North American Association of Summer Sessions
37th Annual Conference

November 5-8
Memphis, Tennessee
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“The Administrative Council is the governing body of the Association and shall consist of (a) the officers of the Association: the President, the President-Elect, and the Treasurer; (b) one Vice President from Each of the geographical regions designated as Association regions in the Bylaws; (c) three At-Large Members; and (d) the immediate Past President.” (Article V, Section 1, of the Constitution)

President
Donna Scarboro
The George Washington University

President-Elect
Bill J. Kops
University of Manitoba

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James L. Murphy
University of North Carolina
at Chapel Hill

Past President
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Western Vice President
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California State University, Chico

At-Large Member (Interim)
Allan G. Fanjoy Jr.
University of Delaware

At-Large Member
James R. Pollicita
Miami University

At-Large Member
Megs Shea
SUNY at Stony Brook

* * * * * * *

Executive Secretary
Michael U. Nelson
43 Belanger Drive
Dover, NH 03820-4602
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 20, 2000. All fees paid, less $20.00, are refundable if the registration is cancelled before Monday, October 16, 2000. The Basic Registration Fee of $289.00 includes all planned meals and activities except the Saturday, early arrival trip options, the New Administrators' Workshop, and the Web Workshop Plus.

Make checks payable to "University of Memphis/NAASS" and mail—together with the Conference Registration Form—to the address stated on the Form: NAASS Conference, Southwest Tennessee Community College, 5983 Macon Cove, Memphis, Tennessee 38134-7693.

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 $289.00 for NAASS members or $389.00 for non-NAASS members. Additional registrants from that same institution pay $259.00 each. Please submit all registrations at the same time to ensure proper credit.

Spouse/Guest Tickets: Additional tickets for spouses and guests are available for all non-meeting functions. Tickets are also available for spouse/guest activities planned for Saturday, Sunday, and Monday—as described under "Extracurricular Activities" on page 23—and on the Conference Registration Form.

Hotel Reservations: The hotel conference rate is $125.00 (single or double), $145.00 (triple), and $165.00 (quad). State and hotel taxes are 13.25%. Please note that the final date for securing guaranteed hotel reservations is Thursday, October 12, 2000. You may mail in your reservation, using the enclosed hotel envelope, or call 1-800-PEABODY (1-800-732-2539) to place your reservation. Select the Memphis Peabody option and reference the North American Association of Summer Sessions (NAASS) group block in order to obtain the conference rate. Other accommodations are also available at nearby hotels.

Parking: The Peabody hotel has paid valet and self-parking. Inquire from the Peabody when making your reservations.

Air Transportation: Memphis is served by Northwest Airlines and other major carriers. Consult your local travel agent for best pricing. Transportation from Memphis International Airport is via taxi. The availability of group transportation will be included in your confirmation packet.

Weather: Memphis weather in November is typically mild. There is no snow, and average day to night temperatures may range from the mid-60s to low 40s.

Restaurants and Attractions: A variety of dining venues and price levels are within walking distance of the Peabody Hotel. Beale Street, two blocks away, offers its own unique dining and musical possibilities. A comprehensive listing of nearby restaurants will be included in the registration packet.
The Delta Heritage Tour
8:45 a.m. to 5:00 p.m.

For those arriving on Friday, this "early bird," all-day tour explores the history and culture of the Mid-south. Buses will carry us from the Peabody Hotel into Mississippi for a tour of Holly Springs. Docents from The University of Mississippi ("Ole Miss") will accompany us and comment along the way to prepare us for a walk around a representative, old Southern town square, followed by tours of Montrose and Walter Place, two ante-bellum mansions.

We next drive through some of the hardwood forestland of the Mid-south along the way to Oxford, home of The University of Mississippi. The Oxford town square is very upscale and, after luncheon-on-your-own, there will be time to browse the bookstores and shop some of the specialty stores. There may even be a chance of encountering John Grisham walking the Square.

The next stop is a visit to Roane Oak, the home of William Faulkner, where the curator of the estate will give NAASS members a literary tour. And then, we travel through the delta backlands to experience, first-hand, the cotton fields, vestiges of slave-laborer shacks, rural outposts, and to contrast the old delta with the glitz and bustle of the Tunica gambling casinos of the new delta.

To conclude the day, the buses return to Memphis for a tour of the National Civil Rights Museum, located at the Lorraine Hotel where Dr. Martin Luther King Jr. was murdered. After touring the Museum, participants may choose to take a leisurely ride on the downtown trolley loop to view the city sights and the mighty Mississippi River on the way back to the Peabody Hotel. Cost: $50.00 per person.

