Dear NAASS Conference Attendee,

On behalf of the entire North American Association of Summer Session (NAASS) organization, I would like to extend to you a heartfelt welcome to our 54th Annual Conference in Pittsburgh, PA! Whether this is your first NAASS conference or if you are a NAASS conference veteran, we are excited that you are here.

As an organization, our goal is to help our members develop summer and special session initiatives and programs, advocate for resources to support students during their summer studies, and coordinate with other organizations that support the NAASS mission. We hope that you will find this conference to be a time to network and to share best practices and resources with other conference attendees.

I am excited about our conference program this year! Our conference planning chair Dr. Steven Girardot, from Georgia Institute of Technology (Georgia Tech), along with the conference planning committee, have done a wonderful job putting together a strong selection of plenary and concurrent sessions, as well as ample opportunities to connect over food and fellowship.

As NAASS seeks to “go deeper” into your universities, I would encourage you to invite other colleagues who work with summer session at any level to get involved, and I would encourage you to consider volunteering to serve as a leader. Feel free to see myself or our President-Elect Natalie Kokorudz for information about leadership and volunteer opportunities.

Thanks again for being here and have a great conference!

J. Blake Snider, MBA, PhD
NAASS President 2017
Assistant Dean of Undergraduate Studies | Clemson University

Join the conversation with NAASS!

Follow NAASS on Twitter (@NAASSorg) or on Facebook (https://www.facebook.com/NAASSorg)

Updates and posts from the conference can be posted here. Share your pictures and information from the conference by using #NAASS2017 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.
EXECUTIVE COMMITTEE

President
Blake Snider
(through 2017)
Clemson University
sniderb@clemson.edu

Past President
Gary Simon
(through 2017)
University of Tampa
gsimon@ut.edu

President Elect
Natalie Kokorudz
(through 2017)
University of Illinois at Chicago
nkokor1@uic.edu

Treasurer
Maurine “Reni” Powell
(through 2017)
Oregon State University
email: maurine.powell@oregonstate.edu

2017 Conference Chair
President Elect through 2019
Steven Girardot
(through 2017)
Georgia Tech
steven.girardot@gatech.edu

AT-LARGE MEMBERS

Chris Cofer
(2017-18)
Syracuse University
clocofer@syr.edu

Owen Hooper
(through 2017)
University of South Florida
hooper@usf.edu

John Robichaux
(through 2017)
Columbia University
jr3657@columbia.edu

REGIONAL VICE PRESIDENTS

Middle States Region
Daphne Rankin
(through 2018)
Virginia Commonwealth University
dlrankin@vcu.edu

North Central Region
Alicia Spurlock
(through 2018)
Western Kentucky University
Alicia.Spurlock@wku.edu

Northeastern Region
Susanna Cowan
(through 2017)
University of Connecticut
susanna.cowan@uconn.edu

Southern Region
Heather Hartman
(through 2017)
University of Tennessee
Hartman@utk.edu

Western Region
Patricia (“Trish”) Suske
(through 2018)
University of Nevada, Las Vegas
trish.suske@unlv.edu

NAASS OFFICE

Executive Director
April M. Duquette, MS
eduquette@naass.org

Meeting Planner
Marcy Green
mgreen@naass.org

Senior Administrator
Cynthia (“Cindy”) Caron
ccaron@naass.org

2017 Conference Committee, Administrative Council, and Staff

2017 Conference Committee
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Daphne Rankin, Virginia Commonwealth University
De Morris Walker, Georgia Tech
Dennesha Diaz, Georgetown University
Susan Delap, University of Central Missouri
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Kathleen (“Kathy”) Barnes, University of South Florida
Patricia (“Trish”) Suske, University of Nevada, Las Vegas

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Rachel Nottingham Miller, Editor

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Kathy Barnes, Chair
Lumina Foundation is an independent, private foundation committed to making opportunities for learning beyond high school available to all. Our goal is to prepare people for informed citizenship and for success in a global economy.
**Saturday, November 11**

