North American Association of Summer Sessions
39th Annual Conference

November 10-13, 2002
Baltimore, Maryland
North American Association of Summer Sessions
A Short History

The impetus for the establishment of what is today the North American Association of Summer Sessions (NAASS) came as the result of a letter written in December, 1963, by Clodus R. Smith of the University of Maryland-College Park and addressed to deans and directors of summer session programs in the District of Columbia area. He proposed a series of monthly luncheon meetings designed to prepare for an organizational conference of what is now NAASS. Preeminent at these meetings were representatives from American University, The Catholic University of America, The George Washington University, Georgetown University, Howard University and, of course, the University of Maryland.

With the support of this ad hoc group, Smith subsequently entered into a series of discussions with representatives of the North Central Conference on Summer Schools (NCCSS) and summer session people in the New England area to discuss the interest and desirability of establishing a national association.

As a result of the favorable responses received, a letter was sent in March of 1964 to 43 institutions, inviting them to attend an organizational meeting in Washington, D.C. for the purpose of initiating a new summer session association—one which was to be national in scope and open to all levels of nonprofit, higher education institutions. The stated purposes of this new association were to promote summer sessions in higher education, to develop quality summer programs and academic standards, and to exchange freely ideas and information among the membership.

Twenty-seven institutions attended that initial meeting of April 27-28, 1964 at the Roger Smith Hotel. During those two days, a draft of the constitution and bylaws was rendered, pro tem officers were appointed, and a name was decided upon—the National Association of College and University Summer Sessions (NACUSS)—the name that still graces the presidential gavel.

The first national conference of NACUSS convened in Denver, Colorado, in November of that same year. It was held jointly with what is today known as the Western Association of Summer Session Administrators (WASSA). By that time, institutional membership in the infant organization had grown to 84.

During the ensuing four years, the Association grew in recognition and acceptance. By 1968, membership had increased to 266, and it was decided that a less cumbersome name would be more appropriate. Accordingly, we shed NACUSS and became the National Association of Summer Sessions (NAASS).

The next seven years witnessed continuing growth in membership, with a total of 397 colleges and universities on our rolls. As the increased presence of Canadian and Mexican institutional members became more apparent, it was decided that the name of the organization should more accurately reflect the inter-American aspect of the Association. And so, we once again discarded one name for another. It was at this time, in 1975, that we became the North American Association of Summer Sessions (NAASS).

Today, we have institutional members located in every state of the Union, in eight Canadian provinces, and in the West Indies. In addition, we presently have individual members located in Australia, England, Germany, Scotland, and the United Arab Emirates.
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2002 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 1, of the Constitution)

President
Ron. Wasserstein
Washburn University
(Term ends in 2002)

President-Elect
Jim Murphy
University of North Carolina
at Chapel Hill
(Term ends in 2002)

Past President
Bill Kops
University of Manitoba
(Term ends in 2002)

Treasurer
Renate Guilford
George Mason University
(Term ends in 2003)

Middle State Vice President
Thomas 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 LaBrie
University of Southern Maine
(Term ends in 2003)

Southern Vice President
Bobby Puryear
North Carolina State University
(Term ends in 2003)

Western Vice President
Michele Price
Western Oregon University
(Term ends in 2002)

At-Large Member
Allan Fanjoy
University of Delaware
(Term ends in 2003)

At-Large Member
Carla Rich Montez
Bradley University
(Term ends in 2003)

At-Large Member
Janet Wagner
University of Nebraska
at Lincoln
(Term ends in 2002)
Conference Registration: Complete the enclosed Conference Registration Form and submit it along with the appropriate fees. Registration payments are due no later than Wednesday, November 6, 2002. All fees paid, less $20.00, are refundable if the conference registration is cancelled before Wednesday November 6. The Basic Registration Fee includes all planned activities except: (1) the Saturday early arrival tours to Annapolis and Baltimore, (2) the New Administrators Workshop, and (3) the post-conference tour of Washington, D.C.

Please make the checks payable to "University of Maryland/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 $340 for NAASS members or $440 for non-NAASS members. Additional registrants from the same institution pay only $300 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 conference rate at the Baltimore Marriott Waterfront Hotel is $189 per night (single, double, triple, or quad). Hotel room rates are subject to state and local sales taxes, currently 12.5%. Please note that the final date for securing guaranteed hotel reservations is Wednesday, October 9, 2002.

Please call Marriott Worldwide Reservations at 1-800-228-9290 or contact the hotel directly at 410-385-3000. Be sure to reference the "NAASS Conference" in order to obtain the conference rate. Hotel check-in is 4:00 p.m. and checkout is 12:00 noon.

Parking: The Baltimore Marriott Waterfront Hotel parking fee is currently $17 per day per 24-hour period for hotel guests with unlimited in-and-out privileges. Valet parking is $23.00 per day.

Ground Transportation: The Baltimore Marriott Waterfront Hotel is located 15 minutes from the Baltimore/Washington International Airport (BWI). SuperShuttle offers scheduled service to and from the hotel at a cost of $11 one-way and $18 roundtrip.

At BWI, go to the Ground Transportation Desk, Lower Level Pier C, to pick up the SuperShuttle. The shuttle leaves BWI at half-hour intervals from 5:45 a.m. to 11:45 p.m. The telephone reservation number is 1-800-BLUE-VAN. Taxi service from BWI Airport to Baltimore is approximately $20 one way.

Weather: Baltimore weather in November is typically cool. The average day-to-night temperatures range from the mid-60s to the mid-40s. Check the Weather Channel before leaving.

