

North American Association
of Summer Sessions
38th Annual Conference

November 16-19

San Diego, California

San Diego Bay, California

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2001 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

Bill J. Kops
University of Manitoba
(Term ends in 2001)

President-Elect

Ronald L. Wasserstein
Washburn University of Topeka
(Term ends in 2001)

Past President

Donna Scarboro
The George Washington University
(Term ends in 2001)

Treasurer

James L. Murphy
University of North Carolina
at Chapel Hill
(Term ends in 2001)

Middle State Vice President

Thomas A. Kujawski
Rutgers-The State University
of New Jersey, New Brunswick
(Term ends in 2002)

North Central Vice President

Cordelia Maloney
University of Illinois at Chicago
(Term ends in 2002)

Northeastern Vice President

John G. LaBrie
University of Southern Maine
(Term ends in 2001)

Southern Vice President

Raymond R. Lagesse
Southwest Tennessee
Community College
(Term ends in 2001)

Western Vice President

Michele V. Price
Western Oregon University
(Term ends in 2002)

At-Large Member (Interim)

Allan G. Fanjoy Jr.
University of Delaware
(Term ends in 2001)

At-Large Member

Megs Shea
Stony Brook University
(Term ends in 2001)

At-Large Member

Janet M. Wagner
University of Nebraska
at Lincoln
(Term ends in 2002)

GENERAL INFORMATION

Conference Registration: Complete the enclosed Conference Registration Form and submit it, along with the appropriate fees, *no later than November 9, 2001*. All fees paid, less \$20.00, are refundable if the registration is cancelled before Monday, November 9, 2001. The Basic Registration Fee of \$300 includes all planned activities except the Thursday early arrival trip options, the New Administrators' Workshop, and the optional trip to SeaWorld on Monday. Please make the checks payable to "UC Regents/NAASS" and mail – together with the Conference Registration Form – to the address stated on the 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 \$300 for NAASS members or \$400 for non-NAASS members. Additional registrants from that same institution pay \$270 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 – as indicated on the Conference Registration Form.

Hotel Reservations: The hotel conference rate at the Holiday Inn on the Bay is \$159 (single or double) per night and an additional \$15 for three people in the same room. One-bedroom suites are available for \$250 per night and \$350 per night for a two-bedroom suite. Make your reservation early, and you may receive a bay view room. Guests are given a room with a city view, but may opt to pay an additional \$20 per night for a bay view room. The Transient Occupancy Tax is approximately 10.5%. Please note that the final date for securing guaranteed hotel reservations is Monday, October 8, 2001.

Call 1-800-877-8920 (Mon-Fri 8:00 a.m.-7:00 p.m./Sat & Sun 8:00 a.m.-4:00 p.m., Pacific time) to place your hotel reservation. Reference the Group Code "NSC" (NAASS Conference) in order to obtain the conference rate. Hotel check-in is 3:00 p.m. and checkout is 12:00 noon.

Parking: The Holiday Inn on the Bay parking fee is \$13 (subject to change) per day per 24-hour period for hotel guests with unlimited in-and-out privileges.

Air Transportation: San Diego is served by many major air carriers. Consult your local travel agent for the best pricing. Transportation from the San Diego Airport is via a free hotel shuttle. The Holiday Inn on the Bay shuttle leaves the airport every half hour. If you arrive in the commuter terminal, call the hotel (619-232-3861) to arrange a shuttle pick up. The hotel is located just five minutes from the airport.

Weather: San Diego weather in November is typically warm and mild. The average day to night temperatures may range from the mid-70s to low 50s. Check the Weather Channel before leaving.

Restaurants and Attractions: A variety of dining venues and price levels are within walking distance of the Holiday Inn on the Bay. The Gaslamp Quarter, ten blocks from the hotel, offers many restaurants and shops. Horton Plaza, eight blocks away, has over 100 shops and restaurants, and the hotel offers a free, scheduled shuttle to the Horton Plaza. The world famous San Diego Zoo and Balboa Park Museums are but ten minutes from the hotel, and a free shuttle from the hotel is provided.

Within a block, the San Diego Trolley leaves from the Santa Fe Train Depot to take participants to Tijuana, Mexico, or Old Town, which has many authentic Mexican restaurants. The Coronado Ferry, located at 1201 First Street and B Avenue on the Bayfront, is available to take passengers to the Ferry Landing Marketplace on Coronado Island, which has many unique shops and restaurants. Seaport Village is within walking distance, and it has many shops and seafood restaurants.

EARLY BIRD EVENTS: Thursday, November 15

San Diego Wild Animal Park – Escondido, California

10:00 a.m. to 4:00 p.m.

For those arriving Wednesday, this “early bird” trip takes you to the San Diego Wild Animal Park. Participants may enjoy lunch on their own at any one of several restaurants or fast food places. This 1,800-acre wildlife preserve attracts more than 1.5 million visitors annually. Don’t miss the Park’s newest attraction – Heart of Africa – the largest and most diverse safari experience in the Western Hemisphere! The park hosts more than 3,500 animals representing 400 species. A 50-minute safari ride aboard the Wgasa Bush Line Railway allows visitors to view animals living together in their African and Asian habitats. The bus leaves at 10:00 a.m. in back of the hotel on Pacific Highway. Cost: \$45 (does not include lunch).

