North American Association of Summer Sessions
36th Annual Conference

November 7-10, 1999
Spearfish, South Dakota
North American Association
of Summer Sessions

36th Annual Conference

November 7-10, 1999
Spearfish, South Dakota
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1999 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
Karen H. Sibley
Brown University

Northeastern Vice President
Mega Shea
SUNY at Stony Brook

President-Elect
Donna Scarboro
The George Washington University

Southern Vice President
Evelyn E. Nettles
South Carolina State University

Past President
Anita D. McDonald
The University of Arizona

Western Vice President
Debra Barger
California State University, Chico

Treasurer
James L. Murphy
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At-Large Member
R. Clinton Parker
Appalachian State University

Middle States Vice President
John H. Leffler
Montclair State University

At-Large Member
James R. Pollicita
Miami University

North Central Vice President
Howard Martin
University of Wisconsin-Madison

At-Large Member
Alex R. Waugh
University of Toronto

* * * * *

Executive Secretary
Michael U. Nelson
43 Belanger Drive
Dover, New Hampshire 03820-4602
NAASS@aol.com
Conference Registration: Complete the enclosed Conference Registration Form and submit it, along with the appropriate fees, no later than October 25, 1999. All fees paid, less $20.00, are refundable if the registration is cancelled before Friday, October 22, 1999. The Basic Registration Fee of $255.00 includes all planned meals and activities except the early arrival Saturday trip to Devils Tower, the New Administrators’ Workshop, and the Web Workshop.

Make checks payable to "Black Hills State University" and mail — together with the Conference Registration Form — to the address stated on the Conference Registration Form.

Multiple Institutional Registrations: A reduced registration fee is available to any institution bringing more than two people to the conference. The first two attendees pay the Basic Registration Fee of $255.00 for NAASS members or $355.00 for non-NAASS members. Additional registrants from that same institution pay $225.00 each. Please submit all registrations at the same time to ensure proper credit.

Spouse/Guest Tickets: Additional tickets for spouses or guests are available for all non-meeting functions. Tickets are also available for spouse/guest activities planned for Sunday, Monday, and Wednesday — as described under "Extra-curricular Activities" — and on the Conference Registration Form.

Hotel Reservations: The hotel conference rate is $60.00 (double or single); $80.00 for a suite. Please note that the final date for securing guaranteed hotel reservations is Saturday, October 16, 1999. You may call the Spearfish Holiday Inn at 1-800-999-3541, specifying the conference name and dates. You may also make your reservation online by addressing it to www.holidayinn-spearfish.com. Other accommodations are also available at nearby motels.

Parking: Hotel parking is free for all guests.

Air Transportation: Check out the accompanying information on the reduced air fares being offered by United, Northwestern, and Delta airlines. Transportation from the airport can also be arranged through the designated travel agent by calling 1-800-529-0105.

Weather: Spearfish enjoys "Indian Summer" during October and November. The temperature, however, may range from 40 to 60 degrees during the day and drops to the 20s and sometimes the teens at night. Usually, there is not much snow at this time of year, but an occasional dusting (up to an inch or two) may happen.

Dress: Remember this is a retreat! Plan for casual clothes to ALL events.

Restaurants and Attractions: Transportation to Deadwood has been arranged for Saturday and Monday evenings for those who wish to visit this historic city and enjoy fine dining. A comprehensive listing of all restaurants in the Spearfish and Deadwood areas will be included in your registration packet.
EARLY BIRD EVENTS: Saturday, November 6

Visit the Historic Mining Museum and Devils Tower  
9:00 a.m. to 5:00 p.m.

This excursion for early arrivals will take them through historic Deadwood to Lead (pronounced LEED) to visit the Mining Museum. This part of the tour is a demonstration of how it was in yesteryear to mine ore from the Black Hills. The trip will continue to Spearfish Canyon, where halfway through this scenic drive we will stop for lunch. The tour continues through the Canyon to Spearfish for a short tour of the city en route to Devils Tower 30 miles to the northwest.

A short stop at Aladdin, Wyoming, on the return trip may occur, depending upon the length of time at Devils Tower. Some shopping opportunities will occur during the trip. If there is great interest in this trip, half of the group will go to Devils Tower first, doing the trip in reverse of the above description.

Cost: $40.00 per person.

Black Hills State University President’s Reception  
6:00 to 7:00 p.m.

Dr. Thomas Flickema, President of Black Hills State University, would like to invite all those arriving early to join him and other personnel from the University at the hotel on Saturday evening. The reception will be held in the Cedar Room.

