

A photograph of the Memphis skyline at sunset. The sky is a mix of blue and orange. In the foreground, a white riverboat with a red deck is on the water. The boat has a sign that says "MEMPHIS QUEEN II". The city buildings are silhouetted against the sunset, with some lights starting to glow. The text "North American Association of Summer Sessions 37th Annual Conference" is overlaid on the top part of the image.

*North American Association
of Summer Sessions
37th Annual Conference*

*November 5-8
Memphis, Tennessee*

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2000 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

Donna Scarboro
The George Washington University

Northeastern Vice President

John G. LaBrie
University of Southern Maine

President-Elect

Bill J. Kops
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Southern Vice President

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Debra Barger
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Brown University

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Middle State Vice President

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James R. Pollicita
Miami University

North Central Vice President

Howard Martin
University of Wisconsin-Madison

At-Large Member

Megs Shea
SUNY at Stony Brook

* * * * *

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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 (1-800-732-2639) 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.

EARLY BIRD EVENTS: Saturday, November 4

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.

Reunions

President Donna Scarboro will "receive" NAASS early arrivers 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.

FIRST DAY: Sunday, November 5

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. Pollicita, 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** Venetian

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** Devonshire

6:00 to 7:30 p.m. **HOST INSTITUTIONS' RECEPTION** Skyway

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:
Issues of Time, Cost, and Access** Kentshire
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

SECOND DAY: Monday, November 6

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

Recorder: Bill J. Kops – University of Manitoba
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, Hawthorne
Flexible Study: What's It All About?**

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

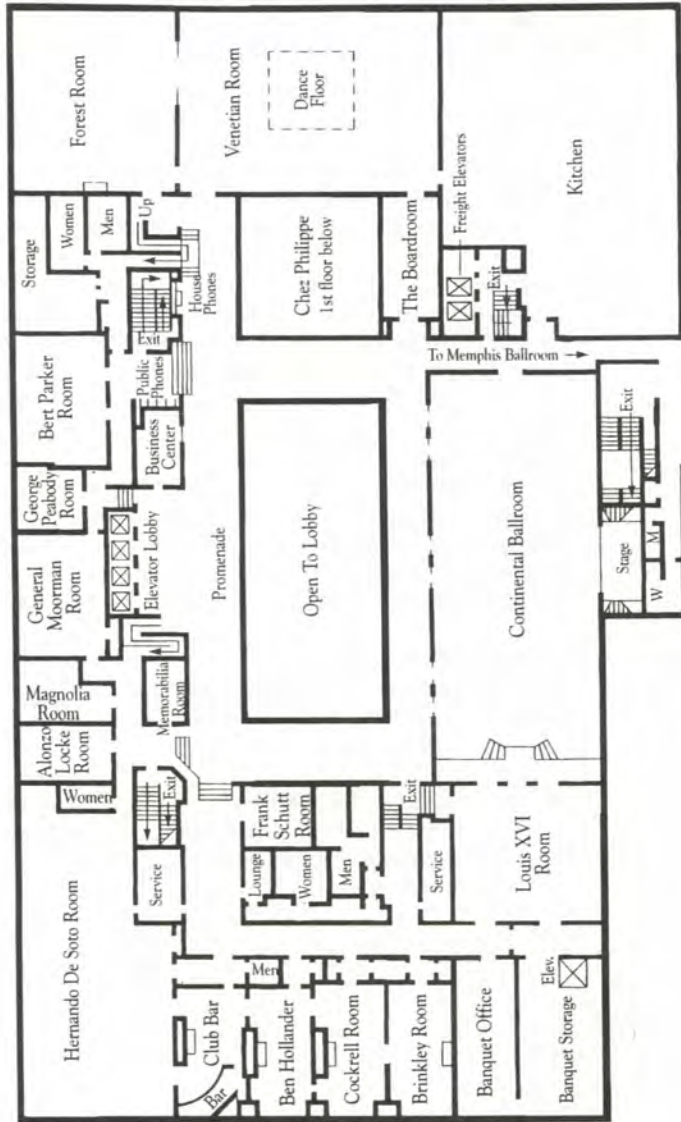
1:00 to 5:00 p.m. **TOUR OF GRACELAND**
See information on page 23 under "Extracurricular Activities" for details. Buses will leave from in front of the hotel at the Union Avenue entrance.

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.

