

North
American
Association of
Summer
Sessions

40th
Annual
Conference



November 16-19, 2003
Mesa, Arizona

North American Association of Summer Sessions A Short History

The impetus for the establishment of what today is 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 the 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 the 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 the 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, the Bahamas, and the West Indies. In addition, we presently have individual members located in Australia, England, Germany, and the United Arab Emirates.

PRE- AND POST-CONFERENCE ACTIVITIES

The paved Desert Discovery Trail leads visitors through the garden. Other walkways include: the Plants and People of the Sonoran Desert Trail, the Sonoran Desert Nature Trail, the Center for Desert Living Trail, and the Harriet K. Maxell Wildflower Trail. Cost: \$35 per person (includes all arrangements, entrance fee, guide, and charter coach).

Saturday, November 15 – 6:00-7:00 p.m.

Early Bird Reception

President Jim Murphy will be "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 the Registration Desk for the location of his suite.

FIRST DAY: Sunday, November 16

8:30 a.m.- **NEW ADMINISTRATORS' WORKSHOP**
12:15 p.m.

Kachina

Program Leaders: Sarah Ormrod – University of Cambridge
John LaBrie – University of Southern Maine

This morning's workshop offers an overview of summer session, its administration and planning with the new administrator in mind. It is an invaluable opportunity for new or relatively new summer session administrators to meet, share experiences, and learn together. The half-day workshop culminates with lunch at 12:30 p.m.

Members of standing committees and the Administrative Council (the governing body of NAASS) join the new administrators for lunch, thus starting the integration process — a hallmark of the organization. New administrators can therefore immediately meet members of NAASS's large network of peers and mentors, all willing to share your concerns and discuss possible solutions. If you are planning to attend the workshop, please be sure to register in advance.

Program

New administrators can draw on the help their NAASS colleagues are willing to provide throughout the conference (and beyond). This morning's sessions are planned to help you organize your thoughts and answer some of the immediate and subsequent questions you may have, as you become involved in summer sessions.

A look at highlights of the overall conference will help you to decide which sessions are most relevant to your personal needs. This will ensure that you use the workshop time effectively, focusing on particular areas and avoiding duplication of topics that will come up later on. Financial management, programming, data management, and staff supervision are just some of the "big issues" that new administrators typically face. We tackle these head on.

To that end, we're likening the role of the summer session administrator to that of a curator at an art exhibition — from booking the venue to selecting and hanging the works, from pricing to marketing, from working with "artists" to serving the patrons, the curator has a pivotal role in every aspect of the show. The curator needs sharp business skills to ensure the long-term success of the gallery, but also the improvisational skills needed to stimulate creativity for future block-buster shows!

As new administrators, you all come to summer sessions with different experiences and different perspectives. We try to help you grasp the essentials (logistics, communication, working within fixed parameters, balancing the curriculum, and getting the best out of your faculty) by offering a new perspective as well as some tried and tested ideas for running your Summer Session!

FIRST DAY: Sunday, November 16

NEW ADMINISTRATORS' WORKSHOP SESSIONS

- 8:30-9:00 a.m. **Welcome and Get Acquainted Over Breakfast** Kachina
- 9:00-9:15 a.m. **Introductions I: Putting You in the Picture**
- 9:15-9:45 a.m. **Introductions II: Making a Selection — Getting the Best from the Rest of the Conference**
- 9:45-10:30 a.m. **Financial Management: Balancing the Books**
Presenter: Karen Sibley – Brown University
- 10:30-10:45 a.m. **Break**
- 10:45-11:00 a.m. **What you Need to Know About Your Program: The Value of Data Management**
Presenter: John LaBrie – University of Southern Maine
- 11:00-12:15 p.m. **The Summer Administrator as “Exhibition Curator”**
Presenters: Sarah Ormrod – University of Cambridge
John LaBrie – University of Southern Maine
- 12:30-1:30 p.m. **New Administrators' Luncheon** Pueblo B & C