University of California, San Diego,

Stephen Birch Aquarium, La Jolla Shoreline, and Point Loma

10:30 a.m. to 4:00 p.m.

This bus tour takes participants to the campus of the University of California, San Diego, which covers over 1,200 acres and is located in the city of La Jolla north of San Diego. Everyone falls in love with La Jolla at first sight. La Jolla, which is known to La Jollans as “The Village,” is a little enclave along San Diego’s coastline. Participants will then be driven to the Stephen Birch Aquarium, where they will see beautiful and exotic marine life from the Pacific displayed in over 30 saltwater tanks. There is a living tide pool overlooking the breathtaking view of La Jolla’s coastline. After the visit to the Aquarium, participants will be taken to the La Jolla Beach to soak their feet in the surf and have lunch on their own. The bus will then depart for Point Loma, where the Cabrillo National Monument is located. Exhibits display Juan Rodríguez Cabrillo’s discovery of San Diego, and a spectacular view of San Diego can be seen from this point. The bus leaves at 10:30 a.m. in back of the hotel on Pacific Highway. Cost: \$35 (does not include lunch).

Early Conference Registration

Early-arriving participants may pick up their conference registration packets in the Wicker Room by the pool from 5:00 to 8:00 p.m.

Early Bird Reception

6:00 to 7:00 p.m.

President Bill Kops will “receive” NAASS early arrivers in the Harborside Room of the hotel for fellowship, retelling of the day’s adventures, and planning dinner excursions about town.

FIRST DAY: Friday, November 16

8:00 a.m.	REGISTRATION AREA OPEN	Wicker Room, Poolside
9:00 a.m. to 3:30 p.m.	NEW ADMINISTRATORS' WORKSHOP	Coast Ballroom
	<p>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) will join the new administrators for lunch at noon, so that they are quickly integrated into the fabric of the organization with the very helpful and friendly people who are members. Perhaps the most important things to be discovered are that there are others who share your problems and concerns, and that there is a large network of peers and mentors at your disposal.</p>	
Program:	<p>In the Organization and Programming segment, 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.</p> <p>The collection and use of relevant, timely, and accurate budget and enrolment data are vital to the summer session operation. In the Financial and Data Management section, we will explore creative financial methods, techniques, and strategies for analyzing budget and enrollment information, and it can be used effectively.</p> <p>Promotion and marketing are important to everyone, so in our Promotion and Marketing segment 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 TV/radio and the Web, and how to track your results. We will also discuss the use of institutional data in planning and implementing marketing strategies.</p>	
9:00 a.m.	Welcome and get acquainted.	
9:30-10:00 a.m.	Discussion of NAASS resources Presenter: Allan G. Fanjoy Jr. – University of Delaware	
10:00-10:50 a.m.	Organization and Programming Presenters: TBA	
11:05-11:55 a.m.	Financial and Data Management Presenter: Bill G. Clutter – University of Maryland-College Park	
1:00-3:00 p.m.	Promotion and Marketing Presenter: Loy D. Lytle – University of California, Santa Barbara	
3:00-3:30 p.m.	Discussion and wrap-up.	
Program	Renate H. Guilford – George Mason University	
Co-chairs:	Jean Chaput Welch – Simmons College	

FIRST DAY: Friday, November 16

- 9:00-10:30 a.m. **STANDING COMMITTEE MEETINGS**
All committees will convene in the rooms listed below. (*The Captain's Rooms are located on the second floor.*) After the meetings, each committee member will join an assigned partner at the New Administrators' Luncheon in the Porthole Room. Committee members are listed on page 20.
- | | |
|---------------------------------------|--------------------|
| Conference Site Selection | Captain's Room 4 |
| Creative and Innovative Awards | Captain's Room 5 |
| Membership | Pacific Ballroom B |
| Publications | Captain's Room 3 |
| Research | Pacific Ballroom A |
- 10:30-11:30 a.m. **FINANCE COMMITTEE MEETING** Captain's Room 3
- 12:00-1:00 p.m. **NEW ADMINISTRATORS' LUNCHEON** Porthole Room
- 1:00-2:00 p.m. **RESEARCH CHAIRS MEETING** Captain's Room 4
(AUSS, NAASS, NCCSS, WASSA) (Second floor)
- 1:00-4:00 p.m. **ADMINISTRATIVE COUNCIL MEETING** Embarcadero Room
- 4:00-5:30 p.m. **WHAT WORKED? WHAT DIDN'T?** Pacific Ballroom A&B
Modeled after highly successful sessions at regional meetings, this information session provides you with the opportunity to share your great ideas that worked and your great ideas that fizzled as well! (NCCSS has conducted this kind of session many times, and it is always a lot of fun!)
- Moderator: Karen L. Heikel – University of Minnesota, Duluth
President, North Central Conference of Summer Schools
- Recorder: Darlene Samelko – University of Pittsburgh
- 5:00-6:00 p.m. **NCCSS BOARD OF DIRECTORS MEETING** Embarcadero Room
- 6:00-7:30 p.m. **HOST INSTITUTION'S RECEPTION and T-SHIRT (SWEAT SHIRT) EXCHANGE** Poolside
The University of California, San Diego, will host this reception and everyone is invited for some refreshment and conviviality before going out to dinner.
At this time, those members who have brought institutional T-shirts or sweat shirts are encouraged to barter and exchange their shirts with colleagues. A mariachi band will provide the entertainment.
- 7:30 p.m. Explore the multitude of restaurants at the Gaslamp Quarter just 10 blocks from the hotel.

