



Welcome

Around the country, Summer Session programs are assuming more responsibility to create value for their universities and colleges. As the recession has made significant reductions to college endowments, state funding, and personal pocketbooks, our institutions have seen dramatic and sometimes painful reductions in budgets and revenues. Many Summer Session programs have already stepped up to fill budget gaps with additional revenues, programs, and to better meet students' needs.

This year's annual conference program, "Summer Session – The 'Maine' Event," plays off the picturesque sea-city location, Portland, Maine, but more importantly plays off the fact that your summer program can indeed be your institution's main event! The conference topics are intended to help you take the fullest advantage of the difficult economic times while meeting your institution's goals.



Schedule: At A Glance

Saturday, November 6, 2010

Registration opens

Theresa Neil Memorial Research Fund Raffle begins

Bring your university's/college's pennant

Pre-Conference Tours:

1. Freeport, Maine shopping/village tour
2. Portland Head Light

Administrative Council Meeting

Early Bird 'Old Port' walking groups/no host dinner

Sunday, November 7, 2010

Breakfast

New Administrators' Workshop

Standing Committee Meetings

Pre-Conference Consultation Corner (pg 6)

1. Summer Session at a Private Institution
2. Search Engine Marketing and Google Analytics
3. The Summer Experiment

Administrative Council Meeting

Official Opening of the 47th Annual NAASS Conference
 NAASS President – Sue Day-Perroots, West Virginia University
 Regional Speaker – Michael Connolly, Saint Joseph's College
 Conference Keynote Speaker – Angus King, former governor of Maine

Conference Chair – Bill McClure, University of Massachusetts Amherst

Welcome Reception – Cumberland Club

New Administrators' No Host Dinner

Monday, November 8, 2010

Breakfast

Regional Speaker – Harlan Baker, University of Southern Maine

Keynote Speaker – Richard Novak, Rutgers University

Concurrent Sessions 1 (pg 9)

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The Perfect Storm or I Know Quality When I See It

Session 1B. Bring the World to Your Campus this Summer

Session 1C. Integrating Online Tutoring with Existing Campus Academic Support

Regional Luncheons

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Session 2B. New Marketing Strategies: From Micromarketing to Community Building

Session 2C. Study USA – When A Classroom Isn't A Classroom

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Session 3A. Centralized, Decentralized, and Everything in Between: Organizing Summer Sessions

Session 3B. Developing a Model to More Accurately Determine Summer Course Needs

Session 3C. Integrating Multiple Technology Strategies for Faculty, Student, and Client Training and Support

Affinity Group Dinners



Schedule: At A Glance

Tuesday, November 9, 2010

Breakfast

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- Session 4A. Summer Legal Issues from 30,000 Feet
- Session 4B. Success of Summer Early Entry — A College Readiness Program for Entering Freshmen
- Session 4C. Zen and the Art of Summer Management

Creative and Innovative Awards

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- Session 5A. 2010 NAASS Summer Web Site Analyses Project
- Session 5B. Shipping Networks: Perspectives from the Overseas Ports
- Session 5C. Engagement Marketing: How to Involve Students in Your Message

Box Lunch Round Table Discussion Groups (pg 12)

1. How to Present Summer Sessions in a Private Way
2. Your Marketing Strategy and Tactics
3. Summer Session Revenue Sharing Experiences
4. Project Management Tips and Tools
5. Online Course Design Methods and Concepts
6. Degree Completion and Accelerated Degree Programs for Working Adults
7. Your Summer Session Website — What Works Best?
8. Winter Term

Tour Options:

1. Freeport, ME shopping/village tour
2. Saint Joseph's College Farm/Food Tour

President's Reception – Portland Museum of Art

Conference Banquet

(awards and raffle selections, entertainment)

Wednesday, November 10, 2010

Breakfast

Annual Business Meeting

Legacy Series – Loy Lytle, University of California, Santa Barbara

Plenary Session – Tom Kowalik, Binghamton University (SUNY)

Adjourn

Administrative Council Luncheon Meeting



General Information

Conference Registration

NAASS participants are encouraged to register online, whether or not you pay with a credit card. You may provide a purchase order number or request an invoice. If you wish to pay for tours or guest fees separately, contact Candy Hall at Bradley University. Conference registration fee: \$550. Early bird rate is \$500 before August 30, 2010.

Online

Conference registration and payment with purchase orders or credit cards may be completed at www.naass.org

By Mail

Your conference registration may be submitted by mail. You may mail your registration form without a check to expedite processing. Please make a note on your registration form that a check will follow under separate cover from your institution. Checks are to be made payable to Bradley University.

Registration forms and checks should be mailed to:

Candy Hall
Continuing Education
Bradley University
1501 West Bradley Avenue
Peoria, IL 61625

By Fax

Fax a completed registration form to 309-677-3321, along with a purchase order or credit card payment.

By Phone

To register and pay by phone, call 866-880-9607.

Conference Cancellation Policy

Cancellations must be received in writing or via email no later than **October 22, 2010**. All fees paid, less \$100 cancellation fee will be refunded if the cancellation is received via email or written correspondence by October 22. After October 22, only substitutions will be allowed.