Memphis City Tour
1:30 to 5:00 p.m.

For members arriving too late to join the Delta Heritage Tour on Saturday morning, there will be a "late bird tour" in the afternoon. This tour will include the sights, sounds, and history of Memphis. It gives participants a taste of the city's heritage and history along Beale Street, the Slave Market District, and Auction Street.

The story of the world's greatest music revolution will unfold at the Memphis Rock 'N Soul Museum, the city's newest attraction. Sites of Memphis, seen in the movies The Firm and The Client, will fall into place with views of Mud Island, the Pyramid, and Court Square.

The legends and folklore of the Mississippi River will emerge at the Mississippi River Museum. Cost: $25.00 per person.

Early Bird Reception
6:00 to 7:00 p.m.

President Donna Scarboro will "receive" NAASS early arrivals in the W-C Handy Suite of the Peabody Hotel for fellowship, retelling of the day's adventures, and planning dinner excursions about town. Spouse/Guest tickets: $5.00 per person.
8:00 a.m.  
REGISTRATION AREA OPEN  East Mezzanine

9:00 to 3:30 p.m.  
NEW ADMINISTRATORS' WORKSHOP  Forest

This workshop offers an overview of summer session administration and planning. It is an opportunity for new or relatively new summer session administrators to meet, share experiences, and learn together.

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 others share your problems and concerns, and that there is a wonderful network of peers and mentors.

Program:  James R. Pollicuta, Miami University
Co-chairs:  Renate H. Guilford, George Mason University
Program:  Promotion and marketing are important to everyone, so we will discuss such items as gathering and understanding market information, 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. We will also discuss the use of institutional data in planning and implementing marketing strategies.

In the Organization and Programming Workshop, we will discuss challenges related to innovative programming and organizational issues, including where summer sessions are housed, length of sessions, and many other realities of summer session administration.

The collection and use of relevant, timely, and accurate budget and enrollment data are vital to the summer session operation. In the Financial and Data Management Workshop, we will explore creative financial methods, techniques, and strategies for analyzing budget and enrollment information, and it can be used effectively.

Presenters:  Patricia Palmer - The Johns Hopkins University
  Libby Kay - The University of British Columbia
  Organization and Programming Workshop
  Bill Clutter - University of Maryland-College Park
  Financial and Data Management
  Loy D. Lytle - University of California-Santa Barbara
  Promotion and Marketing Workshop
  Allan G. Fanjoy Jr. - University of Delaware

NAASS Resources
FIRST DAY: Sunday, November 5

NEW ADMINISTRATORS' WORKSHOP (continued)
9:00 a.m. Welcome and Get Acquainted
10:00-11:00 a.m. Organization and Programming Workshop
11:15-11:45 a.m. Financial and Data Management
11:45 a.m. Luncheon with mentors (program continues after luncheon).

10:00 to 11:45 a.m. NAASS STANDING COMMITTEE MEETINGS
All committees will convene in the rooms listed below.
After the meetings, each member will join an assigned partner at the New Administrators' Luncheon in the Hernando Desoto Room. All committee members are listed on page 24.

- Conference Site Selection: Claiborne
- Creative and Innovative Awards: Devonshire
- Finance: Exeter
- Membership: Fortuna
- Publications: Hawthorne
- Research: Kentshire

11:45 a.m.-1:00 p.m. NEW ADMINISTRATORS' LUNCHEON Hernando Desoto

1:00 to 3:30 p.m. NEW ADMINISTRATORS' WORKSHOP (continues) Forest
1:00-1:30 p.m. Financial and Data Management (continues)
1:30-2:30 p.m. Promotion and Marketing Workshop
2:30-3:30 p.m. Discussion on NAASS resources and Wrap Up

1:00 to 5:00 p.m. WEB WORKSHOP PLUS
This successor to last year's conference workshop is to be held on the Southwest Tennessee Community College campus and offers a choice of two, hands-on levels.
Level I is for beginners and near-beginners in Web skills and will include Web page set up and design, editing, text and graphics importing, as well as information updating.
Level II is for those who already have familiarity with Web page management. A pre-conference assessment will be used to focus on those topics of highest interest; more advanced Web page techniques will be presented. Cost: $40 (includes handouts and transportation).