Spouse/Guest tickets: $20.00 per person.

Dinner and Entertainment in Deadwood

Following the above reception, transportation has been arranged through Casinos in Deadwood for all who wish to visit this historic city, enjoy evening dining, and perhaps check out the shows and slots of the only legalized gambling center in western South Dakota. This transportation will be available especially on Saturday and Monday evenings, but other times may be arranged upon request.
FIRST DAY: Sunday, November 7

8:00 a.m.  REGISTRATION AREA OPEN  Convention Center

8:30 a.m.  CONTINENTAL BREAKFAST  Conference Room Foyer

9:00-3:00 p.m.  WEB WORKSHOP  Jonas Hall, Room 208
   A first-time offering for the NAASS conference, to be conducted on the Black Hills State University campus. This workshop will enable you to understand what those young whipper-snappers, on whom you are so dependent, are doing when they help you manage information on Web sites.
   Intended for beginners and near-beginners in Web skills, you will learn how to set up and edit a Web page, how to use graphics, and other basic skills. In the end, you will be able to update Web information, add links, import graphics, and many other useful functions. And perhaps best of all, you will be able to converse more knowledgeably with those in your institution who are already up-to-the-minute users and creators of Web sites. Cost for this workshop, including lunch, is $45.
   Presenter: Shirley Brost, Webmaster, Black Hills State University

9:30-4:00 p.m.  NEW ADMINISTRATORS’ WORKSHOP  Spruce & Aspen
   Overview: This workshop offers an overview of summer session administration and planning. It is also an opportunity for new or relatively new administrators to meet each other, share questions, answers, and experiences, and to learn from seasoned veterans.
   Members of the standing committees and the Administrative Council (the governing body of NAASS) join the new administrators for lunch, so that you are quickly integrated into the fabric of the organization with the very helpful and friendly people who are members. Perhaps the most important things you will discover are that your problems and concerns are shared by others, and that there is a wonderful network of peers and mentors to help you along.
   Program
   Co-chairs: Rina DeRose-Swincoe, California State University, Sacramento
   James Pollicita, Miami University
   Ron Wasserstein, Washburn University of Topeka
   Program: Marketing is important to everyone, so we have two workshops to assist you. In these Promotion/Marketing Workshops, we will discuss such items as reaching your own students, reaching beyond your own campus, print advertising issues, direct mailing, using radio/TV and the Web, and how to track your results.
NEW ADMINISTRATORS' WORKSHOP (continued)

In the Resources Workshop, you'll be introduced to a wealth of information available to help you, including Web pages, the Joint Statistical Report, Summer Session Questionnaires, regional organizations, the listserv, Summer Academe, summer session research bibliography, and more.

How we differ and how we are similar is the emphasis of the Organization and Operation Workshop. Summer session administrators need to be campus experts on not only their own sessions, but what others are doing as well. We'll cover organizational structure, the centralization spectrum, lengths of sessions, faculty compensation, and many other factors to help you place your institution's practices in a broader context.

Panelists: Jil Warn and Becky Arce, University of California at San Diego
   Promotion/Marketing Workshop I
   Larry Gingrich, State University of New York at Buffalo
   Promotion/Marketing Workshop II
   Renate Guilford, George Mason University
   Resources Workshop
   Ron Wasserstein, Washburn University of Topeka
   Organization and Operation Workshop
   James Pollicita, Miami University, and Rina DeRose-Swinscoe, California State University, Sacramento
   Top 10 Wrap-up

9:30 a.m. Welcome and introduction of workshop organizers and presenters.

10:00 - Concurrent Sessions #1
10:50 a.m. Promotion/Marketing Workshop I
   Resources Workshop
11:00 - Concurrent Sessions #2
11:50 a.m. Promotion/Marketing Workshop I
   Resources Workshop
12:00 noon Luncheon with mentors

10:00 a.m.-noon NCCSS BOARD OF DIRECTORS MEETING Room 104

10:30-11:45 a.m. NAASS STANDING COMMITTEE MEETINGS
All committees will convene in the rooms listed on the following page. After the meetings, each member will accompany an assigned partner to the New Administrators' Luncheon in the Cedar and Oak Rooms. All committee members are listed on page 21.
FIRST DAY: Sunday, November 7

Conference Site Selection Committee  Bear Butte
Creative and Innovative Awards Committee  Terry Peak
Finance Committee  Canyon
Membership Committee  Deer Mountain
Publications Committee  '76 Room
Research Committee  Swarm

12:00-1:15 p.m.  NEW ADMINISTRATORS' LUNCHEON  Cottonwood

1:30-4:00 p.m.  NEW ADMINISTRATORS' WORKSHOP (continues)
   1:30 - Concurrent Sessions #3
   2:20 p.m. Organization and Operation Workshop
             Promotion/Marketing Workshop II
   2:30 - Concurrent Sessions #4
   3:20 p.m. Organization and Operation Workshop
             Promotion/Marketing Workshop II
   3:30 - Top 10 List: The 10 most important things
   4:00 p.m. that administrators should know.

