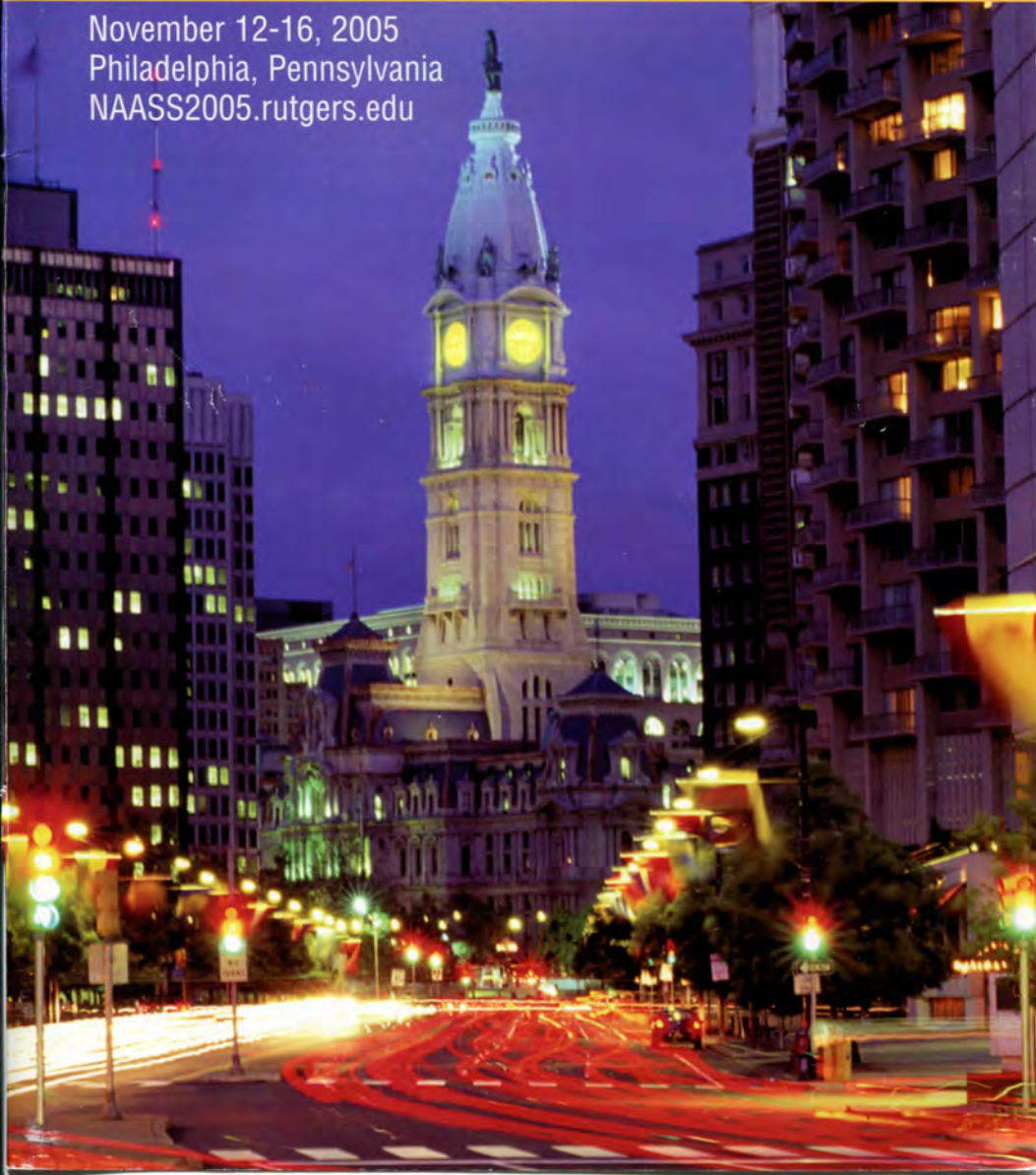




**NORTH AMERICAN
ASSOCIATION OF
SUMMER SESSIONS
42ND ANNUAL
CONFERENCE**

THE SUMMER MARKETPLACE!

November 12-16, 2005
Philadelphia, Pennsylvania
NAASS2005.rutgers.edu





THE SUMMER MARKETPLACE!

WELCOME TO THE 42ND ANNUAL CONFERENCE OF THE NORTH AMERICAN ASSOCIATION OF SUMMER SESSIONS!

It is fitting that we find ourselves in Philadelphia for this year's conference as we focus on our conference theme: the Summer Marketplace. The city is alive and has a rich tradition of commerce, education and civic engagement. Early on, the city established itself as a colonial center for commerce and of course led the industrial revolution in the United States. Late in the last century, as the traditional industrial base fled the city, Philadelphia re-invented itself. Once again, it is economically vibrant and culturally exciting.

For higher education, the city's legacy is important. No man more influenced the city and, indeed the nation, than Benjamin Franklin. He believed in the connection between education, economic prosperity and public service. He established the University of Pennsylvania—arguably, America's first University. With its focus on teaching the common man, Franklin strove to not only educate people for economic prosperity, but also educate people for the betterment of society—in effect, connecting higher education to the dual purposes of vocational and civic engagement.

Two hundred years later, we find ourselves struggling once again with the role of higher education in our society. Is the goal of our enterprise for the betterment of the individual or is it for the betterment of society? Summer Session has provided and continues to provide unlimited opportunities through our encompassing programs to fulfill the needs in an increasingly competitive educational marketplace. Summer Session administrators can lead the institution and guide it to strike a balance between doing good for society, while giving students the skills and knowledge needed in the new economy.

This conference has been designed to help answer these questions. The plenary sessions will provide us a big picture view of where education is today and how the industry struggles with these competing demands of economic development and civic engagement. We focus not only on the industry, but also on ourselves in our roles within the university. The workshops and roundtables are designed to fill in practical and useful information on how to get our work done.

As always, the conference is a practitioner's conference. It is at the conference where professionals come together to learn, share, network, and explore our profession. As is always the case, the most important aspect of the conference is not to be found in these pages, but rather in the sharing of knowledge shared freely with the professionals who attend. Come join us in Philly! We'll have a soft pretzel waiting for you!

John G. LaBrie, Ed.D.
President-Elect
Conference Chair



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A NOTE ABOUT THIS YEAR'S MEETING

There has been an attempt to weave the theme of the conference throughout the program and conference activities. There are several conference activities which merit special note.

Annual New Administrators' Workshop—This NAASS perennial favorite is a comprehensive introduction to Summer Session administration. It is designed to be a basic and general introduction to best practices common in our program area.

Pre-Conference Workshop for Seasoned Administrators—This is an inaugural pre-conference workshop for professionals who wish to have a more intensive, hands on refresher on practical and useful skills. This year's workshop is lead by Kimberly Parrott. Ms. Parrott will work with the group on Presenting with Confidence. Space is limited for this workshop and pre-registration is essential.

Issues Round Tables—On Tuesday morning, following breakfast, there will be an opportunity to have more intimate guided discussion with others interested in a number of various topics. Within the time allotted, participants should have sufficient time to visit several discussion tables to explore a number of important issues.

