

NOVEMBER 11-14



NAASS 2012
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49th Annual Conference
NORTH AMERICAN ASSOCIATION OF SUMMER SESSIONS

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NAASS

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THANK YOU TO OUR SPONSORS:





Welcome to the 49th Annual North American Association of Summer Sessions conference. I am excited about this year's program. The Conference Committee listened to your comments and developed a schedule that will give you a chance to gain new ideas as well as provide time to catch up with colleagues, reconnect with old friends and meet new members.

As President, I was able to travel around the country and experience firsthand what our regions and joint associations are doing. I left each meeting with a sense of pride in belonging to an organization whose members are so creative and innovative. The current literature regarding the future of educational institutions points toward the ability to reinvent ourselves to meet the challenges of the global knowledge economy. My friends, this is our forte. We are experts in change management. The opportunity for our members to join their campus leadership in developing new strategic initiatives has never been better. Our future in Summer Sessions is bright.

A special thank you to Jamie Bilella (President-Elect) and the Administrative Council for their work in the preparation of this conference. And, my deepest gratitude to Janet Lange, Bill McClure and Margy Pinnell for their continual guidance which was instrumental in providing much of the structure for the topics to be addressed at our upcoming meetings. Finally, to you, the members of NAASS, for giving me the opportunity to lead this wonderful organization. Enjoy the presentations, the exchange of ideas and the great city of Philadelphia.

Cynthia Deluca
President, NAASS

Welcome



NAASS STANDING COMMITTEES

Conference and Planning Committee

Jamieson Bilella, Montclair State University (chair)
Cynthia DeLuca, North Carolina State University
Candy Hall, Bradley University
Janet Lange, NAASS Executive Secretary

Membership Committee

Janet M. Lange, NAASS Executive Secretary (chair)
Jamieson Bilella, Montclair State University
Cynthia DeLuca, North Carolina State University
Beth Laves, Western Kentucky University
Bill S. McClure, University of Massachusetts Amherst
Allyson Morris, Regis University
Ken Smith, Virginia Tech University

Nominations and Elections

Bill McClure, University of Massachusetts Amherst (chair)
Alicia Bingham, Western Kentucky University
Sue Day-Perroots, West Virginia University
Cynthia DeLuca, North Carolina State University
Janet Lange, NAASS Executive Secretary
Allyson Morris, Regis University

Quality and Research

Allyson Morris, Regis University (chair)
Irene Bozin, University of Massachusetts Amherst
Veronica DiConti, Georgetown University
Bill Kops, University of Manitoba
Monique LaRocque, University of Southern Maine
Loy D. Lytle, University of California, Santa Barbara, retired
Yvonne Murnane, Winthrop University
Kristen Pedersen, Portland State University
Vanessa Spencer, University of Alaska Fairbanks

Finance

Margaret Pinnell, West Virginia University (chair)
Rhonda McFadden, Johns Hopkins University
Connie Phillips, Radford University
Sean Recroft, Tufts University
Gary Simon, University of Tampa
Shawn Smith, North Carolina State University

NAASS STANDING COMMITTEES (cont.)**Information and Communications Committee**

Jessica Madrigal, Johns Hopkins University (chair)
 Chris Cofer, Syracuse University
 Natalie Kokorudz, University of Illinois at Chicago
 Janet Lange, NAASS Executive Secretary
 Cheryl Young, Miami University
 Kathryn Young, Yale University

Creative and Innovative Awards Committee

Laurel Hogue, University of Central Missouri
 Shari McKusick, Worcester Polytechnic Institute
 Tracey O'Leary, George Mason University
 Kim Price, Duke University
 Florie Wilcoxson, University of Alaska Fairbanks

SATURDAY

November 10, 2012

1:00 p.m.

ADMINISTRATIVE COUNCIL MEETING*William Penn Board Room*

1:00 p.m.–5:00 p.m.

CONFERENCE REGISTRATION DESK OPEN*Ballroom Foyer*

3:00 p.m.