Conference Registration Fee and Deadline

The basic registration fee for NAASS members is \$550 USD (\$600 for non-members). Early Bird rate of \$500 (for members) applies through August 30, 2010. Registration and fee payment are due no later than October 22, 2010.

Multiple Conference Registrations from the Same Institution, Same Campus

A reduced registration fee (\$500) is available to any single institution sending three or more delegates to the conference. Hence, after the first two \$550 registrations from the same institution/campus are paid, each additional registrant from that institution pays only \$500 per registrant. To assure proper credit, multiple registrations from the same institution should be submitted at one time. *Please note: only one discount may be applied to registration, e.g. if 5 people from one campus register for the early discount, no group rate discount will be applied.*

The basic registration fee includes all conference activities and scheduled meals except for:

Saturday, November 6, 2010:

1. Freeport, Maine trip - \$10/person
2. Portland Head Light - \$15/person

Sunday, November 7, 2010

New Administrators' Workshop (materials and meals) - \$150

Tuesday, November 9, 2010:

1. Freeport, Maine trip - \$10/person
2. Saint Joseph's College Farm/Food tour - \$15/person

Guest Tickets

If you wish to attend the conference with a guest, it is important that guest tickets be purchased in advance since certain conference functions (such as tours) require advance reservations and non-meeting social events will require name badges.

Tickets for guests are available to all non-meeting functions as indicated on the Registration Form. Tickets may be purchased for:

Saturday, November 6, 2010:

1. Freeport, Maine trip - \$10/person
2. Portland Head Light - \$15/person

Sunday, November 7, 2010:

Welcome Reception - \$35

Tuesday, November 9, 2010:

1. Freeport, Maine trip - \$10/person
 2. Saint Joseph's College Farm/Food tour - \$15/person
- President's Reception and Banquet - \$75

New Administrators' Workshop

The workshop will be held on Sunday, November 7, 2010. The fee is \$150 and includes materials, breakfast, and the Mentors Lunch.



General Information

Registration Assistance

Contact Candy Hall at 866-880-9607 or cld@bradley.edu.

Disability Access

Persons with disabilities and related access needs should contact the hotel at 800-345-5050.

Honorary Life Members

Mark the appropriate box on the registration form.

Conference Hotel

The official conference hotel is:

Holiday Inn By the Bay

88 Spring Street

Portland, ME 04101

www.innbythebay.com

Main Number: 207-775-2311 or 800-345-5050

Reservations can be completed by calling the above numbers. Be sure to mention "NAASS" for the group rate of \$120/room/night plus 7% room tax. There are a limited number of rooms reserved at the conference rate and reservations are on a first-come, first-served basis. ***The last day to secure an available room at the conference rate is October 5, 2010.*** Included in this rate is transportation from/to the Portland International Jetport, free on-site parking, and free wireless internet connection throughout the hotel.

Check In and Check Out Time

Check in time is 4:00 p.m. with check out at noon.

Extending Your Conference Stay

Based on availability, the conference room rate is being made available to all conference participants three days prior to the conference and three days after the conference. Availability can change from day to day.

Business Center

Recognizing the technical needs of business travelers, the Holiday Inn By the Bay offers a fully equipped Business Center.

Air Transportation

In addition to being easily accessible by land, daily major airline service is also available via the Portland, Maine International Jetport located only 15 minutes from the Holiday Inn By the Bay.

Weather

Portland, Maine enjoys 'moderate' temperatures in November with average highs in the low 50s and average lows in the low 30s.

Dress

Conference participants should wear business casual and dress in layers for outside activities.



Schedule of Conference Events and Activities

Saturday, November 6, 2010

Pre-Conference Activities

12:00 p.m.

Conference Registration Desk Opens

Experience Maine:

A Raffle for the Theresa Neil Memorial Research Fund

NAASS conference attendees are invited to participate in a raffle fundraiser to support the Theresa Neil Research Fund. It provides opportunities for members to conduct research and publish articles that are of relevance to Summer Session administrators. The goal is to raise \$1,000 to support the funding. In keeping with *The Maine Event* conference theme, items for raffle include specialty gift baskets and excursions that celebrate the history and culture of Maine. Raffle items will be available for preview at the conference and tickets may be purchased at the registration desk. Winners will be selected by random drawing on Tuesday morning and announced at the closing banquet on Tuesday, November 9, 2010. *(Also... If you didn't bring your university's/college's pennant to last year's conference, please bring it this year to display with other NAASS member's pennants... Quite a sight!)*

1:00-5:00 p.m.

