

A nighttime photograph of the Baltimore skyline, featuring several illuminated skyscrapers and a waterfront area with many lights reflecting on the water. The sky is a deep blue with some clouds.

*North American Association  
of Summer Sessions  
39<sup>th</sup> 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 (NASS).

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

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"The Administrative Council is the governing body of the Association and shall consist of (a) the officers of the Association: the President, the President-Elect, and the Treasurer; (b) one Vice President from each of the geographical regions designated as Association regions in the Bylaws; (c) three At-Large Members; and (d) the immediate Past President." (*Article V, Section I, of the Constitution*)

**President**

Ron. Wasserstein  
Washburn University  
(Term ends in 2002)

**Northeastern Vice President**

John LaBrie  
University of Southern Maine  
(Term ends in 2003)

**President-Elect**

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

**Southern Vice President**

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

**Past President**

Bill Kops  
University of Manitoba  
(Term ends in 2002)

**Western Vice President**

Michele Price  
Western Oregon University  
(Term ends in 2002)

**Treasurer**

Renate Guilford  
George Mason University  
(Term ends in 2003)

**At-Large Member**

Allan Fanjoy  
University of Delaware  
(Term ends in 2003)

**Middle State Vice President**

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

**At-Large Member**

Carla Rich Montez  
Bradley University  
(Term ends in 2003)

**North Central Vice President**

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

**At-Large Member**

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

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## GENERAL INFORMATION

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**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 that 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). Super-Shuttle 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.

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## PRE-CONFERENCE ACTIVITIES: Saturday, November 9

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### **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 17<sup>th</sup> and 18<sup>th</sup> 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 such 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, Gauguin, and other post-impressionists. Be sure to visit the modern wing featuring a room of Andy Warhol 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.



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## FIRST DAY: Sunday, November 10

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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.

<b>Conference Site Selection</b>	Kent A
<b>Creative and Innovative Awards</b>	Kent B
<b>Membership</b>	Kent C
<b>Publications</b>	Galena
<b>Research</b>	Falkland



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## FIRST DAY: Sunday, November 10

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10:45-11:45 a.m.	<b>FINANCE COMMITTEE MEETING</b>	Laurel A
11:15 a.m.-noon	<b>RESEARCH CHAIRS MEETING</b> Chair: Karen Heikel – University of Minnesota, Duluth	Laurel B
12:00-1:00 p.m.	<b>NEW ADMINISTRATORS LUNCHEON</b>	Salon E
1:15-2:45 p.m.	<b>ADMINISTRATIVE COUNCIL MEETING</b>	Falkland
3:00-5:30 p.m.	<b>NCCSS BOARD OF DIRECTORS MEETING</b> Chair: Karen Heikel – President of NCCSS	Galena

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. Laurel A&B

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

**Group II:** All others. Laurel C&D  
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 39<sup>th</sup> 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.

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## FIRST DAY: Sunday, November 10

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

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**

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## SECOND DAY: Monday, November 11

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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:  
It's Power and Ease (N, P)\*** Salon D

Introduction: Sarah Ormrod – 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 this marketing. Jim focuses on the importance of having student information 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 summer 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.*

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## SECOND DAY: Monday, November 11

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10:30-11:50 a.m. **CONCURRENT SESSIONS 1-4**

**Session 1**    **Charge Less and Get More? Do Summer Tuition Discounts Increase Enrollments? (D)\***    Salon 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)\***    Salon E