Restaurants and Attractions: The Baltimore Marriott Waterfront Hotel is within walking distance of the National Aquarium of Baltimore, the ESPN Zone, Little Italy restaurants, Fells Point dining and entertainment, and the Maryland Science Center, Morris A. Mechanic Theatre, and a variety of restaurants and Inner Harbor attractions. Oriole Park at Camden Yards and Ravens Stadium are within a 30-minute walking distance from the hotel.
PRE-CONFERENCE ACTIVITIES: Saturday, November 9

Tour of Annapolis, Maryland, and the U.S. Naval Academy
9:30 a.m. to 5:00 p.m.
We depart Baltimore for a leisurely ride to Annapolis, the capital city of Maryland, nestled on the rivers and creeks leading to the Chesapeake Bay. We begin our stroll of this colonial town—founded in 1649 and home to some of the finest 17th and 18th century buildings in the United States—at the Maryland State House, the oldest state house in the nation in continuous use. We see the old Senate Chamber where George Washington resigned his commission as Commander-in-Chief of the Continental Armies and where the Treaty of Paris, ending the Revolutionary War, was signed. Walk along the old brick sidewalks much as Washington and Thomas Jefferson did.

A highlight is a tour of the U.S. Naval Academy. The Academy, established in 1845, covers more than 300 acres on the south side of the Severn River. At the Academy Chapel, we visit the crypt beneath the bronze and marble sarcophagus of John Paul Jones, naval hero of the American Revolution.

Lunch is on your own in one of the many, charming restaurants or pubs that line the Annapolis waterfront. Save some time for browsing and shopping in the quaint shops and boutiques along the cobblestone streets.

The bus leaves from the main lobby exit near the Concierge desk on Columbus Avenue. Cost: $55.00 per person (includes all arrangements, knowledgeable guide, charter coach, and admission to the Naval Academy).

Baltimore: Its History, Culture, and Charm
1:00 to 5:00 p.m.
We leave the bustle of downtown to see the artsy, sophisticated side of town: the treasures of Baltimore. Tour the handsome Evergreen House, a 48-room, Italianate mansion built in the 1850s by the Garrett family, principals in the B&O Railroad. Recently restored, this house became an eclectic testament to the lives, tastes, and the collections of the elegant family that lived there. See the beautiful woodwork, contemporary paintings, 35,000-volume rare-book collection, Chinese porcelains, Tiffany glass, the theater area, and a 23-karat gold bathroom.

We also visit the Baltimore Museum of Art, housing a permanent collection of over 130,000 objects from ancient mosaics to contemporary art. The famous Cone Collection includes paintings and sculptures by Matisse, Picasso, Cezanne, Renoir, Gaugin, and other post-impressionists. Be sure to visit the modern wing featuring a room of Andy Worhol art.

The bus leaves from the main lobby exit near the Concierge desk on Columbus Avenue. Cost: $50.00 per person (includes all arrangements, guide service, charter coach, and all admissions).

Early Conference Registration
Early-arriving participants may pick up their conference registration packets at the Harborside Registration Desk between 8:30-10:00 a.m. and from 4:00-6:00 p.m.

Early Bird Reception
6:00 to 7:00 p.m.
President Ron Wasserstein is “at home” in his suite to members and guests for some fellowship, retelling of the day’s tours and adventures, and planning dinner excursions about town. Check at the Registration Desk for the location of his suite.
FIRST DAY: Sunday, November 10

NAASS PROGRAM THEME: Practical Management

In this conference, we continue to learn about and seek the "best practices" for managing summer sessions. The emphasis this year is on practical management. This is information-based managing, wherein the knowledge from data and experience is turned into practice.

Many sessions include information gathered from a cross section of institutions. There are sessions on Web uses and experiences, sessions with ideas and practices in smaller schools, sessions focused on expanding our leadership outside the regular summer sessions and on marketing (for increasing enrollments and receipts), and sessions that have components of professional development. See the following key for conference sessions.

Key for Implicit Features of Conference Sessions

D – Data collection from a cross section of institutions
E – Expansion of summer session leadership into connected areas
N – New administrators helpful ideas
P – Professional development topics or enhancements
S – Smaller schools valuable ideas
W – Web-based topics

8:30 a.m.  REGISTRATION DESK OPEN  Harborside Registration Desk

8:45-11:45 a.m.  NEW ADMINISTRATORS WORKSHOP

Program Leaders: Suzanne Murphy – St. Joseph’s College
     Darlene Zellers – University of Pittsburgh

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 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.

Program

New administrators are often in need of organizing their thoughts and getting clear on exactly what they can expect in their new position. In the "Big Picture" segment, we walk you through a list of questions you need to ask and answer in order to get started on the right foot.

In the "Financial and Data Management" section, we explore the collection and use of relevant, timely, and accurate budget and enrollment data. Successful techniques and strategies for analyzing budgets and enrollment information are discussed.
FIRST DAY: Sunday, November 10

Promotion and marketing are essential to all programs. In this segment, we discuss such topics as: gathering and understanding market information, reaching your own students, reaching beyond your own campus, print advertising, using TV, radio, and the Web, and how to track your results.

In the final segment, "Organization and Programming," a panel of representatives from different sizes and types of institutions discuss their approaches to innovative programming, length of sessions, organizational issues, and other topics initiated by the group.