Pre-Conference Tours

1. Freeport, Maine

Whether you're looking to shop, browse, or simply enjoy a cocktail in an historic Maine tavern, Freeport, Maine is worth exploring! Freeport is a beautiful coastal Maine village with over 200 upscale outlets, designer shops, eclectic boutiques, B&Bs, hotels, great restaurants, and casual cafes. Every major chain store probably has an outlet shop in the Freeport shopping district. However, one of the best parts of your Freeport experience will come from exploring the unique, smaller shops that specialize in crafts, jewelry, and "one of a kind" shops that often feature items that have been handcrafted in Maine. The highlight of your Freeport shopping excursion will most undoubtedly be your visit to the L.L. Bean Flagship Store. Even if you don't plan on buying anything, a visit to L.L. Bean is an experience in and of itself! Enjoy an authentic Maine experience, only 15 minutes north of Portland. Come shop, dine, and explore! Find a piece of Maine to take home. The tour is limited to 15 people and the cost is \$10 per person which includes transportation. (<http://www.youtube.com/watch?v=1IFnsRH3iKk>)

2. Portland Head Light

Just a 15 minute drive from the hotel, the second oldest light house in the U.S. awaits your visit. It has been in continuous operation since January 1791, although it is now automated. The site is home for the light house and keeper's quarters, now a museum that displays a wide variety of light house artifacts and interpretive displays. This picturesque setting is the perfect New England scene. The tour is limited to 24 and the cost is \$15/person which includes transportation, admission, and tour. (<http://www.portlandheadlight.com/>)

5:00-8:00 p.m.

Administrative Council Dinner and Meeting

6:00 p.m.

Early Bird 'Old Port' walking tour/no host dinner

The Portland 'Old Port' District is a collection of historic homes, shops, streets, pubs, and restaurants either on or a block from the harbor. It is an easy 5-10 minute walk from the hotel. Join one of the groups to get the feel of the city from this quaint perspective. Each group will settle into a pub for dinner, drinks, and networking.

Sunday, November 7, 2010

8:00 a.m.

Conference Registration Desk Opens

8:00 a.m.-3:30 p.m.

New Administrators' Workshop

Presenter: Jon C. Neidy, Bradley University

The New Administrators' Workshop provides a valuable opportunity for new or almost new Summer Session Administrators to share experiences and learn together. The purpose of the workshop is to provide you with an overview of Summer Session administration and the basic skills for success.

The workshop is planned to let you reflect and organize your thoughts and help answer some of the questions you may have about Summer Session operations. Four key areas of Summer Session administration will be examined: organization, curriculum and program planning, finance, and marketing. As a new administrator, you come to Summer Sessions with different experiences and different perspectives. This highly interactive workshop will provide you with an opportunity to reflect on what you already know about your university, administration, faculty, and programs, and merge your knowledge with new information.



Schedule of Conference Events and Activities

8:00 a.m.-12 p.m. (reconvenes at 1:30 p.m.)

New Administrators' Workshop

Participants in this workshop will join members of the standing committees and the Administrative Council (the governing body of NAASS) for lunch. At lunch, you will meet your mentor who will serve as a resource for you during the conference. The workshop will continue after lunch until 3:30 p.m.

Participants are encouraged to join the groups for the Saturday Old Port/no host dinner and you will have the opportunity to join Jon C. Neidy for a no host dinner on Sunday evening after the conference welcome reception. Additionally, participants will be able to meet with their mentor Tuesday morning for breakfast. If you are planning to attend this workshop, please be sure to register in advance. Cost: \$150 (Includes: workshop materials, breakfast, and lunch)

8:30-9:45 a.m.

Standing Committee Meetings

Conference and Program Planning Committee
Creative and Innovative Awards Committee

9:45-11:00 a.m.

Standing Committee Meetings

Information and Communications Committee
Membership Committee
Quality and Research Committee
Creative and Innovative Awards Committee (continued)

11:00 a.m.-12:00 p.m.

Finance Committee Meeting

12:00-1:15p.m.

New Administrators' Luncheon with Mentors

Members of the NAASS Administrative Council and standing committee members join the New Administrators' Workshop participants for lunch and lively discussions of what it is like to be involved in Summer Session's administration.

1:30-3:30 p.m.

New Administrators' Workshop (reconvened from morning)

1:30-3:30 p.m.

Pre-Conference Consultation Sessions

Have a problem, possible opportunity or tough decision you're trying to make? Chances are one of your NAASS "expert colleagues" has tackled the same issue. We've set up a

Consultation Corner where you can pose your questions to selected/experienced NAASS members in a quiet and relaxed atmosphere. Our experts' areas of specialty include international programs, budgeting, leadership, marketing, and programming. Which consultant is right for you?

1. The Summer Experiment

Georgette Edmondson-Wright, The George Washington University

Summer session's goals are still very practical: college readiness programs or course offerings that alleviate curricular bottle necks, or fill vacant classrooms. For others, summer session is also a time for academic experimentation and innovation...a way to get a little more "milk" from the old cash cow. Faculty may showcase their expertise and engage students through new and creative courses and programs that don't fit the model of the traditional academic year. It is a time for considered risk taking. Whether test piloting new programs or delivery models, developing courses online or overseas, or putting a new face on an old course, summer is a time to experiment. Stop by to brainstorm with Georgette and together consider new approaches to generating revenues with your summer session. (Georgette is Director of Summer Session at The George Washington University in Washington DC. She has twenty four years of experience in higher education, including enrollment management, special programs, and summer sessions.)

