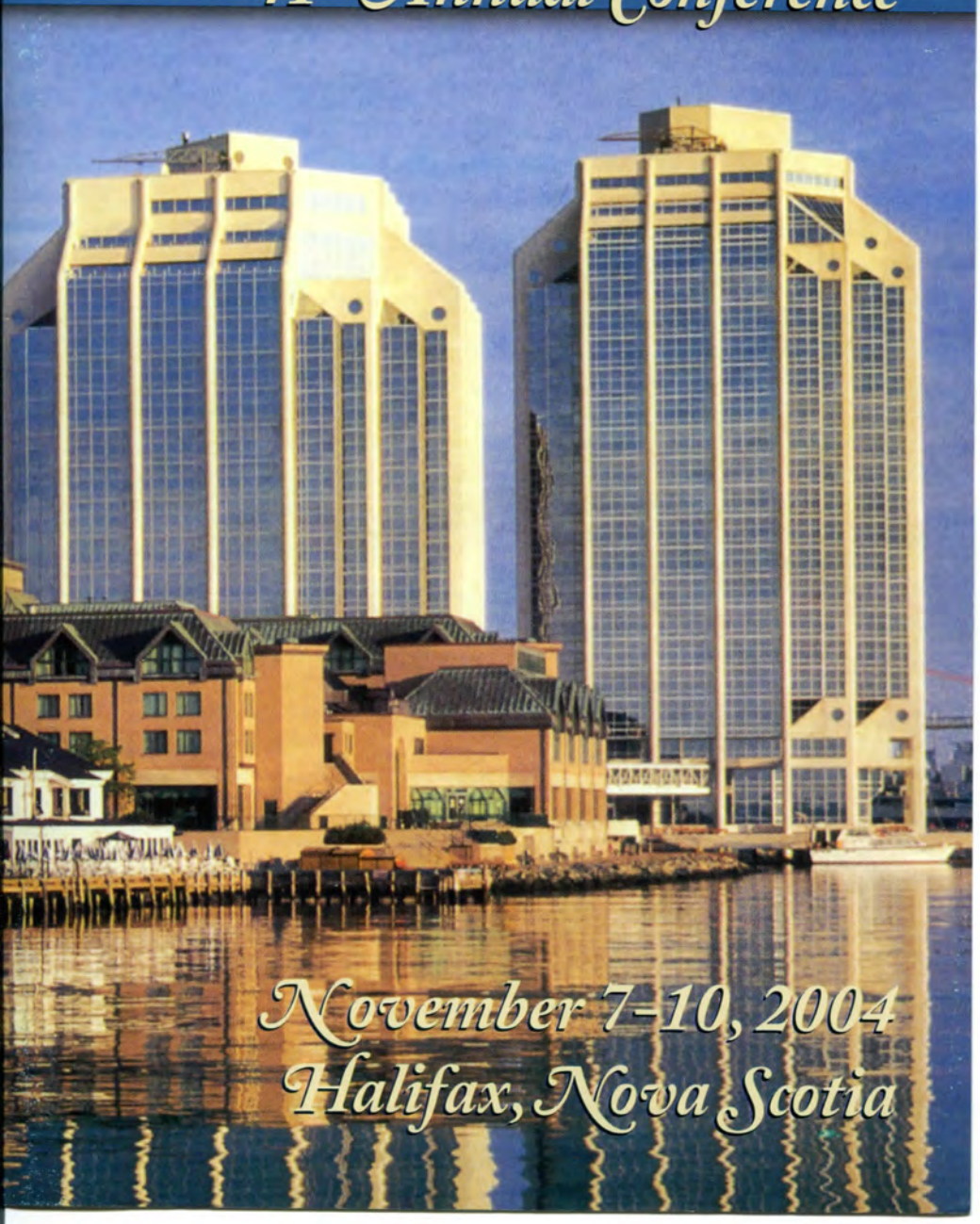
North American Association of Summer Sessions
41st Annual Conference



November 7-10, 2004
Halifax, Nova Scotia

TABLE OF CONTENTS

GENERAL INFORMATION

Conference Registration — Complete the enclosed Conference Registration Form and submit it along with the appropriate fees. Registration payments are due no later than Friday, October 22, 2004.

All fees paid, less $50.00, are refundable if the conference registration is cancelled before Friday, October 22, 2004. The Basic Registration Fee includes all planned activities EXCEPT: (1) the Saturday pre-conference tours and (2) the New Administrators' Workshop.

Registration Payment — Options include paying by check, money order, or the following credit cards only: MasterCard, Visa or Discover Card. Please make checks or money orders payable in US funds to "The University of Southern Maine," and mail or fax them to the address found on the yellow Conference Registration 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 $400.00 (US) for NAASS members or $495.00 (US) for non-NAASS members. Additional registrants from that same institution pay only $370.00 (US) each. Please submit all registrations at the same time to ensure proper credit.

Guest Tickets — Tickets for guests are available for all non-meeting functions, as indicated on the Conference Activities Registration Form.

Hotel Reservations — The conference rate at the Casino Nova Scotia Hotel is $139.00 (Canadian) per night (single or double). The hotel will honor this special conference rate three days prior to and after the conference. Hotel room rates are subject to a 1.5% HRM Marketing Levy plus 15% HST tax.

Call 1-866-HALIFAX (425-4329) room reservations. Be sure to reference the "NAASS Conference" in order to obtain the conference rate. Please note that the final date for securing guaranteed hotel reservations is Wednesday, October 6, 2004. Check in time is 3:00 p.m. with a check out time of 11:00 a.m.

All reservations must be guaranteed by credit card, check or money order mailed in advance to the Casino Nova Scotia Hotel. If you find it necessary to change your plans, please contact the hotel by 4:00 p.m. on the date of your arrival. Failure to cancel your reservation by 4:00 p.m. will result in a one-night room and tax charge.