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)\***    Essex C

Moderator: Raymond Lagesse – Southwest Tennessee Community College

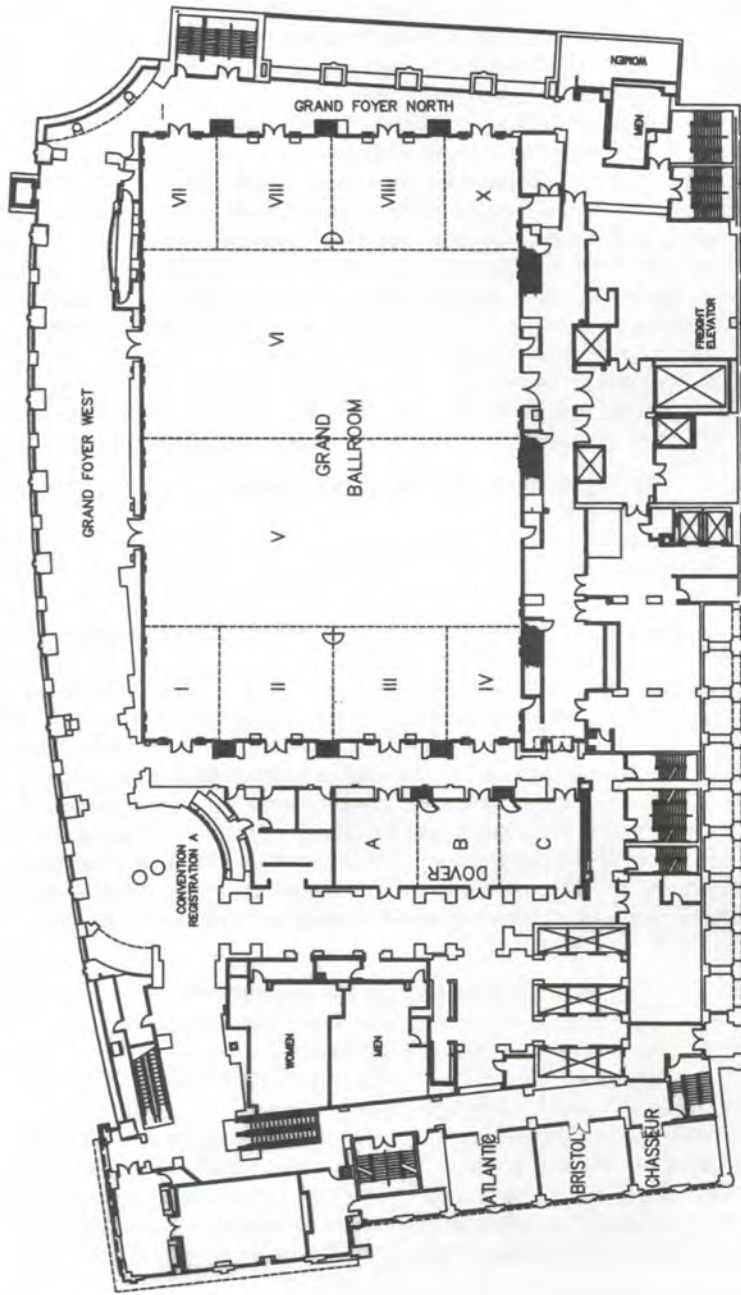
Presenters: Bill Kops – University of Manitoba  
Loy Lytle – University of California, Santa Barbara