2. Search Engine Marketing and Google Analytics

Ida Parisi, Northeastern University

More than 90 percent of online students in the pre-inquiry stage choose to use a search engine to find schools [DemandEngine's Adult Learner Communication Survey, 2009]. Stop by to discuss the key concepts involved in search engine marketing (SEM) and search engine optimization (SEO). We'll dive deeper into SEO techniques to help you gain more "organic" website traffic. Develop a search engine marketing strategy that will make an immediate impact on your internet presence and website visibility. Also, come by to learn about Google Analytics and how to use analytics tools to get the specific answers you need about your search marketing or website visitors. (Ida has over six years experience in search engine marketing and is presently the in-house SEO and manages all pay per click campaigns at Northeastern University's College of Professional Studies.)

3. All things Summer Session

John Caron, Brown University

Looking for the 'jack of all trades' person with whom to discuss your Summer Session interests? You can confidently discuss the following topics with John for good ideas, suggestions, and plans: Summer Session (in general), admission and enrollment



Schedule of Conference Events and Activities

management, course development, faculty orientation and professional development, leveraging entrepreneurial partnerships with academic departments, pre-college, online instruction, and summer study abroad programs. (*John is the Associate Dean of Continuing Education at Brown University with 15 years of experience in higher education and five years in the private sector.*)

1:30-3:00 p.m.

Administrative Council Meeting

3:45-5:30 p.m.

Official Opening Session of the 47th Annual Conference

Sue Day-Perroots, President of NAASS, officially welcomes you to celebrate the opening of the 47th Annual NAASS Conference.

Presenters: Sue Day-Perroots, West Virginia University, President of NAASS; Bill McClure, University of Massachusetts Amherst, President-Elect of NAASS and Conference Program Chair; Michael Connolly, Saint Joseph's College

Mike Connolly has taught history at Saint Joseph's College in Standish, Maine for the past twenty-six years. His recent publications are: Seated by the Sea: The Maritime History of Portland, Maine and Its Irish Longshoremen. He is a native of Portland's Munjoy Hill neighborhood and lives just two streets below where he was born, signifying real downward mobility! Mike will introduce you to Maine and Portland and will give a brief presentation about its history, ethnic composition, culture and politics, and hopes for the future. He'll highlight the visual images of the state and its physical features, as well as some of its more prominent personalities.

Conference Keynote Speaker

Governor Angus King, Former Governor of Maine

5:30-7:30 p.m.

Conference Welcome Reception

Hors d'oeuvres and beverages will add to evening's festivities. NAASS welcomes all members and attendees at the Cumberland Club to renew acquaintances and meet colleagues.

7:30 p.m.

New Administrators' no-host Dinner

Participants of the New Administrators' Workshop are invited to join Jon Neidy, New Administrators' Workshop presenter, for a no-host casual dinner.

Monday, November 8, 2010

7:30 a.m.

Conference Registration Desk Opens

7:30-8:20 a.m.

Breakfast

8:30-9:00 a.m.

Stories from Gorham's Corner

Harlan Baker, University of Southern Maine,

Stories of colorful characters who peopled the Gorham's Corner section of Portland in the 1930s -1950, including The Iron Lady, Miss Hazel Tapley, and the Numbers game. (*Harlan Baker is a public speaking adjunct lecturer at the University of Southern Maine and on the board of directors for Acorn Productions, a non-profit theater based in Westbrook, Maine. Harlan writes a twice monthly column in the West End News which profiles Portland people and their activities. He is a story teller at the Judge Corwin Witch House in Salem, Massachusetts during the month of October.*)

9:00-10:00 a.m.

Keynote Presentation, "Toto, I've a feeling we're not in Kansas anymore"

Richard Novak, Rutgers University,

Dorothy said this to her dog Toto upon arrival in Oz, followed by "we must be over the rainbow." Many of us who have been in higher education for a while think that we must be in Oz, given all of the technological developments around us. At the same time, many of our students experience this Oz as a second home, where all of the fantastic innovations are simply second nature. Summer Session programs need to bridge both worlds — the traditional academic world of higher education and the modern world of the modern student — to continue to attract enrollments and build the program. Richard will review some of what we know about online learning today and will highlight new technologies, administrative and academic, that can enable Summer Session programs to operate more effectively, and that point to even more advanced learning environments in the future. (*Dr. Richard Novak currently serves as Associate Vice President for Continuous Education and Distance Learning at Rutgers, The State University of New Jersey, and adjunct Graduate faculty member for two different Rutgers schools. He directs RutgersOnline, the centralized home for all Rutgers University online instruction.*)



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Over 4,000 students enroll each semester in fully online credit courses and over 35,000 students enroll annually in web-enhanced courses. He is a former president of the University Professional and Continuing Education Association.)

10:00 a.m.

Break

10:30-11:30 a.m.

Concurrent Sessions 1

Session 1A. Online and Summer Session — The Perfect Storm or I Know Quality When I See It

Presenter: Richard Novak, Rutgers University

Institutions and their Summer Sessions are developing more online courses, programs, and degrees to serve as economic engines and boosts for students to graduate in a timely fashion. At the same time, there is renewed focus on the quality of online learning. How are Summer Session directors to respond to questions and criticism about online learning? What should they be looking for as they incorporate online courses and programs into their offerings? How can they best ensure quality learning will take place? What alternatives and options are available in the face of critics who are not assuaged by thoughtful argument? This workshop will provide a high level overview of some of the most salient online learning quality benchmarks along with practical advice for Summer Session directors.

