |
| <b>Session 1</b>        | <b>Web Site Registration:<br/>Enrollments the Easy Way</b>  | Angel Room            |
|                         | Considering a web site registration process? Hear presentations and join discussions on four key areas of concern:<br>(1) Why do it in the first place--internet registration as a marketing tool;<br>(2) Creating the form itself--software, design, electronic transmission;<br>(3) Collecting the fee--security, encryption, and on-line credit card authorization;<br>(4) Integrating the web form with the registration system, customizing forms, handling e-mail transmissions, downloading to a data base.<br>By the end of the session, participants should know if they have the capability and the inclination to start web site registration in 1998. |                       |
| Presenters:             | Gary W. Penders, University of California at Berkeley<br>Jim Duber, University of California at Berkeley<br>David Kwong, University of California at Berkeley<br>George Suennen, University of California at Berkeley   |                       |
| Recorder:               | Anne Fillmore, University of Arizona  |                       |

**Session 2**      **Catch the Wave of Change:**      Belvedere Room  
**International Summer Programmes**

This session will discuss existing policies, procedures, and issues in international summer programs geared toward international clientele, as well as trends, as we ride the waves of change. Presenters will invite the audience to engage in a discussion of potential collaborations for providing students within a cross-cultural framework.

- Moderator: Lilieth H. Nelson, The University of The West Indies  
Presenters: Libby Kay, University of British Columbia (Canada)  
Sarah Omrod, University of Cambridge (England)  
Daniel Wick, University of California-Davis (USA)  
Recorder: John G. LaBrie, University of Southern Maine

**Session 3**      **Fundamental Strategies for**      Sierra Nevada Room  
**Effecting Institutional Change**

Successful summer administrators have found there are fundamental strategies that can be engaged to effect institutional change and advance the goals of your summer program. These strategies are particularly important to administrators of newly created summer offices, or those administrators who work in environments where there is a need to gain campus trust and respect.

Presenters will share specific examples and provide suggestions on how these core strategies can be applied regardless if you are employed in a community college, private, or public research setting. These strategies to be discussed will not be dependent upon your position or status within your institution. Rather, they will be directly related to your willingness and ability to take a personal and pro-active approach to administering your summer program.

- Moderator: Nicholas Jewell, Vice-Provost  
University of California at Berkeley  
Presenters: Leslie J. (Les) Coyne, Indiana University  
Darlene Zellers Samelko, University of Pittsburgh  
Recorder: James R. Pollicita, Miami University Oxford

**Session 4**      **Research Forum: Part A**      California Room  
**Student Carrying Load: The Forgotten Variable**

Many of us spend a great deal of time and money trying to attract new students and the increase credit hours taught. We assume our own students will automatically attend the summer term. However, perhaps the easiest way to increase credit hours taught is to increase the average carrying load for summer.

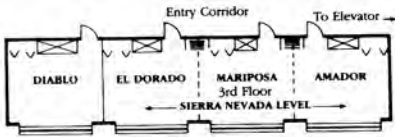
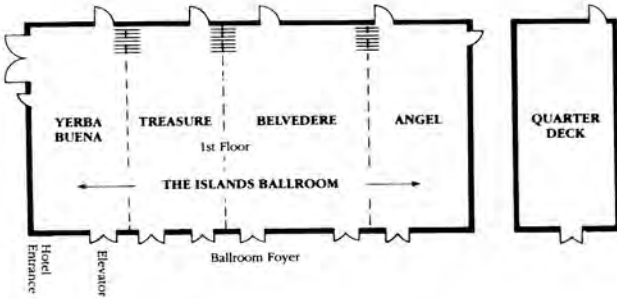
### Session 4      Research Forum: Part A (continued)

An examination of sources of systematic variations with ratings of student satisfaction on the Summer Session Course Evaluations provides possible implications for institutional and curricular programming changes will be shared.

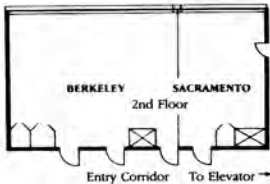
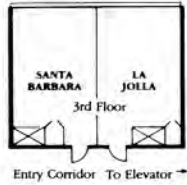
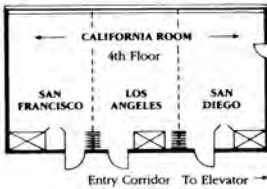
A study was conducted to examine the factors that affect the operation of continuing education profit centers at over 75 community colleges in Maryland, Virginia, Delaware, New Jersey, New York, and Pennsylvania. The study identified factors most commonly cited for successful profit centers and those inhibiting success.