FIRST DAY: Sunday, November 16

8:00 a.m.	REGISTRATION DESK OPENS	Fiesta
8:00-9:00 a.m.	GUEST AND MEMBER INFORMATION SESSION Local experts are available to answer your questions about what to see and do while you're in Arizona.	Atrium
8:30 a.m.- 12:15	NEW ADMINISTRATORS' WORKSHOP	Kachina
9:00-10:15 a.m.	STANDING COMMITTEE MEETINGS All committees convene in the rooms below. Committee members are asked to join an assigned partner at the New Administrators' Luncheon at 12:30 p.m. in the Atrium.	
	Conference Site Selection	TBA
	Creative and Innovative Awards	TBA
	Membership	TBA
	Publications	TBA
	Research	TBA
9:45-10:45 a.m.	FINANCE COMMITTEE MEETING	Pueblo A
11:00-12:15 p.m.	ADMINISTRATIVE COUNCIL MEETING	President's Suite
12:30-1:30 p.m.	NEW ADMINISTRATORS' LUNCHEON Members of NAASS standing committees and the Administrative Council join participants of the New Administrators' Workshop for luncheon.	Pueblo B & C
1:30-3:00 p.m.	NCCSS BOARD OF DIRECTORS MEETING Chair: Howard Martin – President of NCCSS	Pueblo A
4:30-5:30 p.m.	ISSUES ROUNDTABLES Take advantage of this open discussion format to sound out your colleagues on issues of current interest. Two roundtable groups will convene — one for small schools (5,000 or less academic year enrollment), the second for everyone else. You'll be asked to contribute questions and topics for discussion prior to the conference.	
	Group I: Members from smaller schools. Moderator: Suzanne Murphy – St. Joseph's College Recorder: Cynthia Calautti – Siena College	Pueblo C
	Group II: All others. Moderator: Les Coyne – Indiana University Recorder: Malcolm Loughlin – Western Carolina University	Pueblo B

FIRST DAY: Sunday, November 16

5:30-5:45 p.m. **OFFICIAL OPENING SESSION OF THE 40TH ANNUAL CONFERENCE** Kiva A

The conference officially opens with a brief welcome and an overview of the conference program. Proceedings will start promptly at 5:30 p.m. Don't be late!

Welcome: Jim Murphy – University of North Carolina at Chapel Hill
President of NAASS

Program

Comments: Cordelia Maloney – University of Illinois at Chicago
President-Elect of NAASS and Conference Program Chair

5:45-7:00 p.m. **OPENING RECEPTION AND T-SHIRT EXCHANGE** Atrium

Carol Switzer, this year's conference host, welcomes us to Arizona, to Phoenix, and the hospitality of Arizona State University. Before heading out to dinner on your own, join Carol and her staff for an hour or so of refreshments, good conversation, and some slightly offbeat entertainment. Bring a T-shirt or sweatshirt from your home institution to exchange with a colleague.

7:00 p.m. **DINNER ON YOUR OWN**

Join up with some of your colleagues to explore what Phoenix has to offer by way of culinary experiences.

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7:30-8:15 a.m. **CONTINENTAL BREAKFAST** Kiva Foyer

8:15-9:30 a.m. **OPENING PLENARY SESSION** Kiva

**The Art of Summer Session:
Understanding and Shaping Your Program**

Introduction: Howard Martin – University of Wisconsin-Madison
Speakers: Donna Scarboro – The George Washington University
Ronald Wasserstein – Washburn University
Recorder: Irene Pearce – University of California, Santa Barbara

Summer Session at your institution is a work in progress. In most cases, you inherited a project that another artist began, and someday you will pass the work to another. In the meantime, although many others are directly or indirectly involved with your work, this project is yours. It is unique to your institution, and you bring a unique perspective to it. How do you understand the values, structures, and influences that have shaped this project called "summer session"? How do you bring your own views and talents to bear on this project, to increase its beauty, its worth to your institution?

Two experienced administrators consider these questions and help you assess how to craft your institution's summer session to suit the hopes of key players and the vision you bring. In the process, you will have the opportunity to reflect on aspects of the Summer Session Self-Profile and to refine your plans for maximizing the benefits of the conference.

9:30-10:00 a.m. **BEVERAGE BREAK** Kiva Foyer

10:00-11:30 a.m. **CONCURRENT SESSIONS 1**

**Session 1A Getting Started: How to Learn Who
You Are and Where You Want to Go** Kachina A

Moderator: Karen Heikel – University of Minnesota, Duluth
Presenters: Molly Berger – Case Western Reserve University
Lori Black – University of California, Merced
Helen Sullivan – University of California, Merced

Recorder: Norma Charette – University of Southern Maine

Designed for newer summer session administrators, this workshop will demonstrate how the Summer Session Self-Profile can help you to assess your program and plan its future. Two volunteers — Jon Neidy, Bradley University, and Carmen Boortz, University of Wisconsin, River Falls — will have completed the questionnaire. Their experience and the questions from the panel and the audience will sort out the ways the Self-Profile can be used to determine both near- and long-term goals and priorities.

