



North American Association of Summer Sessions



October 2016

Presidents Message



In late summer, I sent out a survey through SurveyMonkey to get a feel for how college/university summer programs performed in 2016. The survey was sent to 845 institutions, and as is usually the case, the return was pretty low so the results are by no means representative. Overall, respondents indicated an increase from 2015 in terms of credit hours taken during the summer with schools reporting increases as high as 12-14% and most in the range of 3-6%. A couple reported small declines.

Among respondents, the number of students taking one or more summer classes for academic credit ranged from 140 students to 16,360 students. This wide range reflects the varying sizes of institutions surveyed. Numbers reported tended to represent the entire college/university with a few indicating the number of students reported does not include all summer students, suggesting a decentralized summer program at those institutions. Non-credit-bearing summer programs were excluded, and all but one respondent was a member of NAASS.

The majority of respondents indicated that the increases in credit hours taken during the summer could be attributed to an increase in the number of online and/or hybrid courses offered during the summer. Many respondents stated online courses were popular among students and were often filled to capacity. Some respondents suggested other factors that they believe also contributed to the increase in summer enrollment. The following are examples:

Purdue experienced record growth in summer credit hours taken and the University attributed this success to a newly instituted bridge program along with three other targeted pilots aimed at heavy data analysis and scholarships provided to select students.

- Rutgers University at New Brunswick secured funding for nearly 80 summer scholarships and implemented a social media campaign/contest, both of which have been credited with helping increase summer enrollment.

Conference and Events



November 6-8, 2016 ★ Kansas City, Missouri

Register Today!

Last Chance: Register for the 2016 NAASS Annual Conference in Kansas City!

Register now for North America's largest annual gathering of Summer Session administrators and leaders! This year's theme, "Knowledge Collaboration through Creativity," underscores the profound strengths in academic and programmatic creativity and innovation present throughout the Summer Sessions field. With an emphasis on engaging, collaborative exploration, this year's workshops and presentations are designed to draw out the questions and topics that most interest you and your institution. Deploying a powerful mix of thought leaders and edge-sourcing, this year's conference allows for both probing and meaningful discussion, with an eye toward action-ability and real-world implementation. The world's leading Summer Sessions minds—coming together, all within the beautiful Kansas City area.

Every year, attendees bring home ideas that pave the future on their own campuses, careers, and student impacts.

How will you transform this November at NAASS Kansas City?

John Robichaux | Executive Director

Summer Sessions, Visiting Student, Inter-Term, High School, Post-Baccalaureate, Executive Education, and Lifelong Learning Programs Columbia University, School of Professional Studies john.robichaux@columbia.edu | [212-853-1273](tel:212-853-1273)

Changes In The NAASS Administrative Council



Eli Lesser, University of Pennsylvania and NAASS' president-elect, took a new position as Executive Director of Education Innovation in the College of Social Policy and Practice. But, his portfolio no longer includes summer, so Eli resigned his position with NAASS. Vacancies are filled by appointment by the President, and fortunately, Blake Snider, Clemson University and NAASS' Treasurer, accepted the appointment of President Gary Simon to fill out the remaining term as president-elect and

- Colorado State University offered nonresident students a discount for their first three credits of an online summer course and, in turn, saw an increase in enrollment among those students.
- The University of California Berkeley offered a “Summer Only Minor” Program in order to increase summer enrollment. The university’s “Summer Minor in Journalism” was deemed a big success with 395 enrollments in six courses.

Overall, it appears colleges/universities experienced an increase in summer enrollment from 2015 to 2016 with expanded online/hybrid offerings and unique course offerings being the main factors attributed to the increase.

Gary Simon
NAASS President
The University of Tampa

Stay Connected



NAASS president in 2017, and Maurine ‘Reni’ Powell, Oregon State University and outgoing Western Region Vice President, has assumed the appointment to fill the unexpired term Blake vacated as Treasurer through 2017. NAASS is very fortunate to have so many talented to people to serve in its volunteer roles. We wish Eli good fortune in his new position and thank Blake and Reni for filling these important officer vacancies.

Editor's Message



Join the conversation with NAASS! Follow NAASS on Twitter (@NAASSorg) or on Facebook (<https://www.facebook.com/NAASSorg>) to see updates and posts from the conference. 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. See you in KC!

Steven Lee

Western Regional Meeting (WASSA)



The [2016 WASSA \(Western Association of Summer Sessions\) Conference](#) was held in beautiful Santa Cruz, California at the [Chaminade Resort & Spa](#) (Sept. 26 – 29). Many thanks to the [University of California, Santa Cruz](#) (Monica Parikh) and [Santa Clara University](#) (Allyson Morris) for co-hosting this great event as there were more than 50 attendees participating in this collaborative and informative conference. The majority of institutions attending were WASSA members from within the western region, however we’d like to recognize those that attended and joined in the many networking opportunities who were not and/or were from outside the region, such as:



- California Polytechnic State University (San Luis Obispo, CA)
- Clemson University (Clemson, SC)
- Gonzaga University (Spokane, WA)
- The Evergreen State College (Olympia, WA)
- Lehigh University (Bethlehem, PA)
- University of North Carolina – Chapel Hill (Chapel Hill, NC)
- University of Tampa (Tampa, FL)

We'd also like to thank Gary Simon (NAASS President), Blake Snider (NAASS President-Elect) and the NAASS Organization for their participation and contributions to this conference.

We'd also like to extend our deepest appreciation to Loy Lytle, Dean Emeritus, University of California-Santa Barbara and long-time WASSA member for providing the opening plenary session highlighting his ongoing research as part of the Theresa Neil Memorial Research program, as well as his wealth of insight into the world of summer sessions.

The western region is still working to confirm the location and venue for the 2017 WASSA Conference, and will announce that information as soon as it's available.

Thank you to all that attended and contributed to the success of another great conference and may you all enjoy the fruits of a prosperous 2017 Summer Session!

Reni Powell,
NAASS Western Region Vice-President (2016/18)

Connecticut Society of Association Executives, 342 North Main Street, Suite 301, West Hartford, CT 06117-2507