Research Workshop—Research and publishing is the currency of higher education. Effort has been made to make the research module at the conference a useful and effective tool to the administrator who wishes to conduct research or simply get a better feel of it.

Concurrent Workshop Tracks—The concurrent sessions are the substance of the conference. This year, the workshops are organized in the following fashion:

- A = Research and Best Practice
- B = Marketing
- C = Leadership and Management
- D = Curriculum and Programming

CONFERENCE PARTICULARS

CONFERENCE REGISTRATION

Conference registration and payment with credit card may now be completed online and, by clicking on the link for the Sheraton Society Hill Hotel, you may also make your hotel reservation and pay the required first night deposit. The conference registration web address is: NAASS2005.rutgers.edu. The hotel link is clearly marked at our website.

Conference registration can also be completed by mail or fax, (856) 225-6524, along with the appropriate credit card payment. Registration and fee payment are due no later than Friday, October 28, 2005.



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All fees paid, less \$50.00, are refundable if the conference registration is cancelled before Friday, October 28, 2005. The Basic Registration Fee includes all planned activities except: (1) the Saturday trip to Pennsylvania Dutch Country in Lancaster, Pa., (2) the Saturday Trolley City Tour and Six Attractions, and (3) the New Administrators' Workshop (see "Pre-Conference Activities" on page 7 for more information about these programs).

REGISTRATION PAYMENT

The basic registration fee for NAASS members is \$400.00 USD (\$495.00 for non-members). Online or faxed registrations may be done with a credit card—VISA, MasterCard, or Discover Card. Payment by mail can be paid with a check, money order, or credit card. Please make check or money order payable to Rutgers University and mail it in with your registration form to:

Dr. Thomas J. Venables
Summer Session Office
Rutgers University
321 Cooper Street
Camden, NJ 08102-1519 USA

MULTIPLE REGISTRATIONS

A reduced registration fee is available to any institution sending more than two people to the conference. The first two attendees pay the Basic Registration Fee of \$400.00. Each additional registrant from the same institution pays only \$370.00 per registrant. (To insure proper credit, it is helpful to submit all registrations from one institution at the same time.)

GUEST TICKETS

Tickets for guests and spouses are available to all non-meeting functions as indicated on the *Registration Form* (See under *Conference Functions For Guests*). If you intend on attending the conference with a guest or a spouse, it is important that guest tickets be purchased in advance since certain conference functions such as tours and non-meeting socials will require name-tags.

HOTEL RESERVATIONS

The conference rate at the Sheraton Society Hill Hotel is \$142.00 per night (single or double) plus 14% tax. The hotel will honor the conference rate two days prior to and after the conference.

Reservations may be made online when you register for the conference online or by calling the Sheraton Society Hill Hotel at (215) 238-6000. Be sure to reference the NAASS 2005 CONFERENCE to obtain the conference rate. There are a limited number of rooms reserved and reservations are on a first-come, first-served basis.



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Please note that the final date for securing guaranteed hotel reservations is Wednesday, October 12, 2005. Reservation requests received after 5:00 p.m. EST on the cut-off date will be accepted on a space and rate availability basis. Check-in time is 3:00 p.m. and check out time is 12:00 noon.

Reservations must be guaranteed by payment of the first night by credit card. If you find it necessary to change your plans, please contact the hotel by 12:00 noon on the date of your scheduled arrival. Failure to cancel your reservation by 12:00 noon will result in a charge of one night plus tax. For further information:

Sheraton Society Hill Hotel
One Dock Street (2nd and Walnut Streets)
Philadelphia, Pennsylvania, 19106
Telephone: (215) 238-6000

Information is also available on the hotel link on our website:
<http://NAASS2005.rutgers.edu>

EARLY DEPARTURE CHARGE

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 service charge will apply.

PARKING

Valet parking for overnight guests is \$25.30 per day, inclusive of all taxes, and will be charged to the guest's room bill. Daily valet parking rate is \$16.00 per day.

CYBER CENTER

The hotel has a cyber center, which is available, free of charge, from 9:00 a.m. to 4:00 p.m. The hotel lobby is wireless and internet use may be charged to your credit card. Internet access is also available in your room at a charge of \$9.95 per 24-hour period.

TRANSPORTATION

Philadelphia, Pennsylvania is easily accessible by air, train, or car.

Air and Rail Transportation:

Air: Philadelphia International Airport is just 11 miles from the Sheraton Society Hill Hotel. After you have obtained your luggage, proceed to the Ground Transportation Desk, dial #14 for USA Limousine Shuttle Service to the hotel. For return reservations to the airport, call 1-800-872-6070. The shuttle fee is \$8.00 each way. The shuttle runs every 30 minutes. Transportation by taxi is also available at a flat charge of \$20.00 each way.

Rail: Rail travelers on SEPTA and AMTRAK should exit at Philadelphia's 30th Street Station. Transportation to the hotel from the train station by taxi is most convenient and recommended. The one-way fee is approximately \$15.00.



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DRIVING

From South: Take Interstate 95 North to Exit 20 (Columbus Boulevard). Turn left at the traffic light onto Columbus Blvd. Proceed on Columbus Blvd. and at the sixth traffic light, turn left for Dock Street. Turn right at the Stop Sign. The Sheraton will be on the right-hand side.

From North: Take Interstate 95 South to Exit 20 (Columbus Boulevard). At the bottom of the ramp, turn left onto Columbus Blvd. Proceed on Columbus Blvd. and at the third traffic light, turn left for Dock Street. Continue to a dead end and turn right. The Sheraton will be on the right-hand side.

From East: Take Benjamin Franklin Bridge from Camden staying in the right hand lane. Take the first right off of the bridge to Sixth Street. Bear right on to Sixth Street and proceed to Market Street. Turn left onto Market Street to Second Street. Turn right on to Second Street and proceed to Dock Street. The Sheraton will be on the left-hand side.

From West: Take Pennsylvania Turnpike to Route 76 East (Exit 326 Valley Forge). Follow 76 East to 676 East (Exit 344 Central Philadelphia). Continue on 676 East to Interstate 95. Take I-95 South to Penn's Landing (Exit 20). At the bottom of the ramp, turn left onto Columbus Boulevard. Proceed on Columbus Blvd. and at the third traffic light, turn left for Dock Street. Continue to a dead end and turn right. The Sheraton will be on the right-hand side.

WEATHER

Philadelphia's past temperature reports for the time of the conference indicate an average high of 58 and average low of 44 degrees Fahrenheit.

RESTAURANTS AND ATTRACTIONS

Information on quality dining, historic Philadelphia sites, as well as planned group and family activities will be listed in your conference packet available at the Conference Registration Center, located in the William Penn Boardroom, on the first floor of the hotel. Assistance is also available at the concierge's desk.