For further information: Casino Nova Scotia Hotel, 1919 Upper Water Street, Halifax, Nova Scotia B3J 3J5. Website: casinonovascotiahotel.com; Telephone: (902) 421-1700; Fax: (902) 422-5805.

Early Departure Charges — Upon check in, guests will be asked to reconfirm their departure date and revisions may be made at the point of check in. Should a guest choose to depart earlier than the date agreed to at check in, a $50.00 (Canadian) service charge will apply.

Parking — Guest parking is $10.00 (Canadian) per day charged to the guest's room bill.

GENERAL INFORMATION

Ground Transportation — Zinck's Bus Company provides AIRBUS shuttle service to and from various hotels in the Metro Area. Core hours are from 8:00 a.m. to 11:00 p.m. The fee is $12.00 (Canadian) for a one-way ticket and $20.00 (Canadian) for a roundtrip ticket. Use your credit card to get the best rate. Children under 10 years of age accompanied by an adult ride free.

Taxi and limousine services are also available curbside in the Domestic Arrivals area for all arriving flights. A one-way trip to Halifax city centre is $41.00 (Canadian) by taxi and $43.00 (Canadian) by limousine.

Weather — The weather in Halifax during November is variable. The average daily temperatures range from 54° to 59°. Check www.theweathernetwork.com for the latest forecast before leaving.

Restaurants and Attractions — The Casino Nova Scotia Hotel is located on the waterfront in historic downtown Halifax. The area is vibrant with everything from the finest dining to charming pubs and cafes. For added convenience, the hotel is connected by a pedway to the Scotia Square Mall. Don't miss the opportunity to visit the unique shops at Historic Properties located right next door.

Customs and Immigration — American citizens (or permanent residents) may enter Canada by presenting identification papers, such as a birth, baptismal, or voter's certificate proving their citizenship. Passports are not required but, as with all travel by air, offer the best form of identification. Visitors from a country other than the United States must carry a valid passport and, in certain cases, a visa to be eligible to enter Canada.

All persons entering Canada must fill out a declaration for Canada Customs. US residents returning from Canada, after a visit of more than 48 hours, may take back $400 worth of duty-free articles for personal or household use. These articles must accompany the individual.

Sales Tax and Rebates — The Harmonized Sales Tax (HST) is applied at a single rate of 15% to a base of goods or services. If you are a non-resident (non-Canadian) sponsor, organizer, exhibitor, incentive house, or a participant in an event, you may be eligible for a rebate of this tax. Foreign visitors are entitled to claim a rebate of the HST paid on eligible goods that are subsequently exported or taken out of Canada by the person within 60 days of purchase. Eligible goods include most goods except excisable items, such as alcohol and tobacco. In addition, a rebate of the HST paid by foreign visitors with respect to accommodations is available.

Rebate forms and more detailed information are available from Visitor Information Centres, Canada Customs and Revenue Agency offices, Canada Customs ports, and many accommodations. Or, you can call: 1-800-668-VISIT.

For Further Registration Information — Contact: Norma J. Charette, NAASS Conference Co-host, University of Southern Maine, Direct Dial (207) 780-5892. E-mail: normaj@usm.maine.edu.

For Further Conference Information — Contact: Heather Harroun, NAASS Conference Co-host, Saint Mary's University, Direct Dial (902) 420-5489. E-mail: heather.harroun@smu.ca.

PRE-CONFERENCE ACTIVITIES

Saturday, November 6 – 9:00 a.m.-5:00 p.m.
Tour of Lunenburg and Mahone Bay

Commonly known as "the prettiest town in Canada," Lunenburg has recently been named one of the world's few UNESCO World Heritage Sites by the United Nations. Settled in the mid-1750s by Germans and Swiss, its citizens still retain one of the most interesting accents in North America.

Now a bustling fishing port, Lunenburg was once considered the busiest shipbuilding town in the world and was the birthplace of the world-famous racing schooner *Bluenose*. The town's distinctive architecture and extraordinary scenic beauty are colorful reminders of its maritime heritage.

Enjoy a delightful walking tour with a local historian to learn the fascinating folklore of Lunenburg's past and present. Highlights of this stroll include the Lunenburg Academy, a visit to the gravesite of Sophia – "the girl who died of a broken heart" – the details of the UNESCO designation, and a sample of the seafood delights associated with a traditional Lunenburg "Mug Up." Afterwards, enjoy some free time to wander the quaint streets and browse the many hand-craft stores for souvenirs.

A brief stop will also be made in Mahone Bay, famous for its picturesque scene of three waterfront churches and many cottage industries and craft shops. You'll love this tour along our beautiful South Shore! Cost: $80.00 (US), includes deluxe motor coach, luncheon, and walking tour with a local historian.

Saturday, November 6 – 9:00 a.m.-4:00 p.m.
An Archeological Tour of Grand-Pré

Spend the day exploring the lost Acadian village of Grand-Pré. Established by Acadian-French colonists in the 1680s and destroyed by British and New England forces in 1755, Grand-Pré was one of the principal settlements of the Minas Basin district, the breadbasket of old Acadia. Acadian dyking technology transformed these coastal marshlands into the richest farmland in Eastern Canada.

Britain's colonial government, suspicious of the Acadian's loyalty, deported the entire French-speaking population in the lead-up to the Seven Years' War – the final conflict between Britain and France for mastery of North America. Despite this upheaval, the Acadians survived as a people, but today the vestiges of over a century-and-a-half of French colonial activity in Nova Scotia lie buried and largely forgotten.

Learn how researchers are bringing the Acadian past to light on a field trip with landscape archeologist Jonathan Fowler. We will tour the Parks Canada interpretation center at the Grand-Pré National Historic Site of Canada and learn about the Saint Mary's University Archeological Field School Project. Discover the beautiful and fascinating natural environment of the Annapolis Valley and its environs. Cost: $70.00 (US), includes transportation, luncheon, and guide.