- Presenters: Webmaster instructors from Southwestern Tennessee Community College

1:00 to 4:00 p.m. ADMINISTRATIVE COUNCIL MEETING Hawthorne
FIRST DAY: Sunday, November 5

4:00 to 5:30 p.m.  “NOT-SO-NEW” ADMINISTRATORS’ ROUNDTABLE

Join colleagues and old friends for an informal chat about current issues in summer session administration. The roundtable is a great opportunity to tap into the collective experience of NAASS members. Everyone walks away with something to think about and at least one new idea to put into practice. All contributions to the agenda are welcome. If you have not joined this discussion in the past, don’t miss it this time.

Moderator: Megs Shea – State University of New York at Stony Brook
Recorder: Rosemary Owens – Middle Tennessee State University

5:00 to 6:00 p.m. NCCSS BOARD OF DIRECTORS MEETING

6:00 to 7:30 p.m. HOST INSTITUTIONS’ RECEPTION

Our hosts – Southwest Tennessee Community College, The University of Memphis, and The University of Mississippi – host this reception and invite members to join them for some refreshment and conviviality before going out to dinner.

Dr. Dave Evans (Dr. Dave), a world-renowned authority on the Blues, will play and tell tales about the Blues to get us into the groove of Memphis.

7:30 p.m. Explore Memphis and dinner on your own.
SECOND DAY: Monday, November 6

7:30 to 8:15 a.m. CONTINENTAL BREAKFAST Hernando Desoto

8:15 to 8:45 a.m. MEMPHIS MUSIC 101 Continental Ballroom
Professor David H. Evans, an ethnomusicologist and musician from The University of Memphis, will use Memphis as a window into understanding the history and culture of the South.

8:45 to 10:15 a.m. FIRST PLENARY SESSION Continental Ballroom
Changing World, Changing Needs: Students and Communities in the 21st Century
We've all heard lots in the past two decades about a "globalized" world and the impact of technology on every aspect of our lives. But, if these changes are fundamental, what follows for those of us who serve post-secondary learners in communities of widely varying size, location, and needs? How must we re-think our own mission and re-invent how we deliver it (always within increasing financial and other restraints)? This session will explore these meta-questions and seek to provide some very "on the ground" frameworks for moving the agenda forward.

Dr. Jacquelyn Scott is well qualified to speak on matters related to the new century and higher education and training. Among her numerous board and committee responsibilities, she is a member of the Prime Minister's Advisory Council on Science and Technology, Chair of the 21st Century Learning Initiative (Canada), member of the International Advisory Committee (World Education Market), and on the advisory board of the Office for Learning Technologies (Human Resources Development Canada).

Presiding: Donna Scarboro, President of NAASS
Speaker: Dr. Jacquelyn Thayer Scott - President and Vice-Chancellor, University College of Cape Breton

10:30 to 11:45 a.m. FIVE CONCURRENT SESSIONS

Session A Summer Session Attendance: Kentshire
Issues of Time, Cost, and Access
Summer session is viewed in many colleges and universities as an opportunity to shorten the time to complete a bachelor's degree. But for most students, it is an opportunity to complete their degree on time.

This research examines the relationship between students attending summer session and time to complete a bachelor's degree at a select group of public and private
research universities. The significance of shortening time to a degree has implications for cost savings of attending college and providing wider access to more students without additional huge capital outlays.

Moderator: Patricia Palmer – The Johns Hopkins University
Presenters: Douglas J. Lee – University of Iowa
              Alton L. Taylor – University of Virginia
Recorder: Mary Ann Claypool – Southwest Missouri State University

Session B Ask a Student – Get an Answer

Galaxie

This panel discussion features “real, live” summer session students in a face-to-face question and answer session. Students will discuss their reasons for taking summer courses, what they expect in the way of campus services and events, how and when they plan for summer enrollment, and other issues important to summer session students. Bring those questions that you've always wanted to ask a summer session student, but never have. You may be surprised at the answers.

Moderator: Karen H. Sibley – Brown University
Panelists: Summer session students from Southwest Tennessee Community College, The University of Memphis, and The University of Mississippi
Recorder: Connie Wildfang – Western Oregon University

Session C Getting the Most Out of Teaching and Learning in a Compressed Format

Lansdowne

Perhaps one of the defining features of most summer sessions is that teaching and learning takes place in a compressed time frame – same number of classroom hours as a regular semester done in half (or less) of the time. Even though research shows certain advantages to teaching and learning in a compressed format, criticism of the practice is perennial.

This session will identify and examine the critical issues in teaching and learning in compressed formats. What is the impact on learners? Is a compressed format more effective in one academic discipline than in another? What can we do to prepare students and instructors to get the most out of compressed format courses?