What information guides you towards making reasonable decisions that result in good campus relationships, financial growth, and student satisfaction? What data should you be tracking? How do you use the Self-Profile to identify areas that are working well and those that could use improvement? Bring your Self-Profile with you so that we can learn from each other!

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Session 1B Filling in the Blanks: Using Program Self-Assessment to Figure Out What Comes Next Kachina B

Moderator: Pam Piro – Eastern Washington University
Presenters: Sue Day-Perroots – West Virginia University
Karen Sibley – Brown University
Recorder: Pauline Christensen – Winona State University

This session is designed for the summer session administrator who is now beyond breathless and ready to consider program revisions and new efforts. We'll share probing questions for holistic program assessment and discuss where your findings might take you. Two colleagues, Virginia Helm from the University of Wisconsin-Stevens Point and Jessica Madrigal from The Catholic University of America, will have completed the Summer Session Self-Profile. We'll talk about what happened when they applied it to their programs, and we'll branch out to your particular circumstances and see if we can launch you to a new stage of administrative success.

Session 1C Taking a New Look at a Well-Established Program: A Roundtable on Program Assessment and Planning for Experienced Summer Session Administrators Pueblo B & C

Moderator: Anita McDonald – Penn State DuBois
Recorder: Lynda Ataya – American University in Sharjah

This roundtable deals with the particular perspective of experienced summer session administrators as they consider where their programs have been and where they are going. It will provide an opportunity for senior administrators to talk frankly with their colleagues about the strategies they have developed for revitalizing ailing programs, building new programs, and protecting their programs against the vicissitudes of institutional change.

Program assessment and planning will be emphasized, but the conversation will range widely. Participants will be asked to submit issues for discussion and be expected to come prepared to engage in lively discussion.

Noon-1:00 p.m. **REGIONAL LUNCHEONS**

A good chance to renew acquaintances with regional colleagues over lunch. For those of you who are new to summer sessions, this is an excellent opportunity to meet and network with summer session colleagues from your own region. Some business of regional interest may be conducted.

Middle States Region Kiva A

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

North Central Region Kiva A

Presiding: Karen L. Heikel – Regional Vice President
Members from Illinois, Indiana, Iowa, Kansas, Kentucky, Manitoba, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

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Northeastern Region

Kiva B

Presiding: John G. LaBrie – Regional Vice President

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

Southern Region

Presiding: Bobby L. Puryear – Regional Vice President

Kiva B

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

Western Region

Presiding: Gary W. Penders – Regional Vice President

Kiva C

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

1:15-2:30 p.m. CONCURRENT SESSIONS 2

Session 2A Assessing the Effectiveness of Summer Programs and Services

Kachina A

Presenters: Thomas Fuhr – SUNY-College at Potsdam

Rick Miller – SUNY-College at Potsdam

Recorder: Gilbert Casterlow Jr. – North Carolina A&T State University

The subject of this session — the development and implementation of a highly detailed assessment plan for the summer session at SUNY Potsdam — is a great example of effective collaboration between two campus units. Tom Fuhr, Director of Continuing Education and Summer Session, and Rick Miller, Director of Institutional Effectiveness at SUNY Potsdam, will present a case study of the assessment plan they jointly developed and implemented. The session will include a discussion of the institution's commitment to continuous improvement, the objectives of the summer session office, and how these two sets of goals were successfully merged to address summer session program planning issues.

Session 2B Getting the Message Out: Strategic Communications for Summer Sessions

Kachina B

Presenters: Bill Kops – University of Manitoba

Peggy Nesbitt – University of Montana

Gary Penders – University of California, Berkeley

Recorder: Cynthia DeLuca – North Carolina State University

Communicating strategically means planning how you want to connect with your audiences in order to get your summer session message across. This can occur either formally, for example in annual reports, or informally in social gatherings or one-to-one meetings.

Strategic communications are important in developing the credibility of summer session by sharing expertise, building mutual trust and cooperation, seeking solutions to common problems and issues, and demonstrating reliability and performance. Summer session directors need to make choices

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within the context of their institution and their resources about what, when, and how to best inform various audiences, such as senior administrators, college deans, faculty, community partners, and others. This session will look at best practices in developing strategic communications as a summer session director or administrator.