FOR FURTHER INFORMATION

About Registration:

Thomas J. Venables
NAASS Conference Co-host
Rutgers University, Camden Campus
Direct Dial: (856) 225-6098
E-mail: tvenable@camden.rutgers.edu

About Conference Logistics

Thomas A. Kujawski
NAASS Conference Co-host
Rutgers University, New Brunswick Campus
Direct Dial: (732) 932-7560
E-mail: kujawski@rci.rutgers.edu



SATURDAY, NOVEMBER 12, 2005

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PRE-CONFERENCE ACTIVITIES SATURDAY, NOVEMBER 12, 2005

Pennsylvania Dutch Country Bus Tour

9:00 am - 4:30 pm

This NAASS bus trip will provide a fascinating cultural and sociological overview of this unique region of southeast Pennsylvania. Living and working in the same close community networks for several centuries, this Amish community provides a living window to our past. Riding through the quaint farm country of Lancaster County, we will stop at the Amish Homestead living museum, the Amish Farmlands exhibits, home style lunch at the Plain and Fancy Farm, visit to the Intercourse Pretzel Factory, and a stop at the Mt. Hope Winery. In all that we see and do, we ask you to respect the privacy of the residents. The Pennsylvania Dutch region is not a theme park or visitor's attraction. It is a viable faith-based community that has lasted relatively intact since the early colonial period. The authenticity of the culture and the people make this a voyage not to be missed.

Cost: \$75.00

Philadelphia Trolley Tour and City Pass with Six Attractions

This self-guided package includes a one-day pass on the burgundy and green Victorian style trolley with eighteen stops and narrated tour. You will receive passes to the Franklin Institute, the Academy of Natural Sciences, the Independence Seaport Museum (near the hotel), the National Constitution Center, and the Philadelphia Zoo. The attraction passes are good for one visit to each location throughout the NAASS conference. As this is a self-guided tour package, you set the pace. This is a pleasant and easy way to discover Philadelphia!

Cost: \$40.00

Early-Bird Reception

6:00 pm - 7:00 pm

President Carol Switzer offers you a gracious early welcome to the conference as she hosts this happy hour for conference delegates who have arrived early. This is a good opportunity to retell stories of the day, catch up with colleagues, and find a warm and collegial atmosphere. After this warm welcome, feel free to make dinner plans with other attendees at one of Philadelphia's great eateries.



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PRE-CONFERENCE WORKSHOPS

New Administrators' Workshop:

The Art of being a Summer Session Director

Convener: Sarah J. Ormrod, University of Cambridge

As part of our Summer Schools, like many other institutions, we produce a leaflet for our students entitled "The Art and Science of Writing a Paper". The 'science' (length, format, bibliography...etc.) is one thing, but the 'art' is quite another. The same is true of almost any role. This workshop offers an overview of Summer Session, its administration and planning with the new administrator in mind....and offers perspectives, particularly, on the art of being a Summer Session Director.

The New Administrators' Workshop provides an invaluable opportunity for new or relatively new Summer Session Administrators to meet, share experiences, and learn together. This half-day workshop culminates with lunch at 12:15 pm.

The Program

The morning 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 Session.

A look at the 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. You will bring different experiences and perspectives to the workshop, and we'll help you to grasp the essentials. Logistics, program planning, the management of finance, data and people, and the handling of crises are just some of the challenges that new administrators typically face. We'll look at the art and science of tackling these issues.

With this in mind, we're going to approach the role of Summer Session Administrator in the way an artist might look at making a painting. There's a lot involved. How can we ensure we produce a masterpiece, and not just a daub? How do we prepare the ground? Where does our inspiration come from? What materials can we use? To whom do we turn for help, when everything goes wrong? How do we frame it our picture, price it, market it, and write the catalog entry? Will our finished piece please the patrons and the public? Will it sell!? How will history record our efforts?

We can use the metaphor of making a painting to try to identify the techniques we need to master to go beyond competence and to take our role as summer session director into the realm of fine art. No previous artistic experience required!

Cost for this workshop is \$65.00 all inclusive.



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Presenting with Confidence:

Pre-Conference Workshop for Seasoned Administrators

Presenter: Kimberly Parrott, Conference Architects

This workshop is for anyone who has to present information, data, or plans concerning their department or operations to a variety of constituencies both on and off campus. Presentation and communication skills rank high on the list of qualifications for professionals in the new economy and in higher education in particular. Being able to present with confidence enhances your credibility, stature and overall effectiveness. We will examine how to hook your audience, communicate your message with clarity and power, and ensure your audience leaves with added value.

Objectives:

By the end of this workshop participants will be able to:

- *apply the principles of audience and outcome-centered design*
- *draw on their authentic voice*
- *engage with their audience*
- *understand each stage of crafting and delivering a presentation*

Preparation:

Participants will be asked to supply the following to the instructor in advance of the workshop:

- *a one paragraph description of a real-life scenario in which they were or will be presenting*
- *three personal learning objectives pertaining to presentation skills*

Cost: \$65.00. Includes workshop materials, continental breakfast, and lunch.

Presenter's Biography:

Kimberly H. Parrott is a principal and founding member of Conference Architects, specializing in the design and facilitation of meetings, workshops, retreats, and conferences. Kimberly has over ten years of experience working with diverse groups including executives, government officials, educators, military personnel, and adjudicated youth in organizations such as MITRE, USAID, Freddie Mac, and public and private school systems.

Kimberly holds a B.A. in History from Yale University and a Masters in Teaching from Brown University. She is a Coast Guard licensed captain and has worked at sea for a number of years as an Outward Bound instructor and as a sail-training officer on board tall ships in the US and abroad.



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CONFERENCE SCHEDULE SUNDAY, NOVEMBER 13, 2005

- 7:30 - 8:00 am New Administrators' Continental Breakfast
- 8:00 am Conference Registration Desk Opens
- 8:00 am - 12:00 pm New Administrators' Workshop:
The Art of Being a Summer Session Director
- 8:30 am - 10:00 am Standing Committee Meetings
Conference Site Selection Committee, Creative and Innovative
Awards Committee, Membership Committee, Publications
Committee, Research Committee
- 8:30 am - 9:00 am Continental Breakfast for "Presenting with Confidence"
Workshop
- 9:00 am - 12:00 pm Presenting with Confidence:
Pre-Conference Workshop for Seasoned Administrators
- 10:00 am - 11:00 am Finance Committee Meeting
- 10:00 am - 11:00 am NCCSS Board of Directors' Meeting
- 12:15 pm - 1:30 pm New Administrators' Luncheon with Mentors
Members of the Administrative Council, standing committee
members, and other seasoned summer professionals join the
participants of the New Administrators' Workshop for lunch.
- 1:30 pm - 4:00 pm Administrative Council Meeting
Chair: Carol Switzer, University of Arizona
President of NAASS
- 4:00 pm - 4:30 pm Official Opening Session of the
42nd Annual NAASS Conference
This is the official opening welcome and overview
of the conference.
Welcome: Carol Switzer, University of Arizona
NAASS President
Conference Overview: John G. LaBrie, Simon Fraser University
NAASS President-elect and Conference Chair
Site specifics: Thomas A. Kujawski, Rutgers University, New Brunswick
Campus
Thomas J. Venables, Rutgers University, Camden Campus
NAASS Conference Hosts



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4:30 pm - 5:30 pm **PLENARY SESSION I**
**Students and Departments in the Academic Capitalist
Knowledge/Learning Regime**

Presiding: J. Douglas Toma, University of Georgia

Presenters: Sheila Slaughter, University of Georgia

The academic capitalist knowledge/learning regime is framed by global politics, including national and international policies that create and sustain a knowledge economy, but students, faculty, and administrators nonetheless retain agency at the institutional level. This talk examines how graduate students and faculty fare when developing intellectual property, looks at the ways in which faculty and department heads situated in specific departments strategically create strategies that intersect the knowledge economy to further department goals, and concludes by examining the ways in which auxiliaries craft products and services for students and alumni.