1:30-4:00 p.m.  ADMINISTRATIVE COUNCIL MEETING  Canyon

4:00-5:00 p.m.  "NOT-SO-NEW" ADMINISTRATORS'
                 ROUNDTABLE
   Join colleagues and old friends for an informal chat about
   current issues in summer session administration. All contri-
   butions to the agenda will be welcomed. You get the wisdom
   of the ages and the fresh ideas of all the ages and styles in
   our ranks. Those of you who have not been part of this discuss-
   ion in the past will find it an unparalleled opportunity to pick
   the brains of those who’ve been there and those who see it
   another way altogether.

   Moderator: Carla Rich Montez, Bradley University
   Recorder: Cathy Evans, George Mason University

5:00-6:30 p.m.  VOLLEY BALL AND POOL TABLE  Poolside

6:30-7:0 p.m.  SOCIAL HOUR  Convention Center Foyer

7:30-10:00 p.m. OCTOBERFEST  Oak & Cedar
   (See page 20 under "Extracurricular Activities" for details.)
CONTINENTAL BREAKFAST
Oak & Cedar

FIRST PLENARY SESSION: Willow & Aspen
Native American Tradition and Higher Education
For thousands of years, American Indian cultures prospered in the North American plains and designated the Black Hills area sacred territory. What are the important features of this culture that all Americans should understand? In our short time in South Dakota, what can we learn that will contribute to our mission as educators?

Professor Brokenleg, a member of the Rosebud Sioux tribe, will discuss the culture of the Sioux and will focus on traditional practice in raising and educating children. As an educator and counselor particularly noted for his successful work with youth at risk for emotional and other difficulties, Dr. Brokenleg has drawn on modern research and traditional notions of healing in redirecting the lives of the troubled young. Through this work, he has discovered some basic truths with potential to help those in the larger culture come to terms with the challenges of education.

Presiding: Karen H. Sibley, Brown University, President of NAASS
Welcome: Dr. Thomas O. Flickema, President of Black Hills State University
Speaker: Dr. Martin Brokenleg, Professor of Native American Studies, Augustana College (SD)

BREAK

THREE CONCURRENT SESSIONS

Session A Marketing for the Small- and Mid-Sized Institution

ever wonder how to stretch those marketing dollars and energies far enough? Presenters share tips for maximizing resources to market courses, events, and credit and noncredit programs. Discussions will include noncredit programs from pre-college to Elderhostel, as well as offerings for graduates and undergraduates.

Moderator: Judith W. Carr, Pacific Lutheran University
Presenters: Suzanne Crawford, Bowling Green State University
Karen Perry, Western Washington University
Karen H. Sibley, Brown University
Recorder: Constance C. Wildfang, Western Oregon University
10:15-11:45 a.m.  CONCURRENT SESSIONS (continued)

Session B  Management Roundtable  Spruce
A repeat of a successful session from 1998, this is an opportunity to address issues in organizational psychology by sharing cases, sharing experiences, sharing frustrations, and using the sounding board of others seeking the best avenues to excellent management of staff and information – and, of course, management of your managers as well.

Moderator:  Donna Scarboro, The George Washington University
Recorder:  Janet B. Wagner, University of Nebraska at Lincoln

Session C  Research Forum: Statistics and Research  Ponderosa
This year’s Forum begins with an overview of the application procedures and criteria used to secure research grants from the North American Association of Summer Sessions (NAASS), the North Central Conference on Summer Schools (NCCSS), the Western Association of Summer Session Administrators (WASSA), and the Association of University Summer Sessions (AUSS). Each of these organizations awards small grants for summer-related research. It may also be possible to pool awards for larger projects.

Next, the newly formatted Summer Sessions Joint Statistical Report (JSR) will be viewed, to include contents, potential issues, and ideas for the future.

Finally, a research project that used the JSR as a source will be presented: “Regular-year Faculty Participation in University Summer Sessions: An Analysis of Institutional Factors Using Joint Statistical Report Data.”