Session 1B. “Bring the World to Your Campus this Summer”

Presenter: Vanessa Cook, The University of Mississippi

Including international options can increase enrollment in summer programs. This session will cover how to incorporate study abroad programs into existing summer offerings and how to bring international students on-campus for summer terms. The session will share how to get faculty involved and ways to encourage student participation. Additionally, it will also cover how to plan for and recruit international students, including finding your marketing niche, advertising, and inclusion events to keep students satisfied. The presentation will conclude with a Q&A and general discussion.

Session 1C. Integrating Online Tutoring with Existing Campus Academic Support (vendor presentation)

Presenter: Ed Weisman, Smarthinking

How can Summer Sessions help students who need immediate tutoring or writing support when traditional support

services are on summer hours? Moreover, how do faculty encourage tutoring under the pressure of the condensed summer term? We will discuss proven strategies to link the two together for optimal academic reinforcement. The presentation will focus on practical and impactful ways to integrate online tutorials into class assignments so that faculty and, if available, campus tutors play a role to reinforce the late night online tutorials. The strategies are beautifully simple to try on campus and will apply to any kind of online tutoring program be it home-grown, consortium-based, or third party.

11:45 a.m.-1:30 p.m.

Regional Lunches

Middle States – Cathy Evans, Regional Vice President

(DE, DC, MD, NJ, PA, VA, WV)

North Central – Dennis Nunes, Regional Vice President

(IL, IN, IO, KS, KT, MN, MI, MN, MS, NB, ND, OH, SD, WI)

Northeastern – Tom Fuhr, Regional Vice President

(CT, MA, NB, NH, NY, NF, NS, ON, PE, QU, RI, VT, ME, UK)

Southern – Cynthia DeLuca, Regional Vice President

(AL, AR, FL, GE, LA, MS, NC, OK, PR, SC, TN, TX, BH, VI, WI)

Western – Kerri Garcia, Regional Vice President

(AL, AB, AZ, BC, CA, CO, HI, ID, MT, NV, NM, OR, SA, UT, WA, WY)

2:00-3:15 p.m.

Concurrent Sessions 2

Session 2A. Friend or Foe? The Finance/Budget Office

Presenters: Ken Smith and Michael Herndon, Virginia Tech; Mardell Wilson and Danielle Lindsey, Illinois State University; Cynthia DeLuca and Shawn Smith, North Carolina State University

Organizationally, Summer Sessions enterprises have seen their fair share of movement! Regardless of where your Summer Sessions “fit” in the organization, there seems to be an increased interaction between the academic and financial offices. Tightening and/or reduction of state and campus budgets have necessitated a stronger collaboration between these two offices in order to identify strategies that will help the University meet academic and financial challenges — reaching across this organizational divide is a necessity. Learn how to enhance the working relationship to create a stronger and more functional partnership between Summer Sessions and the Finance Office. A panel of colleagues (three Summer Sessions administrators and three financial officers) will participate in a discussion of this collaboration and, hopefully, dispel some of the assumptions that exist.



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Session 2B. New Marketing Strategies: From Micromarketing to Community Building

Presenters: Vanessa Cook, The University of Mississippi and Michelle Piskulich, Oakland University

New marketing strategies allow messages to be refined, targeted, and pushed to specific or micro-markets. The first case study examines a new media strategy including a text messaging campaign that allowed one university to target messages about programs and courses to prospective summer students, lessons learned, and strategies for moving forward from both a management and marketing perspective. A second case study details a Facebook campaign that helped build a community interested in and sharing information about special summer programs. Strategies for effective campaigns will be discussed, as well as how to rate your return on investment and ideas for personalizing your own campaign.

Session 2C. Study USA – When A Classroom Isn't A Classroom

Presenter: Laura Antonow, The University of Mississippi

Domestic travel courses are innovative educational opportunities for students during intersession terms. Professors and students share learning adventures across the U.S. in the Study USA program at The University of Mississippi. Professors combine academic expertise and professional contacts to create immersive educational experiences in areas ranging from the biology of invasive species in South Florida to theatre in New York City. Learn about the rewards and challenges of domestic academic travel programs for both students and the campus.

3:30-4:15 p.m.

Concurrent Sessions 3

Session 3A. Centralized, Decentralized, and Everything in Between: Organizing Summer Sessions

Presenter: Bill Kops, University of Manitoba

Based on two surveys of Canadian universities, this presentation will examine Summer Session organizational models, comment on what organizational changes have occurred, and speculate on why change happened. While it appears that the predominance of centralized models of Summer Session administration has continued, closer examination suggests that the common model is actually a hybrid model with some responsibilities vested in a centralized Summer Session unit with others devolved to colleges and/or departments. How is Summer Session organized on your campus? Could an organizational change happen? What factors might drive such

a change? This session explores some research, but offers lots of opportunity to discuss your views on the topic.