- Moderator: Donald L. Piper, University of North Dakota  
Presenters: Lee E. Golden, University of Portland  
              Anita D. McDonald, University of Arizona  
              Greg Williams, Towson State University  
Recorder: Robert L. Hasenstab, Saint Louis University

## Ballroom and Meeting Rooms



## Conference Center



## SECOND DAY: Monday, November 17

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### 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** Diablo Room

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

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

#### **North Central Region** Berkeley Room

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

Presiding: Robert L. Hasenstab, Regional Vice-President  
Saint Louis University

#### **Northeastern Region** Sacramento Room

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

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

#### **Southern Region** Quarter Deck-Front

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

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

#### **Western Region** Quarter Deck-Back

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: Debra Barger, Regional Vice-President  
California State University, Chico

## SECOND DAY: Monday, November 17

1:45-3:00 p.m. **SECOND PLENARY SESSION:** Angel/Belvedere Rooms  
**Panel Presentation**

### "Summer Session Homeostasis"

In organisms—or in species—homeostasis is not easy to achieve. There are various stresses that play upon the biotic community that tend toward entropy. However, once a system, be it in the micro, single organism sense or in the macro, species sense, reaches homeostasis, it becomes relatively stable.

It seems that the same can be said about summer session administration. There are various forces at play that point to entropy. It takes a great deal of energy to reach homeostasis equilibrium. However, once that equilibrium is reached, then what is involved is careful management. The destructive forces have been kept in check, though some are important to the survival of the operation.

Just as it is important for the survival of a species—that the weak and degenerate members become prey and do not contribute to the continuation of the gene pool—so it is important in summer administration that the market forces and central administrative oversight kill weak and unsuitable programs and courses. In this way, the species -- or summer session—can remain strong. Maximizing productivity is put in check.

If too many members of the species come into existence, they will deplete the requisite supply of natural resources necessary for their existence to such an extent that they will begin to starve; hence, what is desirable is an "optimal" state in which the various resources are balanced with the need of the species.

In the case of the summer session, maximizing can lead to an over production of courses, program, position, etc., which eventually degenerate and deplete available resources. Hence, "optimizing" is crucial.

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: Judith W. Carr, Pacific Lutheran University

3:00-3:15 p.m. **REFRESHMENT BREAK**

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

**Session 5 Research Forum: Part B** California Room  
**"Enrollment Behaviors of Summer Session Students";  
"Stress and Summer Session Administrators";  
and Summer Academe**

All of us, from time to time, must make changes in our support services, curriculum, and tuition and fees. What is the impact of these changes likely to be on enrollments in our summer session programs? Come and find out how students reacted to some of these changes at Keene State College in New Hampshire.

For most of us, stress is an inevitable part of our lives. This study will improve your understanding of issues that motivate and impede the job performance of summer session administrators. Comparisons to other higher education administrators will be made.

Our new summer sessions journal, *Summer Academe*, is growing and developing. Come and join editor David Schejbal in a brief discussion of future plans for the journal.

Moderator: Donald L. Piper, University of North Dakota

Presenters: Joan M. Donnelly, Keene State College  
M. Leslie Sadler & Alton L. Taylor, University of Virginia  
David Schejbal, Northwestern University

Recorder: Jennifer Majewski, University of Rochester

**Session 6 Beyond Black Boxes, Bells, and Whistles:** Angel Room  
**Educational Technology, Distance Learning,  
Campus Politics, and Summer Sessions**

This session will discuss the use of various distance learning technologies as they may be utilized in support of summer session. The use of distance learning strategies, such as compressed video, internet-based courses, various asynchronous strategies, satellite links, or campus video courses will be reviewed with attention to costs, comprehensiveness, and outcomes assessment.

The model distance learning program at the University of Great Falls will be presented as a cost-efficient, time-management friendly, comprehensive distance learning strategy. A discussion of a variety of campus political factors, which often impact both distance learning programs and summer session activities, will be presented.

Moderator: Sharon E. Alexander, University of Montana

Presenters: Colby Currier, University of Great Falls

Recorder: Debra Barger, California State University, Chico

## SECOND DAY: Monday, November 17

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

**Session 7    Programs/Courses for Gifted and Talented Jr. High and High School Students**    Belvedere Room

The development, design, and marketing of programs for talented junior and senior high school students will be discussed.

Moderator: Shelia J. Maye, Hampton University

Presenters: C. David Nyman, Southern Utah University  
Paul J. Will, SUNY-College at Oswego

Recorder: Barbara Gotshall, Colorado State University

**Session 8    Catalog 102**    Sierra Nevada Room

Join in a discussion with graphic designers and your colleagues on how to get started in putting a good quality catalog together. We'll discuss printer selection, budget, design, layout, and numerous other factors to consider.