An examination of the factors associated with participation by regular-year faculty in university summer sessions, including: (a) role of summer tuition, i.e., partial- or whole-cost recovery, cost recovery plus overhead, etc.; (b) length of summer terms; (c) type of faculty contract; (d) presence of credit hour or course number limits imposed on individual faculty members; (e) basis for instructional salaries – flat amount for each rank, percent of academic year salary, etc.; and (f) use of salary caps on earnings.

Moderator:  Jack K. Johnson, University of Minnesota, Twin Cities
Presenters:  Lee E. Golden, University of Portland
Bobby Puryear, North Carolina State University
Recorder:  Dana S. Espinosa, College of Charleston
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 our newer members to begin the networking process. Some business of regional interest may also be conducted.

Middle States Region  Terry Peak
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  Oak
Members from Illinois, Indiana, Iowa, Kansas, Kentucky, Manitoba, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.
Presiding: Howard Martin, Regional Vice President
University of Wisconsin-Madison

Northeastern Region  Swarm
Members from Connecticut, Maine, Massachusetts, New Brunswick, New Hampshire, New York, Newfoundland, Nova Scotia, Ontario, Quebec, Rhode Island, and Vermont.
Presiding: Megs Shea, Regional Vice President
State University of New York at Stony Brook

Southern Region  '76
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: Evelyn E. Nettles, Regional Vice President
South Carolina State University

Western Region  Cedar
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
1:30-3:00 p.m.  THREE CONCURRENT SESSIONS

Session D  Skinny-dipping in the Quantum River: How Concepts of Complexity and Chaos Can Reshape Professional Demands

Attention candidates for burn-out and exhaustion. This two-plus-hour session, which extends until 3:45 p.m., offers an opportunity to renew your energy. Participate in stimulating discussion and activities designed to explore how the "hard" sciences affect our leadership and organizational practices. What might our work be if chaos and complexity theory were our mind-shapers, rather than Newtonian and Cartesian models, which were in use long before the Industrial Revolution?

This session provides tantalizing possibilities for dealing with burgeoning work loads, chaotic assignments, and unrealistic expectations. Arty Trost, a seasoned, professional consultant and trainer, will lead you through some discussion and exercises to help refresh your sense of your role as a campus leader.

Presenter: Arty Trost, consultant, author, faculty member, and owner of her own consulting firm, Organizational Dynamics.

Recorders: Barbara Gotshall, Colorado State University
Patricia Palmer, The Johns Hopkins University

Session E  Community Service and Social Outreach: Are We Involved?

We provide credentialed faculty, offer traditional courses in perhaps non-traditional formats, and then are asked to do something "different." Along with sports camps and lecture series, summer school can also look at the community beyond our campuses and ask ourselves these questions: "What can flow from gown to town? And what are the parameters in costs, programming, social sensitivity, and our individual commitments?"

Join us for a roundtable, interactive session highlighting the summer school program in relation to social outreach and service -- what we are doing, what we should be doing, and how best to do it.

Moderator: Judith Jamieson, Providence College
Presenters: Kay Fiset, Syracuse University
John J. Young, University of North Carolina at Greensboro
Recorder: Caroline Murphy, State University of New York at New Paltz
SECOND DAY: Monday, November 8

Session F  Summer Session and the Art (or absence) of Negotiation  Ponderosa

When you started in summer sessions, you probably thought, "Oh, all I have to do is set up classes, get the bulletin, and rake in the money." Or your friends said, "So what do you do the rest of the year?" Well, you found out that you had to do a lot more, and you had to develop new skills, including negotiating.

In your job, you must negotiate with central administration about overhead, deans and department chairs over classes, faculty over supplies and money, and even students on a variety of topics. During this session, veterans of summer will discuss their views on negotiating and will share some of their successful and unsuccessful efforts. If you have a specific problem, bring it to the session, and the panelists and audience participants will suggest strategies during the question and answer period.

Moderator: Larry G. Cobb, San Diego State University
Presenters: Paul Aizley, University of Nevada at Las Vegas
            Harry L. Norman, California State University, Fullerton
            K. Jil Warn, University of California, San Diego
Recorder: Wednesday Luria, Gallaudet University

3:00-4:00 p.m.  CREATIVE AND INNOVATIVE POSTER SESSION  Willow & Aspen

Have a look at materials that accompany the creative and innovative ideas submitted for awards. You will come away with a better sense of how colleagues seize opportunity or, in the absence of opportunity to seize, simply create. Your peers, whose programs are displayed, will be on hand to answer questions and hear your reactions.