Session 3B. Developing a Model to More Accurately Determine Summer Course Needs (Theresa Neil Memorial Research Fund Receipt)

Presenters: Mardell Wilson and Danielle Lindsey, Illinois State University

Determining all of the oftentimes conflicting 'needs' of Summer Session is essential when developing a set of course offerings that meet the needs of core mission students first, while fulfilling the expectations of faculty and staff. This session will describe how a comprehensive review of various data sets was conducted in conjunction with focus groups including department chairs/school directors and academic advisers to determine a more inclusive understanding of which core mission students, and for what purposes, enroll in Summer Session. In addition, some unexpected outcomes were discovered as not everyone uses students as the primary target when considering summer programming. (Note: This project was sponsored by a grant from the Theresa Neil Memorial Research Fund.)

Session 3C. Integrating Multiple Technology Strategies for Faculty, Student, and Client Training and Support

Presenters: Sue McCullough, Nancy Boyington, Erica Hughes, Jason Baack, University of Maine (Hutchinson Center)

Technology integrated into teaching and learning requires instructor, student and client training, communication, and support. Using a wide variety of technology strategies, the University of Maine Hutchinson Center will share its innovative techniques and strategies for using website, video conferencing, pod casting, and other strategies for working smarter and not harder while creating more value for students and instructors.

6:00 p.m.

Affinity Group Dinners

Join a group of your colleagues and visit a Portland restaurant for an enjoyable evening and great meal.



Schedule of Conference Events and Activities

Tuesday, November 9, 2010

7:30 a.m.

Conference Registration Desk Opens

7:30-8:20 a.m.

Breakfast

7:30-8:20 a.m.

New Administrators' Breakfast

with Jon C. Neidy, Bradley University; Sue Day-Perroots, West Virginia University and Bill McClure, University of Massachusetts Amherst

Over breakfast, the NAASS President and President-elect will meet with participants in the New Administrators' Workshop to poll them about what changes can be made in the workshop and conference program to better meet the needs of new administrators.

8:30-9:30 a.m.

Concurrent Sessions 4

Session 4A. Summer Legal Issues from 30,000 Feet

Presenter: Lori Glover, Worchester Polytechnic Institute

Summer often involves "uncharted territory" outside the scope of many policies and procedures put in place for traditional college students in a campus based, semester setting. Summer encompasses not only academic college courses but also summer study abroad, K-12 pipeline programs, professional conferences, and more. Each group can present unique legal concerns. Whether it be contracts, payroll issues/employee classification, liability agreements, copyright, medical releases and services, identification procedures, campus safety and security, drop-off/pick-up policies for K-12 programs, emergency protocols/emergency response plans, staff training, background checks, adherence to university policy, FERPA, privacy issues, or travel abroad policies, an awareness of the legal issues is important for any Summer Session Administrator.

Session 4B. Success of Summer Early Entry — A College Readiness Program for Entering Freshmen

Presenters: Beth Laves and Alicia Bingham, Western Kentucky University

According to the Kentucky Council on Postsecondary Education, as many as 68% of incoming college freshmen will need one or more remedial/developmental courses in reading, writing, or math to be prepared for college. Nearly one-quarter will need help in all three areas. Students at Kentucky public insti-

tutions are now required to take those developmental classes during their first year at college. This issue has brought many challenges as Western Kentucky University (WKU) struggles with adequate instructional staff, space, and scheduling during fall and spring semesters. For students, this can cause delays to take degree required courses. Summer Early Entry at WKU has been successful in providing entering freshmen with an option that allows them to begin the fall semester college ready. In addition to structured developmental courses, students can participate in study groups, free tutoring, use accessible computer labs, and work individually with faculty. This will be an interactive session that encourages everyone to discuss successes, concerns, challenges, and solutions discovered in implementing college readiness summer programs.

Session 4C. Zen and the Art of Summer Management

Presenters: Sarah Bradford and Christy Buckles, East Tennessee State University

Who would have thought that processing summer contracts could be a stress free experience? Online summer contracts and reports with electronic signatures enable departments, colleges, and administrators an efficient and accurate alternative to the traditional hard-copy paper method that is often time-consuming and produces errors. East Tennessee State University has used an online summer system for two years and the results have been far better than expected. Across campus, executive aides to vice-presidents have all described the system as user-friendly and precise, and similar forms of the program are now being replicated in other work areas. In addition, cases of paper and printer ink have been saved.

9:45-10:45 a.m.

Creative and Innovative Awards

10:45-11:45 a.m.

Concurrent Sessions 5

Session 5A. 2010 NAASS Summer Web Site Analysis Project

Presenters: Harriet Abe, University of Hawai'i Mānoa; Martin Barry, Oregon State University; Bill Kops, University of Manitoba; Loy Lytle, University of California, Santa Barbara; Allyson Morris, Regis University

This presentation continues the analysis of summer websites that stimulated much discussion and awareness from 2007-present. The goals of the project are: base the website analyses on the student's perspective; develop the criteria as well as an instrument that NAASS member institutions might



Schedule of Conference Events and Activities

use to assess their websites from a functional perspective; assess the extent to which current websites are easily accessible; use pleasing graphics; have layouts that are “user-friendly”; provide students with functionally useful information; and stimulate collegial discussions about website assessment standards. As in 2009, the 2010 analysis includes all NAASS members’ summer websites.