8:45-9:30 a.m. Welcome and Get Acquainted
9:30-10:30 a.m. "The Big Picture" – an overview of summer session.
   Presenter: Donna Scarboro – The George Washington University

10:30-10:40 a.m. Break

10:40-11:30 a.m. Financial and Data Management
   Presenters: Public Schools: Kathleen Kraus – State University of New York at New Paltz
   Private Schools: Karen Sibley – Brown University

11:30-11:45 a.m. Testimonial from an almost-new administrator
   Presenter: Molly Berger – Case Western Reserve University

12:00-1:00 p.m. New Administrators Luncheon

1:15-2:15 p.m. Promotion and Marketing
   Moderator: Cordelia Maloney – University of Illinois at Chicago

2:15-2:25 p.m. Break

2:25-3:30 p.m. Organization and Programming
   Moderator: Jim Pollicita – Miami University
   Panelists: Diane Aprile – Merrimack College
   Tom Shugrue – Regis University

9:30-10:15 a.m. GUEST AND MEMBER INFORMATION SESSION
   Laurel C
   A local tourism expert presents brief information on things to see and do nearby and of special interest.

10:00-11:15 a.m. STANDING COMMITTEE MEETINGS
   All committees convene in the rooms listed below. After these meetings, each committee member joins an assigned partner at the New Administrators Luncheon in Salon E. All committee members are listed on page 24.

   Conference Site Selection Kent A
   Creative and Innovative Awards Kent B
   Membership Kent C
   Publications Galena
   Research Falkland
FIRST DAY: Sunday, November 10

10:45-11:45 a.m.  **FINANCE COMMITTEE MEETING**  Laurel A

11:15 a.m.-noon **RESEARCH CHAIRS MEETING**  Laurel B
Chair: Karen Heikel – University of Minnesota, Duluth

12:00-1:00 p.m.  **NEW ADMINISTRATORS LUNCHEON**  Salon E

1:15-2:45 p.m.  **ADMINISTRATIVE COUNCIL MEETING**  Falkland

3:00-5:30 p.m.  **NCCSS BOARD OF DIRECTORS MEETING**  Galena
Chair: Karen Heikel – President of NCCSS

4:00-5:00 p.m.  **“NOT-SO-NEW ADMINISTRATORS” ROUNDTABLE (P, S)***
Warm up for the conference by participating in a roundtable discussion. Some topics not otherwise covered during the conference might be addressed here. You can bring your own issue to the table. Examples are: How are summer budget allocations to departments and schools determined? What is strong or weak about the administrative and financial channels within your institution, or where would you ideally like to be located? What other campus offices are most crucial for cooperation in managing your summer sessions? And, where would you like NAASS to hold future conferences?

**Group I:** Members from smaller schools (approximately 1,000 or less in entering first-year undergraduate class each year). Begin net-working with others managing summer sessions in similar circumstances.

Moderator: Robert Hasenstab – Saint Louis University
Recorder: Susan Stevenson – Mary Washington College

**Group II:** All others.
Moderator: Donna Shea – Boston University
Recorder: Renate Guilford – George Mason University

5:30-6:15 p.m.  **CONFERENCE OPENING SESSION (N, S)**  Salon D&E
Join a standing-room only crowd to cheer the opening of the 39th NAASS Annual Conference. Hear about the conference program, conference logistics, welcomes, and other announcements. Please wear your nametags for all conference events in the hotel.

Moderator: Jim Murphy – University of North Carolina at Chapel Hill
President-Elect of NAASS
Welcome: Ron Wasserstein – Washburn University
President of NAASS
NAASS Developments: Bill Kops – University of Manitoba
Past President of NAASS
Conference Host: Chuck Wilson – University of Maryland-College Park
Program Comments: Jim Murphy – President-Elect of NAASS

*See Key for Conference Sessions on page 6.
FIRST DAY: Sunday, November 10

6:15-7:30 p.m.  HOST INSTITUTION'S RECEPTION and Laurel A, B, C & D T-SHIRT/SWEATSHIRT EXCHANGE

The University of Maryland's team, led by Chuck Wilson, hosts this reception and everyone is invited to partake of refreshment and conviviality before going out to dinner.

At this time, members who have brought institutional T-shirts or sweatshirts are encouraged to reconnoiter the room, barter, negotiate, exchange and/or swap their shirts with a colleague.

7:30 p.m.  DINNER ON YOUR OWN
SECOND DAY: Monday, November 11

8:00-8:45 a.m.  CONTINENTAL BREAKFAST  Harborside Foyer

8:50-10:10 a.m.  FIRST GENERAL SESSIONS

A.  Learning More About Your Students: If's Power and Ease (N, P)*
    Salon D
    Introduction: SarahOrmrod - University of Cambridge
    Speaker:   Jim Fong - Director of Outreach Marketing Research
               and Planning, Penn State University
    Recorder:  Becky Simons - Ohio University
               Institutions need to leverage every opportunity, resource, and tool to
               attract students. Changes in technology, competition, and consumer behavior
               affect their marketing. Jim focuses on the importance of having student informa-
               tion and the ease in obtaining it. Learn why consumer information applies to
               your students and to your programs; what resources and strategies are easily
               used; and what impact might all this have on your program development,
               marketing, and enrollments.

