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**NAASS ANNUAL
CONFERENCE**

November 6-8

2016

Kansas City, Missouri

PROGRAM BOOK



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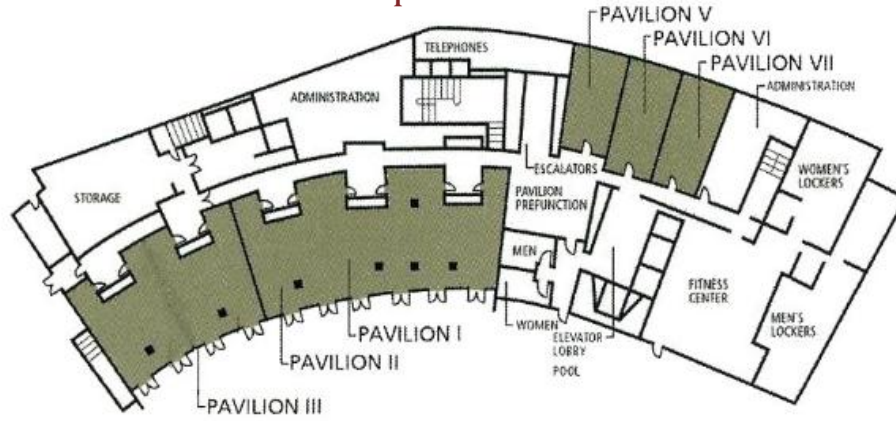
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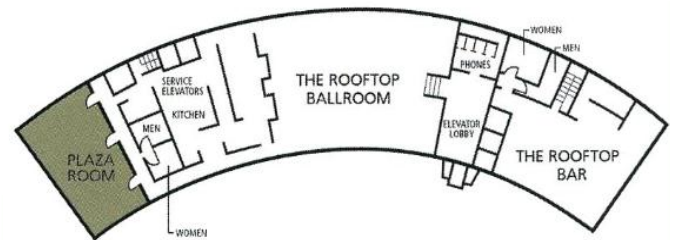
PAVILION LEVEL

Breakout Sessions & Workshops



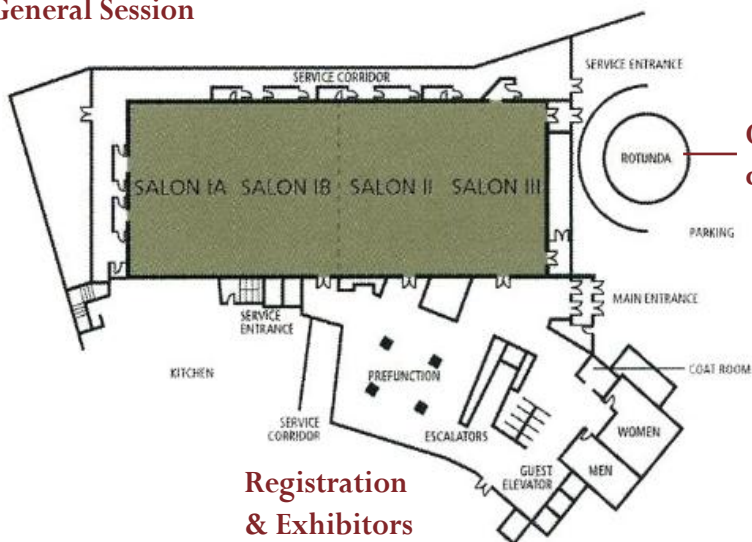
ROOFTOP LEVEL

Election Night USA BBQ



BALLROOM LEVEL

President's Reception & Awards Dinner
Monday & Tuesday – Breakfast & Lunch
Business Meeting
General Session



Registration
& Exhibitors

The Salon/Ballroom is located on the downstairs Ballroom level of the Hotel – Elevator Button 'B'.

The Pavilion is located one floor above the Ballroom & one floor below the Lobby, and is accessible by Elevator Button 'P'.