SECOND DAY: Saturday, November 17

7:30-8:30 a.m. **CONTINENTAL BREAKFAST** Pacific Ballroom A

8:30-9:45 a.m. **FIRST PLENARY SESSION** Pacific Ballroom A

The Web and high-bandwidth connections have opened the frontier for distance education. Harcourt Higher Education greatly advanced this frontier through the delivery of on-line courses and programs outside of a traditional university structure. The opportunities to improve access to higher education are thrilling – and not just a little daunting as well. Our speakers know this frontier well, and they know the issues that these new opportunities present to us.

Presiding: Bill J. Kops, President of NAASS

Speakers: Donald D. Babcock – former Provost and Vice President for Academic Affairs, Harcourt Higher Education
Sybil P. Smith – former Manager, Academic Programs and Quality Control at Harcourt Higher Education and former President of NAASS

9:45-10:00 a.m. **INTRODUCTION TO BEST PRACTICES PROJECT** Pacific Ballroom A
(See description below)

Presenter: Gary Rossi, CPCM – San Diego State University

10:00-10:15 a.m. **REFRESHMENT BREAK** Pacific Ballroom A

10:15-11:45 a.m. **BEST PRACTICES PROJECT** Pacific Ballroom A

Best Practice or Benchmarking is increasingly being recognized as a way to improve organizational performance. Best Practice refers to those practices that have been shown to produce superior results – selected using a systematic process and judged exemplary. Once identified, best practices can be adapted/adopted by organizations to improve performance. The process begins by identifying critical areas of effective practice, then determining best practices or benchmarks in each of these areas.

This year, NAASS is introducing a Best Practice Project in an effort to identify and document exemplary practices that can be used by NAASS member institutions as a way to continuously improve their summer session administration. Based on a review of past conference topics and Listserv discussions, four important areas of practice have been identified for discussion at this year's conference: Providing Services to Students; Faculty Recruitment, Retention, and Compensation; Effective Reporting (annual and other reports); and Developing International Programs.

Each session will be structured around one of these areas and, using a case study of summer session practice, will focus on identifying best practices or benchmarks.

SECOND DAY: Saturday, November 17

10:15-11:45 a.m. **BEST PRACTICES PROJECT (continued)**

The Best Practices Project will be introduced by Gary Rossi. Rossi, a former Navy SEAL, is a consultant and adjunct professor at San Diego State University who works with organizations to achieve performance excellence. He is an examiner and facilitator for quality and performance awards programs in California and Hawaii and teaches courses in Quality and Strategic Planning.

- Session A Providing Services to Students** East Coast Ballroom
Presenter: Donna Shea – Boston University
Recorder: Janine Lindsey – University of Manitoba
- Session B Faculty Recruitment, Retention, and Compensation** West Coast Ballroom
Presenter: Loy D. Lytle – University of California, Santa Barbara
Recorder: Caroline Murphy – State University of New York at New Paltz
- Session C Effective Communications and Reporting** Embarcadero Room
Presenter: Renate H. Guilford – George Mason University
Recorder: Kathleen Kraus – State University of New York at New Paltz
- Session D Developing International Programs** Pacific Ballroom A
Presenters: John H. Labrie – University of Southern Maine
Sarah Ormrod – University of Cambridge
Recorder: Molly W. Berger – Case Western Reserve University

SECOND DAY: Saturday, November 17

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

Members are invited to renew 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 Embarcadero Room

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

Presiding: Thomas A. Kujawski – Regional Vice President

North Central Region Porthole Room

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

Presiding: Cordelia Maloney – Regional Vice President

Northeastern Region West Coast Ballroom

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

Presiding: John G. LaBrie – Regional Vice President

Southern Region East Coast Ballroom

Members from Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and the West Indies.

Presiding: Raymond R. Lagesse – Regional Vice President

Western Region Pacific Ballroom B

Members from Alaska, Alberta, Arizona, British Columbia, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Saskatchewan, Utah, Washington, and Wyoming.

Presiding: Michele V. Price – Regional Vice President

1:30-4:30 p.m. SAN DIEGO HARBOR EXCURSION OF THE BAY

A two-hour, narrated excursion of the harbor, featuring Shelter Island, Point Loma, North Island USN, the submarine base, the U.S. Navy Fleet, Coronado Bay Bridge, and the busy shipyards. The tour is 25 miles in length. We board at 1050 North Harbor Drive next to the Broadway Pier.