Saturday, November 6 – 6:00-7:00 p.m.
Early Bird Reception

President Cordelia Maloney will be "at home" in her 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 her suite.

FIRST DAY: Sunday, November 7

7:30-8:30 a.m. **NEW ADMIMNISTRATORS' CONTINENTAL BREAKFAST** Nova Scotia Foyer

8:30 a.m.- noon **NEW ADMINISTRATORS' WORKSHOP** Nova Scotia D

Leaders: John LaBrie – Brown University
Sarah Ormrod – University of Cambridge

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 12:15 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 blockbuster 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 7

NEW ADMINISTRATORS' WORKSHOP SESSIONS

8:30-9:00 a.m. **Welcome and Get Acquainted Over Breakfast**

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**

10:00-10:20 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 – Brown University

11:00-12:15 p.m. **The Summer Administrator as "Exhibition Curator"**
Presenters: Sarah Ormrod – University of Cambridge
John LaBrie – Brown University

12:15-1:15 p.m. **New Administrators' Luncheon**

FIRST DAY: Sunday, November 7

8:00 a.m. **REGISTRATION DESK OPENS** Coat Check Room

8:30 a.m.-noon **NEW ADMINISTRATORS' WORKSHOP** Nova Scotia D

8:30-10:00 a.m. **STANDING COMMITTEE MEETINGS**

After their committee meetings, members are asked to join an assigned partner at the New Administrators' Luncheon at 12:15 p.m. in Halifax A. All committee members are listed on page 20.

Conference Site Selection Committee	Suite 288
Creative and Innovative Awards Committee	Sir Charles Tupper
Membership Committee	Suite 292
Publications Committee	Acadia C
Research Committee	Acadia A

10:00-11:00 a.m. **Finance Committee Meeting** Acadia B

11:00-11:50 a.m. **NCCSS BOARD OF DIRECTORS MEETING** Suite 292
Chair: Howard Martin – University of Wisconsin-Madison
President of NCCSS

12:15-1:15 p.m. **NEW ADMINISTRATORS' LUNCHEON** Halifax A

Members of the Administrative Council, staff members of the New Administrators' Workshop, and standing committee members join participants of the New Administrators' Workshop for luncheon.

1:30-3:30 p.m. **ADMINISTRATIVE COUNCIL MEETING** Sir CharlesTupper
Chair: Cordelia Maloney – University of Illinois at Chicago
President of NAASS

3:45-4:15 p.m. **OFFICIAL OPENING SESSION OF THE 41ST ANNUAL CONFERENCE** Halifax A

The conference officially opens with a brief welcome and an overview of the conference program. Proceedings will start promptly at 3:45 p.m. Don't be late!

Welcome: Cordelia Maloney – University of Illinois at Chicago
President of NAASS

Program comments: Carol Switzer – Arizona State University
President-Elect of NAASS and Conference Program Chair

Notes about the area: Heather Harroun – Saint Mary's University
Conference Co-Host

FIRST DAY: Sunday, November 7

4:15-5:00 p.m. **OPENING PLENARY SESSION** Halifax A
"Summer is Not for Sissies"

Speaker: Ken C. Burrows – University of North Carolina at Charlotte

Given razor sharp planning, swift and sure communications, and shrewd economy of approach, our summer programs should well serve our students, departmental goals, and the instructors who choose to teach. However, we operate in academe.

How does the summer wallah – blown hither and thither by the winds of fecklessness, perversity, and genial fumbling – ever get things done? By a steadfast focus on our audience and mission, seeing them for what they are, understanding them, and getting mental health counseling – that's how. The speaker's remarks range from the role of NASCAR in summer higher education to the crucial question: What would Ned Lud do?

5:30-6:30 p.m. **PRESIDENT'S RECEPTION** Compass Room

Beverages, pre-dinner snacks, good company, and some entertainment will be provided. President Cordelia Maloney is the gracious host.

6:30-8:30 p.m. **DINNER ON YOUR OWN**

Join some of your colleagues and explore what Halifax has to offer by way of culinary experiences.

8:30-10:00 p.m. **ISSUES DISCUSSION SESSION** Nova Scotia D/Halifax C

Take advantage of this open discussion to share common concerns. Two groups will convene: Group I is for small institutions (5,000 or less in the academic year enrollment), and Group II is for everyone else.

Group I Moderator: Nyenty Arrey – Capital University

Group II Moderator: Tom Ingram – Oswego State University of New York (format)

SECOND DAY: Monday, November 8

8:00-8:30 a.m. **CONTINENTAL BREAKFAST** Nova Scotia Foyer

8:30-9:45 a.m. **CREATIVE AND INNOVATIVE POSTER SESSION** Nova Scotia Foyer

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 Tuesday evening's Annual Awards Banquet.

10:00-10:50 a.m. **KEYNOTE ADDRESS** Nova Scotia D

"What Is Right With Education?"

Presiding: Carol Switzer – Arizona State University
Speaker: Lattie F. Coor – President Emeritus, Arizona State University

Lattie Coor is an example of "What is Right With Education." An educator for many years – first as a professor then as university president at two distinguished universities. Dr. Coor currently is the CEO of the Center for the Future of Arizona. In typical fashion, Coor states that this is a "do tank," not a "think tank," that will focus on two or three major issues to improve the future of the state.

10:50-11:10 a.m. **BEVERAGE BREAK** Nova Scotia Foyer

11:15-12:15 p.m. **FOUR CONCURRENT SESSIONS**

Session 1A **What Was and What Will Be** Nova Scotia A

Moderator: Trish Suske – University of Nevada, Las Vegas
Presenter: Judy Jamieson – Providence College

An historical foundation for what NAASS and Summer Sessions have been about – and a look into the future of Summer Sessions.