12:00 pm - 5:00 pm  
**Conference Registration**  
**Riverboat Corridor, Floor - WP**

10:00 am - 2:00 pm  
**Regional Vice Presidents and Assistant Vice Presidents Meeting**  
**Oliver, Floor - CL**

12:00 PM  
**Regional Vice Presidents’ Lunch**  
**Oliver, Floor - CL**

1:00 pm - 7:00 pm  
**Pre-Conference Workshop: Jon C. Neidy New Administrators’ Workshop (Day 1)**  
**Troy Hargrove, Associate Dean, Enrollment Management and Partnerships, St. Louis University**  
**Alicia Spurlock, Business Analyst, Coordinator, Summer & Winter Sessions Academic Outreach, 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.

3:00 pm - 3:30 pm  
**New Administrators Workshop Break**  
**CL Hall Outside of Phipps, Floor - CL**

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**Sunday, November 12**

6:00 pm - 7:00 pm  
**New Administrators Workshop Dinner**  
**Terrace Room Restaurant**

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**Terrace Room Restaurant**

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**Thursday, November 15**

**Program Schedule**

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North American Association of Summer Sessions

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North American Association of Summer Sessions

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North American Association of Summer Sessions
Stress the importance of accuracy and consistency in data reported to IPEDS based on the potential impacts the data has on state and federal reporting. Examples of real IPEDS data used in the public domain are incorporated, enabling participants to understand the role of governmental and non-governmental entities in IPEDS reporting and the potential impact that summer sessions have on national and state performance metrics.

10:00 am - 10:30 am  Refreshment Break
CL Hall Outside Phipps - CL

12:00 pm - 1:00 pm  Lunch (Pre-Conference Workshop Attendees Only)
Frick, Floor - CL

1:00 pm - 5:00 pm  Senior Administrator Leadership Forum and Luncheon
Panel Discussion
Sponsored By Kennedy and Company

Data Driven Decision Making - the smart way to leverage summer and special sessions for strategic enrollment and student success
Ben Kennedy, Managing Partner, Kennedy & Co., Washington, DC
Andrew Hannah, CEO, Othot, Pittsburgh, PA
Gary Simon, Director, Adult and Summer Academic Programs, The University of Tampa
Daphne Rankin, Associate Vice Provost Strategic Enrollment Management, Virginia Common Wealth University

Learn how academic leaders are using data to help design programs and policies that drive improved student success outcomes. The Senior Leadership Forum is for provosts, presidents, chancellors, deans, vice provosts/presidents, assistant/associate deans and other senior leaders. This special pre-conference program brings together two outstanding experts in data analytics and implementation who understand the increasingly important role summer and special sessions play in student success.

Conference Center B, Floor CL

Pre-Conference Workshop: Pre-College Programs: A Playground of Opportunity
Chris Cofer, Executive Director, Summer@Syracuse, Syracuse University

Pre-college programs exist in as many varieties and formats as there are institutions of higher education offering them. In this interactive pre-conference session, we will discuss the spectrum of program formats along with the challenges and benefits they provide to our institutions. Core areas of discussion will include:
• Institutional support and mission alignment
• Impact of various institutional reporting structures
• The spectrum of program options and the playground of opportunity
• Breaking down silos
• Risk management
• Cost sharing
• Financial aid models
• Instructor and staff training
• Federal & State law, Dept. of Heath (county) licensure, and defining a “camp”
• Internal marketing – Program/Course development
• External marketing – Reaching your target student market (& their parents)

This pre-conference session is suitable for new pre-college professionals as well as those who are experienced pre-college administrators. Our discussion will provide the core concepts and ‘to-do lists’ to newly hired staff in existing programs as well as aid administrators who have been tasked with creating pre-college programs at their institutions. Experienced pre-college administrators will have the opportunity to evaluate their operations and practices with insights to alternative and new approaches to increase outcomes.