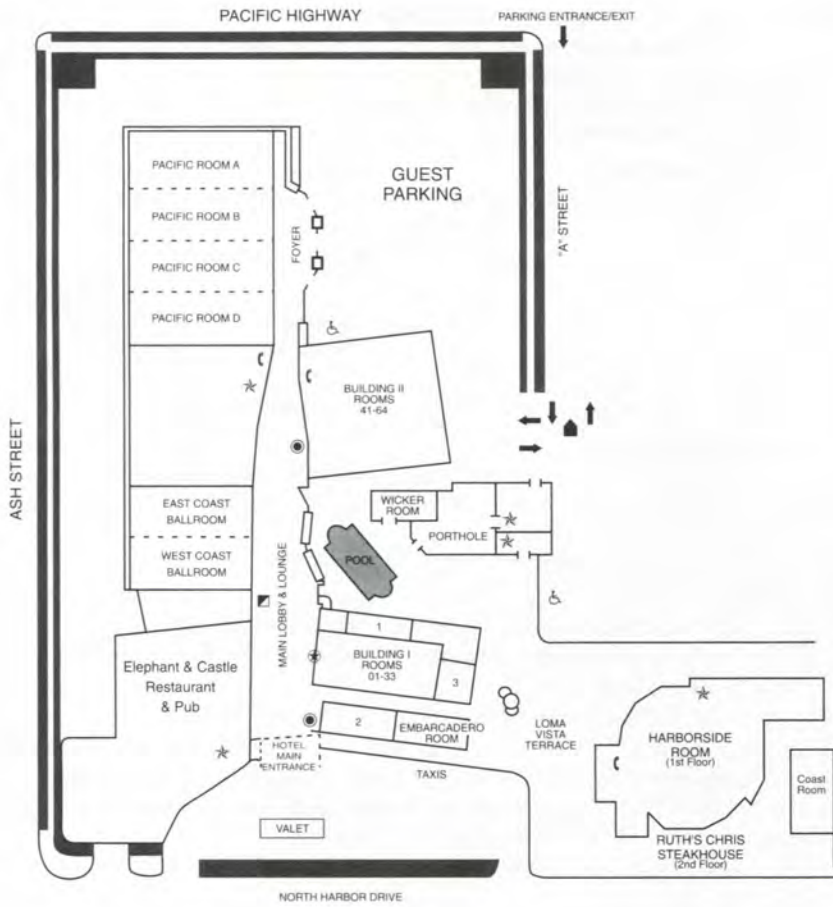
6:00-7:30 p.m. PRESIDENT'S RECEPTION Harborside Room

Join President Bill Kops and members of the Administrative Council at this reception prior to going to dinner on your own at Old Town.

7:30 p.m. DINNER AT OLD TOWN

Take the San Diego Trolley from the Santa Fe Depot to Old Town (20 minutes from the hotel) for some authentic Mexican food.

HOTEL MEETING ROOM FACILITIES



★ Front Desk	
■ Activities & Bell Desks	
● Elevators	
☎ Telephones	
♿ Handicapped Parking	
★ Restrooms	
1 Exercise Facility	Captains Rooms Building I - 2nd Floor
2 Gift Shop	Guest Laundry Facilities Building I - 3rd Floor
3 Executive Offices	Building II - 11th Floor Building III - Ground Floor

THIRD DAY: Sunday, November 18

7:30-8:30 a.m. **CONTINENTAL BREAKFAST** Pacific Ballroom A

8:30-10:00 a.m. **FOUR CONCURRENT SESSIONS**

Session E Management/Leadership Strategies That Work East Coast Room

Whether you're a seasoned veteran or someone who is relatively new to summer sessions, you've probably experienced your share of challenges in supervising, guiding, managing, leading, and coaching your staff. These team members are key to the success of any summer experience. Come join your colleagues to explore staff management/leadership strategies that work and get insights as to how to put these strategies to work.

Facilitator: Bobby L. Puryear – North Carolina State University

Recorder: Allan G. Fanjoy Jr. – University of Delaware

Session F Research Forum I West Coast Ballroom

Questions have been asked about how to increase research activity on or about summer sessions. One suggestion has been to commission research projects of interest and relevance to summer sessions. Bill Kops will discuss his NAASS-funded research project, which was designed to provide a baseline for this kind of research initiative.

The project consisted of a literature review and survey of summer session research that has been completed over the last decade. The content of the items in the research bibliography has been analyzed and categorized based upon factors, such as issue, methodology, and institution type. The presentation will report on the findings of the review and survey, including observations on summer session research activity and recommendations for further research.

The overarching goal of most summer academic programs is to offer students a curriculum of the highest quality at the most affordable (and cost-effective) price. One of the goals of the research being conducted at the University of California, Santa Barbara is to devise ways to assess, as well as work towards improving, the quality of the summer curriculum. Researchers will discuss measurement techniques, as well as share the results of their study.