Session 2C Theresa Neil Research Consortium Session Pueblo A
"Factors That Affect Students' Decisions to Attend Summer Session"

Moderator: Howard Martin – University of Wisconsin-Madison
Presenters: Donna Fish – State University of New York-College at Cortland
Tom Kowalik – Binghamton University-SUNY
Recorder: Patricia Suske – University of Nevada, Las Vegas

During this session, principal investigators report the findings of a study designed to gather information about: (1) how students learn about summer session, (2) when they decide to attend summer session, (3) the reasons why students decide to attend summer session, and (4) why they attend a particular institution.

Data were collected from undergraduate student populations attending summer session at a private, liberal arts college and a state-supported, liberal arts college. Exploratory factor analysis was applied to determine a factor structure identifying those motivational factors most significant in an individual's decision to participate in summer session.

Session 2D Summer Sessions as Profit Centers Pueblo B & C
in Service to the Academic Core

Presenters: Dudley Doane – University of Virginia
David Unruh – University of California, Los Angeles
Recorder: Fred Hurst – Northern Arizona University

At many colleges and universities, summer sessions have a dual purpose. They are expected both to serve the academic community and to yield a profit. Fiscal responsibilities are balanced with the academic values and interests of core constituencies, resident faculty members, and students.

Such summer sessions are unique within the professional bureaucracy (Mintzberg, 1983) of the university, in that they are support units largely owned by the professional core of the university bureaucracy — faculty. They also manage a tightly organized office that provides a variety of services to students and faculty.

The panelists will discuss the organization and governance of summer sessions at their institutions — with a particular focus on their capacity and strategies for influencing curriculum. They will discuss various approaches to planning, describe how relationships with faculty affect the shape and course of the curriculum, and examine the challenges associated with balancing academic and financial purposes.

2:30-2:45 p.m. **BEVERAGE BREAK**

Kiva Foyer

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2:45-4:00 p.m. **CONCURRENT SESSIONS 3**

Session 3A Restructuring Summer Session: A Tale of Two Cultures Kachina A

Presenters: Jim Pollicita – Miami University
David Stonehill – Miami University
Recorder: Kay Fiset – Syracuse University

Imagine this: The academic and financial vice presidents agree that summer session should address the academic needs of students, link revenue with rewards, and allow maximum flexibility and responsibility in both the academic and financial aspects of the enterprise. The presenters were assigned responsibility for developing, presenting, honing, and implementing a model to do just that. Great idea, interesting characters, unexpected plot twists, and maybe . . . just maybe . . . a happy ending.

Session 3B Creating Effective Institutional Alliances: Understanding Institutional Culture and Building Strategic Alliances Kachina B

Presenters: John LaBrie – University of Southern Maine
Robyn Sherlock – Academic Management Solutions
Recorder: Elizabeth Acree – The University of Arizona

The goals of this workshop are twofold. First, we will look at the use of language within higher education. The notion here is that administrative and academic units within a university vary in culture and the use of language — sometimes dramatically. This makes effective communication across the institution difficult and even problematic when you are attempting to inform and advocate for an enterprise-wide summer session.

Secondly, the session looks to build an understanding of these inter-institutional cultural variances and how to go about developing strategic alliances that can further the goals of your department.

Session 3C Market Information: Getting the Most Out of Surveys and Focus Groups Pueblo B & C

Moderator: Tom Venables – Rutgers-The State University of N.J., Camden
Presenters: Bobby Puryear – North Carolina State University
Ian Brookbanks – The Roscoe Group, Inc.
Recorder: Janine Lindsey – University of Manitoba

Don't wrestle with how to get the most out of surveys and focus groups. Come learn from the experiences of two individuals who have worked inside and outside higher education as to what works and what doesn't when it comes to gathering information to facilitate successful programming. This session begins with Bobby Puryear, who will provide insights about survey design and development with a focus on getting comprehensive information from your target audience. Ian Brookbanks, who has been commissioning and running focus groups for over thirty years, will describe how to recruit for focus groups, develop good discussion guides, how to run a group — and the pitfalls to avoid so that you get the most for your research dollar. Please come prepared to share with others what has worked for you.

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Session 3D Theresa Neil Research Consortium Session Pueblo A
**"From Self-Support to State Support
Administration of Summer Programs"**

Moderator: Peggy Nebitt – University of Montana
Presenter: Diana Demetrulius – California State University, Stanislaus
Recorder: Debbie Harris – The University of Arizona

Is your campus considering the possibility of converting from a self-supported summer term offered through continuing education to a state-supported summer term (sometimes called "Year-Round Operations")?