STANDING COMMITTEE

Membership Committee

William Penn Board Room

SUNDAY

November 11, 2012

7:30 a.m.–5:00 p.m. **CONFERENCE REGISTRATION DESK OPEN**

Ballroom Foyer

8:00 a.m.–8:30 a.m. **NEW ADMINISTRATORS' BREAKFAST**

Claypoole Room

8:00 a.m.–3:00 p.m. **NEW ADMINISTRATORS' WORKSHOP**

Claypoole Room

Presenters: Jon C. Neidy, Bradley University
Laurel Hogue, University of Central Missouri



Jon C. Neidy



Laurel Hogue

The New Administrators' Workshop provides a valuable opportunity for new or almost new Summer Sessions administrators to share experiences and learn together. The purpose of the workshop is to provide you with an overview of Summer Sessions administration and the basic skills for success. Four key areas of Summer Sessions administration will be examined:

organization, curriculum and program planning, finance, and marketing. 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.

10:00 a.m.–11:00 a.m. **STANDING COMMITTEE**

Conference and Program Planning Committee

William Penn Board Room

Finance Committee

Shippen Room

11:00 a.m.–12:00 p.m. **STANDING COMMITTEE**

Quality and Research Committee

Reynolds Room

Creative and Innovative Awards Committee

William Penn Board Room

12:00 p.m.–1:00 p.m. **NEW ADMINISTRATORS' LUNCHEON**

Taste 2

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 Sessions' administration.

New Administrators' Workshop reconvenes after lunch.

1:30 p.m.–2:30 p.m.

STANDING COMMITTEE

Nominations & Elections Committee

William Penn Board Room

Information and Communications Committee

Reynolds Room

3:45 p.m.–5:30 p.m.

OFFICIAL OPENING SESSION

Society Hill Ballroom B

Cynthia DeLuca, President of NAASS, officially welcomes you to celebrate the opening of the 49th Annual NAASS Conference.

OPENING REMARKS:

Cynthia DeLuca, *President of NAASS*,
North Carolina State University

Jamieson Bilella, *President-Elect of NAASS and Conference Program Chair*,
Montclair State University



Cynthia DeLuca

Jamieson Bilella

CONFERENCE KEYNOTE SPEAKER

Summer Programs at the Center:

Integrating Outreach, Access, and Student Learning

Chris Dougherty, *Provost/Vice President for Academic and Student Affairs*,
Rosemont College



Chris Dougherty is Provost/Vice President for Academic and Student Affairs at Rosemont College. Rosemont College is a private, Catholic, co-educational institution offering graduate and undergraduate degrees. In his role as Provost, Chris collaborates with the Deans of three schools who oversee all academic and student programs at the College. His office also oversees Library Services, the Institute for Ethical Leadership and Social Responsibility, and the offices of the registrar, institutional research, and career development. Chris

holds a Ph.D. in Higher Education from Penn State University, an M.S.Ed. in Higher Education from the University of Pennsylvania, and a B.A. in English from Saint Joseph's University. He has taught in education and public policy programs in areas focusing primarily on statistics, research methods, and educational policy. He served as President of the Association for Continuing Higher Education from 2008–2009 and as a contributing editor to the Journal of Continuing Higher Education from 2006–2011.

5:30 p.m.–7:30 p.m.

CONFERENCE WELCOME RECEPTION

Ballroom Foyer

NAASS welcomes all members and attendees to the Ballroom Foyer to renew acquaintances and meet new colleagues. Light hors d'oeuvres and beverages will be served.

MONDAY

November 12, 2012

7:30 a.m.–4:30 p.m. **CONFERENCE REGISTRATION DESK OPEN**

Ballroom Foyer

8:00 a.m.–9:00 a.m. **BREAKFAST**

Society Hill Ballroom B & C

9:00 a.m.–10:00 a.m. **KEYNOTE PRESENTATION**

Society Hill Ballroom B & C

Academic Summer Programs: Organizational Models and Strategic Approaches to Establish Revenue Streams

Matthew Pellish, *Director of Member Education*, Education Advisory Board



Matthew Pellish is Director of Member Education and a national meeting speaker with the research programs of the Education Advisory Board. In this capacity, Mr. Pellish is responsible for the communication and delivery of strategic and custom research. Previously, Mr. Pellish served in The Advisory Board Company's member services division, establishing foundational relationships with the executive administration of new member institutions and responding to member priorities through frontline service planning. Prior

to joining the Advisory Board, Mr. Pellish's professional and educational endeavors were focused throughout higher education. Most recently, Mr. Pellish served as director of continuing education at Wheelock College in Boston, Massachusetts, founding this new division with unique models for curriculum delivery and business and revenue generation, as well as marketing and student recruitment. Mr. Pellish received his undergraduate degree in English and political science from Saint Joseph's University, graduating with honors. His master's degree is in education with a focus on higher education from Harvard University.