Presenter's Biography:

Sheila Slaughter received her Ph.D. from the University of Wisconsin. She is Professor of Higher Education, Institute of Higher Education, University of Georgia, Athens, Ga. Her research areas are: political economy of higher education; science and technology policy; academic freedom; and women in higher education. Her most recent book, co-authored with Gary Rhoades, is Academic Capitalism and the New Economy: Markets, State and Higher Education, Johns Hopkins University Press.

6:00 pm - 7:00 pm **President's Reception**
Carol Switzer, President of NAASS, officially welcomes you to a warm and collegial reception celebrating the opening of the 42nd Annual NAASS Conference. Hors d'ouvres, beverages, and light entertainment will add to the evening's ambiance.

7:00 pm **Dinner on your own.**

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MONDAY, NOVEMBER 14, 2005

7:30 am - 8:30 am Continental Breakfast

8:30 am - 9:30 am Creative and Innovative Awards Poster Session

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

While enjoying your morning breakfast and beverage, stroll amongst the posters presented by the award finalists. Awards are presented in the credit, non-credit, and administrative areas. Finalists for these awards are asked to display their posters in a manner enabling conference participants to see the variety of new and innovative ideas being developed and implemented at other institutions. Winners of the awards will be announced at Tuesday's Awards Banquet.

9:30 am - 10:30 am PLENARY SESSION II

Summer Sessions as Culture Brokers

Presiding: John G. LaBrie, Simon Fraser University

Presenters: Dave D. Davis, Tulane University

In anthropological usage, culture brokers are individuals or organizations that facilitate change or mediate conflict by serving as a bridge between individuals or groups that see the world in different ways. Summer Sessions are ideally positioned to serve this function within universities by providing a bridge between the interests and standards of academic departments, and the broader institutional interest. To be effective in this role, however, requires Summer Session Administrators to find the means to link the interests of academic units that may be resistant to change with growing institutional demands for increased revenues.

Presenter's Biography:

Dave Davis has a broad background in both public and private higher education. He holds a B.A. degree in philosophy from the University of New Orleans, and M.Phil. and Ph.D. Degrees in Anthropology from Yale. He has served as Dean of Arts and Sciences, and subsequently as Provost, at USM, and as Associate Dean of Tulane College. He is currently Tulane's Director of Institutional Research.

10:30 am - 11:00 am Beverage break

11:00 am - 12:30 pm Concurrent Sessions

**1A Developing a Strategic Plan
Research and Best Practices**

Recorder: Janet M. Wagner, University of Nebraska at Lincoln

Presenter: Thomas F. Kowalik, State University of New York
at Binghamton

Gone are the days when organizations can simply depend on unplanned growth and unanticipated developments to carry the day. Summer Session teams must think and act like high performance small business ventures. Strategic planning is critical and



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this session is designed to give participants an introduction to methods and techniques used effectively to assist high performance teams in the rapid development of strategic plans.

1B Strategic Programming: Effective Use of Market Research Marketing

Recorder: Ali A. Khan, Elizabeth City State University

Presenters: Brent Keltner, Eduventures, Inc.
Peter Stokes, Eduventures, Inc.

Our academic marketplace has become extremely competitive and demanding. Data-driven decision making has become an increasingly important factor in programming decisions. This workshop will help participants understand how to use market research to improve strategic decision-making around program development and marketing. The workshop will cover three key questions:

- (a) what is market research?
- (b) what decisions can and should be influenced by market research?
- (c) what new organization capabilities are needed to integrate market research into decision-making?

1C Great Expectations—How to Conduct Fair and Effective Evaluations Leadership and Management

Recorder: E. Mike Poe, Northwest Nazarene University

Presenter: Kimberly Parrott, Conference Architects

Effective management is often a function of how we communicate and work with our staff. For those of you responsible for supervising and evaluating other staff, this workshop examines the two phases of effective evaluation:

- 1) Learn how to communicate clear expectations and goals to staff through a process of negotiation and mentoring in which both parties discuss mutual expectations, identify necessary skills and resources, and establish a schedule for assessing progress.
- 2) Using a well tested feedback model, learn how to give constructive feedback so that the recipient can understand the impact of their actions and behavior.

1D Paying attention to the Pre-college market: Doing it right from A-Z! Curriculum and Programming

Moderator: Patricia L. (Trish) Suske, University of Nevada, Las Vegas

Recorder: G. Jan Colijn, The Richard Stockton College of New Jersey

Presenters: Elizabeth Hart, Brown University
Scott Alessandro, Boston University
John Caron, Brown University

There are a number of ways that a well planned, well executed pre-college program can serve the mission and goals of your summer program. Regardless of the drivers,

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the market is growing. This presentation will focus on three principle areas to consider when considering a pre-college program at your university; the academics, student life, and administration. Development of a well informed student life component can not only keep students safe on campus, but also contribute to the program's meta-curriculum. Particular attention needs to be paid to the administration and marketing of the program. The goal of this workshop will be to have participants hear from informed professionals in the field and gain a global understanding of this area of academic programming.

1E *The Summer Session Makeover; Updating Programs for New Times Curriculum and Programming*

Moderator: Norma J. Charette, University of Southern Maine

Presenters: Mikyung Kwon, University of Vermont
Janet Nunziata, University of Vermont
David Valentino, SUNY Oswego
Thomas K. Ingram, SUNY Oswego

How do we manage program evolution? When is it time to revamp a tried and true staple of your program? Much of our program development is focused on new program development, however, to ensure that our ongoing regular programs remain healthy from a curricular and enrollment perspective, it is important to occasionally update and re-envision the program. This workshop will examine two case studies of program evolution; UVM's World Debate Institute and SUNY Oswego's Geology Field Camp. Are you ready for a makeover?

12:45 pm - 1:45 pm **Regional Luncheons**

These luncheons provide an opportunity for current members to renew acquaintances with local friends over lunch. For those of you who are new to Summer Session, here is a chance to meet and begin networking with colleagues from your own region. Many regions also conduct business of regional interest at the luncheons.

Middle States Region

Presiding: Sue Day-Perroots, Regional Vice President
Members from Delaware, the District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia.

North Central Region

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

Presiding: Caroline Murphy, Regional Vice President
Members from Connecticut, Maine, Massachusetts, New



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Brunswick, New Hampshire, New York, Newfoundland, Nova Scotia, Ontario, Prince Edward Island, Québec, Rhode Island, and Vermont, and Europe.

Southern Region

Presiding: F. Clayton (Clay) 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

Presiding: Linda D. Schoepflin, Regional Vice President
Members from Alaska, Alberta, Arizona, British Columbia, California, Colorado, Hawai'i, Idaho, Montana, Nevada, New Mexico, Oregon, Saskatchewan, Utah, Washington, and Wyoming.