Students and faculty are the real winners when administrators make good ideas come to life. But we are the audience that understands the effort and diplomacy behind the showpiece.

4:00-5:30 p.m.  THREE CONCURRENT SESSIONS

Session G  What Do You Know About Your Registration and Bill Payment Systems, and What You Should Know  Cottonwood

Registration and bill payment are an integral part of summer session and can provide a positive or negative opinion about your operation. You know what you know about these processes; we will discuss what you should know.
4:00-5:30 p.m.  CONCURRENT SESSIONS (continued)

How involved are you with the registration and bill-payment processes? Are they user-friendly? Do you have a working relationship with the Registrar’s Office? With the Cashier’s Office? Are you conversant with the data those operations rely upon? Can you get information for them or only from them? How are exceptions handled? What input do you have for making revisions in the registration and bill-payment procedures? What authority do you have in these areas? What are the various ways you can register students and obtain payment?

Explore the various registration and bill-payment procedures at your institution, the problems encountered, and how we improve our systems.

Moderator: Thomas A. Kujawski, Rutgers-The State University of New Jersey
Presenter: Allan Fanjoy, University of Delaware
Recorder: Bill G. Clutter, University of Maryland at College Park

Session H  Not Necessarily Summer: Winter Session, Travel Programs, and Other Ventures Within the Summer Office

Simply put, summer session is full-time work. However, because of the very nature of our seasonal work, many of us are also made responsible for coordinating and building other ventures within our universities.

Winter Session (a.k.a. inter-session), International Programs, and travel-based courses are logical and meaningful ways of expanding course opportunities. The coordination of these ventures can simultaneously create and solve problems for the summer director.

A description of the various other ventures commonly coupled with the Summer Session Office, and their pros and cons, will be presented. The panel will also explore the necessary building blocks and creative strategy needed to create these business ventures within already existing summer offices.

Presenters: John G. LaBrie, University of Southern Maine
Malisa Roberts, University of Massachusetts Boston

Recorder: Libby Kay, University of British Columbia
SECOND DAY: Monday, November 8

4:00-5:30 p.m. CONCURRENT SESSIONS (continued)

Session 1  Getting it Right: Challenges and Opportunities for Distributed-Learning Summer Session Programs

Spruce

The proliferation of new technologies is changing the way we think about program development for summer session. Historically, summer session has been primarily a campus-based program to serve students. This panel will explore some potential opportunities for using technology to expand summer session programs to reach students at any time and any place.

The panelists will share current uses of technology on their campuses, and how these can be adapted to develop a summer session distributed-learning program.

Moderator: Deb Gearhard, Director of Distance Education Dakota State University

Panelists: Ben Dar, Associate Vice President for Technology, Black Hills State University

Janet Lewis, Dean of Continuing Education, University of South Dakota

Recorder: Sybil P. Smith, Boston University

6:30-8:00 p.m. PRESIDENT’S RECEPTION

Cedar

(See page 19 under "Extracurricular Activities" for details.)
THIRD DAY: Tuesday, November 9

8:00-9:00 a.m.  BREAKFAST           Oak & Cedar

9:00-10:15 a.m.  SECOND PLENARY SESSION:

Crossing the Woolly Landscape in Higher Education

The borders that have traditionally defined the sovereignty of Higher Education have blurred with remarkable speed and force. Inside the Academy, the boundaries that have traditionally clarified who does what have shifted with equal speed.

Why is it that many continuing education administrators—those serving the less traditional constituents of the university—seem particularly well-suited to thrive in such ambiguity? Why are we being asked to move from the periphery to the core of our institutions in terms of shaping the emerging, yet still vague, role of higher education? And at what cost to the traditional values and visions of continuing education? Do summer session and continuing education administrators, by meeting shifting expectations, earn a sense of tired clarity that can give us confidence as a community of practice?

Presiding:  Donna Scarboro, The George Washington University,
            President-Elect of NAASS

Speaker:  Roger Whitaker, Associate Vice President for Academic
          Development and Continuing Education, The George
          Washington University

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

10:30-noon  THREE CONCURRENT SESSIONS

Session J  Effective Management of Change in Summer Session

This panel will examine some fundamental features of organizational change and offer some effective methods for management of these changes. Seasoned summer session administrators will share their experiences in managing internal and external forces that initiate change. Attendees will be given materials to use in describing and responding to change in their own institutions.