Session 1B **Assuring Quality in Summer** Acadia A

Moderator: Don Woods – Adams State College
Presenters: Kim Coffrin – University of Wyoming
David Kitchen – University of Richmond

One of the challenges facing summer education is the assurance that summer session classes are of equivalent or better quality than fall or spring classes. When that is right, it is another thing that is Right With Education. Kim and David will provide practical insight on how you can be sure.

SECOND DAY: Monday, November 8

11:15-12:15 p.m. **CONCURRENT SESSIONS . . . continued**

Session 1C **Benchmarking to Increase Summer Potential: Making the Most of Summer Resources at Your School** Acadia B

Moderator: Paula Broadwick – Montclair State University
Presenter: Erin Bailey – Lewis & Clark College

Erin will present a straightforward approach for unlocking the potential of your school's summer programming. Topics to be included:

- Understanding your school's programming performance
- Sizing up your school's summer programming potential
- Developing a strategic plan for summer programming
- Implementing your strategic plan to increase revenue

Session 1D **Study Abroad** Acadia C

Moderator: Joanna Abrams – University of California, Berkeley
Presenters: Ara Pachmayer – Arizona State University
Michele Price – Western Oregon University

Summer offers the opportunity to provide classes in different modes and places. Ara and Michele will describe the administrative issues connected with study abroad programs. With many opportunities for students to learn in a different environment, successful study abroad programs are another example of What is Right With Education.

12:30-1:30 p.m. **REGIONAL LUNCHEONS**

These luncheons provide an opportunity for current members to renew acquaintances with friends over lunch. For those of you who are new to summer sessions, here is an excellent opportunity to meet and begin to network with colleagues from your own geographic region. Some business of regional interest may be conducted.

Middle States Region Halifax A/B

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 Halifax C

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.

Northeastern Region Halifax A/B

Presiding: Caroline Murphy – 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.

SECOND DAY: Monday, November 8

Southern Region Sir Charles Tupper
Presiding: F. Clayton Sessoms – Regional Vice President
Members from Alabama, Arkansas, the Bahamas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and the West Indies.

Western Region Nova Scotia B
Presiding: Gary W. Penders – Regional Vice President
Members from Alaska, Alberta, Arizona, British Columbia, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Saskatchewan, Utah, Washington, and Wyoming.

2:15-3:15 p.m. **FOUR CONCURRENT SESSIONS**

Session 2A Revenue Sharing: How and Why Nova Scotia A
Moderator: Patricia Rizzolo – Penn State Abington
Presenters: Tom Kujawski – Rutgers-The State University of New Jersey
Pam Piro – Eastern Washington University

Since the late 1990s, the concept of "revenue sharing" has emerged as a means of providing a return of summer session residual back to the academic units. This has dramatically changed departmental indifference to interest and cooperation for those who adopted this concept.

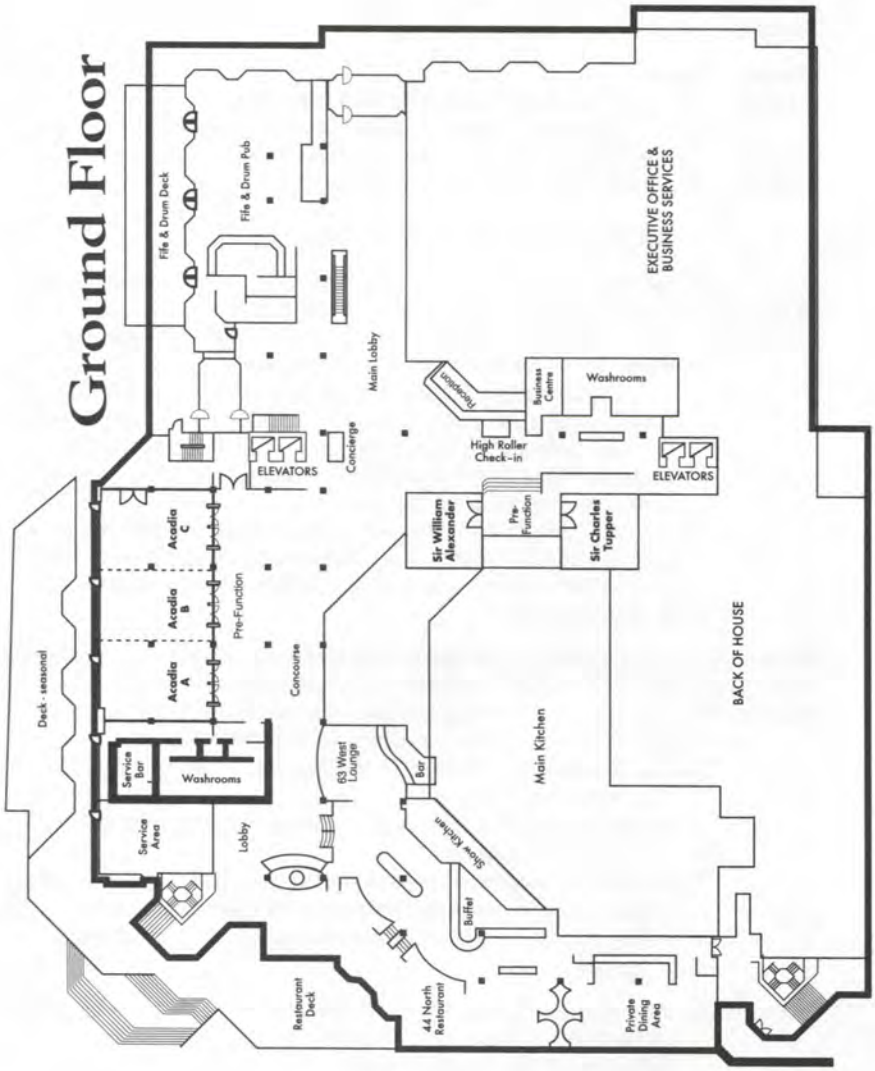
So, what is involved with revenue sharing? What are the benefits and/or drawbacks? Will revenue sharing work for you? Find out how you may implement revenue sharing at your institution.