Moderator: Leslie J. (Les) Coyne – Indiana University
Presenters: Patricia Andrew – University of Nevada, Reno
             Bill Clutter – University of Maryland-College Park
             Ronald E. Sundberg – Elmira College
             Bill J. Kops – University of Manitoba
Recorder: Judith Jamieson – Providence College
SECOND DAY: Monday, November 6

10:30 to 11:45 a.m.  FIVE CONCURRENT SESSIONS (continued)

Session D  On-line Learning, Mediated Learning, Flexible Study: What’s It All About?  Hawthorne

Many universities are using these different delivery systems to enhance summer session. What do these “new” approaches to teaching and learning mean for summer sessions? Should your university take the plunge? Hear about the efforts to develop on-line learning at Indiana State University and Coastal Carolina University’s “Online Learning Project.”

Moderator: Louis R. Jensen – Indiana State University
Presenters: Peter Balsamo – Coastal Carolina University
          Nancy Franklin – Indiana State University
Recorder: Catherine Adamson – University of Utah

Session E  Making Informed Decisions: Barclay

The JSR and Other Reports

As any seasoned administrator knows, access to data is essential. The Summer Session Associations’ Joint Statistical Report (JSR) provides timely and relevant data on summer sessions at both private and public institutions. Our institutions also produce reports of various kinds that provide data from which we can make informed decisions about summer sessions. Join us and learn how these data can be used to advantage.

Moderator & Recorder: C. David Nyman – Southern Utah University
Presenter: Ronald L. Wasserstein – Washburn University of Topeka

11:45 a.m.-1:00 p.m. REGIONAL LUNCHEONS

Members are invited to renew old acquaintances with regional colleagues by joining them at luncheon. For our newer members, this is an excellent opportunity to begin the networking process. Some business of regional interest may also be conducted.

Middle States Region  Brinkley
Members from Delaware, the District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia.
Presiding: John H. Leffler – Regional Vice President
SECOND DAY: Monday, November 6

North Central Region  
Forest  
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  

Northeastern Region  
Hernando Desoto  
Members from Connecticut, Maine, Massachusetts, New  
Brunswick, New Hampshire, New York, Newfoundland, Nova  
Scotia, Ontario, Quebec, Rhode Island, and Vermont.  
Presiding: John G. LaBrie – Regional Vice President  

Southern Region  
Louis XVI  
Members from Alabama, Arkansas, Florida, Georgia,  
Louisiana, Mississippi, North Carolina, Oklahoma, South  
Carolina, Tennessee, Texas, and the Virgin Islands.  
Presiding: Raymond R. Lagesse – Regional Vice President  

Western Region  
Cockrell  
Members from Alaska, Alberta, Arizona, British Columbia,  
California, Colorado, Hawaii, Idaho, Montana, Nevada, New  
Mexico, Oregon, Saskatchewan, Utah, Washington, and  
Wyoming.  
Presiding: Debra Barger – Regional Vice President  

1:00 to 5:00 p.m.  
TOUR OF GRACELAND  
See information on page 23 under “Extracurricular  
Activities” for details. Buses will leave from in front of the  
hotel at the Union Avenue entrance.  

6:00 to 7:30 p.m.  
NAASS PRESIDENT’S RECEPTION  
Hernando Desoto  
Join President Donna Scarboro and members of the  
Administrative Council at this reception prior to dinner on your  
own on Beale Street.  

7:30 p.m.  
Dinner on Beale Street.
7:30 to 8:30 a.m.  CONTINENTAL BREAKFAST  Venetian

8:30 TO 10:00 A.M.  FIVE CONCURRENT SESSIONS

Session F  The Disposition and Fate of Summer Session Surpluses  Barclay

Summer sessions and its programs have many functions and fill several needs. On many campuses we have come to be known as “cash cows” because our financial contributions are important to the economic well-being of the institutions. There are many ways in which the contemporary cash cow seems to be milked: direct off-the-top profit taken by central administration; surplus sharing at the college/departmental level; surplus retention for reinvestment in summer programs; etc. This session will examine the strengths and weaknesses of each model, as well as the impact on programming and vitality of summer sessions.

Moderator: Loy D. Lytle – University of California, Santa Barbara

Presenters: Jack K. Johnson – University of Minnesota, Twin Cities
Gary W. Penders – University of California at Berkeley
Robert J. Kopecky and Susan Pentz – Loyola Marymount University
K. Jil Warn – University of California, San Diego

Recorder: Caroline Donovan, The George Washington University

Session G  New Program Development: Saving Grace or Nightmare?  Galaxie

Summer sessions can be an ideal place for new program development, experimentation, and innovation. However, there are critical elements that need to be in place in order to successfully develop and implement these programs. Where do the great new ideas come from? And how do new ideas turn into full-blown successful programs? How are budgets developed when there is no prior experience? What is the optimum amount of time and money to invest? Using a case study format, the panel will discuss how to foster new programs in your summer session.