The Rooftop Ballroom is located on the very top level of the hotel, located by Elevator Button 'R'.

(The Lobby, Pavilion and Downstairs Ballroom Levels can all be accessed by our Grand Staircase & Escalators, as well as the main set of Tower Elevators).

Conference Suites are located in the Wing Section of the Hotel (the same section as our Parking Garage).

Access is by elevator to the floor the Conference Suite is on. For example - Conference Suite 241 is located on floor 2.

SATURDAY November 5, 2016

1:15 pm – 4:45 pm **Committee Meetings**
Pavilion I

5:00 pm – 7:00 pm **Administrative Council Meeting**
Pavilion III Gary Simon

SUNDAY November 6, 2016

7:00 am – 5:00 pm **Registration**
Ballroom Foyer

9:00 am – 3:30 pm **Jon C. Neidy New Administrators' Workshop**
Pavilion III
(Includes Lunch)
Sponsored by StudyPortals

9:00 am – 12:30 pm **Pre-Conference Workshop: The Value of Including Pre-College**
Pavilion I

1:30 pm – 3:30 pm **NAASS Regional Vice Presidents' and Assistant Vice Presidents' Workshop**
Conference Suite 141

4:00 pm – 5:30 pm **Opening General Session – The unConference: Let the Knowledge Collaboration Begin**
Ballroom Salons II & III
Sponsored by Summer Discovery

6:00 pm – 7:00 pm **President's Reception**
Ballroom Foyer
Hosted by NAASS President, Gary Simon

7:00 pm – 9:30 pm **Awards and Recognition Dinner**
Ballroom Salon 1
Sponsored by MindMax

MONDAY November 7, 2016

7:00 am – 3:30 pm **Registration**
Ballroom Foyer

7:30 am – 8:45 am **Continental Breakfast**
Ballroom Foyer

8:45 am – 10:15 am **CONCURRENT SESSIONS**

Conference Suite 141 **Changing Student Summer Behavior: Purdue's Summer Stay Scholars**

Conference Suite 241 **Turning Near Completers into College Graduates**

Conference Suite 341 **Using Market Research to Develop a Summer Session Initiative**

Conference Suite 641 **A Course by Any Other Name**

10:15 am – 10:30 am **Refreshment Break**
Ballroom Foyer

10:30 am – 3:00 pm **Continuation of the unConference**
Ballroom Salons II & III (Includes Lunch)

3:15 pm **Transportation departs from hotel to World War I Museum and Monument at 3:15 pm from the Rotunda, Ballroom level, outside Salon 3.**

3:30 pm – 5:30 pm **World War I Museum and Monument**

5:30 pm **Transportation departs from World War I Museum and Monument to Boulevard Brewery.**

For those departing from hotel, transportation departs at 5:30 pm. Meet at the Rotunda, Ballroom level outside Salon 3.