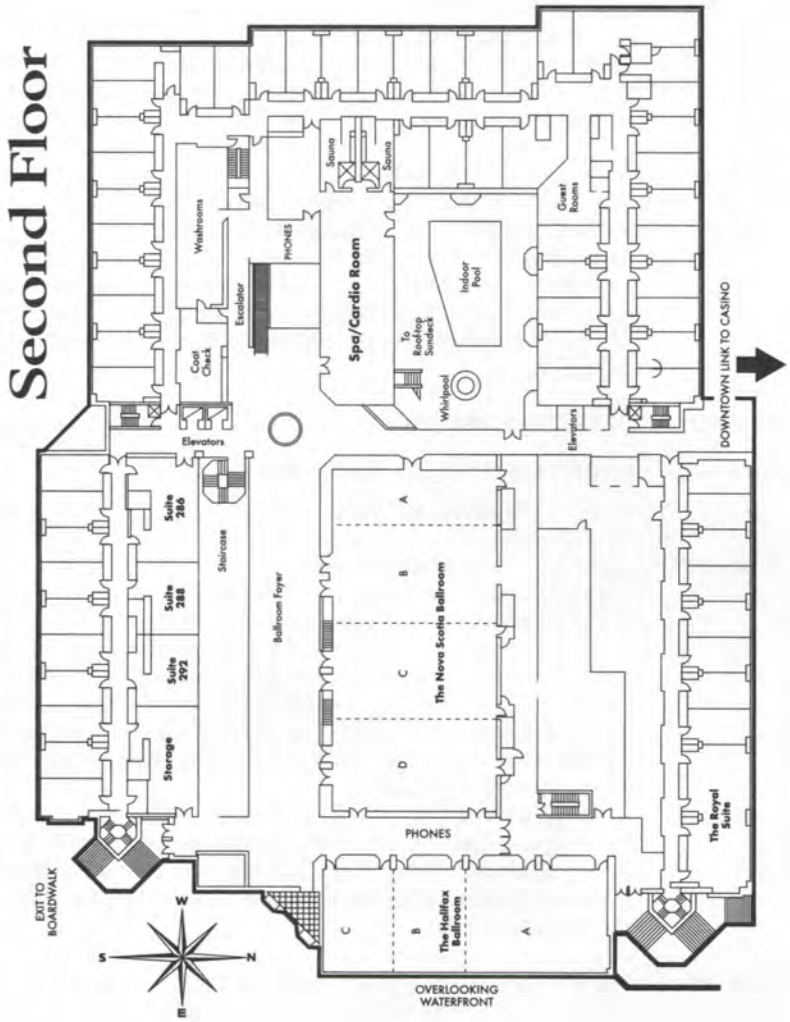
Session 2B Reinvigorating Research on Summer Session Acadia A
Moderator: Howard Martin – University of Wisconsin-Madison
Presenters: Loy Lytle – University of California, Santa Barbara
Lilieth Nelson – The University of The West Indies
David Schejbal – University of Illinois at Urbana-Champaign
This forum will present:

- Research at the local level – campus research programs focused on summer
- Guarding against incestuousness and imbedding – widening perspectives and encouraging collaborative research
- The role and goals of *Summer Academe* – our scholarly journal

Session 2C Management/Leadership Strategies to Help You Thrive (vs. Survive) in Climates of Constant Change Acadia B
Moderator: Molly Berger – Case Western Reserve University
Presenter: Bobby Puryear – North Carolina State University

What is Right With Education begins with leaders. Join Bobby as he and fellow administrators discuss management/ leadership strategies to help you thrive (rather than just


Ground Floor
File & Drum Deck
File & Drum Pub
Main Lobby
EXECUTIVE OFFICE & BUSINESS SERVICES
Business Centre
Washrooms
High Roller Check-in
ELEVATORS
Concierge
ELEVATORS
Sir William Alexander
Pre-Function
Sir Charles Tupper
Acadia C
Acadia B
Acadia A
Pre-Function
Concourse
BACK OF HOUSE
Deck - seasonal
Service Bar
Washrooms
63 West Lounge
Bar
Main Kitchen
Service Area
Lobby
Show Kitchen
Buffet
Restaurant Deck
44 North Restaurant
Private Dining Area


Second Floor
Washrooms
Coat Check
Escalator
PHONES
Sauna
Sauna
Spa/Cardio Room
To Rooftop Sundeck
Indoor Pool
Whirlpool
Guest Rooms
Elevators
Elevators
DOWNTOWN LINK TO CASINO
Suite 286
Suite 288
Suite 292
Storage
Staircase
Ballroom Foyer
A
B
C
D
The Nova Scotia Ballroom
PHONES
The Royal Suite
EXIT TO BOARDWALK
W
S
N
E
C
B
The Halifax Ballroom
A
OVERLOOKING WATERFRONT

survive) in climates of constant change. Whether you are a seasoned veteran or someone who is relatively new to summer sessions, you have probably experienced your share of challenges in supervising, guiding, managing, leading, and coaching your staff.

These team members are key to the success of any summer experience. Come explore management/leadership strategies that work and get insights as to how to put these strategies into practice.

Session 2D **Pre-College Programs** Acadia C
Moderator: John Leffler – Montclair State University
Presenter: Linda Schoepflin – Washington State University
Bruce Stinson – University of Maine

Getting students to your institution early is one way to demonstrate What is Right With Education at your institution. The presenters will discuss their successes with pre-college programs.