B.  Is Summer Really Off-Season? (E, S)*
    Salon E
    Introduction: Les Coyne - Indiana University
    Speaker:   Kevin Lennon - Vice-president for Membership Services
               National Collegiate Athletic Association
    Recorder:  George Carter Jr. - Clemson University
               With the growth of female and male sports participation, it is not unusual
               for five percent of the undergraduate student body to participate in competitive
               athletics. Due to training, practice, and competition, these students often cannot
               schedule the courses they need during fall and spring terms, especially labs.
               Kevin knows all the guidelines regarding academic work of student athletes.
               Find out how these may affect your programming, including such issues as the
               existence of restrictions on summer credits and why. Do the rules differ by
               division? Are policies different for incoming freshmen or transfers? Are the
               costs of taking summer courses includable in grant-in-aid scholarships? What
               about summer abroad?
               Are there horror stories and happy stories about athletes enrolling in sum-
               mer courses? How does summer school aid the eligibility and graduation rates
               of athletes? Could your summer offerings change so that student athletes
               could be better served academically in making progress toward their degrees
               and so you could garner more summer enrollments?

10:10-10:30 a.m.  BEVERAGE BREAK  Harborside Foyer

*See Key for Conference Sessions on page 6.
10:30-11:50 a.m. CONCURRENT SESSIONS 1-4

Session 1 Charge Less and Get More? Do Summer Tuition Discounts Increase Enrollments? (D)*
Moderator: Cordelia Maloney – University of Illinois at Chicago
Presenters: Kay Fiset – Syracuse University
Barbara Gotshall – Colorado State University
Recorder: Terri Schmutz – Aurora University

Studies show that in some cases tax cuts can result in increased revenues or that quantity discounts increase sales. Does the same outcome hold true for tuition rates? Each of the presenters undertook a collection of information from a cross section of schools—one a set of private institutions and the other primarily public institutions. They wanted guidance to make a decision about their own position on discounting summer tuition compared to fall/spring terms. Come for a review of the results and discuss why schools do or do not charge students less in the summer. What are the variables that affect that decision? Are there specific student populations that your institution can discount? Might your school increase summer revenue by lowering tuition?

Session 2 Finding the Program and Calendar Niche (E, N, S)*
Moderator: Jean Blosser – Villa Julie College
Presenters: John Leffler – Montclair State University
Judy Jamieson – Providence College
Mary Ann Claypool – Southwest Missouri State University
Recorder: Tom Fuhr – SUNY at Potsdam

Summer sessions often run for five, six, eight, or 10 weeks. The most recent popular sessions have been extra short, only one to three weeks. How do these short sessions fit into the calendar, and how do they become successful? John gives some background on common scheduling options for short sessions, and some pros and cons. Judy provides some concrete examples of niche programs that fit this short-sessions calendar and one that is going online. Mary Ann focuses on adapting courses into successful intersession programs with reference to funding, promotion, and faculty participation. Enter a discussion with the panelists on successes and failures in building these short-session programs.

Session 3 Once an Administrator, Now a Researcher (N, P)*
Moderator: Raymond Lagasse – Southwest Tennessee Community College
Presenters: Bill Kops – University of Manitoba
Loy Lytle – University of California, Santa Barbara
Recorder: Sandra Buikze – Michigan State University

Bill and Loy share knowledge about getting started on research. The first step is framing the research question to be useful and feasible. Learn the “rest of the story” about how research is done and how you can make your own contribution. Ideas are included for making use of research services that are available on one’s own campus. If you have tried or are now involved in...

*See Key for Conference Sessions on page 6.
gathering some data, doing analysis, or formalizing principles about a particular issue, this is guaranteed to be a lively and fruitful session.

Session 4  Sure, It's on the Web at WWW . . . (P, W)*
Moderator: Alton L. Taylor – University of Virginia
Presenters: Laura Huggins – The George Washington University
            Lynn Reinke – West Virginia University
Recorder: Janine Lindsey – University of Manitoba
Laura helps you explore the different ways that the Web can revolutionize the marketing of summer sessions and offers insights on the progress and pitfalls that the Internet provides. Lynn discusses how West Virginia University used an online contest and Campus Pipeline—a new student intranet software—to drive traffic to the summer Web site. This leads to discussion on the best practice for Web uses and to understanding where the value added to the students and to your operation is.

Noon-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
Members from Delaware, the District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia.
Presiding: Thomas Kujawski – Regional Vice President

North Central Region
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
Presiding: John Labrie – Regional Vice President

Southern Region
Members from Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and the West Indies.
Presiding: Bobby Puryear – Regional Vice President

Western Region
Presiding: Michele Price – Regional Vice President

*See Key for Conference Sessions on page 6.
SECOND DAY: Monday, November 11

1:15-2:30 p.m. SECOND GENERAL SESSIONS

C. Summertime, and the Living is Easy (But Only if You Can Supervise) (N, P)*
   Salon D
   Introduction: Kathryn Gould Cullivan – University of North Texas
   Speaker: Thomas Ingram – SUNY-College at Oswego
   Recorder: Lilieth Nelson – University of the The West Indies
   What skills do you need in order to plan for and successfully manage your summer sessions program? The ability to supervise others is certainly one such skill. The purpose of this session is to examine and discuss the practice of supervision, knowledge of which is essential to anyone attempting to implement plans and strategies, including the summer sessions administrator.
   Topics to be discussed include employee motivation, effective leadership, interpersonal communication, managing conflict, and evaluating employees. Also included is a brief discussion of selected employment law issues (“Ten Sure Ways to Manage Miserably”).