This session is designed for beginners, but all are welcome to bring their expertise and experience to the discussion.

Presenters: Carl Jensen, University of Southern Colorado  
Peter Rosenblum, Seton Hall University  
Karen H. Sibley, Brown University

Recorder: Karen Crawford, University of California, Irvine

5:30-10:30 p.m.    **PRESIDENT'S RECEPTION, DINNER,  
AND CRUISE ON SAN FRANCISCO BAY**

We board the dining yacht *Empress Hornblower* right at the hotel's pier and enjoy the President's Reception and dinner as we cruise San Francisco Bay.

During our journey, we get a close-up view of Alcatraz Island, the former maximum security Federal Penitentiary and residence for some of the country's most infamous criminals. We later glide under the famous Golden Gate Bridge and are treated to a stunning view of the San Francisco skyline after sunset.



- 7:45-8:30 a.m. **BREAKFAST** Angel/Belvedere Rooms
- 8:30-9:30 a.m. **THIRD PLENARY SESSION** Angel/Belvedere Rooms  
**"Distance Education and Accreditation:  
Will Accreditation Catch the Wave or be Swamped?"**  
Presiding: Victor N. Kobayashi, University of Hawai'i at Manoa  
Speaker: Ralph A. Wolff, Executive Director  
Western Association of Schools and Colleges
- 9:30-10:30 a.m. **COFFEE BREAK AND AWARDS POSTER SESSION** Angel/Belvedere Rooms  
Creative and Innovative Awards finalists will present their programs in a poster session format. Conference attendees will have an opportunity to visit each presentation and discuss the projects in detail.  
Presiding: Rina DeRose-Swinscoe, California State Univ., Sacramento  
Chair, Creative and Innovative Awards Committee
- 10:40-11:30 p.m. **FOURTH PLENARY SESSION** Angel/Belvedere Rooms  
**"The Impact of Demographic Changes on  
Higher Education: Challenges and Opportunities"**  
Presiding: Anita D. McDonald, University of Arizona  
Speaker: Dr. Deborah Carter, Associate Director  
Office of Minorities in Higher Education  
American Council on Education
- 11:45-12:30 p.m. **CONCURRENT SESSIONS**
- Session 9 The Publication Design in an Automated Postal Environment** Angel Room  
The United Postal Service is a nonprofit federal government agency, and its rules and regulations are dictated by Congress. Summer session administrators will at some point be forced to deal with the recent automation advances and mailing guidelines set forth by the U.S.P.S., while engaging in direct-mail marketing campaigns and publication mailings. The ever-changing technology of mail processing, which allows for the timely distribution of publications, not to mention the tremendous cost-saving potential involved in following the guidelines, has prompted college and university mail service management and printing management offices to enforce adherence to automated mail standards.  
This session will analyze mail piece design and enable those responsible for summer marketing to produce publications that will be efficiently distributed, while easing impact on mail allo-

## THIRD DAY: Tuesday, November 18

cation in the summer budget. Learn to design publications that will be automation compatible, while at the same time be unique; avoid the pitfalls in your publication design that will force you to pay later in time, cost, and effort; obtain compatible mailing addresses that are CASS certified; know that your publication printer will understand and address what needs to be accomplished. Questions, answers, and discussion will follow this presentation.

Moderator: Michele Lasak, University at Albany-SUNY  
Presenters: Joanne Razzano, University at Albany-SUNY  
Al Jones, Mailpiece Design Analyst  
Oakland, California, Postal Business Center  
Recorder: Constance E. Wildfang, Western Oregon University

### Session 10 **What Every President and Chief Academic Officer Should Know About Summer School** Belvedere Room

As part of his duties as president of the North Central Conference on Summer Schools (NCCSS), Ron Wasserstein is preparing an electronic document that will be available to all summer session administrators. This document, designed so that it can easily be adapted for use at a variety of institutions, will discuss the fundamental factors that drive summer session and make it unique from other sessions.

In his presentation, Ron will outline a draft of the document, and he hopes for a lively discussion that generates a number of ideas to make it better. If you have things you want to tell your CEO or CAO (and they are printable), please come and share.

Moderator: M. Joanne (Jody) Fisher, Loyola Marymount University  
Presenter: Ronald L. Wasserstein, Washburn University of Topeka  
Recorder: James L. Murphy, University of North Carolina at Chapel Hill

### Session 11 **Anatomy of an Annual Report Based on Zero-Based Budgeting** Sierra Nevada Room

Arizona State University used zero-based budgeting during the summer session to help departments/colleges assess offerings that would meet the student needs, as well as allow departments to end with a higher residual. The process and reports used for zero-base through budgeting, registration, and number reassessment to final counts in the annual report will be the focal point of this presentation.