Conference Center A, Floor CL

Pre-Conference Workshop: IPEDS Data and the Public Face of Your Institution (*repeated workshop)
Sandra Kinney, Senior Director for Institutional Research and Planning, Georgia Institute of Technology

This workshop stresses the importance of accuracy and consistency in data reported to IPEDS based on the potential impacts the data has on state and federal reporting. Examples of real IPEDS data used in the public domain are incorporated, enabling participants to understand the role of governmental and non-governmental entities in IPEDS reporting and the potential impact that summer sessions have on national and state performance metrics.

5:00 PM  Exhibit and Resource Fair Open
Riverboat, Floor - WP
Sunday • November 12, 2017, Continued

5:30 pm - 6:30 pm
Opening Plenary Session
Conference Welcome
Blake Snider, MBA, PhD, NAASS President
April Duquette, MS, Executive Director, NAASS
Steven Girardot PhD, Associate Vice Provost for Undergraduate Education, Georgia Institute of Technology

Sponsored By
Lumina

Keynote Address: Bridging Achievement Gaps Through Data and Analytics
Timothy Renick, PhD, Vice President for Enrollment Management and Student Success, Vice Provost, and Professor Religious Studies, Georgia State University

Using Data and Analytics to Succeed with Students from At-Risk Backgrounds. By implementing a series of student-centered and analytics-informed programs, Georgia State University has raised graduation rates by 22 percentage points and closed all achievement gaps based on race, ethnicity, income-level and first-generation status. It now awards more bachelor’s degrees to African Americans than any other college or university in the nation. Through a discussion of innovations ranging from chat bots and predictive analytics to meta-majors and completion grants, the session will cover lessons learned from Georgia State’s transformation and outline several practical and low-cost steps that campuses can take to improve outcomes for under served students.

Key issues considered:
• How can campus leaders focus attention and efforts in student success on problems that are within their control—and even self-created?
• What role can data and analytics play in breaking down often mistaken pre-conceptions about why students drop out?
• What programs are particularly impactful in the summer before college enrollment?
• How can the momentum of the summer be sustained throughout the student lifecycle?
• How can one convince campus leadership to prioritize student-success efforts?

6:30 pm - 7:30 pm
President’s Welcome Reception
Hosted By Blake Snider
Cocktail tickets included in conference fee and distributed at reception

Monday • November 13, 2017

7:30 am - 5:00 pm
Conference Registration Desk Open
Riverboat Corridor, Floor - WP

8:00 am - 9:00 am
Breakfast
Conference Center Foyer, Floor - CL
Sponsored by TerraDotta

8:00 am - 4:00 pm
Exhibit and Resource Fair Open
Riverboat, Floor - WP

CONCURRENT SESSIONS I

9:00 am - 10:15 am
Winter Intersession Panel “purpose, popularity, promotion...pitfalls and paranoia.”
Panel Discussion
Conference Center A Floor - CL

Gary Simon, Director, Adult and Summer Academic Programs The University of Tampa
Paul Cesarani PhD, Professor & Assistant Vice Provost, Online & Summer Academic Programs, Bowling Green State University
Chris Cofer, Executive Director, Summer@Syracuse, Syracuse University
Owen Hooper, MEd, Director of Innovative Education, University of South Florida
Jeanie Kline EdD, Executive Director of Academic Initiatives, Old Dominion University
Jo Maseberg-Tomlinson MA, Intersession Summer and Evening College Program Coordinator, Kansas State University
Rachel Nottingham Miller PhD, Associate Director, Summer & Special Academic Programs, University of Virginia

Winter Intersession is increasingly popular with students, faculty, and senior administration. Why? This distinguished panel will discuss issues, reveal secrets, and answer your questions relating to winter intersession. The panel’s expertise and the ensuing discussion will be of interest to experienced intersession managers as well as those of you new to it or considering starting winter intersession on your campus.