D. Be an Informed Advocate of Concentrated Course Formats for Teaching and Learning (N, P)*
   Salon E
   Introduction: Malcolm Loughlin – Western Carolina University
   Speaker: Virginia Lee – Associate Director, Faculty Center for Teaching and Learning, Department of Adult & Community College Education, North Carolina State University
   Recorder: Dudley J. Doane – University of Virginia
   Courses in summer sessions and short sessions are offered in a concentrated/compressed schedule. What do we know about teaching and learning in this format? North Carolina State University won a NAASS Creative and Innovative Administrative Award in 2000 for developing a professional development seminar for faculty teaching in the summer sessions.
   Dr. Lee has facilitated this seminar and done research on what makes good teaching and what ensures quality learning by students in concentrated courses. Since you administer these types of courses in summer, shouldn’t you know something about their efficacy and academic value in the college learning experience?

2:30-3:30 p.m. CREATIVE AND INNOVATIVE AWARDS
   Harborside Foyer
   FINALIST POSTER DISPLAY and BEVERAGE BREAK
   Coordinator: Barbara Gotshall – Colorado State University
   Chair, Creative and Innovative Awards Committee
   Browse the information stations and hear about the creative and innovative programs that the Committee has selected as finalists for awards this year. Competitions are held for credit programs, noncredit programs, and administrative programs. Learn first hand an idea or two for winning programs that can be transported to your own campus. Your peers, whose programs are on display, are on hand to answer questions and hear your reactions. Also, while there, pick up a snack and beverage.

*See Key for Conference Sessions on page 6.
SECOND DAY: Monday, November 11

3:30-4:50 p.m.  CONCURRENT SESSIONS 5-8

Session 5  The Three Most Important Things are Enrollments, Enrollments, and Enrollments  (N, P, S)*

Moderator: Sr. Ellen Dauwer – College of Saint Elizabeth
Presenters: Wilma Kozar-Purpura – Roosevelt University
Becky Forney – Wheeling Jesuit University
Recorder: Karen Carney – University of Illinois at Urbana/Champaign

Join the discussion after Becky presents ideas on many and varied ways of increasing enrollment that have been tried at her school. Wilma first suggests that one must look at past enrollments very carefully to develop plans for increasing enrollments. She leads you through her process for analyzing enrollments to prevent low-enrollment courses and to reduce cancellations. You, too, can learn how to do this.

Session 6  Summer Session and Internationalizing the Curriculum  (D, E, P)*

Moderator: Joanne Abrams – University of California, Berkeley
Presenters: Alton L. Taylor, University of Virginia
Jim Pollicia – Miami University
Dudley J. Doane, University of Virginia
Recorder: Karen Day, University of Southern Maine

The new buzz words among college deans looking for something to revise is “internationalizing the curriculum.” Hear how the University of Virginia is adapting to an institutional strategy for international education and why summer sessions are an integral part of this movement.

At Miami University, international offerings in summer sessions are home grown, with faculty developing and leading them. These courses are crucial in the curriculum in general and are increasingly important parts of several programs.

Finally, the results of some survey research are presented about the organization, role, and function of summer sessions with regard to international programming at a sample of research universities. Is this a hot idea on your campus, and is there a best practice regarding the contribution of summer sessions to internationalizing efforts?

Session 7  NAASS Resources Work for You  (E, P, N, W)*

Moderator: Michele Price – Western Oregon University
Presenters: Clayton Sessoms – East Carolina University
Ron Wasserstein – Washburn University
Allan Fanjoy – University of Delaware
Recorder: Jessica Madrigal – The Catholic University of America

Being a member of NAASS is valuable for many reasons—from the advantages of collective networking to the encouragement of your individual study of summer programming issues and their dissemination across the profession.

*See Key for Conference Sessions on page 6.
SECOND DAY: Monday, November 11

Explore more concrete ways to use the resources of NAASS to enhance your own work and programs.
- Clayton points to the value of reviewing the programs submitted in the Creative and Innovative Award competition of NAASS.
- Ron gives hints on using the results in the Joint Statistical Report to your advantage.
- Al leads you through the use of the NAASS Web site resources, including the membership directory, institutional profiles, group mailing/email lists, conference proceedings, bulletin board, and the listserv.

**Session 8**  Faculty Stipends: Caps, Minimums, Formulas, and Other Facets of Summer Salaries (D)*

**Essex B**

**Moderator:** Gloria McCullough – Kent State University

**Presenters:** Barbara Gotshall – Colorado State University
Ken Burrows – University of North Carolina at Charlotte

**Recorder:** Irene Pearce – University of California, Santa Barbara

Two of our members have surveyed institutions to learn about particular aspects of summer salary practices. The results of the surveys are presented along with discussions concerning salary caps and minimums, formulas, and the rationale underlying various practices. Questions and discussion follow regarding the type of institutional framework that leads to the various models of faculty salary.

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

Harborside Foyer

Beverages and pre-dinner snacks are served and the NAASS president, Ron Wasserstein, promises no speeches. The festive mood is enhanced by some local entertainment.

7:30 p.m.  **DINNER ON YOUR OWN**

*See Key for Conference Sessions on page 6.*
8:00-8:45 a.m. CONTINENTAL BREAKFAST  
Harborside Foyer

8:45-10:10 a.m. CONCURRENT SESSIONS 9-12

Session 9 Summer Pre-College Program Opportunities  
(D, E, S)*
Moderator: Wilma Kozar-Purpura – Roosevelt University
Presenters: Dee Ball – Earlham College
Jim Henderson – The Colorado College
Allyson Morris – Regis University
Recorder: Cynthia Liefeld – Point Park College
Special pre-college programs can be revenue producers and recruiting tools but, primarily, they can change a student’s life. Come and consider various pre-college program operations.
Dee summarizes programs at Earlham College and suggests some best practices that make them successful. Jim emphasizes a program for potential first generation college students from the poorest area of Colorado along the New Mexico state line.
Allyson presents information about a variety of summer camps, which are a part of credit and noncredit teacher education courses. What challenges are met in recruiting and in operations for these programs; what is the benefit to the students and to your institution? Are there some best practices?