Moderator: John G. LaBrie – University of Southern Maine

Presenters: Donna Scarboro – The George Washington University
Michele V. Price – Western Oregon University
John G. LaBrie – University of Southern Maine
Chris S. Anderson – Michigan Technological University

Recorder: Jessica Madrigal – The Catholic University of America
### Session H
**Integrated Student Registration Systems: Love 'em or Hate 'em**
- Lansdowne

Many institutions are investing in new integrated registration systems (e.g., PeopleSoft, Banner, SIS+), yet as deans and directors we are often not party to the discussions to acquire the system. The panel will examine the issues for summer sessions from the experiences of several universities that have recently acquired a new student registration system.

**Moderator:** Allan G. Fanjoy Jr. – University of Delaware  
**Presenters:** Karen Heikel – University of Minnesota, Duluth  
Renate H. Guilford – George Mason University  
James R. Pollicita – Miami University  
**Recorder:** Janine Lindsey – University of Manitoba

### Session I
**Management Roundtables**
- Louis XVI

Two roundtables on management topics: Management/Leadership Strategies that Work (the challenge of supervising, guiding, managing, leading, and coaching staff); and Faculty Compensation and Contracts (successfully attracting faculty to teach in summer session) will be facilitated within this session.

Participate in a focused discussion, share experiences, and use the sounding board of others to determine best practice. You can move between roundtables at the halfway point, or you may choose to remain at the same roundtable for the full session.

**Moderator:** Bonita T. Ewers – Central State University  
**Presenters:** Management/Leadership Strategies that Work:  
Bobbie Puryear – North Carolina State University  
Faculty Compensation and Contracts:  
Quentin P. Currie – East Stroudsburg University

### Session J
**Summer Risk Management for Pre-College Age Youth: Are You Prepared?**
- Hawthorne

How progressive is your institution when it comes to safety in pre-college summer programs? Join Deneen Lyles in discussing a proactive approach to protecting the well-being of students who attend summer camps and programs.

This session will encourage you to develop a risk management system for your campus or enhance the one you have in place. Come prepared to interact in interesting discussion and learn from your colleagues.

**Presenter:** Deneen Lyles – University of Illinois at Urbana-Champaign  
**Moderator & Recorder:** Diana M. Henshaw – East Carolina University
10:15 to 11:45 a.m.  

**FIVE CONCURRENT SESSIONS**

**Session K**  
**Year-Round Operations: What is the Role for Summer Session?**  
Barclay  
Public academic institutions in California, as well as in other states, are now faced with the real possibility of expanding their operations and use of facilities to accommodate greater numbers of students. Year-round operation is one possible solution to accommodate more students. What role does summer session play in these operations? What are the pros and cons of operating on a year-round basis?  

*Moderator:* Shirley Lucas – Oregon State University  
*Presenters:* Darlene Sameko – University of Pittsburgh  
Gary W. Penders – University of California at Berkeley  
*Recorder:* Marlene Pasula – University of Calgary

**Session L**  
**International Programs: Maximizing Student Participation**  
Galaxie  
International programming can be thought of as a two-way street: students from other countries coming to your campus and your own students studying abroad. What does it take to interest students in an international experience? This session will review program models and discuss how to market and manage programs to maximize student interest.  

*Moderator:* Timothy R. Angle – The University of Mississippi  
*Presenters:* Carol Wilson – University of Miami  
Sue Day-Perroots – University of West Virginia  
Victor N. Kobayashi – University of Hawai‘i at Manoa  
*Recorder:* Margaret Landstrom – The University of British Columbia

**Session M**  
**Negotiating Partnerships: A Key to Summer Session Success**  
Lansdowne  
Partnerships are very much a part of summer sessions – partnerships within the institution, and external partners with vendors, other universities, and community and business organizations. What makes for an effective and meaningful partnership? What are the critical elements of a partnership agreement? This is an interactive session, so bring your examples of successes and failures to share.  