10:15 a.m.–11:15 a.m. **CONCURRENT SESSIONS**

1

Session 1a. Transfer Students and Summer Sessions - Theresa Neil Recipient

Society Hill Ballroom A1 and A2

Presenters: Rachel Nottingham Miller, University of Virginia • André Durham, University of Cincinnati

As transfer students get acclimated to a new university both academically and culturally, what can summer session providers do to ease this transition and how can administrators key in on the needs of transfer students. Join your colleagues as they discuss the results of a survey and series of interviews with transfer students and foster discussion on the best ways to incorporate the students' recommendations into a summer program.

Session 1b. The Winter Session Jigsaw: The Whys, Hows, and Who of Developing and Implementing an Online Winter Session

Society Hill Ballroom D

Presenter: Sarah Bradford, East Tennessee State University

Developing and implementing a Winter Session at any institution is a viable option for adding a new revenue stream, providing students additional course enrollment options, and for enhancing faculty opportunities to earn additional income. This presentation is designed to provide you our experience over 18-24 months in designing and implementing a successful 100% online Winter Session. For our pilot year we achieved or exceeded our goals for student enrollment and course offerings. We will also share the session feedback from students, faculty, and key units, as well as what we will work to improve for next year.

Session 1c. Perspectives on Internationalizing Your Summer Programs

Bromley and Claypoole Room

Presenters: Georgette Edmondson-Wright, The George Washington University • Jessica Madrigal, Johns Hopkins University • Chris Cofer, Syracuse University • Cynthia Deluca, North Carolina State University

As a growing number of higher education institutions seek to increase the number of international students on their campuses, summer session's unique capacity for innovative program development has become a crucial component of the internationalization strategy. Join our panelists in an introductory overview and sharing of practices for international summer program initiatives on our campuses.

11:45 a.m.–1:30 p.m. **REGIONAL LUNCHESES**

Middle States – Ken Smith, Regional Vice President

Shippen Room

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

North Central – Beth Laves, Regional Vice President

Whitpen Room

IL, IN, IA, KS, KY, MB, MI, MN, MO, ND, NE, OH, SD, WI

Northeastern – Margaret Shaw-Burnett, Regional Vice President

Reynolds Room

CT, MA, ME, NB, NH, NL, NS, NY, ON, PE, QC, RI, VT

Southern – Sarah Bradford, Regional Vice President

Flower Room

AL, AR, BS, FL, GA, LA, MS, NC, OK, PR, SC, TN, TX, VI, WI

Western – Ben Perkins, Regional Vice President

Cook Room

AB, AK, AZ, BC, CA, CO, HI, ID, MT, NM, NV, OR, SK, VT, WA, WY

Session 2a. Changing Paper Processes to Online Processes: What One University Has Accomplished*Society Hill A1 & A2*

Presenters: Carolyn Novak and Adam Ogle, East Tennessee State University

The Emerging Technology Center (ETC) is a self-supported unit within the Computer and Information Science Department at East Tennessee State University (ETSU). The ETC has developed several software applications that have taken traditional academic paper processes and streamlined them into “Green” online processes. These applications include Online Summer School and Winter Session Contracts, Online Graduate School Letters of Recommendation and Online Student Assessment of Instruction (SAIs). This session will provide an overview of each of these online academic software applications and include time for a Q and A session.

Session 2b. Summer Scholarships Combat Financial Aid Woes*Bromley and Claypoole Room*

Presenter: Alicia Bingham, Western Kentucky University

New federal financial aid regulations have made it more difficult for students to receive funding for summer school. In response, in 2012, WKU Office of Summer Sessions committed funds to establish a scholarship program for summer students. Undergraduate students taking 6 or more hours in summer would receive one hour of tuition free! This presentation will discuss reasons for creating the scholarship program, successes, and lessons learned.

Session 2c. Creating Penn Summer: Building a Summer Session Brand and Identity from the Ground Up*Society Hill Ballroom D*

Presenters: Eli Lesser, University of Pennsylvania • Chris Rugen, Columbia University

Penn Summer launched in summer 2010 as a combination of existing programming, innovative policies, and a new identity to support a larger effort to reach new markets and support existing programs. The session will include the market research completed prior to development, the development process, an explanation of processes used to communicate the new brand, and outcomes as well as challenges.