Session 10 How to Structure Summer Sessions Administration  
(N, P)*
Moderator: Jeet Joshee – University of Connecticut
Presenters: Sue Day-Perroots – West Virginia University
Joyce Hanley – California University of Pennsylvania
Diane Sesco – California University of Pennsylvania
Recorder: David Nyman – Southern Utah University
If you could re-start your summer session, how would you have it structured? Sue reports on a process to change the culture and the mindset of summer sessions from a faculty-reward to an enrollment-driven operation. Just like a start up, this involves conquering myths and uncovering data to develop a fiscal-incentive model that’s understandable across colleges.
Second, California University follows up with their own discoveries on the trials and tribulations of developing a new model for Summer College that uses technology and data to create a “win” for students, who get what they want; a “win” for the faculty, who get paid; and a “win” for the institution, which makes money.

Session 11 What Our Peers Are Doing: Policies On Admissions and Sharing Budget Surplus  
(D, N)*
Moderator: Roger Swanson – University of Wisconsin-River Falls
Presenters: Andrea Wynn – University of Illinois-Urbana/Champaign
Jana Hinz – Middle Tennessee State University
Recorder: Carla Caglioti – Southampton College, Long Island University

*See Key for Conference Sessions on page 6.
Prompted by issues on their own campuses, the speakers undertook a collection of practices from other institutions. Andrea reports on the purposes and outcomes of a survey on admission practices in summer sessions. What are current practices with regard to open admission versus screening applicants?

Jana reports on practices associated with sharing a budget surplus that she gathered from contacts at other schools. She relates this to her own current experience and considers what the best practice might be for her situation.

**Session 12  NASCAR: Net Academics, Services, Credits, Applications, Registrations (E, N, P, S, W)*

**Moderator:** Heather Harroun – Saint Mary’s University  
**Presenters:** Joanne Razzano – University at Albany, SUNY  
Scott Brewster – University of North Carolina at Greensboro  
Bronwen Sheffield – Western Carolina University  
**Recorder:** Caroline Murphy – State University of New York at New Paltz

Stay in the fast lane for uses of the Web in summer session operations. Joanne discusses how the Web can be used to conduct student surveys and makes some recommendations on whom to survey, how often, and why the Web is or is not a best practice tool.

Scott adds to our knowledge of creative ways to improve learning by having students and faculty interact on the Web. Bronwen presents information on how the full range of student services is provided via the Web to students taking online courses. This includes, but is not limited to, the online bookstore, library, grades, transcripts, financial aid, admissions, advising, ID cards, and tech support. Get updated in a non-technical way on enhancements using the Web.

10:10-10:40 a.m.  **BEVERAGE BREAK**  
Harborside Foyer

10:40-11:50 a.m.  **CONCURRENT SESSIONS 13-16**

**Session 13  The Doctor is in at the Web Site Help Desk (P, W)**

**Moderator:** Jon Neidy – Bradley University  
**Presenters:** Doug Au – University of California, Berkeley  
Tom Hoen – Colorado State University  
**Recorder:** Allan Fanjoy – University of Delaware

Always a popular session, so bring your questions about Web uses to the help desk. Doug and Tom each present briefly some highlights about a possibility for your Web site. Most of the session involves questions and answers. Do not be afraid to ask and get sound technical advice in understandable terminology. See if your idea about your Web site or your use of the Internet is something that you should or should not try. How easy would it be; what are the problems? Honest answers guaranteed.

*See Key for Conference Sessions on page 6.
THIRD DAY: Tuesday, November 12

Session 14  Summer Administrator's Duties and Advertising (D, N, P, S)*
Moderator: Megs Shea – Stony Brook University-SUNY
Presenters: Paul Aizley – University of Nevada-Las Vegas
            Bill Whobrey – Yale University
Recorder: Kay Fiset – Syracuse University
More research information is presented from a cross section of member institutions. Paul presents information based upon selected cases regarding what staffing is required to run a summer program. Also, he compares some job descriptions for directors and associate directors of summer programs.
Bill can share information on how much advertising we do, how much of our budget is used, and what types of advertising are the most and least used. Is it a best practice to run part of the advertising in-house or to out-source? What do schools report that really worked and what fizzled?

Session 15  Don't Ignore Tried and True Student Surveys (P)*
Moderator: Karen Heikel – University of Minnesota, Duluth
Presenters: Pam Brown – Ohio University
            Bobby Puryear – North Carolina State University
Recorder: Pauline Christensen – Winona State University
At some point, we all need to develop, administer, and analyze a student survey. There is a long tradition of gathering information in this way to improve marketing, scheduling, and programming. Learn about two recent surveys with some unique aspects and see if anything is changing. Why do students attend summer sessions; why do others not attend? Is it a best practice to survey both groups? Do former students respond differently from current students? How often should these surveys be repeated?