Moderator: Michele V. Price, Western Oregon University  
Presenter: Carol Switzer, Arizona State University  
Recorder: Jean Lenzi, McGill University



## FOURTH DAY: Wednesday, November 19

- 7:45-8:15 a.m.     **BREAKFAST BUFFET**                     Angel/Belvedere Rooms
- 8:15-8:45 a.m.     **ANNUAL BUSINESS MEETING**     Angel/Belvedere Rooms  
Committee reports will be delivered, old and new business will be addressed, a review of the 1997 Fiscal Year will be presented, and the 1998 Fiscal Year budget will be submitted and voted upon.
- Presiding:     Lee E. Golden, University of Portland  
President of NAASS
- Reporting:     Sharon E. Alexander, Treasurer of NAASS  
Committee Reports:  
    Judith W. Carr – Conference Site Selection  
    R. Clinton Parker – *Ad hoc* Constitution  
    Michael U. Nelson – Membership  
    Victor N. Kobayashi – Nominations and Elections  
    David Schejbal – Publications  
    Donald L. Piper – Research
- Recorder:     Michael U. Nelson, Executive Secretary of NAASS
- 9:00-10:30 a.m.   **FIFTH PLENARY SESSION**             Angel/Belvedere Rooms  
**Catalog Clinic**  
If you've sent your catalog in for review, or if you didn't but want to see what people are creating, come to the annual Catalog Clinic and get pointers on publishing "do's" and "don'ts."  
We'll look at cover designs, layout, and text presentation and give committee responses to the many catalogs received. Join the discussion, so that we can all learn how better to do our publications.
- Panelists:     Carl Jensen, University of Southern Colorado  
    Rhonda Mitchell, University of Arizona  
    Peter Rosenblum, Seton Hall University  
    Karen H. Sibley, Brown University
- 10:30-10:45 a.m.   **REFRESHMENT BREAK**                     Belvedere Foyer
- 10:45 a.m.-noon   **FIFTH PLENARY SESSION**             Angel/Belvedere Rooms  
The Catalog Clinic continues after the break.
- 12:00 noon       **34th ANNUAL CONFERENCE ADJOURNMENT**
- 12:00-2:00 p.m.   **ADMINISTRATIVE COUNCIL MEETING**   El Dorado Room
- 1:00 p.m.         **TOUR OF ALCATRAZ AND UNION SQUARE SHOPPING**  
    *See page 5 under "Extracurricular Activities."*

## 1997 NAASS STANDING COMMITTEES

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Committee members are expected to attend their respective committee meetings at 10:00 a.m. on Sunday, November 16, and then accompany a new member to the **New Summer Session Administrators' Luncheon** at noon.

### **Conference Site Selection**

Judith W. Carr, Chair  
K. Lloyd Carswell  
Michael V. DeRensis  
Verla Fish  
Libby Kay  
Gary W. Penders  
Karen H. Sibley  
Darlene Zellers Samelko

### **Creative and Innovative Awards**

Rina DeRose-Swinscoe, Chair  
M. Joanne (Jody) Fisher  
John G. LaBrie  
John H. Leffler  
Russell M. McIntire Jr.  
Judith Potter  
James H. Powell  
Patricia Palmer Sine  
Janet M. Wagner  
Sandra L. Willcox

### **Finance**

Sharon E. Alexander, Chair  
Debra Barger  
James A. Brown  
Jean Lenzi  
James L. Murphy  
Ronald L. Wasserstein

### **Nominations and Elections**

Victor N. Kobayashi, Chair  
John F. Cudd Jr.  
Jack K. Johnson  
Sybil P. Smith  
K. Jil Warn

### **Publications**

David Schejbal, Chair  
Pam Brown  
Jennifer Majewski  
Rosemary W. Owens  
Michele V. Price  
Alton L. Taylor

### **Research**

Donald L. Piper, Chair  
Alice Dionne  
Allan Fanjoy  
Renate Hennigan  
Jack K. Johnson  
Raymond R. Lagesse  
Lilieth H. Nelson  
Raymond C. Rapp  
Janet Dietrick Rooney  
David Scott  
William Wiesner

*NOTE: Anyone interested in serving on one of these committees in 1998 should contact the appropriate chair or President-Elect Anita D. McDonald. Committee assignments are made after the first of the year.*



Hosted by  
University of California at Berkeley

Held at the  
Berkeley Marina Marriott Hotel