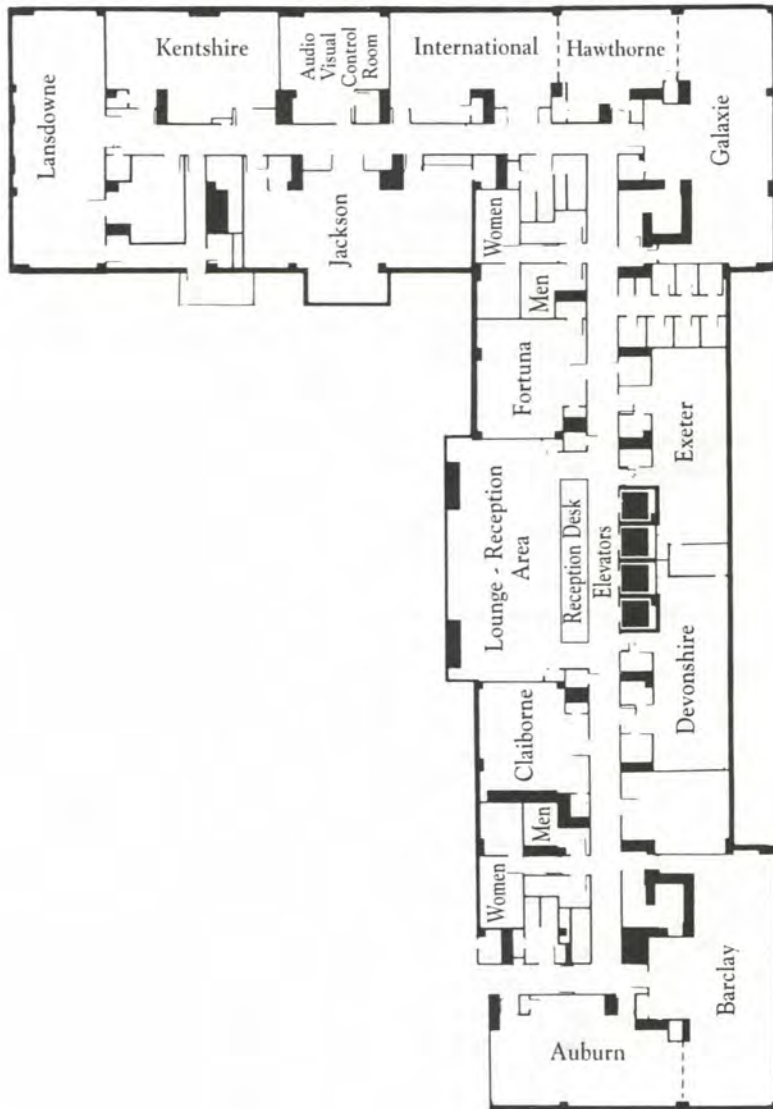
HOTEL MEETING ROOM FACILITIES

Mezzanine Level Floor Plan



HOTEL MEETING ROOM FACILITIES

Executive Conference Center - Third Floor



THIRD DAY: Tuesday, November 7

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 Barclay
Summer Session Surpluses

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

Recorder: K. Jil Warn – University of California, San Diego
Caroline Donovan, The George Washington University

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

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

THIRD DAY: Tuesday, November 7

Session H **Integrated Student Registration Systems:** Lansdowne
Love 'em or Hate 'em

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** Hawthorne
Age Youth: Are You Prepared?

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

THIRD DAY: Tuesday, November 7

10:15 to 11:45 a.m. **FIVE CONCURRENT SESSIONS**

Session K **Year-Round Operations: What is the Role** Barclay
for Summer Session?

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 Samelko – University of Pittsburgh
Gary W. Penders – University of California at Berkeley

Recorder: Marlene Pasula – University of Calgary

Session L **International Programs:** Galaxie
Maximizing Student Participation

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

Recorder: Victor N. Kobayashi – University of Hawai`I at Manoa
Margaret Landstrom – The University of British Columbia

Session M **Negotiating Partnerships:** Lansdowne
A Key to Summer Session Success

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

THIRD DAY: Tuesday, November 7

Session N **Program Planning Roundtables** Louis XVI

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.

Moderator: Shelia J. Maye – Hampton University

Presenters: Creating Student Cohorts:

Suzanne Crawford – Bowling Green State University

A Recipe for Summer Session Success:

Howard Martin – University of Wisconsin-Madison

Session O **Workplace and Higher Education:
Employers' Panel** Hawthorne

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?

Moderator: Nancy Ellen Talburt – University of Arkansas, Fayetteville

Presenters: A panel representing some of America's leading companies situated in the Memphis area will provide their perspective on these questions.

Recorder: Anne Forrestall – University of New Brunswick

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

LUNCH ON YOUR OWN

THIRD DAY: Tuesday, November 7

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 break-out 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

THIRD DAY: Tuesday, November 7

4:00 to 5:15 p.m.