Diana will discuss the results of her research in studying the processes and effects of converting to year-round operations in the California State University (CSU), the largest multi-campus state university in the United States. Topics will include the CSU's processes for the transition; the effects on course offerings, budget, student enrollments, faculty compensation; and the continuing challenges as expressed both by academic administrators and continuing education deans in the CSU.

4:00-5:00 p.m. **CONCURRENT SESSIONS 4**

**Session 4A Summer Sessions, Web Sites,
and Questions, Oh My!** Kachina A

Presenter: Jon Neidy – Bradley University
Recorder: Renate Guilford – George Mason University

Not everyone has flung themselves enthusiastically into using the World Wide Web. If you've been a little reluctant to learn what it's all about — or simply haven't felt the need until now, this session is for you. In this session for beginners, Jon will present briefly the current trends in summer session Web sites, demonstrate some Web investigation techniques, and discuss how he uses the Web to enhance his own work in summer sessions. Please come to the session prepared to ask questions.

**Session 4B Working Together: A Personality-Centered
Approach to Organizational Work** Kachina B

Presenter: Barbara Gotshall – Colorado State University
Recorder: Jane Lawler – The University of Tampa

Our differences represent our individuality and form the basis for what we have to contribute to the groups we work with. This variability can also create conflict and misunderstanding. This session will use the Myers-Briggs Type Indicator (MBTI), an inventory which demonstrates basic personality preferences, to help people understand perception, judgment, and attitudes of various personality types. We will explore the ways in which different personalities gather information, solve problems, make decisions, and work with people.

The workshop will provide insight into oneself, and into group processes. It also may shed some light on why you find it easier to work with some areas of your institution than with others. We'll discuss a variety of ways to understand those differences and overcome the impediments to productive interaction.

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Session 4C All About Money? Pueblo A
How Faculty View Summer Salary

Presenter: Ken Burrows – University of North Carolina at Charlotte
Recorder: William Weber – Eastern Illinois University

Summer salary strategies are always of interest to directors of summer programs. This session will begin with a backward look at discussions we held last year of summer salary practices and proceed to a look at how instructors view those practices. Having instituted for Summer 2003 a salary improvement in his institution's summer program, the presenter will share faculty responses to the initiative as a basis for discussion ranging from how well faculty understand summer salary practices, through ideas for alternative approaches, to the extent of satisfaction/dissatisfaction with current procedures.

Session 4D The Web Doctor is Back Pueblo B & C

Presenter: Carmen Sprow – University of California, Davis
Recorder: Suzanne Bates – University of Minnesota, Twin Cities

Carmen will talk about some new and interesting trends and issues with regard to Web sites, such as: What are the advantages and disadvantages of using HTML, XHTML, and XML (Baniary XML)? What can be done effectively and efficiently in one language, but not another? How does the Americans With Disabilities Act (ADA) effect Web site generation and information dissemination? But then she'll open it up for your questions and ideas.

If you have specific questions or topics you'd like covered, send them in advance (csprow@ucdavis.edu). The Doctor requests that you have your questions to her by September 15 in order to allow adequate time for research.