3:15-3:45 P.M. **BEVERAGE BREAK** Nova Scotia Foyer

3:45-4:45 p.m. **FOUR CONCURRENT SESSIONS**

Session 3A **Method or Madness? Tuition Discounts** Nova Scotia A
Moderator: Jeet Joshee – University of Connecticut
Presenters: Kay Fiset – Syracuse University
Gary Penders – University of California, Berkeley
Florie Wilcoxson – University of Alaska, Fairbanks

As summer administrators, we know in our gut and by the numbers that skyrocketing summer tuition rates hurt enrollments. Yet institutions ignore our warnings – private schools persist in raising rates and public schools are faced with state-mandated fee increases. And then we are held responsible when enrollments decline.

Is there a remedy for this madness? Education and all that is right about it is especially evident in ways of assisting unique students. Learn how some summer operations have creatively addressed the problem by introducing carious forms of tuition discounts.

Session 3B **Administrative Organizational Structure** Acadia A
Moderator: Lynda Ataya – American University of Sharjah
Presenters: Beth Acree – The University of Arizona
Debbie Harris – The University of Arizona

One way that institutions strive to use resources, assure quality, and address a host of other issues is to change administrative structures. Centralized, decentralized, etc. Beth and Debbie will provide a case study of their move into the Registrar's Office.

SECOND DAY: Monday, November 8

Session 3C **Mission Statements** Acadia B
Moderator: Caroline Murphy – State University of New York at New Paltz
Presenters: Barbara Gotshall – Colorado State University
Steve Wiitala – Norwich University

The Mission Statement clarifies your unit's purpose and identifies the principles that guide your strategies and plans for improvement. Mission statements are not always easy to develop, but a clear mission is paramount to the success of your summer program. Barbara and Steve will share guidelines for developing mission statements, discuss the relationship of outcomes assessment to the mission statement, and give examples from their own institutions.

Session 3D **Student-Centric Approach to Summer Session** Acadia C
Moderator: Ellen Morris – University of Vermont
Presenter: Pat Perfetto – University of Maryland-College Park

How do we describe the many learners who attend conferences, camps, and other programs that are on campus during the summer? Do the words "Visitor," "Guest," or "Participant" come to mind? When they are viewed as students, albeit non-traditional students, your campus sees them through a different lens. The student-centric approach can get a greater commitment from the institution and better access to campus resources for these learners.

5:00 p.m. **TOUR OF SAINT MARY'S UNIVERSITY**
Buses leave from the hotel lobby.

6:00-7:00 p.m. **HOST INSTITUION'S RECEPTION AND T-SHIRT EXCHANGE** Saint Mary's University Art Gallery

J. Colin Dodds, Ph.D., President of Saint Mary's University, and conference co-host Heather Harroun welcome all the participants to Halifax and Saint Mary's University. Before you head out to dinner, join them for refreshment, good conversation, and some entertainment.

Don't forget to bring a T-shirt or sweatshirt from your home institution to exchange with a colleague.

7:00 p.m. **BUSES RETURN TO THE CASINO NOVA SCOTIA HOTEL**

7:30-8:30 p.m. **DINNER ON YOUR OWN**

8:30-10:00 p.m. **HOT TOPICS/HANDS ON SESSION** Nova Scotia D

Use this time to meet casually with colleagues to discuss "hot topics" of Summer Sessions – for instance declining enrollments or enrollment management. For others, this is a time to use the "make it, take it" approach. We will have experts with templates that you can modify and have a product ready to take home and use, whether it be an Annual Report, Revenue Revenue Sharing Report, or Marketing poster or post card.

THIRD DAY: Tuesday, November 9

8:00-8:30 a.m. **CONTINENTAL BREAKFAST** Halifax A/B

8:30-9:45 a.m. **NAASS PRESIDENTS PRESENT** Nova Scotia B
Panelists: Nancy Abraham, Les Coyne, Jack Johnson, Bill Kops, Cordelia Maloney, Anita McDonald, Jim Murphy, Mike Nelson, Karen Sibley, Ron Wasserstein

A group of roundtable discussions, whose topics could include: Assessing Effectiveness, Developing Partnerships, Institutional Cross Training, Centralization/Decentralization, Summer Salaries, University Policies, and more.

10:00-10:50 a.m. **PLENARY SESSION** Nova Scotia D
"Now, Wait One Second!
The Art of the Unexpected in Marketing"
Moderator: Cordelia Maloney – University of Illinois at Chicago
Speaker: Paul Cobia – University of Illinois at Urbana-Champaign

What gets your attention? What gets your audiences attention? We'll talk about various ways you can Get the Word Out about your summer session, new ways to use all the "tools" in your marketing toolbox, and how to think about what really matters in marketing.

10:50-11:15 a.m. **BEVERAGE BREAK** Nova Scotia Foyer

11:15 a.m.-12:15 **FOUR CONCURRENT SESSIONS**

Session 4A **Internal Marketing** Compass Room
Moderator: Mike Poe – Northwest Nazarene University
Presenters: Melissa Chavez – Arizona State University
Aaron Thompson – Eastern Kentucky University

Marketing on your own campus can be a tricky and political undertaking. Discuss the importance of building campus "partners" who share the success of and support for summer sessions. How do you effectively tell your story? Do you have a two-minute "elevator speech" ready at all times? Is your staff trained in the benefits of internal marketing?

Session 4B **Media Resources** Acadia A
Moderator: Catherine Harris – Boise State University
Presenter: Jane Lawler – University of Tampa

Getting the Word Out through the media can be an expensive and involved process. Understanding strategies in media planning and buying will help maximize your advertising dollars. From newspapers to cable, many opportunities exist for summer session administrators to target their potential students/customers. Jane will walk you through the "ins and outs" of creating an effective and efficient advertising media schedule.