Session 5B. Shipping Networks: Perspectives from the Overseas Ports

Presenters: Sarah Ormrod, Cambridge University (UK) and Bill Whobrey, Yale University

The International Alliance of Research Universities (IARU) Global Study Program (GSP) involves ten world-wide universities that allow students to experience programs with one of the partner institutions. While there are administrative challenges, the benefits from this partnership model could work for other organizations at home and abroad. Using the GSP model as a starting point, key issues are addressed for both open-access and collaborative international programs. The appropriate relationship between ‘home’ and ‘host’ universities are key, especially when working with international partners. Important hints are shared on how to ensure that your plans don’t end up ‘on the rocks’ and your students don’t end up ‘overboard’. ‘Knowing the ropes’ can help the experience of an International Summer School be valuable for all. Join us for a session that ties relationship counseling with creative program planning and a permitted minimum of sea-faring terms.

Session 5C. Engagement Marketing: How to Involve Students in Your Message

Presenter: Jessica Carter, The University of Montana

Traditional marketing pushes a message out to students, leaving you wondering if they ever really received it. Engagement marketing invites students to be involved with the message, perhaps even creating it themselves. This session provides an overview of several engagement marketing campaigns at The University of Montana and ideas and tips are ready to be stolen by rookies and seasoned marketers alike. Specific topics include: how students were engaged, promotion of the campaign, the use of t-shirts and other giveaways, evaluation, and lessons learned.

12:00-1:30 p.m.

Lunch Round Table Discussion Groups

1. How to Present Summer Sessions in a Private Way

*Facilitators: Allyson Morris, Regis University
Harriet Nokuri, Catholic University of America*

Join us in a lively discussion about private institutions. Many of the same issues facing Summer Sessions administrators at large public universities also affect summer terms offered by private universities and colleges. While private institutions may oftentimes be smaller, the problems of administering summer programs may have larger scope and present more (or at least unique) challenges. Topics to be discussed include: marketing, financial models, tuition rates and discounts, and special programs (travel study, pre-college, winter session).

2. Your Marketing Strategy and Tactics

Facilitator: Mike Gunter, Rensselaer Polytechnic Institute

This session will help you to assess your organization’s marketing strategy and tactics through a series of give and take discussions. You are encouraged to share your experiences and learn from colleagues and bring something back to your school! Bring your print materials, posters, booklets, advertising examples, and anything else you would like to share! We will talk about budgets and advertising, surveying your students, printing booklets/catalogues, email campaigns, use of the Internet, what type of events work for you, do you go local, regional, national, how much do you spend on advertising, and much, much more.

3. Summer Session Revenue Sharing Experiences

Facilitator: Ken Smith, Virginia Tech

Sharing the Wealth: A variety of financial models are used to promote summer participation at different institutions. If you use a revenue sharing model at your institution come and share with others how it works and what aspects have been most successful. If you don’t have a revenue sharing model but might like to implement one, come and learn from the experiences of others.

4. Project Management Tips and Tools

Facilitator: Jessica Carter, The University of Montana

Whether you’re executing a marketing campaign, launching a new scheduling process, or tackling a special issue, effective project management can make your efforts more successful. Come to the roundtable to learn tips and tools that can help you understand, plan, manage, and evaluate your projects for Summer Session. Please bring and share any tips, tools, and resources that you use, as well.



Schedule of Conference Events and Activities

5. Online Course Design Methods and Concepts

Facilitator: Marcie Savoie, University of Massachusetts Amherst

This discussion will focus on three specific areas of online course design: Course development (gathering materials), course design (navigation and aesthetics), and course content creation (lectures, assessments, assignments, etc.) These topics will be covered along with conversations regarding the amount of time required to develop and design an online course. A checklist for Designing and Developing Online Courses will be provided to all participants.

6. Degree Completion and Accelerated Degree Programs for Working Adults

Facilitator: Monique LaRocque, University of Southern Maine

We will talk about the emerging role of Summer Sessions in the delivery of accelerated degree programs (e.g. Baccalaureate Degree Completion; Three-Year degrees) for the benefit of working adults. Some questions we might consider are: to what extent has your institution used Summer Session to help launch/implement accelerated degrees for working adults? How could Summer Session influence/impact the development of broad-based policies around such initiatives, for example: the academic calendar, a third academic semester, accelerated terms, faculty compensation considering in-load/overload implications, and resources needed to launch such programs. And finally, what kinds of challenges, opportunities, and threats exist for Summer Session to serve as an integral semester for the success of accelerated programs?

7. Your Summer Session Website — What Works Best?

Facilitator: Jessica Madrigal, Johns Hopkins University

An effective website for Summer Session is no longer 'nice to have' but an important vehicle for both marketing and providing information. How that website is used and presented to potential students is equally important. This interactive session will review known and proven traits of successful and viable Summer Session websites. Please bring your 'good, bad, or ugly' examples to share and learn how to make improvements.