2:00 pm - 3:30 pm **CONCURRENT SESSIONS**

2A Making Research Work for You **Research and Best Practice**

Recorder: Beth Laves, Western Kentucky University

Moderators: Howard Martin, University of Wisconsin at Madison
Loy D. Lytle, University of California, Santa Barbara

Do you want to learn how to carry out research on your Summer Sessions or on an issue related to summer instruction? Do you want to evaluate your operation? Are you interested in learning how to prepare a proposal for research support? What do you consider when publishing a research article? This double session focuses on the methodologies used in different research projects related to summer and on successful proposal and article writing. Presenters include: Barbara Gotshall, Colorado State University; Tom Kowalik, Binghamton SUNY; Erin Bailey Dev, Lewis and Clark College; John LaBrie, Simon Fraser University; and Billy Jankowski, University of California, Santa Barbara. Part B of this workshop continues at 4:00 pm.

2B Educational Demands of the 21st Century Economy: **The Context for Summer Programs** **Marketing**

Recorder: Virginia M. Helm, University of Wisconsin — Stevens Point

Presenters: Rob Muller, Practical Strategy, Baltimore, Maryland
Matt Hartley, University of Pennsylvania

Our rapidly changing economies are demanding an educational system that is responsive, transportable and flexible. This session will focus on the broader context and environment for higher education in general and NAASS members in particular, with focus on the demands of the new knowledge economy and changing student needs and expectations. The goal of the discussion will be for attendees to develop a better understanding of trends in secondary and postsecondary education, career preparation and civic

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engagement, and how some of the traditional tensions in higher education may in fact be breaking down — providing significant opportunities for Summer Session recruiting, program design, and curricula.

**2C *Financial Management Practices*
Leadership and Management**

- Moderator:** Juanita W. Fleming, Kentucky State University
Recorder: Ellen S. Morris, University of Vermont
Presenters: Bobby L. Puryear, North Carolina State University
Jessica Madrigal, The Johns Hopkins University
Renate H. Guilford, George Mason University

Money does matter. Summer Session leaders require financial management practices that are rock solid and yet can adapt to climates of constant change. Come join these colleagues as they discuss financial management practices that keep their programs on solid ground while providing the flexibility needed for the next-generation university. What works for you? Bring your own ideas to share with others.

**2D *Cultural Challenges Facing the Summer Study Abroad*
Coordinator
Curriculum and Programming**

- Moderator:** Lynda E. Ataya, American University of Sharjah
Presenters: Cristin Siebert, Yale University

The global marketplace is demanding a deeper understanding of cultural variations and traditions. This workshop will focus on summer study abroad from the perspective of the study abroad coordinator. We will discuss the specific challenges which face the coordinator when summer study abroad is a new feature of his or her institution. The coordinator must know how to deal with many cultures, both foreign and domestic, ranging from the host country facilitator to the university faculty and administration.

3:30 pm - 4:00 pm Beverage Break

4:00 pm - 5:30 pm CONCURRENT SESSIONS

**3A *Making Research Work for You Part B*
Research and Best Practice**

- Recorder:** Sue Day-Perroots, West Virginia University
Moderators: Howard Martin, University of Wisconsin at Madison
David Schejbal, University of Illinois at Urbana-Champaign
Loy D. Lytle, University of California, Santa Barbara

This is a continuation of the Research Workshop. For a full description and presenters, please refer to Session 2A.

**3B *Wondering about the World Wide Web?*
Marketing**

- Recorder:** Dennis Nunes, St. Cloud State University
Presenter: Jon Neidy, Bradley University

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In the early 1990's the web was seen as a cool add-on to your marketing efforts, if you had the time. Today, a web presence is essential. Marketing your program and keeping your students informed through your website is increasingly important in today's "connected culture." In this session Jon will review the current trends in Summer Session websites, demonstrate some web searching techniques, and comment on website design. Please come to the session prepared to ask questions and provide answers (or at least make some up).

**3C Revenue Sharing
Leadership and Management**

Moderator: Natalie Kokorudz, University of Illinois at Chicago

Presenters: Deborah J. Harris, University of Arizona
Jeet Joshee, University of Connecticut

Anecdotal evidence indicates that more and more summer units are being asked to share their excess revenue directly with departments and colleges rather than have the resources reside within the summer unit directly or go to the central administration. How does this influence our work? What models exist to influence enrollments and relations with academic units. These issues and others will be explored in this session.

**3D Use of Technology in the Curriculum
Curriculum and Programming**

Recorder: Arlene R. Lowenstein, Worcester Polytechnic Institute

Presenters: Timothy C. Westcott, Park University
Brian Hoffman, Park University

The importance of technology in the classroom and beyond resonates in the hallways of residence halls, homes, and the hollowed offices of higher education.

Administrators, faculty, and students are bombarded with implementing the newest and fastest means to deliver educational technology. The presenters have designed and implemented, across the administrative and faculty spectrums, classroom and cyber room technology. Presenters will exhibit means of providing to both administrator, faculty, and student the best avenues to enlighten the educational experience.

5:30 pm - 6:00 pm Free Time

6:00 pm - 7:30 pm Host Institutions' Reception

Rutgers, The State University of New Jersey at Camden and New Brunswick/Piscataway are the gracious hosts of this event. A favorite of NAASS attendees as it is a welcomed retreat from a long day filled with workshops and sessions. This year's hosts are also two of NAASS' most cordial gentlemen, Tom Venables and Tom Kujawski. Come, relax and have early pre-dinner refreshments as the two "Toms" welcome you to their back yard!

7:30 pm Dinner on your own



THE SUMMER MARKETPLACE!

TUESDAY, NOVEMBER 15, 2005

7:30 am - 8:30 am Continental Breakfast

8:30 am - 9:30 am ISSUES ROUNDTABLES

This is a good opportunity to extend your morning coffee into a good and productive small group discussion. Topic "Roundtables" will be scattered about, each with a different focus. Table moderators are some of NAASS' most respected and long time members who also have a wealth of perspective. Their role is to moderate and guide the conversation as the wisdom of the group is allowed to percolate. Enough time has been set aside to allow you to attend two or three of these and people are encouraged to actively participate and ask questions.

Roundtable A Developing a Peer Network

Table Moderator: Bill J. Kops, University of Manitoba

Campus politics, work stress, and staffing concerns can be made easier when you have a trusted peer group which you can go to to get objective feedback.

Roundtable B Managing Change

Table Moderator: Les J. Coyne, Indiana University at Bloomington

How to manage change within your organization and your institution is important in this rapidly changing market.

Round Table C Making the Professional Leap

Table Moderator: Ron L. Wasserstein, Washburn University

This discussion will look at how to deal with the past as you move into new professional challenges in your career on the same campus.

Roundtable D The Gathering and Use of Data

Table Moderator: Jack K. Johnson, University of Minnesota, Twin Cities

This guided discussion will look at how a unit can begin to employ strategies to collect and make good use of data in-house.

Roundtable E Responding to a Shifting Institutional Culture

Table Moderator: Karen H. Sibley, Brown University

This guided discussion will explore how shifts in institutional direction and priorities are best managed for the summer and continuing education unit.

Roundtable F Summer Sessions in the Registrar's Office

Table Moderator: Sandra Buik Phillips, Michigan State University

This round table is focused at Summer Session operations which are administratively located in the Registrar's Office.