THIRD DAY: Tuesday, November 9

Session 4C Website Acadia B
Moderator: Sylvia Gamboa – College of Charleston
Presenter: John Neidy – Bradley University

Getting the Word Out through websites is probably the fastest growing means of marketing. Jon will discuss current trends in summer session websites, how to utilize yours, demonstrate some Web investigation techniques, and discuss how he uses the Web to enhance his own work and summer sessions. Come to the session prepared to ask questions and provide answers (or at least make some up).

Session 4D Summer Special Events Acadia C
Moderator: Cheryl Young – Miami University
Presenters: Martin Barry – Oregon State University
Sue Day-Perroots – West Virginia University
Kerri Garcia – University of Nevada, Reno

Getting the Word Out through non-traditional means is always intriguing. This session will give examples of how Summer Special Events are one means of reaching the campus community and beyond.

12:30-1:30 p.m. **LUNCH ON YOUR OWN**

1:30-5:00 p.m. **TOUR OF PEGGY'S COVE** Buses leave from hotel lobby

Peggy's Cove has been an artist's and explorer's paradise for well over 150 years. This famous, picture-postcard village — perched on the rugged Atlantic shoreline — stands on solid rock above crashing surf. The coastline is famous for pirates, shipwrecks, rum running, and sunsets.

There will be plenty of time for exploring this unique area and, for those who wish, your kilted guide will take you on a walking tour of the moody cove and village, featuring the famous DeGarthe sculpture — a beautiful, granite carving depicting the life and people of the area. You also see what many consider the most photographed lighthouse in the world.

6:30-7:30 p.m. **AWARDS BANQUET RECEPTION** Compass Room

7:30-10:00 p.m. **ANNUAL AWARDS BANQUET** Schooner Room

Several presentations will be made during the banquet. Plaques are presented to the winners in the following creative and innovative program categories:

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

Following these presentations, NAASS institutions that have maintained an uninterrupted record of membership for 25 years will be recognized. Entertainment comes with dessert.

FOURTH DAY: Wednesday, November 10

8:00-9:30 a.m. **BUFFET BREAKFAST and ANNUAL BUSINESS MEETING** Halifax A/B

Committee reports are delivered, old and new business is addressed, the just-ended 2004 Fiscal Year is reviewed, and the 2005 Fiscal Year budget is presented, discussed, and voted upon.

Finally, outgoing president Cordelia Maloney turns over the presidential gavel to incoming president Carol Switzer.

Presiding: Cordelia Maloney – President of NAASS
Reporting: Treasurer's Report – Barbara H. Gotshall, Treasurer
Committee Reports:
Conference Site Selection – Bill J. Kops, Chair
Finance – Barbara H. Gotshall, Chair
Membership – Jon C. Neidy, Chair
Nominations and Elections – James L. Murphy, Chair
Publications – Pamello Piro, Chair
Research – Howard Martin, Chair
Recorder: Michael U. Nelson – Executive Secretary of NAASS

9:30-10:15 a.m. **PLENARY SESSION** Halifax A/B
"From the Lone Ranger to a Pierced Stranger: Who We Deal With"
Moderator: Jim Murphy – University of North Carolina at Chapel Hill
Speaker: Robert Wendover – The Center for Generational Studies

In this age of convenience, global technology, impatience, and situational ethics, institutions are discovering that individuals providing customer service – as well as those receiving it – have changed. Most people provide the level of service they, themselves, expect from others. Filled with practical strategies and concepts, Bob shows you how to do a better job of relating to others we deal with.

10:30-11:30 a.m. **FOUR CONCURRENT SESSIONS**

Session 5A Customer Relations/Students Acadia A
Moderator: Suzanne Murphy – Saint Joseph's College
Presenters: Donna Shea – Boston University
Tim Terpstra – The George Washington University
David Unruh – University of California, Los Angeles

Who We Deal With the most is students. Great customer service doesn't just happen. You must care about the customers/students and dedicate resources to excellent results. Learn customer-relations savvy that will make your office and staff look and be the most helpful part of your institution.

Session 5B **Working With Volunteers** Acadia B
Moderator: Bev Auel – Michigan Technological University
Presenter: Melissa Werner – Arizona State University

Volunteers – you need them. For some, utilizing volunteers is the only way we can successfully execute responsibilities. Learn where to find volunteers, how to coordinate them and, most importantly, how to thank them.

Session 5C **The Public: Presenting Your Best** Acadia C
Moderator: Lilieth Nelson – The University of The West Indies
Presenter: Karen Sibley – Brown University

As the campus expert on Summer Sessions, you need to be able to "stand up and speak" in numerous situations from staff meetings to executive committees on campus to sessions with students, parents, and the general public. Your public speaking skills need to be ready to go on a moment's notice.

Karen will discuss preparation, audience evaluation, and delivery skills for presentations. You can learn some new "do's and don't's" that will improve your confidence and ability in speaking to an audience, large or small.

Session 5D **New Administrators' Wrap-Up** Halifax C
Presenters: John LaBrie – Brown University
Sarah Ormrod – University of Cambridge

A wrap-up session just for the new administrators. What do you still want to ask about being a summer session administrator? What else would you like to have heard about? Any changes you will now make to your style as a first-time administrator? This is a chance to ask more.

11:30 a.m. **41st ANNUAL CONFERENCE ADJOURNS**

12:00-2:00 p.m. **ADMINISTRATIVE COUNCIL LUNCHEON MEETING** Sir Charles Tupper

2004 STANDING COMMITTEE MEMBERS

The following members are expected to attend their respective committee meetings on Sunday, November 7 (see page 7), and then host a new member at the New Administrators' Luncheon at 12:15 p.m. in Halifax A.