3:00 p.m.–3:30 p.m. **BREAK**
Ballroom Foyer

Session 3a. Issues for Summer Session Leaders*Hamilton Room*

Presenter: Bill McClure, University of Massachusetts Amherst

Whether you are at a public or private college/university or one that is large or small, there are numerous issues that impact your actions and influence decisions regarding your Summer Session program. An important value of NAASS and its annual conference is the opportunity to meet with and discuss important issues with your colleagues. This highly interactive session will be conducted in a *town hall* format for Summer Session leaders/decision makers to address major concerns and allow discussion and comment from each one's perspective. Often there is not a right or wrong conclusion to these issues but sharing your experiences and recommendations allow everyone to add to their *tool box* of ideas and knowledge for a more successful Summer Session.

Session 3b. Credit Hour Definition*Cook Room*

Presenters: Margy Pinnell and Tammy Bishoff, West Virginia University

Following up on last year's keynote presentation by Sylvia Manning, President of the Higher Learning Commission, join in a discussion with your peers as colleagues from WVU show how they and others have addressed defining the credit hour at their institutions.

Session 3c. Management Strategies and Program Planning for Summer School Success Through the P.E.A.C.E.*Society Hill Ballroom E1 and E2*

Presenter: Vykuntapathi Thota, Virginia State University

Examine the effectiveness of using Management Strategies and Program Planning for summer school success through the P.E.A.C.E. (Planning-Employing-Arranging-Communicating-Evaluating) systems model. Vykuntapathi has created a "P.E.A.C.E" model and tested it at Virginia State University in an effort to enhance the summer school. This interactive roundtable will be of interest to those seeking a systematic process for directing a successful summer school.

Session 3d. Issues Facing Private Institutions*Society Hill Ballroom D*

Presenter: Jessica Madrigal, Johns Hopkins University

This roundtable is a follow up to NAASS' Webinar Discussion. We will focus on the enrollment, programmatic, financial and faculty issues affecting private NAASS member institutions. All are welcome (private/public)!

6:00 p.m.

AFFINITY GROUP DINNERS*Meet in the Hotel Lobby*

Join a group of your colleagues and visit a Philadelphia restaurant for an enjoyable evening and a great meal (no host).

TUESDAY

November 13, 2012

7:30 a.m.–4:30 p.m. **CONFERENCE REGISTRATION DESK OPEN**
Ballroom Foyer

8:00 a.m.–9:00 a.m. **BREAKFAST**
Society Hill Ballroom B and C

9:15 a.m.–10:15 a.m. **CONCURRENT SESSIONS**

4

Session 4a. Improving Summer Session Efficiencies: The Good, The Bad, and The Ugly

Bromley and Claypoole Room

Presenter: Marie Murgolo-Poore, Truckee Meadows Community College

With state funds significantly reduced and funding needed for student success initiatives, Truckee Meadows Community College (TMCC) found itself needing to maximize the generation of non-state funds. TMCC's Summer School realized a 70 percent increase in net profits by transitioning to a profit generating business strategy. The transition saw faculty resistance and a steep learning curve for both faculty and administration. An understanding of the balance between fair instructor compensation and institutional profits was the ultimate outcome.

Session 4b. Is Summer Melting Our Iceberg?

Society Hill Ballroom A1 and A2

Presenter: Debra E. Barger, California State University, Chico

What can a group of penguins and California State University teach us about *changing and succeeding under any conditions*? Drawing upon both a simple fable and the reality of billion dollar budget cuts, learn about the fear of change and how to motivate ourselves and others to take effective action.

Session 4c. Applied Research: Two Case Studies of Using Summer Session Research to Structure and Restructure Summer Activities

Society Hill Ballroom D

Presenters: Tiffany Evans, Utah Valley State and Ken Smith, Virginia Tech

This presentation will demonstrate how two institutions are using summer session research findings to shape and reshape their summer session management and programming. The two institutions are in different states in different regions of the country, have different histories and core missions and serve different student constituencies but are both using nationally representative research findings to better understand their student populations and the opportunities and challenges for engaging those populations to enroll in summer.

Session 5a. Zen and the Art of Summer/Winter Sessions Management*Society Hill Ballroom A1 and A2*

Presenters: Sarah Bradford, Carolyn Novak, and Adam Ogle, East Tennessee State University

Managing summer and winter sessions is challenging and fast-paced. Since summer 2009, ETSU Summer and Winter Sessions has utilized an online reports and contracts system that provides detailed reports with data for each course including enrollment, costs, and revenue. The system further tracks contracts and employs an e-signature process. This session will provide a detailed view of the system and include time for Q and A.