*Moderator & Recorder:* Janet M. Wagner – University of Nebraska, Lincoln  
*Presenters:* Kathleen Kraus – State University of New York at New Paltz  
Carol Switzer – University of Arizona
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<th>Program Planning Roundtables</th>
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<td>Maximize your exposure to a number of program planning issues by attending the Program Planning Roundtables. Each roundtable will allow you to participate in a focused discussion, share experiences, and use the sounding board of others to determine best practice. Two roundtables: Creating Student Cohorts (developing a program plan to accelerate time to degree by identifying courses needed by students to complete majors); and A Recipe for Summer Session Success (the three Cs to planning a summer program: collaboration, curriculum, and community) will be facilitated within the session. You may choose to move between roundtables at the halfway point, or remain at the same roundtable for the full session.</td>
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<td>Moderator: Shelia J. Maye – Hampton University</td>
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<td>Presenters: Creating Student Cohorts: Suzanne Crawford – Bowling Green State University A Recipe for Summer Session Success: Howard Martin – University of Wisconsin-Madison</td>
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<th>Workplace and Higher Education: Hawthorne Employers’ Panel</th>
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<td>The workplace is experiencing extraordinary pressures to change – pressures that are both in anticipation of, and in response to, a variety of economic and social challenges. As a result of the changing workplace, employees require new and different skills and knowledge. What can higher education, specifically summer sessions, do to prepare students for employment in today’s changing workplace? What kind of programs can summer sessions develop to help current employees meet their workplace learning needs?</td>
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<td>Moderator: Nancy Ellen Talburt – University of Arkansas, Fayetteville</td>
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<td>Presenters: A panel representing some of America’s leading companies situated in the Memphis area will provide their perspective on these questions.</td>
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<td>Recorder: Anne Forrestall – University of New Brunswick</td>
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11:45 a.m.-1:00 p.m.  LUNCH ON YOUR OWN
1:00 to 3:15 p.m.  MARKETING CLINIC  Continental Ballroom

Because summer session marketing includes a whole lot more than catalogs these days, the 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.

The Clinic will consist of interactive discussion groups, each focused on a particular aspect of summer session marketing. To make it possible to attend more than one breakout session (See, we do read those evaluations!), each topic will be offered twice. This way you can attend the session on catalogs in the first 45 minutes, then learn all about Web sites in the second session. Our plenary will come at the end of the Clinic, giving us the chance to discuss what we’ve learned in the sessions. Even if you have not submitted your marketing materials for review in the Clinic, there will be plenty of opportunity to ask questions about them during the sessions. So, bring your samples, questions, and all of your acquired marketing wisdom.

Co-Chairs:  Cordelia Maloney – University of Illinois at Chicago
Sarah Ormrod – University of Cambridge (England)

Presenters:  Pam Brown – Ohio University
Paul Cobia – Northwestern University
Cordelia Maloney – University of Illinois at Chicago
Sarah Ormrod – Cambridge University

3:15 to 4:00 p.m.  POSTER SESSION: CREATIVE AND INNOVATIVE PROGRAMS  Continental Ballroom

Have a look at the creative and innovative programs and projects submitted for this year’s awards. You will have time to browse the posters and displays, talk to your colleagues, and gain a better sense of how to create award-winning programs. We’re confident that you’ll go home with at least one new idea. This session will be held café-style, so there will be refreshments and time to stop and chat.

Chair:  F. Clayton Sessoms – East Carolina University
FOUR CONCURRENT SESSIONS

Session P  The Balancing Act: Integration or Autonomy  Barclay

To a large extent, the degree of autonomy of decision-making determines the nature of the relationship of summer session to the rest of the institution. Explore the extent to which integration of summer session with central university functions can be done without risk to summer session autonomy. Why do some summer sessions operate more independently than others? How do they interact with central university services on key areas, such as registration, marketing, programming, and budgeting? What models work best?

Moderator: Alice Dionne – Eastern Washington University
Presenters: John H. Leffler – Montclair State University
Victor N. Kobayashi – University of Hawai‘i at Manoa
Linda Schoepflin – Washington State University
Debra Barger – California State University, Chico
Recorder: Cynthia Howman – University of Alberta

Session Q  Distance Education: Friend or Foe?  Galaxie

Distance education courses are becoming increasingly attractive to learners who, for a multitude of reasons, choose not to take courses on campus. In institutions where summer session offers both on-campus and distance education courses, this increasing interest has a positive impact. While in other universities and colleges, distance education departments and summer session function independently, resulting in a potential negative impact for on-campus summer session programs. What are the effects of distance education on traditional summer sessions – on enrollments, on faculty resources, on revenues? What model is best for the future of summer sessions – competition or collaboration?

