

**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**

---

## TABLE OF CONTENTS

---

1999 NAASS Administrative Council	Page 2
General Information	Page 3
Early Bird Events: Saturday, November 6	Page 4
First Day: Sunday, November 7	
Web Workshop	Page 5
New Administrators' Workshop	Page 5
NCCSS Board of Directors' Meeting	Page 6
NAASS Standing Committee Meetings	Page 6
New Administrators' Luncheon	Page 7
Administrative Council Meeting	Page 7
"Not-So-New" Administrators' Roundtable	Page 7
Social Hour and Oktoberfest	Page 7
Second Day: Monday, November 8	
First Plenary Session	Page 8
Morning Concurrent Sessions	Page 8
Regional Luncheons	Page 10
Hotel Meeting Room Facilities	Page 11
Second Day: Monday, November 8	
Early Afternoon Concurrent Sessions	Page 12
Creative and Innovative Poster Session	Page 13
Late Afternoon Concurrent Sessions	Page 13
President's Reception	Page 15
Third Day: Tuesday, November 9	
Second Plenary Session	Page 16
Three Morning Concurrent Sessions	Page 16
Tour, Reception, and Awards Banquet	Page 18
Fourth Day: Wednesday, November 10	
Breakfast Buffet	Page 19
Annual Business Meeting	Page 19
Marketing Clinic	Page 19
Administrative Council Meeting	Page 19
Extracurricular Activities	Page 20
1999 NAASS Standing Committee Members	Page 21



---

## 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**

Megs 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  
Univ. of North Carolina at Chapel Hill

**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](mailto:NAASS@aol.com)

---

## GENERAL INFORMATION

---

**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](http://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-Swinscoe, 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.

---

## FIRST DAY: Sunday, November 7

---

9:30-4:00 p.m. **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. | <b>NEW ADMINISTRATORS' LUNCHEON</b>  | Cottonwood              |
| 1:30-4:00 p.m.  | <b>NEW ADMINISTRATORS' WORKSHOP (continues)</b>  |                         |
| 1:30 -          | Concurrent Sessions #3   |                         |
| 2:20 p.m.       | Organization and Operation Workshop<br>Promotion/Marketing Workshop II   |                         |
| 2:30 -          | Concurrent Sessions #4   |                         |
| 3:20 p.m.       | Organization and Operation Workshop<br>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.  | <b>ADMINISTRATIVE COUNCIL MEETING</b>  | Canyon                  |
| 4:00-5:00 p.m.  | <b>"NOT-SO-NEW" ADMINISTRATORS'<br/>ROUNDTABLE</b>   | Swarm & '76             |
|                 | Join colleagues and old friends for an informal chat about current issues in summer session administration. All contributions 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 discussion 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.  | <b>VOLLEY BALL AND POOL TABLE</b>  | Poolside                |
| 6:30-7:0 p.m.   | <b>SOCIAL HOUR</b>   | Convention Center Foyer |
| 7:30-10:00 p.m. | <b>OCTOBERFEST</b>   | Oak & Cedar             |
|                 | (See page 20 under "Extracurricular Activities" for details.)  |                         |

---

## SECOND DAY: Monday, November 8

---

8:00-8:30 a.m. **CONTINENTAL BREAKFAST** Oak & Cedar

8:30-10:00 a.m. **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)