Session 16  Workable Guidelines for Summer Instructors' Compensation (N, S)*
Moderator: Sue Munro – Virginia Commonwealth University
Presenters: Deb Harris – The University of Arizona
            Al Hall – East Stroudsburg University
            Sylvia Gamboa – College of Charleston
Recorder: Cynthia Calautti – Siena College
For summer instruction, who gets paid how much for what? Are you able to provide enough funds to have willing summer instructors? What are the principles for proportion or level of pay for faculty, for TAs, for graders, for labs, for independent study, for thesis dissertation courses, or for study abroad? At Arizona, schools have set schedules for summer pay. Would this work for you? Al has some stories of a swamp that you think you do not want to enter, but it turns out all right. Is unionization a pro or con for administering summer stipends? Sylvia has written the book on summer financial policies at the College of Charleston. Besides learning about their general guidelines, hear about some unique features in their approach to faculty compensation related to enrollments and receipts.

*See Key for Conference Sessions on page 6.
12:00-1:00 p.m.  **LUNCH ON YOUR OWN**

1:00-5:00 p.m.  **TOUR OF BALTIMORE, "THE STAR-SPANGLED-BANNER CITY"**

Our well-informed and personable guide leads us on a tour that will provide great memories about Baltimore's best known personalities: Babe Ruth, Wallis Warfield Simpson, Eubie Blake, Edgar Allan Poe, and more. Enjoy seeing special sights in Baltimore, including the Flag House, Carroll Mansion, Babe Ruth's birthplace, and City Hall. We will also pass the gravesite of Edgar Allan Poe, located at the Westminster Church in downtown Baltimore.

A highlight of the tour is a visit to Fort McHenry, birthplace of the "Star-Spangled Banner," where Francis Scott Key penned the words that were to become our national anthem. We will see an exciting film, walk through the star-shaped fort, and stand upon the ramparts where our patriots saw "the rockets red glare."

The bus leaves from the main lobby exit near the Concierge desk on Columbus Avenue. Cost: $35 for spouses and guests; no charge for conference registrants.

6:00-7:30 p.m.  **AWARDS BANQUET RECEPTION**  Salon VI Foyer

7:30-9:30 p.m.  **ANNUAL AWARDS BANQUET**  Salon VI, Grand Ballroom

Several presentations are to be made during the banquet. Plaques are presented to the winners in the following three creative and innovative program 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 recognized. Entertainment comes with dessert.

Presiding: Ron Wasserstein – Washburn University

President of NAASS

Presenter: Barbara Gotshall – Colorado State University

Chair, Creative and Innovative Awards Committee
FOURTH DAY: Wednesday, November 13

7:45-9:00 a.m.  BUFFET BREAKFAST and  ANNUAL BUSINESS MEETING  Kent A, B, & C

Committee reports are delivered, old and new business is addressed, the just-ended 2002 Fiscal Year is reviewed, and the 2003 Fiscal Year budget is presented, discussed, and voted upon. Finally, Ron Wasserstein turns over the NAASS presidential gavel to incoming president Jim Murphy.

Presiding: Ron Wasserstein – President of NAASS
Reporting: Treasurer’s Report - Renate Guilford, Treasurer
Committee Reports:
  Conference Site Selection – Raymond Lagesse, Chair
  Finance – Renate Guilford, Chair
  Membership – Clayton Sessions, Chair
  Nominations and Elections – Bill Kops, Chair
  Research – Karen Heikel, Chair
Recorder: Michael U. Nelson – Executive Secretary of NAASS

9:10-11:30 a.m.  GENERAL SESSIONS ON MARKETING

9:10-10:10 Session I: Has the Web Replaced Direct Mail Marketing? (D, N, P, W)*
Salon D
Moderator: Gary Penders – University of California, Berkeley
Panelists: Martin Barry – Oregon State University
          Thomas Kowalki – Binghamton University-SUNY
          Jim Pollicita – Miami University
Recorder: Norma Charette – University of Southern Maine

To what extent has Web-based marketing replaced direct mail marketing in summer sessions? What are summer directors planning for the future? Should we forget the lessons of direct mail and learn a new marketing craft that is based online? These and other questions were the subject of a NAASS-wide survey conducted this summer. The panel presents the survey results and leads a general discussion about the future of summer marketing.

10:10-10:30 BEVERAGE BREAK  Harborside Foyer

10:30-11:30 Session II: Collateral Advertising Products and Process (E, N, P, S)*
Salon E
Moderator: Gary Penders – University of California, Berkeley
Recorder: Matthew Rieck – University of Rochester

How effective—and how expensive—are those myriad collateral pieces of advertising you see every year, from bookmarks to hats? How about professional marketing agencies that offer to take your message to prospective students on your behalf? What function can this kind of marketing fulfill? We hear from fellow amateurs, as well as professionals, and help you decide if you should spend your hard-earned money on this kind of promotion.

*See Key for Conference Sessions on page 6.
FOURTH DAY: Wednesday, November 13

11:30 a.m. 39th ANNUAL CONFERENCE ADJOURNS

11:30-12:30 p.m. ADMINISTRATIVE COUNCIL MEETING  Board Room

1:00-8:00 p.m. POST-CONFERENCE TOUR OF WASHINGTON, D.C.

A special day in a great city! We will be led on a driving tour, and our guide relate facts and anecdotes about the city's best known sights: the Capitol, the Library of Congress, the Supreme Court, the White House, the Washington Monument, and other important sites throughout the seat of government.

We will stop to see the most famous memorial in Washington, the Lincoln Memorial with its grand statue of Abraham Lincoln. Adjacent to this memorial is the Vietnam Memorial with its long, polished, black-stone wall inscribed with over 57,000 names of those who died in the Vietnam War. And, see the newest monuments: the Women in Combat and the Korean War Memorials.