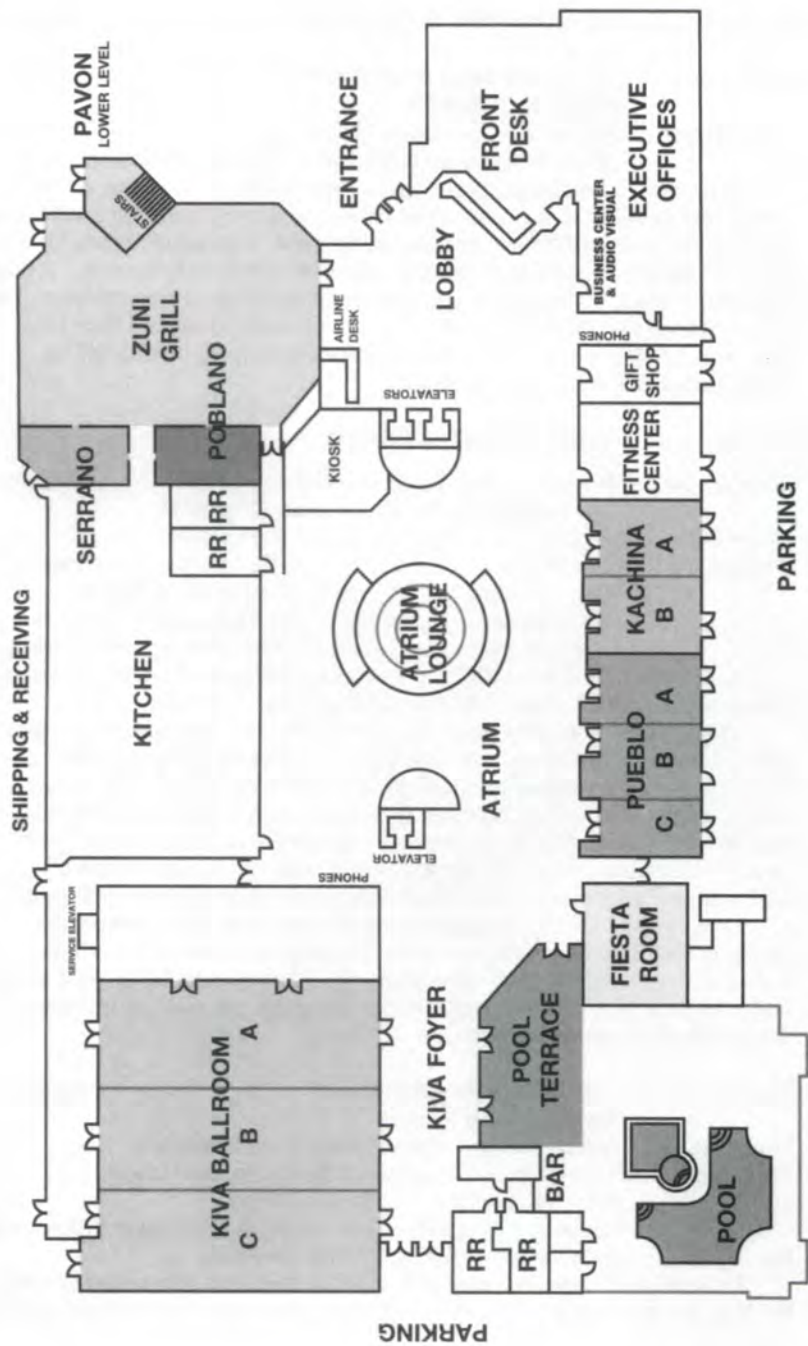
This session is intended for folks with some experience in developing and/or using Web sites and may range into the technical. If you're just getting started in this area, you may want to attend Session 4A in this same time slot that is geared toward beginners.

5:30-7:00 p.m. **PRESIDENT'S RECEPTION** Kiva A

Beverages, pre-dinner snacks, and a little entertainment will be provided. President Jim Murphy promises that speech-making will be kept to a minimum.

7:00 p.m. **DINNER ON YOUR OWN**
Another opportunity to sample some of Phoenix's fine dining.

HOTEL MEETING ROOM FACILITIES



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7:45-8:30 a.m. **CONTINENTAL BREAKFAST** Kiva Foyer

8:00-9:30 a.m. **CREATIVE AND INNOVATIVE
POSTER SESSION** Kiva A

Coordinator: Allyson Morris – Regis University
Chair, Creative and Innovative Awards Committee

Have a little breakfast, then browse the information stations, coffee in hand, 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. A great way to get ideas for programs you can introduce on your own campus. Your peers, whose programs are on display, are on hand to explain their programs and field your questions. Awards for the winning entries will be presented at this evening's banquet.

9:30-10:45 a.m. **CONCURRENT SESSIONS 5**

Session 5A Study Abroad: The Perspective of the Kachina A
International Summer Session Organizer

Moderator: Megs Shea – Stony Brook University-SUNY

Presenters: Jane Hardy – University of New South Wales, Australia
Sarah Ormrod – University of Cambridge, England
Lilieth Nelson – University of The West Indies, Jamaica
Einar Vannebo – University of Oslo, Norway and founding
member of NESS (Network of European Summer Sessions)

Recorder: Ali A. Kahn – Elizabeth City State University

The vast majority of summer session issues are common to all organizers. But a number of us face an additional set of challenges as we organize summer schools for students from other countries. We review different program models, features that work, trouble spots to avoid, and how to market and manage a program that brings students in from "overseas." We also touch on risk management, with tips for organizers of international programs in the current climate of uncertainty and instability.

This session should be useful for those hoping to attract incoming students and for those on whom there is pressure to increase the "international" experience for their own students. Should institutions "go it alone" and plan their own international summer school or consider partnerships or linkages with existing programs?