NAASS 42ND ANNUAL CONFERENCE

9:45 am - 10:45 am **PLENARY SESSION III**

Summer Session Leadership in the New Marketplace

Presiding: Les J. Coyne, Indiana University at Bloomington

Presenter: Anita D. McDonald, Penn State DuBois

Institutions have become increasingly more competitive while at the same time becoming more collaborative with each other, their communities, local businesses and industry. Dr. McDonald will discuss the role of Summer Session as a leadership unit that can help guide institutional strategy and develop higher education leaders to address the challenges of this new marketplace.

Presenter's Biography:

Currently serving as the Chancellor of the Penn State DuBois campus, Dr. McDonald has held senior academic administration positions at the University of Arizona, the University of Missouri — St. Louis and began her teaching career at the University of Michigan — Dearborn. She earned her baccalaureate in mathematics and her M.E. in secondary mathematics education from Wayne State University and earned her Ph.D. in Education from St. Louis University. Dr. McDonald has 18 years of experience in Summer Session and is a past president of the North American Association of Summer Sessions.

10:45 am - 11:00 am **Refreshment Break**

11:00 am - 12:30 pm **CONCURRENT SESSIONS**

4A Understanding the Importance and Process of the Self Study Research and Best Practices

Moderator: Sylvia H. Gamboa, College of Charleston

Recorder: Suzanne Murphy, Saint Joseph's College, Maine

Presenters: Sue Day-Perroots, West Virginia University

Anne K. Heinz, University of Colorado at Boulder

The market and the public are demanding better assessment tools and for most of higher education, the accreditation process is key. Enrollment management and strategic planning are key elements of the Self Study for accreditation. How is Summer Session factored into your institutional enrollment and strategic planning strategies? What evidence can you provide to demonstrate fiscal and academic accountability? Does Summer Session offer opportunities for increased engagement of broader audiences? Participants are encouraged to use the Self Study process to infuse Summer Session into overall institutional accreditation review.



THE SUMMER MARKETPLACE!

4B *Winning Ideas in Graphic Design: A Checklist* **Marketing**

Moderator: Yvonne Murnane, SUNY-College at Cortland

Recorder: Cheryl Young, Miami University

Presenters: Vanessa Kanan Corrêa, noh design, LLC
Sarah Ormrod, Cambridge University

Why do you walk past some market stalls, and stop at others? What makes you linger long enough for a closer look? What makes you buy? Your catalog is your "market stall": how well is it working?

This isn't strictly a session on how to design; it's more a checklist of things to remember when putting your catalog together, including some tips on how you and your designer can collaboratively maximize your materials. Working through some samples, our panel of presenters—seasoned producers of summer session catalogs and other institutional design pieces—suggest what works for them... and why.

4C *Climbing Up the Mountain: Self Development Strategies for* **Summer Session Administrators** **Leadership and Management**

Recorder: Caroline Murphy, State University of New York at New Paltz

Presenter: Clinton A. Valley, Walla Walla College

What is your next step along your career? We are so often focused on the development of our programs that we often forget or neglect our own professional aspirations. The research has shown that Summer Session administrators are typically part time mid level managers. What are their career prospects and what strategies can they employ to facilitate their career development? From an understanding of their role and a review of the literature on career self development, strategies are suggested that incorporate managing one's image, tasks and relationships.

4D *Doing Well by Doing Good:* **Program Development and Social Responsibility** **Curriculum and Programming**

Recorder: Robert Griggs, Bemidji State University

Presenters: David Schejbal, University of Illinois at Urbana-Champaign

The role of higher education in the marketplace should not mean that we forget about our institutional role in teaching and our responsibility in civic engagement. Program development is a matter of choice. Sure, there are bottom lines to consider, and an array of academic criteria to meet, but ultimately the programs that are developed and supported are picked over alternatives.

In this session we will discuss how choosing programs can contribute to the common good while also contributing to the bottom line. We will focus on key global issues that face us today and will do so for at least the next several decades.



NAASS 42ND ANNUAL CONFERENCE

4E Marketing Magic: Increase Enrollment, Save Time, and Make Better Use of Your Marketing Dollars

Recorder: Karen L. Heikel, University of Minnesota, Duluth

Presenter: Erin Bailey Dev, Lewis & Clark College

By the end of this hands-on and collaborative workshop, you will be able to:

- Identify and analyze marketing opportunities
- Develop a marketing strategy
- Implement and manage marketing programs
- Present your ideas to senior administrators

You will leave this session with new marketing ideas for a high-performance marketing strategy.

12:30 pm - 1:30 pm Lunch on your own

1:30 pm - 5:30 pm Tuesday Afternoon Activities

Two historic tours are offered for the afternoon's break. Please indicate on the registration form your preference so we may plan accordingly.

Option A: Philadelphia-a-Foot will take us on a walking tour of the Olde City neighborhood. Visiting the homes, taverns, and gardens of colonial Philadelphia, this tour will give an in-depth look at 18th century lifestyles with special emphasis on the upcoming 300th birthday of our city's favorite son, Benjamin Franklin. Ed Mauger, a renowned Philadelphia historian and past director of the Summer Session at Rutgers Camden, leads this tour.

OR

Option B: A scheduled, timed, self-guided tour of the Independence Hall, birthplace of the nation and the new National Constitution Center. The Independence Hall tour provides an up-close and personal visit to the vital gathering place of our nation's founders. The Constitution Center not only provides an historical overview of U.S. constitutional issues, but also serves as an active research institute for the nation and the world. Interactive exhibits intrigue young and old alike.

6:30 pm - 7:30 pm Awards Banquet Reception

7:30 pm - 10:00 pm Annual Awards Banquet

This gala evening is reserved for several presentations of awards and acknowledgement of achievements made within the organization. Plaques are presented to the winners in the following creative and innovative program categories:

Credit Programs

Non-credit Programs

Administrative Programs

Following these presentations, NAASS institutions that have maintained an uninterrupted record of membership for 25 years will be recognized. Entertainment and fine dining are, of course, on the agenda!



THE SUMMER MARKETPLACE!

WEDNESDAY, NOVEMBER 16, 2005

7:45 am - 8:45 am Buffet Breakfast

9:00 am - 9:50 am **PLENARY SESSION IV**

Benjamin Franklin and Education for Democratic Citizenship

Presiding: John G. LaBrie, Simon Fraser University

Presenter: Ira Harkavy, University of Pennsylvania

Benjamin Franklin defined the purpose of his Academy of Philadelphia (later named the University of Pennsylvania) to develop in young people "an inclination joined with an ability to serve." Franklin's idea of education for service and citizenship has historically been an animating purpose of American higher education. Currently, education for profit and commercial success are frequently presented as higher education's core purpose. Ira Harkavy discusses the historic tension between education for service and education for profit and the dangers increasing commodification and commercialism pose to the future of American higher education and to American democracy itself. He proposes that Benjamin Franklin's ideas for education, as well as his career, can be instructive and help higher educational institutions remain true to their primary public purpose and effectively educate students to be creative, caring, democratic citizens of a democratic society.