Moderator: Kathryn Gould Cullivan – University of North Texas

Presenters: Bill J. Kops – University of Manitoba

Loy D. Lytle – University of California, Santa Barbara

Robert G. Mann – University of California, Santa Barbara

Recorder: Jeet Joshee – University of Connecticut

THIRD DAY: Sunday, November 18

Session G Strategies in Dispute Resolution and Negotiation Embarcadero Room

Problem solving; conflict management; mediation; arbitration; dispute resolution; negotiation. These words probably sound negative and may relate to situations that can be very stressful and uncomfortable in your work or home environment. Most people would say that conflict is something to be avoided.

Are you seen as someone who listens well and offers positive suggestions at work? Do your friends see you as a peace-maker? You may already have many natural skills, which lend themselves to problem solving. Join us as we discuss the positive and negative aspects of conflict and learn creative ways to utilize cooperative, problem-solving skills.

This session is designed to be a professional development opportunity for summer session administrators, who deal with a wide variety of constituents and depend heavily on their ability to solve problems and gain cooperation from others.

Moderator: Jessica Madrigal – The Catholic University of America

Presenter: Deborah Birney – Director of Human Resources, Washburn University

Recorder: Christine Murphy-Sassano – Stony Brook University

Session H Customer Service 101: Defining Your Role and Accepting It Pacific Ballroom A

When you think of customer service, do you think it's someone else's role? Would you describe your customer service approach as *ad hoc*? This session will make you a better summer session administrator by coaching you to examine what your expectations are for good customer service in higher education.

We will provide a framework for you to customize a plan that addresses the unique role your office plays in your institution. Once you see the bigger picture, you will be more prepared to hire and train staff to deliver the kind of service that your students deserve.

The session will include discussion about training and supervising support staff, along with interactive exercises – like NAASS jeopardy! In order to make this the most productive experience, come prepared by answering these questions: What role does your office play in your institution? What is its relationship to students and other campus units? We invite attendees to e-mail their brief answers to: Summer@uic.edu by October 22.

Moderator: Carla Rich Montez – Bradley University

Presenters: Rina Campbell and Natalie Kokorudz – University of Illinois at Chicago

Recorder: Barbara Gotshall – Colorado State University

10:00-10:15 a.m. **RESFRESHMENT BREAK** Pacific Ballroom A

THIRD DAY: Sunday, November 18

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

Session I Scheduling Issues in Summer Session East Coast Room

This session will explore the various scheduling modes used for summer courses. What are the factors that contribute to the selection of term length? How effective are very short-term courses (one week per credit or less)? What authority do/should summer session directors have in suggesting changes in meeting dates, meeting times, length of courses? Participants are asked to bring their course offering schedules for discussion.

Moderator: R. Clinton Parker – Appalachian State University
Presenters: Thomas A. Kujawski – Rutgers-The State University of New Jersey
Darlene Samelko – University of Pittsburgh
Recorder: Kay Fiset – Syracuse University

Session J Developing Pre-college Programs West Coast Room

This presentation will focus on how to begin new pre-college programs by partnering with university offices and departments. We will discuss how existing university resources can assist summer session offices in launching new programs, including course and curriculum development, faculty staffing, residential responsibilities, and marketing.

Moderator: Beverly Auel – Michigan Technological University
Presenter: Jessica Madrigal – The Catholic University of America
Recorder: Donna LaLonde – Washburn University

Session K International Markets and Programs for Summer Embarcadero Room

Students continue to increase their rate of participation in international programs. They are also interested in study abroad opportunities in less conventional locations, which also provide a shorter time frame than the typical full-semester abroad. Summer sessions (and winter intersession) are tailor-made to provide such international experiences for students.

This session will discuss the development of "International Studies" at one institution. Learn how to identify faculty resources and program ideas, develop programs, arrange necessary logistics, market to potential students within and outside your institution, and manage the day-to-day program on foreign soil.

A case study on "Cultural Study in Nepal" will be discussed. Time will be available for discussion about the topic, as well as for other international program experiences that session participants have had.

Moderator: Carol Switzer – Arizona State University
Presenters: Jeet Joshee and Patricia Harkins – University of Connecticut
Recorder: Karen Carney – University of Illinois at Chicago

THIRD DAY: Sunday, November 18

Session L **What Every Review Committee Should Know About Summer Sessions (or What a Summer Sessions Operation Does That is Different – And Worth Preserving!)** Pacific Ballroom A

At many campuses, a review process is in place in which academic departments and administrative offices are reviewed every five to seven years. Normally, an established protocol is used by such committees in their review process, but typically this protocol is geared towards the review of an academic department. The normal focus of such a review committee is to review departmental teaching and research goals and outcomes, etc. – items generally not relevant for summer sessions.