To Access Evaluations Scan
What’s New with the JSR: Data Trending, Dataset Access, and User Experiences
Patricia Suske, Director of Summer Term, University of Nevada, Las Vegas

Members of the Quality and Research Committee present a brief overview of the Joint Statistical Review (JSR); share new trend data; and unveil newly-developed guidelines for accessing the raw, de-identified JSR datasets from 2013, 2014, and 2015. We conclude with an interactive dialogue about how NAASS members are using JSR data for benchmarking, evaluating, and improving their summer session operations. Bring your ideas and questions!

On Your Time Initiatives - Building Programs for Retention and Progression
Shelley Dempsey, MEd, MBA, Director, On Your Time Initiatives, Office of the Provost, University of South Carolina
Amanda Therrell, BA, Manager for Academics, On Your Time Initiatives Office of the Provost, University of South Carolina

The University of South Carolina’s Office of On Your Time Initiatives is dedicated to establishing programs that increase retention and degree progression for our students. Our placement in the Office of the Provost and partnerships with numerous academic and administrative units on campus have allowed our first year to be one of great growth and success. We’re excited to share what we’re working on and to hear about successful initiatives on your campus as well.

Writing an Annual Report: Owning the Narrative
Susanna Cowan, PhD, Director, Summer and Winter Programs, University of Connecticut

We all struggle at times to articulate what we do (and how much we do) in such a way that we solidify both understanding and support of our programs. Let’s explore the Annual Report as a tool that gives us the ability to tell our story on our own terms, using the data we choose to argue how central we are to our institutions mission.

Precollege: Different Models; Different Initiatives; All Successes
Owen Hooper, MEd, Director of Innovative Education, University of South Florida
Christina Danielle Hayward, Admissions Recruiter, University of South Florida

This round-table discussion will serve as an opportunity to come together and share recent successes and difficulties around offering or trying to offer Pre-College programs on your campus. Both For-Credit and Non-Credit options will be discussed.

Catamount Gap Abroad: Adapting the Learning Community Model for WCU Freshmen Abroad in the Summer
Brian Gorman, MS, Director, Western Carolina University
Lowell Davis, PhD, Assistant Vice Chancellor for Student Success, Western Carolina University

Catamount Gap Abroad uses a living learning community model for incoming WCU freshmen studying abroad for five-weeks in Dortmund, Germany. In a faculty-led style experience students earn six credits towards graduation, completing their required freshman seminar as well as a liberal studies course. Fachhochschule University also provides an introductory German language component and traveling WCU faculty and staff provide a holistic out of the classroom curriculum that includes academic, social, and emotional development programming opportunities.
Though postsecondary education is more important than ever, it’s also become much more expensive. In fact, college prices have increased by 45% on average over the past decade, while household income has declined by 7%. Lumina Foundation maintains that to make secondary education attainable for Americans—and to further progress toward Goal 2025—we must change the way we think about college affordability. In these contexts, what are the roles of summer Pell and financial aid in ensuring student success? Please join this conversation about college affordability, including beyond financial aid.

The Director is In: Words from the Wise(r) on Leading a Summer Session Unit.

Steven Girardot PhD, Associate Vice Provost for Undergraduate Education, Georgia Institute of Technology
Susanna Cowan, Director, Summer and Winter Programs, University of Connecticut
Michael Herndon, Director of Office of Summer and Winter Sessions, Virginia Tech
Owen Hooper, Director of Innovative Education, University of South Florida
Patricia Suske, Director of Summer Term, University of Nevada, Las Vegas

In this interactive session, a panel of administrators who are experienced directors of summer and special session units at four different types of institutions will share their challenges, successes, and lessons learned navigating the complexities and politics of leading summer session initiatives in higher education. Panelists will offer insights, guidance, and advice that will benefit both new and experienced summer session professionals. Come prepared with your questions and issues.
Future Regional Conferences

North Central Region  |  March 21-23, 2018 in Chicago, IL
Northeast Region    |  March 12-14, 2018 in New Haven, CT
South/Middle States Bi-Region | March 4-6, 2018 in Nashville, TN
Western Region      |  To Be Determined