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 Lansdowne
Entrepreneurs?**

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

Session 5 Our Students Deserve Customer Service Excellence Hawthorne

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

6:00 to 7:30 p.m. BANQUET RECEPTION Venetian
Music will be provided by The University of Mississippi Steel Drum Band.

7:30 to 9:30 p.m. ANNUAL AWARDS BANQUET Continental Ballroom
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 Sessoms – 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:
BUILDING ON STRENGTH** Continental Ballroom

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 Sessoms, Chair
- ~~Diane E. Aprile Wass~~
- ✓ Suzanne Crawford
- ~~Sherry Glass~~
- ✓ 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 Alarid~~
- 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 ✓

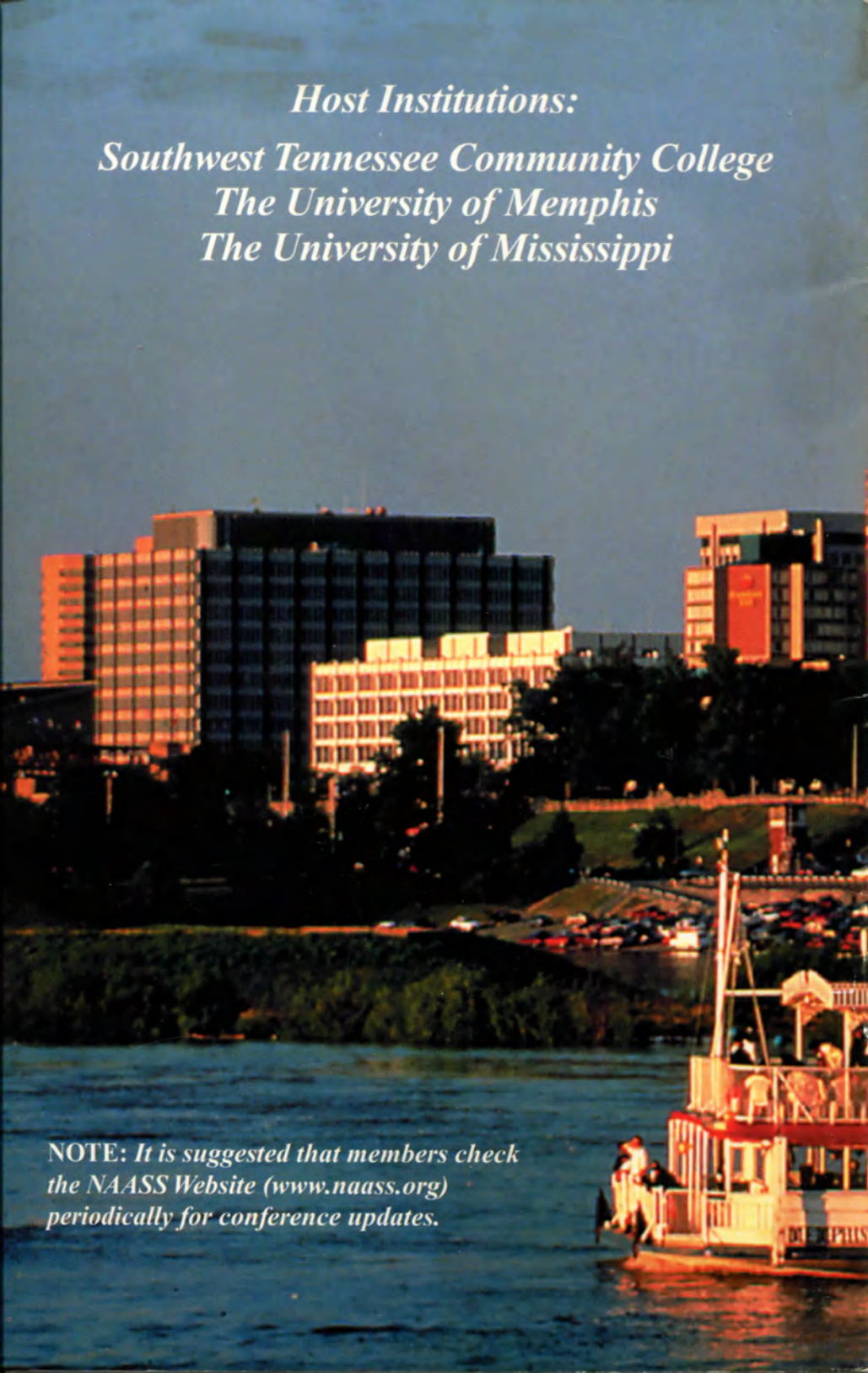
NOTE: Anyone interested in serving on one of these committees in 2001 should contact the appropriate chair or President-Elect Bill Kops. All committee assignments are made after the first of the year.

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.