5:45 pm – 7:15 pm **Reception at Boulevard Brewery**

7:30 pm **Affinity Dinners/Dine-A-Round KC**

TUESDAY November 8, 2016

7:00 am – 4:00 pm <i>Ballroom Foyer</i>	Registration	11:45 am – 1:00 pm <i>Ballroom Salon I</i>	Regional Lunch and Networking with Supporters
8:00 am – 9:00 am <i>Ballroom Salon I</i>	Full Breakfast <i>Sponsored by U of Promo</i>	1:00 pm – 2:15 pm <i>Pavilion II</i>	REGIONAL MEETINGS
9:00 am – 10:15 am <i>Ballroom Salons II & III</i>	NAASS Business Meeting	<i>Ballroom Salon I</i>	Northeastern Region
10:15 am – 11:45 am <i>Conference Suite 141</i>	CONCURRENT SESSIONS	<i>Ballroom Salon I</i>	Middle States Region
	Utilizing the Summer to Reset and Revitalize with CMU (re) CHARGE Program - A Persistence Initiative	<i>Pavilion III</i>	Southern Region
<i>Conference Suite 241</i>	Your Mandate is Not Your Mission: A Taxonomy for Mission-Led Leadership in Summer and Pre-College Programs	<i>Pavilion VI</i>	North Central Region
<i>Conference Suite 341</i>	Using JSR (Joint Statistical Review) Data to Improve Summer Sessions: Lessons from the Field	2:15 pm – 2:30 pm <i>Ballroom Foyer and Pavilion Foyer</i>	Western Region
<i>Conference Suite 641</i>	Think Summer: Why Branding Your Summer Session Works	2:30 pm – 3:30 pm <i>Pavilion I</i>	Refreshment Break
		3:45 pm – 5:15 pm <i>Ballroom Salons II & III</i>	Publishing Workshop: Writing for Summer Academe
		5:30 pm – 10:30 pm <i>Rooftop Ballroom</i>	Closing General Session Keynote: Up Your Game <i>Sponsored by University of Montreal</i>
			Election Night USA BBQ

WEDNESDAY November 9, 2016

8:00 am – 9:30 am <i>Pavilion III</i>	Administrative Council Meeting Blake Snider	8:00 am – 11:30 am <i>Pavilion I</i>	Committee Meetings
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Note: You must show your NAASS Conference badge for admittance to all sessions and functions.



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Follow NAASS on Twitter (@NAASSorg) or on



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Updates and posts from the conference can be posted here. Share your pictures and information from the conference by using #NAASS2016 when posting. We will share, retweet and post updates from all things happening at the conference. Your photos might even be used on the NAASS website.

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2016 ANNUAL CONFERENCE

November 6-8, 2016 ★ *Kansas City, Missouri*

Program Schedule

Saturday • November 5, 2016

- 1:15 pm – 4:45 pm **Committee Meetings**
Pavilion I
- 5:00 pm – 7:00 pm **Administrative Council Meeting**
Pavilion III Gary Simon

Sunday • November 6, 2016

- 7:00 am – 5:00 pm **Registration**
Ballroom Foyer
- 9:00 am – 3:30 pm **Jon C. Neidy New Administrators' Workshop**
Pavilion III
(Includes Lunch)
Sponsored by StudyPortals
Troy Turnipseed, Director, Summer Studies,
SAINT LOUIS UNIVERSITY
Alicia Bingham, Coordinator,
Summer Sessions and Winter Term
WESTERN KENTUCKY UNIVERSITY
The Jon C. Neidy New Administrators' Workshop is for YOU! We like to call it **Summer Sessions 101** because this pre-conference workshop provides a valuable opportunity for new – or almost new – Summer Session Administrators to share experiences and learn together.
The purpose is to provide an overview of summer session administration and the basic skills for success in the field. Four key areas of Summer Session administration will be covered: 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.

- 9:00 am – 12:30 pm **Pre-Conference Workshop: The Value of Including Pre-College**
Pavilion I
John Robichaux, Executive Director,
Summer, Inter-Term, Pre-College
COLUMBIA UNIVERSITY
Tiffany Onorato,
Director of Pre-College Programs
STEVENS INSTITUTE OF TECHNOLOGY
Pre-College Programming is one of the fastest growing segments within North American Summer Sessions, and represents an extraordinary opportunity for institutions of higher learning to meet a wide range of institutional goals. This workshop, led by one of the most successful Summer and Pre-College directors of the past decade, introduces new and experienced administrators to the broader field of Pre-College Programs. Topics will include: a variety of programmatic models in the field, diversity of missions employed to meet a range of institutional and unit needs, unique characteristics of this population (versus undergraduate and graduate student populations), marketing to pre-college populations, academic support needs of the population, special considerations for universities with pre-college programs (minors on campus, etc.), and will review a variety of highly successful pre-college models in the field today.