Since the members of such a review committee need to have some independence from the summer operation, and be seen to have this independence, the need arises to “educate” the committee quickly. Summer session directors need to educate/help/guide them, not just on the key facts and figures, but on “why” these are the key statistics; not just on what summer sessions does, but on why we do it this way and what “should” be the key parameters used in their review. The focus of this session will be to prepare directors for the opportunities and challenges they will experience in such review processes.

Moderator: Megs Shea – Stony Brook University

Presenter: Loy D. Lytle and Robert Mann – University of California, Santa Barbara

Recorder: Coleen Karten – Washburn University

11:45-1:00 p.m. **LUNCH ON YOUR OWN**

1:00-3:00 p.m. **MARKETING CLINIC** Pacific Ballroom A

Advertising professionals and summer session directors will share their insights about what makes successful print and Web publications to promote your summer session. In keeping with the Best Practices theme, our panelists have evaluated materials submitted by NAASS members, and they will share their insights on what really shines about these publications.

The emphasis in this Clinic will be on learning from the best work of others, exploring how this work fits into an overall marketing strategy, and seeing how such strategies can be developed and applied at your situation.

Organizer: Ronald L. Wasserstein – Washburn University

Panel: Katie Boncella, Account Manager – Jones, Seel, Hyett
Sherry O’Neill, Senior Art Director – FryeAllen Inc.
Coleen Karten and Donna LaLonde – Washburn University
Sarah Ormrod – University of Cambridge

3:00-3:15 p.m. **REFRESHMENT BREAK** Pacific Ballroom A

THIRD DAY: Sunday, November 18

3:15-4:00 p.m. **POSTER SESSION:** Porthole Room
CREATIVE AND INNOVATIVE PROGRAMS

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.

Presiding: F. Clayton Sessoms – Chair, Creative and Innovative Awards Committee

4:00-5:30 P.M. **FOUR CONCURRENT SESSIONS**

Session M The Corporate/University Partnership East Coast Ballroom
**to Serve the Adult Learner in the Workforce:
What Are the Issues and How Can Summer
Be a Part of the Picture?**

There are many societal factors occurring today which encourage corporations to create new educational models to serve the needs of their employees. Businesses are recognizing that investment in people is as vital as investment in capital. Corporate training departments are transforming into "centers of knowledge management," embracing lifelong learning as a means to address the ongoing issues of technology, productivity, efficiency, and effectiveness. This often takes the form of a corporate university.

Moderator: Anita D. McDonald – The University of Arizona
Presenter: Pauline Christensen – Winona State University
Recorder: Deborah Warren – Washburn University

Session N Research Forum II West Coast Room

Kathryn Cullivan will discuss her continued research into "The Changing Demographics of Summer Session Administrators." Her research follows up on work, originally funded by NCCSS, which looks at who runs summer school and how that has changed at five-year benchmarks since 1973. Demographic characteristics include personal items, such as gender, race, and age; and professional items, such as highest degree, discipline, previous position, and tenure status.

Alton Taylor and Dudley Doane will examine "Attending Summer Session and Motivations to Graduate in Four Years or Less." There were 115 students in the entering class of 1992 in the College of Arts and Sciences at the University of Virginia who attended summer session and graduated in less than four years. The motivations to graduate in less than four years and the importance of attending summer session are reported by these early graduates.

THIRD DAY: Sunday, November 18

Moderator: Douglas J. (Doug) Lee – University of Iowa
Presenters: Kathryn Gould Cullivan – University of North Texas
Alton L. Taylor and Dudley Doane – University of Virginia
Recorder: Sylvia Gamboa – The College of Charleston

Session O **Academic Connections, a New Pre-college Program at UCSD: Extending the Reach** Embarcadero Room

The struggle many universities face to continue to attract the best students of diverse backgrounds is giving new impetus to pre-college programs. The University of California, San Diego has embarked on a new effort to make available the resources of a research university to students in the immediate community and beyond. This program is a partnership between campus and Extension.

“Academic Connections” has two components: (1) a distance education effort designed to provide content and tutorial assistance to schools via state-of-the-art computer mediated instruction and (2) a summer residential, academic program. These two components, under the same “Academic Connections” umbrella, facilitate interactions with the community educational institutions and provide students with the opportunity to explore cutting-edge topics in a three-week, summer, residential program.

Moderator: Carol Wilson – University of Miami
Presenters: Becky Arce and Luciano Corazza – University of California, San Diego
Recorder: Carla Caglioti – Southampton College of Long Island University

Session P **Discovering Niche Markets Through Student Advising** Pacific Ballroom A

As summer session directors, we’re always looking for ways to serve new populations and to improve our enrollments. The University of California, Santa Barbara has developed a new (or, perhaps, rekindled an old) marketing concept, in which student advising and “niche marketing” are tied together to stimulate summer enrollments by specific targeted groups of students.

The goal is to tailor marketing to segments of the student body and wrap these efforts into an academic, department-based, student-advising program. The results have been very promising so far. The presenter will show how this approach has been implemented, and how it can be applied at other institutions as well.