Session 5b. The UCSB Freshman Summer Start Program in its 10th Year: Helping Students Succeed*Bromley and Claypoole Room*

Presenters: Ralph Gallucci and Loy Lytle, University of California, Santa Barbara

This presentation provides an overview of the UCSB Freshman Summer Start Program (FSSP) over the past ten years in terms of its origins, early academic and programmatic goals, changes to the Program, increased enrollments, expanded diversity, current outcomes, and other positive benefits to our students and UCSB.

Session 5c. #choosesummer! How a Bold Social Media Strategy Worked on Our Campus*Society Hill D*

Presenters: Kelly R. Damphousse, Steven J. Lee, and Robin Stroud, University of Oklahoma

To reach students “where they live,” the University of Oklahoma Summer Session launched an ambitious social media marketing strategy that successfully attracted students to our classes and events. Join us and learn how Facebook, Twitter, YouTube, and other social media can also work for your summer program. Walk away with a robust social media strategy using techniques and ideas learned in this session.

12:00 p.m.–1:30 p.m. **FINANCIAL AID EXPERT LUNCH**

Society Hill Ballroom B and C

Guest panelists:

Catherine M. Boscher-Murphy, *Assistant Director Student Financial Assistance, Montclair State University* • Michelle Burwell, *Director for Financial Aid Operations, Cheyney University* • Krista Domnick, *Director of Scholarships and Financial Aid, North Carolina State University* • Julie Lindenmeier, *Director of Financial Aid Processing and Counseling, University of Maryland University College* • Tom McDermott, *Director Student Financial Services, Johns Hopkins University* • Val Sandillo, *Senior Director SFS Counseling Center, University of Pennsylvania*

With dust still in the air as a result of recent federal changes to financial aid, enjoy lunch while learning from a panel of financial aid professionals from both public and private institutions. Now is your chance to learn about financial aid from peers and experts that deal with student financial assistance issues daily. Unsure what a trailer or header is or what happened to summer Pell, or unsure what any of that means to you and your operation, now is your chance to find out.

2:00 p.m.–3:00 p.m. **CONCURRENT SESSIONS**

6

Session 6a. Online Courses and Your Summer Session Program

Society Hill Ballroom A1 and A2

Presenter: Bill McClure, *University of Massachusetts Amherst*
Toni Constantino, *Marist College*

Online programming during Summer Sessions is not new anymore. Many colleges/universities continue to see growth in their online courses across numerous academic disciplines – better meeting student needs while developing new revenue streams. However, some have yet to offer online courses or only a few. Why? What are the obstacles to presenting online courses? Why have some online offerings not grown? What can you do to enhance your online offerings? How can your college/university experience more success with online offerings? This session will strongly focus on participants' experiences – good and not so good while pointing out national norms and trends. Bill and Toni will facilitate the discussion with plenty of interaction to produce a climate of sharing and exchange of information which is critical to better understand online successes, avoid issues, and enhance your overall Summer Session.

Session 6b. From Cones and Crawfish to Comedians and Concerts! How an Ambitious Plan for Summer Programming Worked on OUr Campus

Society Hill Ballroom D

Presenter: Kelly R. Damphousse, Steven J. Lee, and Robin Stroud,
University of Oklahoma

To change our summer culture from “none” to “fun,” the University of Oklahoma created “Sooner Summer!” – a comprehensive program of planned events and activities designed to playfully engage students, faculty, and staff during summer session. Join us and learn how this bold programming strategy can work on your campus.

Session 6c. Going the Distance, ASAP! Getting Transfers on the Accelerated Path

Bromley and Claypoole Room

Presenter: Owen Hooper, North Carolina State University

The Accelerated Summer Academic Program (ASAP) initiative at NC State University focuses on the successful transition of students from high school to college as well as the successful transition of students transferring into NC State. This presentation will focus on the collaborations needed to create a successful summer transfer program at the university level.

3:00 p.m.–3:30 p.m. **BREAK**
Ballroom Foyer

3:30 p.m.–4:30 p.m. **PLENARY SESSION**

Getting Published in Summer Academe

Society Hill Ballroom B and C

Presenter: Bill Kops, University of Manitoba

Join Bill Kops, Academic Editor of Summer Academe, along with other members of the SA Editorial Board for this insightful workshop that will talk about the opportunities to publish in Summer Academe and provide useful takeaways for getting your work reviewed and published. A feature of the rebooted journal is a section on papers based on conference presentations. Come and hear how you can convert your conference presentation into a published paper. This interactive workshop session will provide practical tips on writing for publication in Summer Academe.