- 1:30 pm – 3:30 pm **NAASS Regional Vice Presidents' and Assistant Vice Presidents' Workshop**
Conference Suite 141
Maurine Powell, Assistant Director,
OREGON STATE UNIVERSITY
- 4:00 pm – 5:30 pm **Opening General Session – The Unconference: Let the Knowledge Collaboration Begin**
Ballroom Salons II & III

Facilitator: Heidi Nobantu Saul
This is your opportunity to share, learn and explore what is important to you, and discuss these topics with others who have the same concerns and interests. Your facilitator, Heidi Nobantu Saul, will guide you through a participative agenda creation process that will allow you to creatively engage what is important to you.

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Sunday • November 6, 2016, CONTINUED

- 6:00 pm – 7:00 pm **President’s Reception**
Ballroom Foyer
 Hosted by NAASS President,
Gary Simon
 (cocktail tickets included in conference
 fee and distributed at reception)
- 7:00 pm – 9:30 pm **Awards and Recognition Dinner**
Ballroom Salon I
 Sponsored by MindMax

Monday • November 7, 2016

- 7:00 am – 3:30 pm **Registration**
Ballroom Foyer
- 7:30 am – 8:45 am **Continental Breakfast**
Ballroom Foyer

CONCURRENT SESSIONS

8:45 am – 10:15 am **Changing Student Summer Behavior:
 Purdue’s Summer Stay Scholars**
Conference Suite 141
 Blake Nemelka, Director of
 Summer Session
 Jacob Askeroth, Assistant Director
 of Summer Session,
 PURDUE UNIVERSITY

In the summer of 2016, Purdue piloted a scholarship program aimed at influencing the behavior of current students who had previously had the opportunity to stay on campus and take courses during the summer, but did not choose to do so. Known as Summer Stay Scholars, this scholarship program offers full coverage of tuition and fees for two-to-three on-campus summer courses, with the intention of changing their future summer behavior. In addition to taking classes, recipients of the scholarship were required to participate in an on-campus internship or research project, helping students to both stay on track or accelerate their progress towards degree completion and gain practical, hands-on experience with University faculty and staff mentors. Please attend if you would like a view of the process and strategies Purdue took in order to develop, carry out and plan for future expansion.

8:45 am – 10:15 am **Turning Near Completers into
 College Graduates**
Conference Suite 241
 Valerie Lastinger, Associate Dean for
 the Eberly College of Arts and Sciences
 Alexander Lastinger,
 Graduate Student, Higher
 Education Administration Program,
 WEST VIRGINIA UNIVERSITY

This roundtable discussion will begin with a presentation of our research on students who are within 12 credits of graduation but do not complete their degree. We will also describe a summer program that was implemented this summer at West Virginia University, based on our findings.

Conference Suite 341 **Using Market Research to Develop
 a Summer Session Initiative**
 Steven Girardot, Associate Vice Provost
 for Undergraduate Education
 Paul Kohn, Vice Provost
 for Undergraduate Education,
 GEORGIA INSTITUTE OF TECHNOLOGY

In January of 2013, Georgia Tech’s provost appointed a Summer Semester Working Group (SSWG) to develop recommendations regarding the management, approach and revenue allocation for a summer semester. Within its charge, the SSWG was asked to envision broadly what a summer session should be at Georgia Tech. As part of its research, the working commissioned a market research study. In this session, the presenters will share the methodology and findings of this study, and discuss its implications for developing a comprehensive summer session initiative.

Conference Suite 641 **A Course by Any Other Name**
 Jesse Parrish, Assistant Registrar
 Rod Parks, University Registrar
 ELON UNIVERSITY

Prior to each term, students must select courses to satisfy degree requirements and make progress towards graduation. Course selection is a predominantly sequential process – some courses must be taken before others, others at the same time, all for some specific curricular purpose. But is there more to it? Given some flexibility in their programmatic decision-making, will students choose one course over another if its mere title is somehow more appealing? Is there a subset of semantic secrets that might sway our students’ selections?