Conference Site Selection
Bill Kops, *Chair*
Becky Arce
Doug Lee
Jessica Madrigal
Michele Price

Creative and Innovative Awards
Allyson Morris, *Chair*
Scott Allesandro
Sylvia Gamboa
Dorie Gilchrist
Catherine Harris
Lori Jennaway
Roger Mann
Olga Martinez
Belinda Patterson
James Powell

Finance
Barbara Gotshall, *Chair*
Kim Coffrin
Kathryn Gould Cullivan
Debbie Harris
Suzanne Murphy
Dennis Nunes

Membership
Jon Neidy, *Chair*
Gail Hauser
Karen Heikel
Tom Kujawski
Caroline Murphy
Gary Penders
Clayton Sessoms
Mike Nelson, *ex officio*

Publications
Pam Piro, *Chair*
Molly Berger
Al Fanjoy
Kim Price

Research
Howard Martin, *Chair*
Kerri Garcia
Jack Johnson
Jeet Joshee
Loy Lytle
Lilieth Nelson
Davis Schejbal

Anyone having an interest in serving on one of the above committees in 2005 should convey that interest to President-Elect Carol Switzer or the chair of the committee.

2004 NAASS ADMINISTRATIVE COUNCIL

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

President
Cordelia Maloney
University of Illinois at Chicago
(2004)

President-Elect
Carol Switzer
Arizona State University
(2004)

Past President
James L. Murphy
University of North Carolina
at Chapel Hill
(2004)

Treasurer
Barbara H. Gotshall
Colorado State University
(2005)

Middle States Vice President
Thomas A. Kujawski
Rutgers-The State University
of New Jersey, New Brunswick
(2004)

North Central Vice President
Karen L. Heikel
University of Minnesota, Duluth
(2004)

Northeastern Vice President
Caroline Murphy
SUNY at New Paltz
(2005)

Southern Vice President
F. Clayton Sessoms
East Carolina University
(2005)

Western Vice President
Gary W. Penders
University of California,
Berkeley
(2004)

At-Large Members

Molly W. Berger
Case Western Reserve
University
(2005)

Aaron Thompson
Eastern Kentucky University
(2005)

Janet M. Wagner
University of Nebraska
at Lincoln
(2004)

NOTES

NOTES

NOTES

Conference Program Registration Form

2004 CONFERENCE PROGRAM REGISTRATION FORM

NAME _____

Title _____

Institution _____

Mailing Address _____

City _____ State/Prov._____ Zip/Postal Code _____

Telephone _____ Fax _____

*E-mail _____ Web site _____

*IMPORTANT: *All confirmations and correspondence will be sent electronically.*

Private/Public Institution _____ Undergraduate Enrollment _____

Name or nickname preferred on badge _____

If a guest will attend, his or her name _____

BASIC REGISTRATION FEE

$400.00 (US) for NAASS members. . . . . $ _____
$495.00 (US) for non-NAASS members*
$370.00 (US) for additional registrants from the same institution after the first two *(see page 2)*
**Any non-member institution paying the $495.00 Basic Registration Fee is automatically granted a one-year membership in the Association.*

NEW ADMINISTRATORS WORKSHOP - $65.00 (US) . . . . . _____
(Includes breakfast, luncheon, and materials)

TOTAL ENCLOSED. . . . . $ _____

SUBMISSION OF FEES

Make your check or money order payable to "The University of Southern Maine" (US funds), and mail or fax it along with this Conference Program Registration Form to: Norma J. Charette, Summer Session Office, University of Southern Maine, 37College Avenue, Gorham, ME 04038. Fax: (207) 228-8161. NOTE: Registration may be cancelled and registration fees refunded (less a $50.00 processing fee), if notice is received before Friday, October 22, 2004.

CREDIT CARD OPTION

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

Credit Card Account Number _____

Expiration Date _____ Total Amount Charged $_____

Name as it appears on the credit card _____

Authorized Signature _____

MCC or VCODE _____

(The three-digit code appearing on the back of the credit card where your signature is located.)

2004 CONFERENCE ACTIVITIES REGISTRATION FORM

NAME _____

SATURDAY PRE-CONFERENCE TOURS *(All prices are in US funds.)*

Tour of Lunenburg and Mahone Bay *(see page 4)*
____ person(s) @ $80.00 each . . . . . _____

Tour of Grand-Pré *(see page 4)*
____ person(s) @ $70.00 each . . . . . _____

TICKETS FOR GUESTS *(All prices are in US funds.)*

Sunday: **NAASS President's Reception** *(see page 8)*
____ person(s) @ $20.00 each . . . . . _____

Monday: **Host Institution's Reception** *(see page 15)*
____ person(s) @ $20.00 each . . . . . _____

Tuesday: **Tour of Peggy's Cove** *(see page 17)*
____ person(s) @ $32.00 each . . . . . _____

Tuesday: **Annual Awards Banquet** *(see page 17)*
____ person(s) @ $40.00 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:	NAASS President's Reception	( )				
	Issues Discussion Session	( )				
Monday:	Continental Breakfast	( )				
	Creative Poster Session	( )				
	Concurrent Sessions @ 11:15 a.m.		1A	1B	1C	1D
	Regional Luncheons (please circle appropriate region)					
	Middle States	*North Central*	*Northeastern*	*Southern*	*Western*	
	Concurrent Sessions @ 2:15 p.m.		2A	2B	2C	2D
	Concurrent Sessions @ 3:45 p.m.		3A	3B	3C	3D
	Tour of Saint Mary's University	( )				
	Host Institution's Reception	( )				
	Questions & Answers Session	( )				
Tuesday:	Continental Breakfast	( )				
	NAASS Presidents Present	( )				
	Concurrent Sessions @ 11:15 a.m.		4A	4B	4C	4D
	Tour of Peggy's Cove	( )				
	Awards Banquet Reception	( )				
	Annual Awards Banquet	( )				
Wednesday:	Buffet Breakfast	( )				
	Plenary Session	( )				
	Concurrent Sessions @ 10:30 a.m.		5A	5B	5C	5D

Conference Activities Registration Form

Conference Hosts:
Saint Mary's University
University of Southern Maine