Recorder: Sandra Buike – Michigan State University

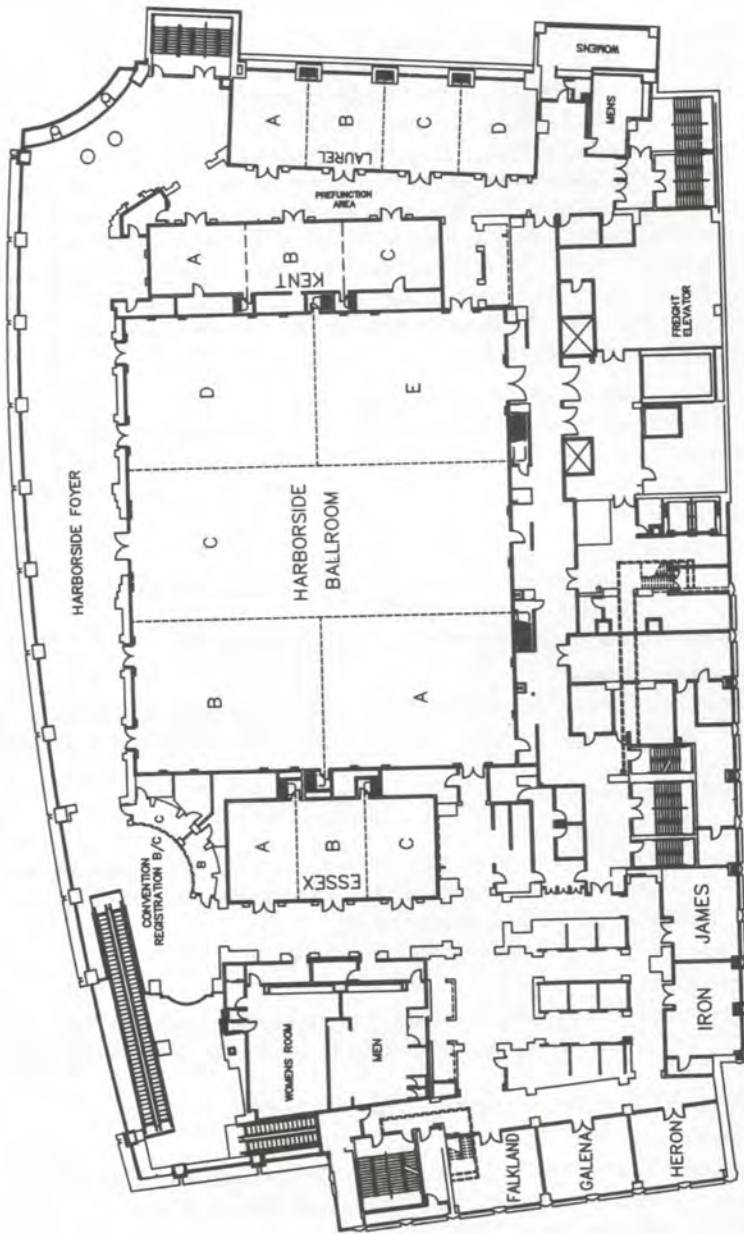
Bill and Loy share knowledge about getting started on research. The first step is framing the research question to be useful and feasible. Learn the "rest of the story" about how research is done and how you can make your own contribution. Ideas are included for making use of research services that are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

\*See Key for Conference Sessions on page 6.

# HOTEL MEETING ROOM FACILITIES



# HOTEL MEETING ROOM FACILITIES



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## SECOND DAY: Monday, November 11

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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)\*** James

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** Falkland

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

*Presiding:* Thomas Kujawski – Regional Vice President

**North Central Region** Heron

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** Galena

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

*Presiding:* John LaBrie – Regional Vice President

**Southern Region** Iron

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** Essex A&B

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

*Presiding:* Michele Price – Regional Vice President

\*See Key for Conference Sessions on page 6.

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## SECOND DAY: Monday, November 11

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### 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 FINALIST POSTER DISPLAY and BEVERAGE BREAK** Harborside Foyer

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.



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## SECOND DAY: Monday, November 11

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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)\***      Salon D

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)\***      Salon E

Moderator: Joanne Abrams – University of California, Berkeley

Presenters: Alton L. Taylor, University of Virginia  
Jim Pollicita – 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)\***      Essex A

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.

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## SECOND DAY: Monday, November 11

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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.

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## THIRD DAY: Tuesday, November 12

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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)\*** Salon D

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)\*** Salon E

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)\*** Essex A

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.

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## THIRD DAY: Tuesday, November 12

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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)\*** Essex B

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)\*** Essex C

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)\*** Dover A

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)\*** Dover B

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)\*** Dover C

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.

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## THIRD DAY: Tuesday, November 12

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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

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## FOURTH DAY: Wednesday, November 13

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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 Sessoms, 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 Kowalik – 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.

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## FOURTH DAY: Wednesday, November 13

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11:30 a.m.      **39<sup>TH</sup> 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).



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## 2002 STANDING COMMITTEE MEMBERS

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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

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

\$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

*Hosted by:  
University of Maryland at College Park*