Moderator: John H. Leffler – Montclair State University
Presenter: Loy D. Lytle – University of California, Santa Barbara
Recorder: Barbara Shaw – University of the Pacific

THIRD DAY: Sunday, November 18

6:00-7:30 p.m. **BANQUET RECEPTION** Pacific Ballroom B&C

7:30-9:30 p.m. **ANNUAL AWARDS BANQUET** Pacific Ballroom B&C

Several presentations are to be made during the banquet. Plaques will be awarded for those programs judged to be the best in the three creative and innovative categories:

- (1) Credit Programs
- (2) Noncredit Programs
- (3) Administrative Programs

Following these presentations, those institutions – which have maintained an uninterrupted record of membership for 25 years – are to be recognized.

The festivities conclude with the University of California, San Diego Gospel Choir entertaining us with a soul-stirring program.

Presiding: Bill J. Kops – University of Manitoba
President of NAASS

Presenter: F. Clayton Sessoms – East Carolina University
Chair, Creative and Innovative Awards Committee

FOURTH DAY: Monday, November 19

8:00-9:15 a.m. **BUFFET BREAKFAST and ANNUAL BUSINESS MEETING** Pacific Ballroom A

Committee reports will be delivered, old and new business will be addressed, the just-ended 2001 Fiscal Year will be reviewed, and the 2002 Fiscal Year budget will be presented and voted upon.

Presiding: Bill J. Kops – President of NAASS
Reporting: Treasurer's Report – James L. Murphy, Treasurer
Committee Reports:

Conference Site Selection – Raymond R. Lagesse, Chair
Finance – James L. Murphy, Chair
Membership – Janet M. Wagner, Chair
Nominations and Elections – Donna Scarboro, Chair
Publications – Carla Rich Montez, Chair
Research – Katherine Kraus, Chair

Recorder: Michael U. Nelson – Executive Secretary of NAASS

9:15-11:15 a.m. **THE (SUMMER SESSION) DOCTOR IS IN** Pacific Ballroom A

Bring your challenges and opportunities (we don't have "problems") to the summer sessions "doctors" for some sound advice. This clinic will provide you a chance to talk to other summer session professionals about the issues you face and ideas you have.

Our "physicians" come from a variety of institutions and have substantial experience, but audience members will also have the opportunity to respond. Thus, when you join us for this session, you can be a summer session doctor as well!

"Doctors": James R. Pollicita – Miami University (presiding)
Suzanne Murphy – Saint Joseph College
Donna Shea – Boston University

Recorder: Becky Arce – University of California, San Diego

11:30-1:00 p.m. **CONFERENCE WRAP-UP LUNCHEON: "Change . . . Happens"** Harborside Room

Whether we like it or not, whether we're responsible for it or the "victim" of it, whether we're proactive, reactive, or inactive, change takes place around us all the time.

Summer session administrators are particularly aware of the need to continuously monitor, deal with, and even lead change. How can we manage this without stressing out?

A panel of experienced administrators will share their experiences, give advice, and hear your stories about managing change.

FOURTH DAY: Monday, November 19

Organizer: Alice Dionne – Eastern Washington University
Moderator: Ronald L. Wasserstein – Washburn University
Panelists: Alice Dionne – Eastern Washington University
Thomas A. Kujawski – Rutgers-The State University of New Jersey
Alton L. Taylor – University of Virginia

1:00 p.m. **38th ANNUAL CONFERENCE ADJOURNS**

1:00-2:00 p.m. **ADMINISTRATIVE COUNCIL MEETING** Captain's Room 3
(Second floor)

2:00-6:30 p.m. **OPTIONAL BUS TRIP TO SEA WORLD**

SeaWorld is set on 150 acres in beautiful Mission Bay. No trip to San Diego would be complete without seeing the city's biggest star, Shamu.

There is swashbuckling on SeaWorld's first-ever adventure ride, Shipwreck Rapids. You'll crash through waves of white water and spin past roaring waterfalls. After enjoying the ride of your life, you can stop off to dine on island delicacies at the Shipwreck Reef Café (not included in the cost). Surprising inhabitants like otters and penguins often stop by for a visit.

At the Garden of Discovery, gardeners and future meteorologists of all ages will delight in their discoveries of butterfly, bee, water, vegetable, and bird gardens. Or, you can watch in awe as killer whales leap, jump, spin, and splash their way through the park's killer whale show called "The Shamu Adventure" (bring an umbrella if you sit near the front).

Other SeaWorld shows include "Dolphin Discovery," featuring high-flying dolphins (bring an umbrella, again) and "Wings of the World" bird show. The bus leaves at 1:30 p.m. in back of the hotel on Pacific Highway. Cost: \$20 each.

2001 STANDING COMMITTEE MEMBERS

The following members are expected to attend their respective committee meetings at 9:00 a.m. on Friday, November 16 (see page 6 for room assignments), and then accompany a new member at the **New Administrators' Luncheon** in the Porthole Room at 12:00 noon.