Spend some time at the Smithsonian Institution on the Mall. The Smithsonian is known by some as "the nation's attic," with its hundreds of thousands of exhibits. Enjoy browsing in one the popular Smithsonian museum buildings: Air & Space, Natural History, the near-by National Gallery of Art, or the Museum of American History.

The bus leaves from the main exit near the Concierge desk on Columbus Avenue. Cost: $85.00 (includes all arrangements, charter coach, fully narrated tour with a licensed Washington guide, and a seafood buffet at the Phillips Flagship restaurant in the District of Columbia).
2002 STANDING COMMITTEE MEMBERS

The following committee members are expected to attend their respective meetings at 10:00 a.m. on Sunday, November 10 (see page 7 for room assignments), and then accompany a new member at the New Administrators Luncheon in Salon E.

Conference Site Selection
Raymond Lagesse, Chair
Jessica Madrigal
Gary Penders
Karen Sibley

Creative and Innovative Awards
Barbara Gotshall, Chair
Pam Brown
Sylvia Gamboa
Lori Smith Jennaway
Robert Mann
Allyson Morris
David Nyman
Tim Peterson
James Powell
Deninge Sims

Finance
Renate Guilford, Chair
Kathryn Gould Cullivan
Debbie Harris
Gail Hauser
Loy Lytle
Marlene Pasula

Membership
Clayton Sessoms, Chair
Thomas Kujawski
John LaBrie
Cordelia Maloney
Michele Price
Bobby Puryear
Megs Shea
Janet Wagner
Michael Nelson, ex officio

Publications
Allan Fanjoy, Chair
Kay Fiset
Wilma Kozar-Purpura

Research
Karen Heikel, Chair
James Hirsh
Kathleen Kraus
Howard Martin
Lilieth Nelson
David Schejbal

NOTE: We are always looking for people to serve on committees—a great way to become active in NAASS. Anyone interested in serving on one of these committees should contact the appropriate committee chair or President-Elect Jim Murphy. All committee assignments are made after the first of the year.
Conference
Registration
Form
**2002 CONFERENCE REGISTRATION FORM**

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### BASIC REGISTRATION FEE
- $340.00 for NAASS members
- $440.00 for non-NAASS members*
- $300.00 for additional registrants from the same institution after the first two (see page 3)

*Any non-member institution paying the $440.00 Basic Registration Fee is automatically granted a one-year membership in the Association.

### NEW ADMINISTRATORS WORKSHOP - $65.00
(Includes luncheon and materials)

### EXTRACURRICULAR ACTIVITIES
- **Saturday:** Tour of Annapolis, Maryland (see page 5)
  - ____ person(s) @ $55.00 each.
- **Saturday:** Tour of Baltimore, Maryland (see page 5)
  - ____ person(s) @ $50.00 each.
- **Wednesday:** Tour of Washington, D.C. (see page 23)
  - ____ person(s) @ $85.00 each

### TICKETS FOR SPOUSES AND GUESTS
- **Sunday:** Host Institution's Reception (see page 9)
  - ____ person(s) @ $10.00 each.
- **Monday:** NAASS President's Reception (see page 17)
  - ____ person(s) @ $10.00 each.
- **Tuesday:** "Star-Spangled Banner City" Tour (see page 21)
  - ____ person(s) @ $35.00 each.
- **Tuesday:** Awards Banquet Reception (see page 21)
  - ____ person(s) @ $10.00 each.
- **Tuesday:** Annual Awards Banquet (see page 21)
  - ____ person(s) @ $30.00 each.

### TOTAL ENCLOSED

$
2002 CONFERENCE REGISTRATION FORM

SUBMISSION OF FEES
Mail your check or money order, payable to "University of Maryland/NAASS," along with this Conference Registration Form to: NAASS Conference, Summer Sessions, Office of Continuing and Extended Education, University of Maryland-College Park; 4321 Hartwick Road, Suite 208, College Park, Maryland 20742-5321. NOTE: Registration may be cancelled and registration fees refunded (less a $20.00 processing fee), if notice is received before Wednesday, November 6, 2002.

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 session sizes and meal counts.
1. I plan to attend the following sessions (please circle).
   Sunday @ 4:00 p.m. Not-So-New Administrators: Group I or II
   Monday @ 8:50 a.m. First General Session: A or B
   Monday @ 10:30 a.m. 1 2 3 4
   Monday @ 1:15 p.m. Second General Session: C or D
   Monday @ 3:30 p.m. 5 6 7 8
   Tuesday @ 8:45 a.m. 9 10 11 12
   Tuesday @ 10:40 a.m. 13 14 15 16
   Wednesday @ 9:10 a.m. General Marketing Session I
   Wednesday @ 10:30 a.m. General Marketing Session II

2. I plan to attend the following food and beverage functions (please check).
   [ ] Saturday: Early Bird Reception
   [ ] Sunday: Host Institution's Reception and T-Shirt/Sweatshirt Exchange
   [ ] Monday: Continental Breakfast
   [ ] Monday: Regional Luncheon (please circle region): Middle States North Central Northeastern Southern Western
   [ ] Monday: President's Reception
   [ ] Tuesday: Continental Breakfast
   [ ] Tuesday: Awards Banquet Reception
   [ ] Tuesday: Annual Awards Banquet
   [ ] Wednesday: Buffet Breakfast

3. Please list any special dietary needs: __________________________

For registration information contact: OCEE Customer Service
Phone (301) 403-4392; Fax (301) 403-4396