7:00 p.m.–10:00 p.m. **ANNUAL NAASS CONFERENCE BANQUET**
Society Hill Ballroom B, C, and D

Join your colleagues and NAASS friends for dinner as you discuss the issues, the conference and going the distance. Recharge and be sure to bring your dancing shoes, as we will have music and dancing following dinner.

WEDNESDAY November 14, 2012

8:30 a.m.–9:45 a.m. **MARKETING IDEA AWARD BREAKFAST**
Society Hill Ballroom B and C

Join your colleagues for breakfast to share and discuss marketing ideas. In addition, audience members will have the opportunity, utilizing *i>clicker*, to vote on the "best marketing idea" for 2012 from member submissions. This session will help provide practical ideas, tactics, and a discussion of challenges and opportunities for marketing your summer session and beyond.

9:45 a.m.–10:30 a.m. **ANNUAL NAASS BUSINESS MEETING**
Society Hill Ballroom B and C

10:30 a.m.–11:00 a.m. **PLENARY SESSION**

Charting the Course for the Future of NAASS - Panel Discussion

Society Hill Ballroom B and C

Moderator: Jamieson Bilella, Montclair State University

Update on JSR and Summer Academe, and your opportunity to bring any questions not addressed during the concurrent sessions.

11:00 a.m. **49TH ANNUAL CONFERENCE ADJOURNS**

11:00 a.m.-12:00 p.m. **ADMINISTRATIVE COUNCIL LUNCHEON MEETING**

William Penn Board Room

Thank you all for attending, please be sure to complete your conference and session evaluations.

Good luck this summer – see you in Denver!





















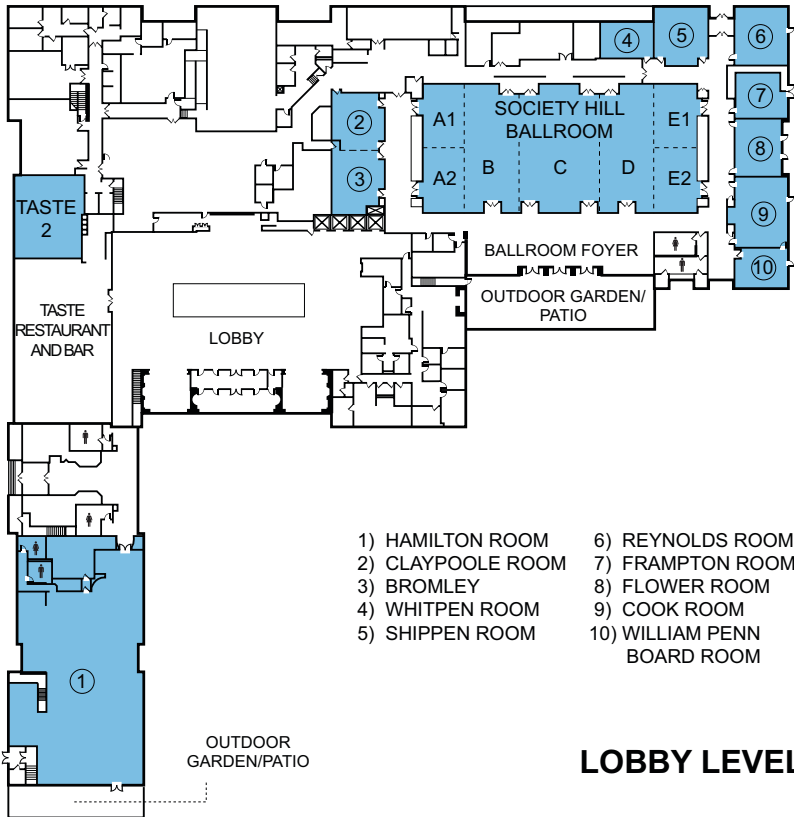




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Sheraton Society Hill Hotel

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Phone (215) 238-6000



LOBBY LEVEL

Save *the* date 



Please join us as we proudly celebrate 50 years of NAASS in our birthplace, Denver Colorado. Together with WASSA, our associations will reflect on past accomplishments, discuss present issues, and plan innovative programs for the future.

Join NAASS & WASSA on November 10 – 13, 2013 at The Westin in Downtown Denver.

WASSA western
association
of summer
session
administrators



NAASS