Presenter:  Alton L. Taylor, University of Virginia

Reactors:  John F. Cudd Jr., Internal Change Forces,
           North Carolina State University
           Howard Martin, External Change Forces,
           University of Wisconsin-Madison

Recorder:  Carla Cagioti, Southampton College of Long Island University
Session K  Budget Bloopers and Practical Pointers  Spruce

Our experts will entertain the audience with examples of Budget Bloopers, starring summer session administrators. Not to be outdone, Judge Judy will provide Practical Pointers for dealing with Budget Bloopers.

Seriously, what can go wrong? Well, when you’re dealing with budgets, a great many things. How better to avoid pitfalls than to have seasoned administrators share stories? What seemed very unfunny at the time makes for a good laugh and some important learning in retrospect. The summer session administrator’s equivalent of scary stories around the campfire!

And some serious advice about staying out of harm’s way.

Moderator:  Carol Switzer, Arizona State University
Presenters: Kathleen (Kathy) Kraus, SUNY at New Paltz
           Glen Sedivy, Portland State University
Recorder:  Laura Huggins, The George Washington University

Session L  Measuring and Communicating  Ponderosa

Summer Sessions’ Achievements

Summer sessions administrators have many masters and many customers to serve. It is important to let your audiences know how well your program is doing. This requires that you draw on skills not only as a public relations director, but also as a statistician and management consultant.

Lee Golden will address the myriad of roles and how to communicate effectively by determining what will be helpful to a given audience. When are charts and graphics “window dressing”? When is narrative explanation a waste of time? Does every report really have to come in bullets? How does the successful academic administrator choose the right language for getting across crucial information to the right people?

Ron Wasserstein and Jim Murphy will follow up with more detail on using statistics that come from what you, in your management consultant mode, might call external and internal environments. How does one keep statistics so that they are useful? What do you compare them to? Understanding data is an important component of being the campus expert on summer; it lets people know what’s going well and what the impediments might be when things do not go well.

Moderator:  Lee E. Golden, University of Portland
Presenters: James L. Murphy, University of North Carolina at Chapel Hill
           Ronald L. Wasserstein, Washburn University of Topeka
Recorder:  Rina Campbell, University of Illinois at Chicago
### THIRD DAY: Tuesday, November 9

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:15 p.m.</td>
<td>BUSES LEAVE FOR</td>
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<td></td>
<td>CRAZY HORSE MEMORIAL</td>
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<td>AND A RECEPTION AND</td>
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<td></td>
<td>BANQUET AT MOUNT RUSHMORE.</td>
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<td>(See page 20 under &quot;Extracurricular Activities&quot; for details.)</td>
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<tr>
<td>1:30-4:00 p.m.</td>
<td>Reception, presentation, and viewing of Crazy Horse Memorial.</td>
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<td>4:00-4:30 p.m.</td>
<td>Travel to Mount Rushmore National Memorial</td>
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<td>5:00-5:30 p.m.</td>
<td>Presentation by National Park Ranger and evening lighting of Mount Rushmore.</td>
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<td>5:30-7:00 p.m.</td>
<td>BANQUET RECEPTION</td>
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<td>(Includes a visit by President Teddy Roosevelt.)</td>
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<td>7:00-9:00 p.m.</td>
<td>ANNUAL AWARDS BANQUET</td>
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<td>Mount Rushmore</td>
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<td>Several presentations are to be made during the banquet.</td>
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<td>First, plaques will be awarded for those programs judged by the</td>
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<td>Creative and Innovative Committee to be the best in the following three categories:</td>
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<td>(1) Credit programs</td>
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<td>(2) Noncredit programs</td>
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<td>(3) Administrative programs</td>
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<td>After that, those institutions that have maintained an uninterrupted record of membership for 25 years are to be recognized.</td>
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**Presiding:** Karen H. Sibley, Brown University, President of NAASS  
**Presenter:** John H. Leffler, Montclair State University  
**Chair, Creative and Innovative Awards Committee**
FOURTH DAY: Wednesday, November 10

7:45-8:15 a.m.  BREAKFAST BUFFET  Cottonwood & Ponderosa

8:15-9:00 a.m.  ANNUAL BUSINESS MEETING  Cottonwood & Ponderosa
Committee reports will be delivered, old and new business will be addressed, the just-ended 1999 Fiscal Year will be reviewed, and the 2000 Fiscal Year budget will be presented and voted upon.