Conference Site Selection

Raymond R. Lagesse, Chair
Jessica Madrigal
Patricia Palmer
Gary W. Penders
Karen H. Sibley
K. Jil Warn

Creative and Innovative Awards

F. Clayton Sessoms, Chair
Pam Brown
Sherry Glass
Barbara Gotshall
Judith Jamieson
John G. LaBrie
Gary Levy
Deninge Sims
Casey Turner

Finance

James L. Murphy, Chair
Bill G. Clutter
Gail G. Hauser
Loy D. Lytle
Marlene Pasula
Raymond C. Rapp

Membership

Janet M. Wagner, Chair
Thomas A. Kujawski
John G. LaBrie
Raymond R. Lagesse
Cordelia Maloney
Michele V. Price
Megs Shea
Michael U. Nelson, *ex officio*

Publications

Carla Rich Montez, Chair
Peter Balsamo
Ingrid Blood
Sandra Buike
Allan G. Fanjoy Jr.
Kay Fiset
Anita D. McDonald
Ronald L. Wasserstein

Research

Kathleen Kraus, Chair
Shirley Lucas
Howard Martin
David K. Miller
Lilieth H. Nelson
David Schejbal
Darlene Samelko

NOTE: *Anyone interested in serving on one of these committees in 2002 should contact the appropriate chair or President-Elect Ron Wasserstein. All committee assignments are made after the first of the year.*

Conference

Registration

Form

2001 CONFERENCE REGISTRATION FORM

Name _____

Title _____

Institution _____

Mailing Address _____

City _____ State/Prov _____ Zip/Postal Code _____

Telephone _____ Fax _____

E-mail _____ Web site _____

Private/Public Institution _____ Undergraduate Enrollment _____

Name or nickname preferred on badge _____

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

BASIC REGISTRATION FEE

\$300.00 for NAASS members \$ _____

\$400.00 for non-NAASS members*

\$270.00 for additional registrants from the same institution after
the first two (see page 3)

*Any non-member institution paying the \$400.00 Basic Registration Fee
will be automatically granted a one-year membership in the Association.

NEW ADMINISTRATORS' WORKSHOP - \$65.00 _____

(Includes luncheon and materials)

EXTRACURRICULAR ACTIVITIES

Thursday: **San Diego Wild Animal Park** (see page 4)
_____ person(s) @ \$45.00 each. _____

Thursday: **UCSD/Aquarium/La Jolla/Point Loma** (see page 4)
_____ person(s) @ \$35.00 each. _____

Monday: **Trip to SeaWorld** (price corrected from that on page 19)
_____ person(s) @ \$55.00 each _____

TICKETS FOR SPOUSES AND GUESTS

Thursday: **Early Bird Reception** (see page 4)
_____ person(s) @ \$6.00 each. _____

Friday: **Host Institution's Reception** (see page 6)
_____ person(s) @ \$20.00 each. _____

Saturday: **San Diego Harbor Excursion** (see page 9)
_____ person(s) @ \$15.00 each. _____

Saturday: **NAASS President's Reception** (see page 9)
_____ person(s) @ \$20.00 each. _____

Sunday: **Banquet Reception** (see page 17)
_____ person(s) @ \$10.00 each. _____

Sunday: **Annual Awards Banquet** (see page 17)
_____ person(s) @ \$60.00 each. _____

TOTAL ENCLOSED \$ _____

2001 CONFERENCE REGISTRATION FORM

SUBMISSION OF FEES

Mail your check or money order, payable to **UC Regents/NAASS**, along with this Conference Registration Form to: NAASS Conference, UCSD Summer Session, 9500 Gilman Dr., Dept 0179, La Jolla, California 92093-0179.

NOTE: Registrations may be cancelled and registration fees refunded (less a \$20.00 processing fee), if notice is received before Friday, November 9.

CREDIT CARD OPTION

If you prefer to use Discover/MasterCard/VISA, please provide the following information:

Cardholder's Name _____

Credit Card Account Number _____

Expiration Date _____ Total Amount Charged \$ _____

Authorized Signature _____

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 sessions (please circle).

- | | | | | |
|-----------------------|-----------------------------|---|---|---|
| Friday @ 4:00 p.m. | "What Worked? What Didn't?" | | | |
| Saturday @ 10:15 a.m. | A | B | C | D |
| Sunday @ 8:30 a.m. | E | F | G | H |
| Sunday @ 10:15 a.m. | I | J | K | L |
| Sunday @ 1:00 p.m. | "Marketing Clinic" | | | |
| Sunday @ 4:00 p.m. | M | N | O | P |

2. I plan to attend the following food functions (please check).

- Thursday Evening's Early Bird Reception
- Friday Evening's Host Institution's Reception
- Saturday Continental Breakfast
- Saturday Regional Luncheon (please specify region):

- Saturday President's Reception
- Sunday Continental Breakfast
- Sunday Banquet Reception
- Sunday Annual Awards Banquet
- Monday Buffet Breakfast
- Monday Conference Wrap-up Luncheon

3. Please list any special diet needs: _____

For registration information contact:

Terri Branson (858) 534-4365 or tbranson@ucsd.edu

Host Institution:
University of California, San Diego



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