10:00-10:15 a.m. **BREAK**

10:15-11:45 a.m. **THREE CONCURRENT SESSIONS**

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

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



---

## SECOND DAY: Monday, November 8

---

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



---

## SECOND DAY: Monday, November 8

---

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

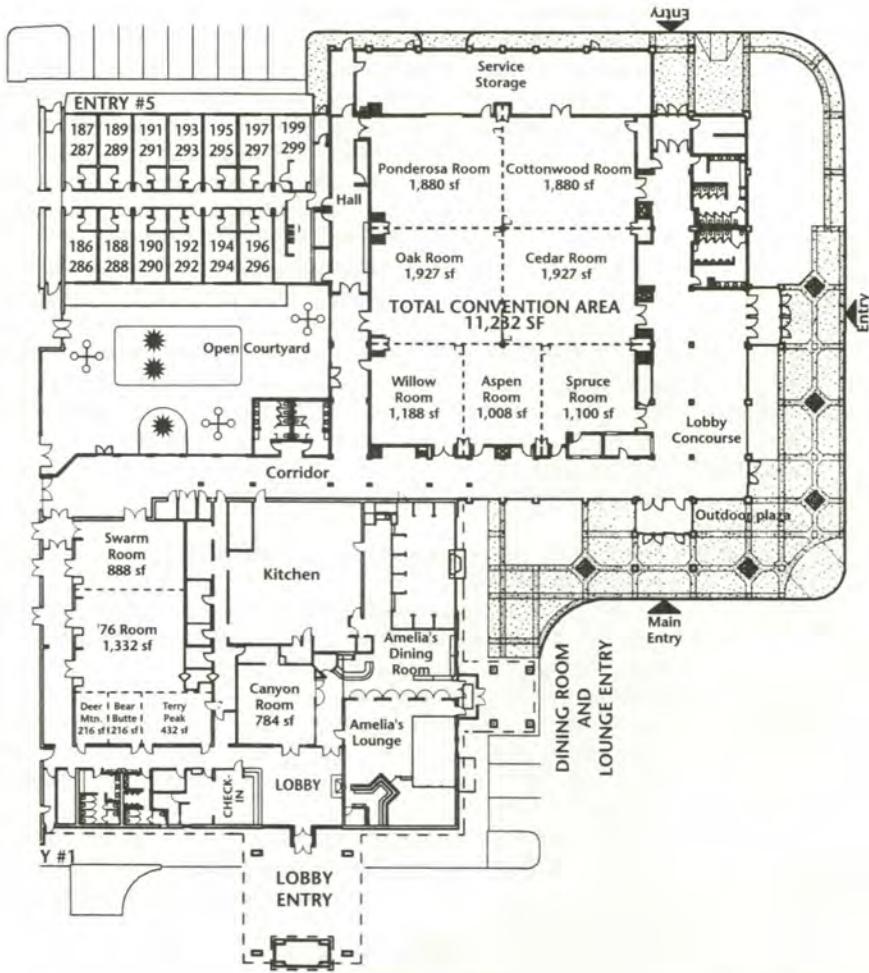
**North Central Region** Oak  
Members from Illinois, Indiana, Iowa, Kansas, Kentucky, Manitoba, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.  
Presiding: Howard Martin, Regional Vice President  
University of Wisconsin-Madison

**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

# HOTEL MEETING ROOM FACILITIES



---

## SECOND DAY: Monday, November 8

---

1:30-3:00 p.m. **THREE CONCURRENT SESSIONS**

**Session D** **Skinny-dipping in the Quantam River: Cottonwood**  
**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: Spruce**  
**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**      Ponderosa  
**(or absence) of Negotiation**

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**      Willow & Aspen  
**POSTER SESSION**

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**      Cottonwood  
**Registration and Bill Payment Systems,**  
**and What You Should Know**

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.

---

## SECOND DAY: Monday, November 8

---

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, Ponderosa  
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 I**    **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:** Willow & Aspen  
**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** Cottonwood

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 Caglioti, Southampton College of Long Island University

---

## THIRD DAY: Tuesday, November 9

---

### 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 Summer Sessions' Achievements** Ponderosa

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

---

- 12:15 p.m.      **BUSES LEAVE FOR**                      Conference Center Entrance  
**CRAZY HORSE MEMORIAL**  
**AND A RECEPTION AND**  
**BANQUET AT MOUNT RUSHMORE.**  
*(See page 20 under "Extracurricular Activities" for details.)*
- 1:30-4:00 p.m.      Reception, presentation, and viewing of Crazy Horse Memorial.
- 4:00-4:30 p.m.      Travel to Mount Rushmore National Memorial
- 5:00-5:30 p.m.      Presentation by National Park Ranger and evening lighting of  
Mount Rushmore.
- 5:30-7:00 p.m.      **BANQUET RECEPTION**                      Mount Rushmore  
*(Includes a visit by President Teddy Roosevelt.)*
- 7:00-9:00 p.m.      **ANNUAL AWARDS BANQUET**                      Mount Rushmore  
Several presentations are to be made during the banquet.  
First, plaques will be awarded for those programs judged by the  
Creative and Innovative Committee to be the best in the fol-  
lowing three categories:
- (1) Credit programs
  - (2) Noncredit programs
  - (3) Administrative programs
- After that, those institutions that have maintained an  
uninterrupted record of membership for 25 years are to be  
recognized.
- 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. Oktoberfest**

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 Sessoms

### 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  
Megs 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	Bill J. Kops
Joan M. Donnelly	Kathleen (Kathy) Kraus
Allan Fanjoy	Lilieth H. Nelson
Lee E. Golden	Don Olcott Jr.
Renate H. Guilford	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.*



# NOTES

o 1999 NAASS CONFERENCE REGISTRATION FORM o

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: Oktoberfest  
\_\_\_\_\_ 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** ..... \$ \_\_\_\_\_

---

o 1999 NAASS CONFERENCE REGISTRATION FORM o

---

**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](mailto:vfish@mystic.bhsu.edu)

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



**Hosted by**

**Black Hills State University**

**Held at**

  
**Holiday Inn®**

Spearfish, South Dakota

**1-800-999-3541**