Presiding:  Karen H. Sibley, Brown University
President of NAASS

Reporting:  Treasurer’s Report – James L. Murphy, Treasurer
Committee Reports:
Conference Site Selection – Judith W. Carr, Chair
Finance Committee – James L. Murphy, Chair
Membership – Debra Barger, Chair
Nominations and Elections – Anita D. McDonald, Chair
Publications – Sharon E. Alexander, Chair
Research – Jack K. Johnson, Chair

Recorder:  Michael U. Nelson, Executive Secretary of NAASS

9:15-11:00 a.m.  MARKETING CLINIC  Willow & Aspen
Because summer session marketing includes a whole lot more than catalogs these days, the Catalog Clinic has expanded its focus to include all kinds of marketing: print advertising, direct mail, various kinds of collateral materials and, of course, Web sites.

As always, we’ll be asking what works and what doesn’t. We’ll also talk about marketing strategy: how to create one, and how to make sure that strategy is reflected in the pieces you produce. And, not least of all, we’ll talk about how to track your advertising to make sure it’s doing what you meant it to.

We will meet in plenary for an overview of what’s going on in summer session marketing. Then, we’ll break into smaller, interactive discussion groups organized around topical case studies. Choose the topic that interests you. Even if you have not submitted your marketing materials for review in the clinic, there will be time for discussion in the break-outs. So bring samples, questions, and all your acquired marketing wisdom.

Moderators:  Bill J. Kops, University of Manitoba
Cordelia Maloney, University of Illinois at Chicago

11:00-noon  ADMINISTRATIVE COUNCIL MEETING  Canyon

12:00 noon  36TH ANNUAL CONFERENCE ADJOURNS
EXTRACURRICULAR ACTIVITIES

Sunday, November 7: 1:00-4:00 p.m.  
Heritage Museum and Spearfish
Spouses and guests are invited to visit the Heritage Museum located just south of the hotel. This museum reflects the history of our area and includes memorabilia of Burl Ives and other well known artists. After the visit to the museum, tour participants visit the historic Booth Fish Hatchery and learn the history of early fishery in our area, learn the history of and visit the buildings on the property, and feed the fish and birds before returning to the hotel. Spouse/Guest tickets: $10.00 per person.

Sunday, November 7: 5:00-6:30 p.m.  
Volleyball and Pool
Join the fun and relax after a day of the New Administrators’ Workshop and committee meetings. Volleyball courts and pool tables will be set up poolside for your enjoyment.

Sunday, November 7: 7:30-10:00 p.m.  
Octoberfest
Ein, Zwei, Drei, Prost! Enjoy a German feast and polka with the Rushmore German Band, and enjoy the evening renewing friendships and making new friends. Spouse/Guest tickets: $45.00 per person.

Monday, November 8: 9:00 a.m.-4:00 p.m.  
Bear Butte and Rapid City
Spouses and guests are invited to join a tour to Bear Butte and Rapid City. In Rapid City, participants will explore the Prairie Edge, a site for Native American arts and crafts. They will also visit the Journey Museum and have some time for shopping. Lunch is not included in the cost of the trip, so individuals may select cuisine of their choice within the downtown Rapid City area. Restaurant information will be given in advance to those attending this event. Spouse/Guest tickets: $25.00 per person (includes transportation and entrance fees).

Monday, November 8: 6:30-8:00 p.m.  
President’s Reception
NAASS President Karen Sibley and the members of the Administrative Council invite you to help them celebrate the conference by joining them for refreshments before beginning your free evening. Spouse/Guest tickets: $20.00 per person.

Tuesday, November 9: 12:15-10:00 p.m.  
Visit to Crazy Horse Memorial, Banquet Reception, and Banquet at the Mount Rushmore National Memorial
Grab a box lunch, board a bus, sit back, and relax on a trip to Crazy Horse Memorial near Custer, South Dakota. Once at Crazy Horse, you will view the mountain and learn about it and about Native American culture through guides at the site. Coffee, tea, and cookies will be served during this visit.

At about 4:00 p.m., we will leave the Crazy Horse Memorial and make our way some 10 miles to Mount Rushmore for some shopping, a reception, lighting of the Memorial, and the Annual Awards Banquet. During the reception, Park officials will tell us some of the history of Mount Rushmore, and President Roosevelt has agreed to join us and talk briefly about his life and what he thinks of today. This will be followed by the banquet and additional entertainment to be announced at that time. Spouse/Guest tickets: $45.00 per person.
1999 NAASS STANDING COMMITTEES

Committee members are expected to attend their respective committee meetings at 10:30 a.m. on Sunday, November 7, and then accompany a new member to the New Administrators’ Luncheon at noon.