Presenter's Biography:

Ira Harkavy is Associate Vice President and founding Director of the Center for Community Partnerships, University of Pennsylvania. An historian with extensive experience building university-community-school partnerships, Harkavy teaches in the Departments of History, Urban Studies, Africana Studies, and City and Regional Planning. As Director of the Center for Community Partnerships since 1992, Harkavy has helped to develop service learning and academically-based community service courses as well as participatory action research projects that involve faculty and students from across the university.

Harkavy received his B.A. and his Ph.D. in History from the University of Pennsylvania.

10:00 am - 10:45 am **Annual Business Meeting**

Committee reports are delivered, old and new business is addressed, the just-ended 2005 fiscal year is reviewed by the membership and the 2006 operating budget is presented, discussed and a vote taken.

Outgoing president, Carol Switzer turns over the presidential gavel to incoming president John LaBrie and the new slate of officers are announced.



NAASS 42ND ANNUAL CONFERENCE

Presiding: Carol Switzer

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 — Cordelia Maloney, *Chair*
Publications — Molly W. Berger, *Chair*
Research — Martin Barry, *Chair*
Creative and Innovative Awards — Allyson I. Morris, *Chair*
(presented at Awards Banquet)

Recorder: Michael U. Nelson — Executive Secretary of NAASS

10:45 am - 11:45 am **CONCURRENT SESSIONS**

5A *Legitimizing Non-credit Curriculum*
Research and Best Practices

Moderator: Monique LaRocque, University of Southern Maine

Presenters: Bill J. Kops, University of Manitoba

Historically, non-credit programs have often been considered the poor cousins to credit programs in universities regardless of the educational value they provide to students. Accreditation agencies in the U.S. are beginning to assess the academic legitimacy of non-credit courses much in the same way that they would assess other academic activity.

This session will look at the approach taken by the University of Manitoba to develop a taxonomy for non-credit credentials and the efforts of the Continuing Education Division to implement a set of guidelines to document the program development process for non-credit programs.

5B *Stalking the Wild Tambour de Basque;*
Understanding and Targeting Specialized Markets.
Marketing

Recorder: Melissa F. Mayone, Siena College

Presenters: Ruth Cahn, Eastman School of Music — University of Rochester

Markets are small and large. Often, it is the small niche markets that carry the day, yet pose the greatest challenge to understand.

Our first question is likely, "Can you explain what this is about to me in layman's terms?" Does this topic connect to tourism, culinary arts or particle physics? Other than you, esteemed professor, how many people in the world are interested in this topic? Is there any way to broaden the topic to attract more than the 5 world experts? How do I reach these colleagues? Do they have professional organizations? What about advertising and mailing list purchase? (There is bound to be a bit of live music involved in this yet to be described adventure presented by the Eastman School of Music's Summer Session Director, Ruth Cahn.)



THE SUMMER MARKETPLACE!

5C *Leadership Lessons from History* *Leadership and Management*

Moderator: Sandra Buike Phillips, Michigan State University

Presenters: Kathryn Gould Cullivan, University of North Texas

Long before anyone created a leadership training seminar, long before the academic debates about whether leaders are born or made, there were people who exemplified leadership and serve as examples down through history. They never attended a seminar. Perhaps they were born great. Perhaps they learned from observation and experience. We don't know how they got to be great leaders. But, our society and our management literature has placed a great emphasis on individual leadership and perhaps there are themes and examples from which Summer Session leadership could learn. We will look at the common themes in the lives and accomplishments of people such as Moses, Attila, Machiavelli, Elizabeth I, Jefferson, and Patton, for they have much to teach us.

5D *Custom Made Programs for Visiting Students* *Curriculum and Programming*

Moderator: Laurel K. Hogue, Central Missouri State University

Recorder: Tim Peterson, Washburn University

Presenters: Marc Torick, Rhode Island School of Design
William Whobrey, Yale University

While words like internationalization and globalization may sound like old news to many institutions of higher learning, many schools are just now discovering the power of the summer term in achieving these goals and attracting these markets. This session will focus on two case studies at universities developing programs for international students who come to study at American schools during the summer. Rhode Island School of Design (RISD) is taking a new approach to the Old World. Universities have, for years, invited international students to take their summer course offerings. Yale University had declared its fourth century to be the century of the global university, and so we are now reaching out and discovering the world in exciting and new ways. The topics covered will include creativity, flexibility, and the ability to implement a rapid response system to inquiring institutions.

5E *New Administrators' Workshop Wrap-Up*

Convener: Sarah J. Ormrod, University of Cambridge

A wrap-up session just for the new administrators who attended the Sunday pre-conference workshop. What do you still want to ask about being a Summer Session Administrator? What other topics should be presented? How has the information presented changed your "art" as a Summer Sessions Director? This is your final chance to ask more!

12:00 noon 42nd Annual Conference Adjourns

12:00 noon - 2:00 pm Administrative Council Luncheon Meeting



NAASS 42ND ANNUAL CONFERENCE

**POST-CONFERENCE WORKSHOP
NOVEMBER 16, 2005**

The A-B-C's of Managing Summer Program Risk

1:00 pm - 6:00 pm

Speakers:

Mark Briggs

Campus Risk Manger, Division of Public Safety,
University of Illinois at Urbana-Champaign

John Caron

Assistant Dean of Student Life,
Summer and Continuing Studies, Brown University

Preston Cline

Risk Management Consultant, Adventure, Inc. — Invited

John A. Schwartz, J.D.

Risk Management Consultant, United Educators

This post-conference session is offered in conjunction with the University of Illinois at Urbana-Champaign. A separate registration is necessary for this workshop. For further information on the workshop or for registration details, please contact:

Scott Miller, Assistant Head, Conferences & Institutes
University of Illinois at Urbana-Champaign
200 S. Wacker Drive, Chicago, IL 60606
Phone: 312-575-7875 or E-mail: scmiller@uiuc.edu

Every year, thousands of summer programs are held at public and private colleges and universities across the country. These programs are offered in a variety of formats to a wide range of age groups. Summer programs can generate revenue, help fulfill institutional missions of public service, and utilize resources year round. Unfortunately, many programs are offered with little consideration for institutional risk.

This workshop is designed to help institutions assess their risk and to offer guidance for implementing policies and procedures to limit risk exposure. Each participant will receive a How-to Guide covering topics relating to risk:

where to start, identification of key risk assessment areas, institutional policy development, and implementation of standard procedures.

Following a review of the How-to Guide, an expert panel representing the academic, legal, and insurance sectors will answer questions.

Registration Fee: \$79

To Register for the Post-Conference workshop, visit our website at <http://www.conferences.uiuc.edu/RiskManagement> or call (toll free) 877-455-2687.



THE SUMMER MARKETPLACE!

2005 STANDING COMMITTEE MEMBERS

The following members are expected to attend their respective committee meetings on Sunday, November 12 (see page 10), and then host a new member at the New Administrators' Luncheon at 12:15 p.m.