Join us for an exploration of the subtle influence of course names, in which we will present findings from our recent

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Monday • November 7, 2016, CONTINUED

8:45 am – 10:15 am experimental study and discuss how
Conference Suite 641 best to nudge students with course titles.
continued Perhaps we can determine if “Drugs and
 Society” would, were it not called “Drugs
 and Society,” retain that dear perfection
 which it owes without that title.

10:15 am – 10:30 am **Refreshment Break**
Ballroom Foyer

10:30 am – 3:00 pm **Continuation of the UnConference**
Ballroom (Includes Lunch)
Salons II & III Sponsored by Summer Discovery
Facilitator: Heidi Nobantu Saul
 Issues, Challenges, Opportunities, Best
 Practices: We will engage the agenda
 that was co-created Sunday through three
 periods of multiple concurrent breakout
 sessions. Your facilitator, Heidi Nobantu
 Saul, will be on hand to run the show and
 make sure you are properly organized.

3:15 pm **Transportation departs from hotel to
 World War I Museum and Monument
 at 3:15 pm from the Rotunda,
 Ballroom level, outside Salon 3**

3:30 pm – 5:30 pm **World War I Museum and
 Monument**

5:30 pm **Transportation departs from
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5:45 pm – 7:15 pm **Reception at Boulevard Brewery**

7:30 pm **Affinity Dinners / Dine-a-Round KC**

Tuesday • November 8, 2016

7:00 am – 4:00 pm **Registration**
Ballroom Foyer

8:00 am – 9:00 am **Full Breakfast**
Ballroom Salon I Sponsored by U of Promo

9:00 am – 10:15 am **NAASS Business Meeting**
Ballroom
Salons II & III

CONCURRENT SESSIONS

10:15 am – 11:45 am **Utilizing the Summer to Reset and
 Revitalize with CMU (re)CHARGE
 Program - a Persistence Initiative**
 Amy Yearwood, Associate Director
 of Enrollment Services for Summer
 Studies
 Lucia Gonzalez-Prier, Academic Advisor
 CARNEGIE MELLON UNIVERSITY
 Carnegie Mellon University’s Summer
 (re)CHARGE program was designed
continued undergraduate students who
 might otherwise depart the institution
 without receiving their undergraduate
 degree. This program provided academic,
 personal and professional support for
 students who did not feel they were
 thriving in our academic environment.
 (re)CHARGE is a campus-wide effort
 coordinated by Summer Studies and the
 Carnegie Mellon Advising Resource
 Center. This session will outline the
 development of the pilot program, the
 program components, student outcomes
 and lessons learned.

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516.621.3939

1326 Old Northern Blvd., Roslyn, NY 11576

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Tuesday • November 8, 2016, CONTINUED

10:15 am – 11:45 am **Your Mandate is Not Your Mission: A Taxonomy for Mission-Led Leadership in Summer and Pre-College Programs**
Conference Suite 241
 John Robichaux, Executive Director,
 Summer, Inter-Term, Pre-College
 COLUMBIA UNIVERSITY

Revenue, enrollment, retention, growth—we all face some operational mandate that defines certain programmatic boundaries around our organizational pathways, usually handed down to us from above. But there is more than one way to achieve success within the various mandates under which Summer and Pre-College directors tend to operate. This workshop explores a number of mission-driven models that can work within the broader operational mandates that we often see in our Summer and Pre-College programs. Its aim is to help directors and those in program leadership see the gap between one’s (given) mandate and one’s (chosen) mission as the core question of programmatic leadership, and to help leaders identify their own mission-guided principles and preferences on the way to successful programmatic leadership in both areas, mandate and mission.