Conference Site Selection
Judith W. Carr, Chair
Charles K. Barletta
John H. Cudd Jr.
Judith Jamieson
Victor N. Kobayashi

Creative and Innovative Awards
John H. Leffler, Chair
Diane E. Aprile-Wass
Suzanne Crawford
Rina DeRose-Swinscoe
Anne Fillmore
Stacy P. Gato
Judith Jamieson
Michelle V. Price
F. Clayton Sessions

Finance
James L. Murphy, Chair
Debra Barger
Doug Lee
Jean Lenzi
Janet M. Wagner

Membership
Debra Barger, Chair
James Alarid
John H. Leffler
Howard Martin
Evelyn E. Nettles
Megan Shea
Valerie Smith
Diane E. Walters

Nominations and Elections
Anita D. McDonald, Chair
John F. Cudd Jr.
Lee E. Golden
J. Terry Iversen
Victor N. Kobayashi
Sybil P. Smith
Alton L. Taylor
K. Jil Warn

Publications
Sharon E. Alexander, Chair
Peter Balsamo
Martin Barry
Larry Gingrich
Anita D. McDonald

Research
Jack K. Johnson, Chair
Joan M. Donnelly
Allan Fanjoy
Lee E. Golden
Renate H. Guilford

Bill J. Kops
Kathleen (Kathy) Kraus
Lilieth H. Nelson
Don Olcott Jr.
Darlene Samelko

NOTE: Anyone interested in serving on one of these committees in 2000 should contact the appropriate chair or President-Elect Donna Scarboro. All committee assignments are made after the first of the year.
Name ____________________________

Title ____________________________

Institution ________________________

Mailing Address ______________________

City ____________________________ State/Prov _______ Zip/Postal Code _______

Telephone (____) __________ Fax (____) __________

E-mail __________________________ Website __________________________

Public/Private Institution ______ Undergraduate Enrollment _________

Name or nickname preferred on the name badge ____________________________

If spouse/guest will attend, his or her name __________________________

BASIC REGISTRATION FEE

$255.00 for NAASS members

* $355.00 for nonmembers

$225.00 for additional registrants from the same institution after the first two (See page 3)

*Any nonmember institution paying the $355.00 Basic Registration Fee will be automatically granted a one-year membership in the Association.

WEB WORKSHOP - $45.00 (includes luncheon)

NEW ADMINISTRATORS’ WORKSHOP

$60.00 (includes luncheon and materials)

EXTRACURRICULAR ACTIVITIES (See page 4)

Saturday: Mining Museum and Devils Tower Trip

___ person(s) @ $40.00 each = __________

TICKETS FOR SPOUSES OR GUESTS (See page 20)

Saturday: President Flickema’s Reception

___ person(s) @ $20.00 each = __________

Sunday: Heritage Museum and Spearfish Trip

___ person(s) @ $10.00 each = __________

Sunday: Octoberfest

___ person(s) @ $45.00 each = __________

Monday: Bear Butte/Rapid City trip

___ person(s) @ $25.00 each = __________

Monday: President Sibley’s Reception

___ person(s) @ $20.00 each = __________

Tuesday: Mount Rushmore, Reception, and Awards Banquet

___ person(s) @ $65.00 each = __________

TOTAL ENCLOSED ____________________________ $ __________

SUBMISSION OF FEES

Please mail your check or money order, payable to "Black Hills State University," along with this Conference Registration Form to: Extended Services, Black Hills State University, 1200 University Street, USB 9508, Spearfish, SD 57799-9508.

NOTE: Registrations may be cancelled and registration fees refunded (less $20.00 processing fee) if notice is received by October 20, 1999.

SESSION AND FOOD FUNCTION SELECTIONS

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: A B C
   Monday early afternoon: D E F
   Monday late afternoon: G H I
   Tuesday morning: J K L
   Wednesday morning: Marketing Clinic

2. I plan to attend the following food functions (please check):
   [ ] Saturday Evening's President Flickema's Reception
   [ ] Sunday Breakfast
   [ ] Sunday evening's Octoberfest
   [ ] Monday Breakfast
   [ ] Monday Regional Luncheon (specify region)
   [ ] Monday evening President's Reception
   [ ] Tuesday Breakfast
   [ ] Tuesday Reception and Awards Banquet
   [ ] Wednesday Breakfast

3. Please list any special diet needs: ______________________________________

For registration information contact:
Verla Fish at (605) 642-6771 or vfish@mystic.bhsu.edu

For program information contact:
Donna Scarboro at (202) 994-6360 or scarboro@gwu.edu