Moderator: R. Clinton Parker – Appalachian State University
Presenters: A panel representing institutions using collaborative and competitive models.
Recorder: Mary Jo Vaughan – Mercer University

Session R  Are Summer Session Administrators Entrepreneurs?  Lansdowne

Successful entrepreneurs are independent, creative, adventurous, energetic, and willing to take risks; they are good leaders and managers. Entrepreneurs have the ability to communicate, organize, analyze, persuade, and motivate. Sound a little like someone you know? As it happens,
THIRD DAY: Tuesday, November 7

these skills and abilities seem to describe the qualities important to summer session administration. This session will allow you to learn more about being a summer session entrepreneur; how to think more like an entrepreneur and improve your entrepreneurial skills.

Moderator: Larry Gingrich – State University of New York at Buffalo
& Recorder: Business leaders from the Memphis Area Chamber of Commerce

Session S: Our Students Deserve Customer Service Excellence

Customer service excellence is a feature of virtually all highly successful companies. Not coincidentally, student service excellence is a feature of successful summer sessions. Customer/student service excellence focuses on serving students better, adding value to services, and going beyond student expectations. Learn how to identify the customer service opportunities in your institution, and how to implement systems to maximize your impact in this critical area.

Moderator: Caroline Murphy – SUNY at New Paltz
& Recorder: Evelyn Little – Fine Arts and Speech Department, Southwest Tennessee Community College

6:00 to 7:30 p.m. BANQUET RECEPTION

Music will be provided by The University of Mississippi Steel Drum Band.

7:30 to 9:30 p.m. ANNUAL AWARDS BANQUET

Several presentations are to be made during the banquet. First, plaques will be awarded for those programs judged by the Creative and Innovative Awards Committee to be the best in the three following categories: (1) Credit programs, (2) Noncredit programs, and (3) Administrative programs. Following these presentations, those institutions that have maintained an uninterrupted record of membership for 25 years are to be recognized.

The festivities conclude with the nationally traveled, award-winning University of Mississippi Gospel Choir entertaining us with a soul-stirring program from its CD album.

Presiding: Donna Scarboro – President of NAASS
Presenter: F. Clayton Sessions – Chair, Creative and Innovative Awards Committee
FOURTH DAY: Wednesday, November 8

7:30 to 8:30 a.m. CONTINENTAL BREAKFAST South Mezzanine

8:30 to 9:45 a.m. SECOND PLENARY SESSION Continental Ballroom
The Continuing Project of Integrating Higher Education – An Historical Perspective

The traditional mission of higher education is to build character and form the complete person. Discovery and integration of one’s universe is the material at hand. The breaking down of barriers of unknowing into the shaping of community is at the core of educational life. The journey of integration in higher education reflects the story of integration in American society, yet is different. Dr. Benjamin Hooks presents an insightful reflection into the future from his intimate experience of the past.

Dr. Hooks will offer his perspective as a major figure in the civil rights movement in the USA. From 1977-1993, he was executive director of the National Association for the Advancement of Colored People, and in 1972, President Nixon named Dr. Hooks to the Federal Communications Commission, making him its first African-American member.

Presiding: Tom Nenon – The University of Memphis
Speaker: Dr. Benjamin Hooks – Distinguished Visiting Lecturer,
The University of Memphis

10:00 to 11:00 a.m. DIVERSITY IN HIGHER EDUCATION: Continental Ballroom
BUILDING ON STRENGTH

As we begin the 21st Century, most people consider diversity as a strength, because it enriches our experience. Higher education is in a unique position to support and serve diversity in all its meanings. The panel will look at the diversity issue from a number of perspectives in relation to higher education – student recruitment, curriculum, student needs, program development – with a view to how universities and colleges (including summer sessions) can more fully embrace the values and benefits of diversity.

Moderator: Anita D. McDonald – The University of Arizona
Presenters: Carolyn Ellis Staton – Provost,
The University of Mississippi
Anita D. McDonald - Dean,
Extended University and Summer Session
Sidney A. McPhee – Vice-Chancellor for Academic Affairs,
Tennessee Board of Regents
Recorder: Julia Sawyer – University of Pittsburgh
FOURTH DAY: Wednesday, November 8

11:00 a.m. to noon  **ANNUAL BUSINESS MEETING**  Continental Ballroom
   Committee reports will be delivered, old and new business will be addressed, the just-ended 2000 Fiscal Year will be reviewed, and the 2001 Fiscal Year budget will be presented and voted upon.
   Presiding: Donna Scarboro – President of NAASS
   Reporting: Treasurer’s Report – James L. Murphy, Treasurer
   Committee Reports:
      Conference Site Selection – John F. Cudd Jr., Chair
      Finance – James L. Murphy, Chair
      Nominations and Elections – Karen H. Sibley, Chair
      Publications – Ronald L. Wasserstein, Chair
      Research – Kathleen Kraus, Chair
   Recorder: Michael U. Nelson – Executive Secretary of NAASS