Conference Suite 341 **Using JSR (Joint Statistical Review) Data to Improve Summer Sessions: Lessons from the Field**
 Auden Thomas, Director,
 Summer Academic Programs & Residence,
 SKIDMORE COLLEGE
 Alicia Bingham, Coordinator,
 Summer Sessions and Winter Term,
 WESTERN KENTUCY UNIVERSITY
 Patricia Suske, Director, Summer Term,
 UNIVERSITY OF NEVADA
 Jessica Madrigal,
 Assistant Dean of Summer Sessions,
 UNIVERSITY OF COLORADO

This panel session presents the experiences of several summer session administrators who have used the data from the Joint Statistical Review (JSR) member survey to improve their summer operations. Following a brief overview of the JSR purposes and data, several “power users” of the data will share how they use JSR data, discuss its strengths and limitations, and offer suggestions on how others might tap the dataset to benefit their summer operations. Produced by the NAASS Quality and Research Committee, the JSR provides comparative information on summer sessions which can be useful for benchmarking, evaluating, and

10:15 am – 11:45 am improving summer session programming.
Conference Suite 341 Key areas of the survey focus on summer
continued session administrative structures, finances, marketing and enrollment. Come get ideas for how you could use JSR data at your institution.

Conference Suite 641 **Think Summer: Why Branding Your Summer Session Works**
 Lauren Motuliak,
 Senior Marketing Strategist
 Blake Nemelka,
 Director of Summer Session
 PURDUE UNIVERSITY

The Division of Summer Sessions at Purdue is seeing more than a 30% increase in credit hours since 2012 – including a 12% increase from 2015 to 2016, and the “Think Summer” brand has evolved to be one of the most recognizable on campus. The cool, colorful and youthful “lightbulb” campaign has inspired many to model our marketing work in order to achieve similar results. What do they say—the best form of flattery is imitation?

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Tuesday • November 8, 2016, CONTINUED

10:15 am – 11:45 am **Conference Suite 641**
continued Let us tell you more about how to create a successful brand campaign that works for your target audience. It's more than bus wraps and fun giveaways! We will talk about general marketing strategies, targeted scholarships and the utilization of data analytics in email campaigns.

11:45 am – 1:00 pm **Regional Lunch and Networking with Supporters**
Ballroom Salon I

1:00 pm – 2:15 pm **Regional Meetings**
Pavilion II **Northeastern Region**
Ballroom Salon I **Middle States Region**
Ballroom Salon I **Southern Region**
Pavilion III **North Central Region**
Pavilion VI **Western Region**

2:15 pm – 2:30 pm **Refreshment Break**
Ballroom Foyer and Pavilion Foyer

2:30 pm – 3:30 pm **Publishing Workshop: Writing for Summer Academe**
Pavilion I
Bill Kopps, Director, Summer Sessions & General Studies UNIVERSITY OF MANITOBA
Auden Thomas, Director, Summer Academic Programs & Residences SKIDMORE COLLEGE
Nottingham Miller, Director, Summer Academic Programs UNIVERSITY OF VIRGINIA
Summer Academe is a journal that reports on current research and best practices in summer session administration & pedagogy. Rebooted in an online format in 2013, Summer Academe offers conference presenters an opportunity to convert their presentations into published works. This session will introduce participants to Summer Academe and offer great tips on how to write for publication's getting started, overcoming writer's block, and managing time are just some of the topics covered. The interactive approach of the session encourages questions and seeks advice input from experienced authors. It's a great way to get started on writing for publication.

3:45 pm – 5:15 pm **Closing General Session: Up Your Game**
Ballroom Salons II & III
Devin Henderson, Humorist Sponsored by University of Montreal
The world is a stage and everyone is a performer. The strategies that have made Devin Henderson an award-winning

3:45 pm – 5:15 pm **entertainer translate to the stage of life**
Ballroom Salons II & III continued
His tips will help you optimize your performance on a daily basis, whether it be at home, in the office, or anywhere in between. Devin is a CSP (Certified Speaking Professional), the speaking industry's international measure of expertise (this just means Devin knows "stuff" and uses it to help people). His main passion as a performer is using his talents and knowledge to inspire others to "perform" at their best in all they do.