8. Winter Term

Facilitator: Tom Fuhr, SUNY Potsdam

Winter Sessions are becoming more and more popular for our institutions. What are the pros and cons of two, three, or even four week mini-sessions that begin in mid to late December and

last well into January? What is the mix of graduate/undergraduate to travel courses that are being offered? Are online courses the predominant delivery mode for Winter Sessions? What are some of your best practices for success? And conversely, what are some of your current challenges that perhaps other institutions have been able to solve? These topics, as well as others that participants would like to discuss, will be the focus of this roundtable.

2:00-4:30 p.m.

Conference Tours:

1. Freeport, Maine

Whether you're looking to shop, browse, or simply enjoy a cocktail in an historic Maine tavern, Freeport, Maine is worth exploring! Freeport is a beautiful coastal Maine village with over 200 upscale outlets, designer shops, eclectic boutiques, B&B's, hotels, great restaurants, and casual cafes. Every major chain store probably has an outlet shop in the Freeport shopping district. However, one of the best parts of your Freeport experience will come from exploring the unique, smaller shops that specialize in crafts, jewelry, and "one of a kind" shops that often feature items that have been handcrafted in Maine. The highlight of your Freeport shopping excursion will most undoubtedly be your visit to the L.L. Bean Flagship Store. Even if you don't plan on buying anything, a visit to L.L. Bean is an experience in and of itself! Enjoy an authentic Maine experience, only 15 minutes north of Portland. Come shop, dine, and explore! Find a piece of Maine to take home. The tour is limited to 24 people and the cost is \$10 per person which includes transportation.

(<http://www.youtube.com/watch?v=1IFnsRH3iKk>)

2. Saint Joseph's College Farm/Food Service

Get out of town! Come visit Saint Joseph's College on Sebago Lake for a tour of the college farm and a sample of the delicious local food served by our food service provider, Bon Appetit. The farm, run in conjunction with Bon Appétit, features gardens, greenhouses, turkeys, sheep and a guard llama! We advise wearing "sensible shoes" for the tour. Afterward, as you enjoy tasty snacks in beautiful Xavier Hall, a Tudor building overlooking the lake and the White Mountains, Bon Appétit's general manager Stuart Leckie will share with you the local, sustainable food philosophy employed at Saint Joseph's College. The college is only 35 minutes from Portland. There's more to Maine than the coast! The tour is limited to 12 people and the cost is \$15/person which includes transportation and food.



Schedule of Conference Events and Activities

5:30-7:00 p.m.

President's Reception at the Portland Museum of Art

The Portland Museum of Art invites you to discover the largest and oldest art museum in Maine. It serves as a vital cultural resource for all. The Museum's collection of more than 17,000 objects is housed in three historic and remarkable buildings showcasing three centuries of art and architecture. View this museum's holding while you enjoy the reception to meet and network with colleagues.

7:30-10:00 p.m.

Annual Conference Banquet

Awards announced and presented
Raffle drawings made and presented
Entertainment

Wednesday, November 10, 2010

7:30-8:20 a.m.

Breakfast

8:30-9:15 a.m.

Annual NAASS Business Meeting

9:15-10:00 a.m.

Legacy Series: Making Cents: Selling the Summer Term While Sorting Through Its Facts, Factoids, Half-Truths, and Deceptions

Presenter: Loy Lytle, University of California, Santa Barbara

As Summer Sessions administrators we constantly strive to get the word out to our students, faculty, and administrators about the unique advantages of the summer term; "Truth in advertising" is predicated on our ability to separate "fact" from "fiction". Are summer classes really smaller than in the other terms? Is

summer instruction inferior or superior? Are summer classes graded too easy? Do most students use summer classes to remediate academic deficiencies? How many students enroll in a summer course because they know a certain favorite faculty member will be teaching it? Do students who take summer classes really graduate earlier? When student fees rise, do summer term enrollments/units actually decline? When summer offices are decentralized, do summer term enrollments tail off or rise? To what extent are our ideas about summer based on fact, or are actually cleverly disguised factoids, half-truths, or self or outright deceptions? In this retrospective look, you'll learn about the tools and methods you might want to use to separate halcyon realities from summer delusions.

10:15-11:30 a.m.

Plenary Session

Events and Trends Affecting Higher Education and Summer Sessions — Questions that Weren't Answered

Presenter: Tom Kowalik, Binghamton University (SUNY)

Recent events and coming trends will greatly influence higher education, our institutions, and our Summer Sessions. How we prepare to take advantage of the opportunities these trends bring and to protect our programs from the threats they pose, will define successful Summer Sessions in the future. As we conclude the 2010 conference, this session will lead us into the future by (1) highlighting key trends, (2) engaging participants in an opportunity to explore how their Summer Sessions might be affected by these trends and spending time generating ideas to address them, and (3) collecting feedback from participants as they identify ways NAASS might more effectively help its members prepare for these trends.

11:30 a.m.

47th Annual Conference Adjourns

11:45 a.m.-1:45 p.m.

NAASS Administrative Council Luncheon Meeting