12:00 noon  **37th ANNUAL CONFERENCE ADJOURNS**

Noon to 1:00 p.m.  **ADMINISTRATIVE COUNCIL MEETING**  Devonshire
EXTRACURRICULAR ACTIVITIES

Sunday, November 5: 6:00 to 7:30 p.m.
Host Institutions’ Reception
An informal get-together for members and guests in the Skyway Rooftop Ballroom (see hotel floor plan on page 12) before heading to dinner on your own or with friends. Dr. David Evans ("Dr. Dave"), a world-renowned authority on the Blues will play and tell tales about the Blues to get us into the Memphis mood. Spouse/Guest tickets: $18.00 person.

Monday, November 6: 1:00 to 5:00 p.m.
Platinum Tour of Graceland
Conference goers will take a break from plenary sessions workshops, and academic discourse to make the required pilgrimage to Graceland, the home of the "King." Buses will transport us back in time to the cradle of Rock 'n' Roll. The visit includes a self-paced, audio tour of Elvis Presley's mansion, his collection of 22 cars, two custom business jets, costume closet, gold and platinum records, personal memorabilia, and much, much more.

The tour ends at the Meditation Garden where Elvis and other family members are buried. Medics will be available to assist those who succumb to the emotion or whose pacemakers flip into overdrive. Spouse/Guest tickets: $27.00 per person.

Monday, November 6: 6:00 to 7:30 p.m.
NAASS President’s Reception
NAASS President Donna Scarboro and the members of the Administrative Council invite you to help them celebrate the conference by joining them for some refreshments before beginning your free evening. Spouse/Guest ticket: $24.00 per person.

Tuesday, November 7: 6:00 to 7:30 p.m.
Banquet Reception
A reception held prior to the Annual Awards Banquet on the final evening of the conference. Music will be provided by The University of Mississippi Steel Drum Band. Spouse/Guest tickets: $24.00 per person.

Tuesday, November 7: 7:30 to 9:30 p.m.
Annual Awards Banquet
At this festive time, several presentations are to be made. Plaques will be awarded for the best Creative and Innovative programs of the past year, and those member institutions that have maintained an unbroken record of membership for 25 years will be recognized. Finally, the award-winning University of Mississippi Gospel Choir will entertain us with songs from their CD album. Spouse/Guest tickets: $49.00 per person.
2000 STANDING COMMITTEE MEMBERS

The following committee members are expected to attend their respective committee meetings at 10:00 a.m. on Sunday, November 5, and then accompany a new member at the New Administrators’ Luncheon at 11:45 a.m.

Conference Site Selection
✓ John F. Cudd Jr., Chair
✓ Timothy R. Angle
✓ Charles K. Barletta
✓ Raymond R. Lagesse
✓ Patricia Palmer
✓ K. Jil Warn

Creative and Innovative Awards
✓ F. Clayton Sessions, Chair
✓ Diane L. Aprile-Wass
✓ Suzanne Crawford
✓ Sherry Grass
✓ Barbara Gotshall
✓ Judith Jamieson
✓ John G. LaBrie
✓ John H. Leffler
✓ Michele V. Price

Finance
✓ James L. Murphy, Chair
✓ Bill G. Clutter
✓ Gail Hauser
✓ Douglas J. Lee
✓ Raymond C. Rapp
✓ Janet M. Wagner

Membership
✓ Debra Barger, Chair
✓ James Aber
✓ John G. LaBrie
✓ Raymond R. Lagesse
✓ Howard Martin
✓ Valerie Smith
✓ Diane E. Walters

Publications
✓ Ronald L. Wasserstein, Chair
✓ Peter Balsamo
✓ Ingrid Blood
✓ Allan G. Fanjoy Jr.
✓ Kay Fiset
✓ Larry Gingrich
✓ Anita D. McDonald
✓ Carla Rich-Montez

Research
✓ Kathleen Kraus, Chair
✓ Bill J. Kops
✓ David K. Miller
✓ Lilieth H. Nelson
✓ Darlene Samelko

NOTE: Anyone interested in serving on one of these committees in 2001 should contact the appropriate chair or President-Elect Bill Kops. All committee assignments are made after the first of the year.
Host Institutions:
Southwest Tennessee Community College
The University of Memphis
The University of Mississippi

NOTE: It is suggested that members check the NAASS Website (www.naass.org) periodically for conference updates.