5:30 pm – 10:30 pm **Election Night USA BBQ**
Rooftop Ballroom

Wednesday • November 9, 2016

8:00 am – 9:30 am **Administrative Council Meeting**
Pavilion III *Blake Snider*

8:00 am – 11:30 am **Committee Meetings**
Pavilion I

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Heidi Nobantu Saul

Through facilitated methodologies that engage and support effective discourse, group decision making and collaboration, Heidi helps individuals and organizations develop the capacity to work together more effectively. In this way, they are able to move their projects and organizations forward with their attention on what is most important ~ successful implementation of their mission while remaining aligned with their vision.

Heidi facilitates small to large groups using the inclusive participatory processes Open Space Technology (OST) for meetings, unConferences, strategic planning, annual retreats and more. For the past eight years, she has co-produced and facilitated the biannual Internet Identity Workshop and worked with a diversity of clients from Sony Playstation, Forum One and Microsoft to BYU, NYU, the California Institute of Integral Studies and Assistance Dogs of the West, using OST to accomplish their goals.

Born in South Africa to a Swiss mother and American father who were working with an international peace organization, Heidi was introduced at an early age to a global interconnected perspective of life.



Devin Henderson ~ Humorist

Comedian Devin Henderson tricks out his stand-up with surprising and unusual talents. Along with events nationwide, Devin performs weekly at the Kansas City Improv Comedy Club and he’s an international sensation because of that one show in Canada. A family studies degree from Kansas State University and a sense of humor both explain Devin’s nine years of marital survival despite a litter of four children. Comedy writes itself for a man living with a family of six. From texting typos to backseat slap-fights to a home water birth, the material never runs dry.

2016 Conference Committee, Administrative Council, and Staff

2016 Conference Committee

John Robichaux, *Columbia University*
 Maurine Powell, *Oregon State University*
 Michelle Singletary, *Syracuse University*
 Esteban Olivares, *Georgetown University*
 Jeanie Kline, *Old Dominion University*
 Connie Phillips, *Radford University*
 Tiffany Onorato, *Stevens Institute*

Quality and Research Committee

Patricia Suske, *Co-Chair*
 Auden Thomas, *Co-Chair*

Affiliates Working Group

Jessica Madrigal, *Co-Chair*
 Chris Cofer, *Co-Chair*

Conference and Program Planning Committee

John Robichaux, *Chair*

Membership Committee

Troy Turnipseed, *Co-Chair*
 Laurel Hogue, *Co-Chair*

Awards Committee

Kathy Barnes, *Chair*

Summer Academe

Bill Kops, *Editor*
 Rachel Nottingham Miller,
Editor-in-Waiting

Advocacy Committee

Bill McClure, *Co-Chair*
 Allyson Morris, *Co-Chair*

Nominations and Elections Committee

Laurel Hogue, *Chair*

Information & Communications Committee

Steven Lee, *Chair*

NAASS Administrative Council

Gary Simon, *President*
 Blake Snider, *President Elect*
 Laurel Hogue, *Past President*
 Maurine “Reni” Powell, *Treasurer,*
Western Regional Vice President
 Natalie Kokorudz,
North Central Regional Vice President
 Michael Herndon,
Middle States Regional Vice President
 Susanna Cowan,
Northeast Regional Vice President
 Steven Lee,
Southern Regional Vice President
 Owen Hooper, *At-large*
 Alicia Bingham, *At-large*
 Caitlin Huntley Cochran, *At-large*

Staff

Jeffrey Melin, *Executive Director*
 Cynthia Caron,
Senior Association Administrator
 Valerie Sandbach, *Senior Meeting Planner*



2016 ANNUAL CONFERENCE

November 6-8, 2016 ★ Kansas City, Missouri

Attendee List (as of October 24, 2016)

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