Conference Site Selection Committee

Bill J. Kops, *Chair*
Heather Harroun
Thomas A. Kujawski
Jessica Madrigal
Michele V. Price

Creative and Innovative Awards Committee

Allyson I. Morris, *Chair*
Scott Alessandro
Claudette Free
Patricia Graves
Catherine E. Harris
Lori Smith Jennaway
Olga Martinez
James H. Powell

Finance Committee

Barbara H. Gotshall, *Chair*
Kimberly Coffrin
Kerri M. Garcia
Deborah J. Harris
Suzanne Murphy
Dennis L. Nunes
E. Mike Poe

Membership Committee

Jon C. Neidy, *Chair*
Sue Day-Parroots
Karen L. Heikel
Caroline Murphy
Linda D. Schoepflin
F. Clayton Sessoms
Michael U. Nelson, *ex officio*

Publications Committee

Molly W. Berger, *Chair*
Allan G. Fanjoy Jr.
Linda Marie Williams
Patricia L. Suske

Nominations and Elections Committee

Cordelia Maloney, *Chair*
Bill J. Kops
James L. Murphy
Karen H. Sibley
Ronald L. Wasserstein

Research Committee

Martin D. Barry, *Chair*
Jeet Joshee
Loy D. Lytle
Lilieth H. Nelson
Ronald E. Trebon

NOTE: Anyone having an interest in serving on one of the above committees in 2006 should convey that interest to the incoming 2005-2006 President, John LaBrie or the chair of the respective committee.



**NORTH AMERICAN
ASSOCIATION OF
SUMMER SESSIONS
42ND ANNUAL
CONFERENCE**

THE SUMMER MARKETPLACE!

2005 CONFERENCE REGISTRATION FORM

(If registering and paying online, the web address is NAASS2005.rutgers.edu for the
Conference Registration Form and web link to the Sheraton Society Hill Hotel)
(PLEASE PRINT)

NAME _____

TITLE _____

INSTITUTION _____

MAILING ADDRESS _____

CITY _____ STATE/PROV. _____ ZIP/POSTAL CODE _____

TELEPHONE _____ FAX _____

E-MAIL _____

WEBSITE _____

PUBLIC INSTITUTION _____

PRIVATE INSTITUTION _____

NAME PREFERRED ON BADGE _____

NAME(S) OF GUEST(S) ATTENDING _____

BASIC REGISTRATION FEE

\$400.00 for NAASS members\$ _____

\$495.00 for NON-NAASS members*\$ _____

\$370.00 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 Administrator's Workshop @ \$65.00\$ _____
(includes breakfast, a luncheon, and materials)

Pre-conference Workshop for Seasoned Administrators @ \$65.00\$ _____

SATURDAY PRE-CONFERENCE TOURS (see page 7)

Tour of Pennsylvania Dutch Country, Lancaster, Pa.
_____person(s) @ \$75.00 each\$ _____

Trolley Tour and City Pass for Six Attractions
_____person(s) @ \$40.00 each\$ _____

CONFERENCE FUNCTIONS FOR GUESTS

Saturday:

Early-Bird Reception (see page 7)
_____person(s) @ \$20.00 each guest\$ _____

Sunday:

NAASS President's Reception (see page 11)
_____person(s) @ \$20.00 each guest\$ _____

Monday:

Host Institution's Reception (see page 17)
_____person(s) @ \$20.00 each guest\$ _____

Tuesday:

Independence Hall (see page 21)
_____person(s) @ \$10.00 each guest\$ _____

OR

Philadelphia On Foot (see page 21)
_____person(s) @ \$10.00 each guest\$ _____

Tuesday:

Annual Awards Reception and Banquet (see page 21)
_____person(s) @ \$45.00 each guest\$ _____

TOTAL AMOUNT ENCLOSED\$ _____

SUBMISSION OF FEES:

CREDIT CARD: VISA MASTERCARD DISCOVER CARD

Credit Card Account Number _____

Exact Name on Credit Card _____

Expiration Date _____ * MCC or VCODE _____

Authorized Signature _____

TOTAL AMOUNT CHARGED \$ _____

**(The three-digit code appearing on the back of the credit card)*

CHECK OR MONEY ORDER:

Please make your check or money order payable to *Rutgers University* and mail it with your Conference Registration Form to: Thomas J. Venables, Summer Session Office, 321 Cooper Street, Camden, NJ 08102-1519.

PLEASE NOTE: Registration may be cancelled for a full refund less \$50.00. All written cancellations must be received before **Friday, October 28, 2005.**

If paying by Purchase Order, _____
please enter PO number, institution, _____
and contact phone number: _____

SESSION SELECTIONS AND FOOD AND BEVERAGE FUNCTIONS

Please indicate your selections below for you and your guest(s) which will help with session counts and the food and beverage functions.

Session Selections:

- Monday Concurrent Sessions @ 11:15 a.m. 1A 1B 1C 1D 1E (circle one)
- Concurrent Sessions @ 2:15 p.m. 2A 2B 2C 2D (circle one)
- Concurrent Sessions @ 3:45 p.m. 3A 3B 3C 3D (circle one)
- Tuesday Concurrent Sessions @ 11:15 a.m. 4A 4B 4C 4D 4E (circle one)
- Wednesday Concurrent Sessions @ 10:45 a.m. 5A 5B 5C 5D 5E (circle one)

Food and Beverage Functions:

- Saturday Early Bird Reception @ 6:00 p.m.
- Sunday NAASS President's Reception @ 6:00 p.m.
- Monday Continental Breakfast
- Regional Luncheons @ 12:45 p.m. (select one below)
- Middle States Northeastern North Central Southern Western
- Hosts' Reception @ 6:00 p.m.
- Tuesday Continental Breakfast
- Independence Hall Tour
- OR
- "Philadelphia on Foot" Tour
- Awards Banquet Reception @ 6:30 p.m.
- Awards Banquet @ 7:30 p.m. (select one below)
- Sesame-Crusted Salmon Stuffed Chicken Breast Vegetarian Platter
- Wednesday Buffet Breakfast @ 7:45 a.m.



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NEW THIS YEAR:

*Pre and Post conference
workshops, Expanded Research
Workshop and Issues Roundtables.*

42ND ANNUAL CONFERENCE

November 12-16, 2005

Philadelphia, Pennsylvania

CONFERENCE HOSTS

Rutgers, The State University of
New Jersey at Camden

AND

Rutgers, The State University of
New Jersey at New Brunswick/Piscataway

WEB

NAASS2005.rutgers.edu





NAASS 42ND ANNUAL CONFERENCE

2005 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 geographic regions; (c) three At-Large Members; and (d) the immediate Past President.

President

Carol Switzer
Arizona State University

President-Elect

John G. LaBrie
Simon Fraser University

Past President

Cordelia Maloney
University of Illinois at Chicago

Treasurer

Barbara H. Gotshall
Colorado State University

Middle States Vice President

Sue Day-Parroots
West Virginia University

North Central Vice President

Karen L. Heikel
University of Minnesota, Duluth

Northeastern Vice President

Caroline Murphy
SUNY at New Paltz

Southern Vice President

F. Clayton Sessoms
East Carolina University

Western Vice President

Linda D. Schoepflin
Washington State University

At-Large Members

Molly W. Berger
Case Western Reserve University
Jeet Joshee
University of Connecticut
Aaron Thompson
Eastern Kentucky University



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NEW THIS YEAR:

*Pre and Post Conference
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42ND ANNUAL CONFERENCE

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