Session 5B Pre-College Programs: Kachina B
Purposes and Pitfalls

Moderator: Clinton Parker – Appalachian State University

Presenters: Becky Arce – University of California, San Diego
Dee Ball Johnson – Earlham College
Rebecca Porterfield – Univ. of North Carolina at Wilmington

Recorder: John Leffler – Montclair State University

Pre-college programs abound in summer sessions across the country, but they are extremely varied in their goals, composition, audiences, and the

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resources available to run them. This session will represent that variety with programs from small schools and from large; with programs designed for entering freshmen; for high school students and for pre-teens. The presenters will talk about the goals of these programs, how they were constructed, and what it takes to maintain them. If you're considering adding a pre-college program to your summer session — or even looking to improve an existing program — don't miss this session.

Session 5C Summer Term Lengths: Choosing the Right Combination and Keeping the Quality Intact Pueblo A

Moderator: Sylvia Gamboa – College of Charleston

Presenters: Jeet Joshee – University of Connecticut
David Kitchen – University of Richmond
Tom Kujawski – Rutgers-The State University of New Jersey,
New Brunswick

Recorder: Loréal Reuille – Millersville University

Summer session structures — yet another area that varies widely, institution to institution. How do you decide on the right combination of summer term lengths? Is the 12-week term the academic and financial ideal? What are the challenges in converting from one structure to another? What are the issues of quality assessment that need to be considered when we shorten term lengths to suit other purposes? How do you gain institutional and faculty cooperation in instituting and running these sessions? The presenters in this session will share their experiences in all these areas. Bring information about your own program structure and join in the discussion.

Session 5D Data: Where Is It and What is It Good For? Pueblo B & C

Presenters: Allan Fanjoy – University of Delaware
Rick Miller – SUNY-College at Potsdam
Ron Wasserstein – Washburn University

As resources tighten and our institutions demand greater and greater financial accountability, we find ourselves existing more than ever in a "culture of evidence." If you haven't done so before, now is the time to become data-savvy. What kinds of data do you need to make tough decisions? What is readily available and what will you need to ferret out? When you do get the data, how and when do you present it to its best effect?

In this session, we'll benefit from several perspectives on data gathering and use. Al Fanjoy presents a couple of specific examples of innovative data use that address making the best use of your marketing dollars. Rick Miller will talk about accessing institutional data and using it to form decisions about the need for campus services in summer. Ron Wasserstein will talk about the invaluable resource represented by the *Joint Statistical Report* — a NAASS-sponsored compilation of comparative summer session data.

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11:00-2:00 p.m. **MARKETING CLINIC** Kiva A

Almost without fail when summer session administrators gather, the talk turns sooner or later to marketing. How do we get the word out to our audiences? How do we persuade students to enroll? This year, to make sure we address as many of your concerns as possible, we are devoting a full three hours to a Marketing Clinic. The Clinic will kick off with presentations by two veterans of the Chicago advertising community — who are both as witty as they are wise.

We'll then pick up a simple buffet lunch and head to the first set of concurrent workshops. Eat your lunch as you learn about creating a marketing plan, or about all that's new in e-marketing, or about offbeat ways to advertise your summer session. The same three workshops will repeat, giving you a chance to attend two different workshops. The pace will be fast; the information will flow. Come prepared to learn, to ask questions, and to share your own marketing ideas as well.

11:00 a.m.-noon **MARKETING CLINIC PLENARY SESSION** Kiva A

Principles of Effective Advertising: How to Write a Darned Good Ad

Speaker: Marion Dawson – Sweet Reason, Inc.

Marion Dawson has worked for big agencies and for small and has created campaigns and written ad copy for everything from mufflers to cat litter. He still maintains there are just a few basic principles behind creating a memorable message. He promises he'll share those with us.

10 Very Good Reasons to Have a Marketing Plan

Speaker: Ian Brookbanks – The Roscoe Group, Inc.

What is a marketing plan? Ian Brookbanks, who has over 30 years of experience in marketing for such companies as Procter & Gamble, Johnson & Johnson, Johnson's Wax, and Kraft Foods argues that it is a lot more than a collection of business-building tactics like advertising and promotions. It is a total re-orientation of your organization to become a customer-satisfying process. How do you achieve that? Ian will show you how to visualize your summer session "business" as an integrated and complete process, so that you can develop sound development strategies. His aim is always to simplify, clarify, and demystify.

12:00-12:15 p.m. **BUFFET LUNCH** Atrium

Pick up a portable lunch and proceed to the first marketing workshop. The presenters will do the talking while you finish your lunch.

12:15-1:10 p.m. **CONCURRENT MARKETING SESSIONS 6**

Session 6A Why Do You Need a Marketing Plan for Your Summer Session?

Kiva A

Speaker: Ian Brookbanks – The Roscoe Group, Inc.

Recorder: Natalie Kokorudz – University of Illinois at Chicago

You've heard Ian extol the virtues of having and following a marketing plan. Now join him in a workshop setting as he elaborates on his tried-and-true marketing principles and helps individual summer session administrators develop plans for their own summer sessions.

Conference
Program
Registration
Form

2003 CONFERENCE PROGRAM 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 a guest will attend, his or her name _____

BASIC REGISTRATION FEE

\$355.00 for NAASS members. \$ _____

\$455.00 for non-NAASS members*

\$325.00 for additional registrants from the same institution after
the first two (see page 1)

**Any non-member institution paying the \$455.00 Basic Registration Fee
is automatically granted a one-year membership in the Association.*

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

TOTAL ENCLOSED \$ _____

SUBMISSION OF FEES

Mail your check or money order, payable to "Arizona State University," along with this Conference Program Registration Form to: Summer Sessions, Arizona State University, P.O. Box 870601, Tempe, AZ 85287-0601. NOTE: Registration may be cancelled and registration fees refunded (less a \$20.00 processing fee), if notice is received before Wednesday, November 5, 2003.

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 _____

Credit card payments may be faxed to 480-965-3851.

For registration information contact:
ASU Summer Sessions - (480) 965-0101

2003 CONFERENCE ACTIVITIES REGISTRATION FORM

NAME _____

PRE- AND POST-CONFERENCE ACTIVITIES

- Tour of the Desert Botanical Garden @ \$35.00 each (see page 2)
 Saturday ___ person(s) or Wednesday ___ person(s)
- Tour of Nogales, Mexico @ \$60.00 each (see page 2)
 Saturday ___ person(s) or Thursday ___ person(s)
- Tour of Sedona and Oak Creek Canyon @ \$60 each (see page 2)
 Saturday ___ person(s) or Thursday ___ person(s)

TICKETS FOR GUESTS

- Sunday: Host Institution's Reception (see page 6)
 ___ person(s) @ \$10.00 each
- Monday: NAASS President's Reception (see page 14)
 ___ person(s) @ \$10.00 each
- Tuesday: Copper Square Tour (see page 19)
 ___ person(s) @ \$35.00 each
- Tuesday: Heard Museum Tour (see page 20)
 ___ person(s) @ \$35.00 each
- Tuesday: Taliesin West Tour (see page 20)
 ___ person(s) @ \$35.00 each
- Tuesday: Annual Awards Banquet Reception (see page 20)
 ___ person(s) @ \$10.00 each
- Tuesday: Annual Awards Banquet (see page 20)
 ___ person(s) @ \$35.00 each

TOTAL AMOUNT ENCLOSED \$ _____

SESSION AND FOOD FUNCTION SELECTIONS

Please provide the following information to help us with session sizes and meal counts.

I plan to attend the following sessions (please check or circle).

- Saturday: Early Bird Reception ()
- Sunday: Issues Roundtables Group 1 or Group II
 Host's Reception ()
- Monday: Continental Breakfast ()
 Sessions @ 10:00 a.m. 1A 1B 1C
 Regional Luncheons (please circle appropriate region)
 Middle States North Central Northeastern Southern Western
 Sessions @ 1:15 p.m. 2A 2B 2C 2D
 Sessions @ 2:45 p.m. 3A 3B 3C 3D
 Sessions @ 4:00 p.m. 4A 4B 4C 4D
 President's Reception ()
- Tuesday: Continental Breakfast ()
 Creative and Innovative Poster Session ()
 Sessions @ 9:30 a.m. 5A 5B 5C 5D
 Marketing Plenary Session ()
 Sessions @ 12:15 p.m. 6A 6B 6C
 Sessions @ 1:15 p.m. 7A 7B 7C
 Copper Square Tour () Heard Museum Tour () Taliesin West Tour ()
 Awards Banquet Reception ()
 Annual Awards Banquet ()
- Wednesday: Buffet Breakfast/Keynote ()
 Sessions @ 9:45 a.m. 8A 8B

Conference
Activities
Registration
Form

2003 NAASS ADMINISTRATIVE COUNCIL

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

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University of North Carolina
at Chapel Hill
(2003)

President-Elect

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University of Illinois at Chicago
(2003)

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**Conference Host:
Arizona State University**