2018 National Conference
October 28-31, 2018, Portland OR

Future National Conferences
Tentative Dates:  November 9-13, 2019, Orlando, FL
November 7-11, 2020, Northeast Region

NAASS
342 North Main Street, Suite 301, West Hartford, CT 06117-2507  |  860-586-7530  |  conference@naass.org

www.naass.org
Tuesday, November 14

7:30 am - 5:00 pm
Conference Registration Desk Open
Riverboat Corridor, Floor - WP

9:00 am - 10:30 am
Breakfast
Exhibit and Resource Fair
Riverboat, Floor - WP

CONCURRENT SESSIONS IV

10:45 am - 12:00 pm
The Iowa Summer Hawk Grant: A 4-year impact report
Conference Center B, Floor - CL
Institutional Initiative

11:15 am - 11:30 am
Marlys Boote, BA, MFA, DMA, Assistant Dean and Director of Summer Session, University of Iowa

In spring 2013, the University of Iowa debuted a scholarship plan for the incoming Fall 2013 class: If you attend Iowa full-time during the academic year, you can have one summer of FREE tuition if you are a resident, or pay the in-state rate if you are a nonresident. This session summarizes the Iowa Summer Hawk Grant over the past four years through student participation, cost/benefit to the university, graduation trends, and more.

Phipps, Floor - CL
Continuing Student Engagement Institutional Initiative and Retention Beyond the Summer Program
Elizabeth Bambacus, MEd, NCC, PhD, Student Engagement & Summer Candidate Studies Administrator, Virginia Commonwealth University

VCU’s Summer Scholars program is for incoming first-generation college students (FGS) to build their confidence in navigating brand new responsibilities and identities. After two years, retention data showed that the Summer Scholars who did leave stayed one semester longer than non-Summer Scholar FGS. This session discusses how to use that extra semester to bridge summer with spring and fall to further improve retention. Findings and suggestions from FGS focus groups will also be discussed.

GIVE US YOUR FEEDBACK!
Download the overall Conference Survey!

Complete the Evaluation on your mobile device.

Visit www.NAASS.org
go to the Events tab and select NAASS Session Evaluations from the 2017 Annual Conference dropdown menu.

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In the post-Sandusky era of ever increasing risk-management oversight and compliance, is it time to re-examine who is in charge of supervising high school students (most who are minors) that attend residential pre-college summer programs? Do you have students watching your students? Is it prudent to step-up your game or contract with a private residential life/logistics provider to help professionalize and oversee your programs?

Making Summer Count: An Anatomy of a Summer Session Start-Up
De Morris Walker, PhD, Director, Summer Session Initiatives, Georgia Institute of Technology
Steven Girardot, PhD, Associate Vice Provost for Undergraduate Education, Georgia Institute of Technology

In January 2013, Georgia Tech’s provost appointed a Summer Semester Working Group (SSWG) to develop recommendations regarding the management, approach, and revenue allocation for summer semester. The working group was co-chaired by the Vice Provost for Enrollment Services and the Associate Vice Provost for Undergraduate Education. Within its charge, the SSWG was asked to envision broadly what summer session should be at Georgia Tech. Based on the outcomes of this work, the Provost approved the establishment of a Summer Session office to be housed within the Office of Undergraduate Education. The inaugural director was hired in January 2017 and immediately charged with developing a comprehensive, 3-year strategic document to enhance summer at Georgia Tech. This presentation details the process of developing a plan to grow summer session that aims to leverage the institution’s strengths and character. Several planning strategies will be shared that involve pursuing low-hanging fruit; analyzing institutional data in support of enrollment and other programmatic outcomes; and scaffolding-up new endeavors. The presenters will share the on-going process of searching for institutional fit to promote summer enrollment and re-defining the summer experience at a 4-year, research extensive, public institution.

The purpose of the session will be to facilitate a discussion about the process of developing an accelerated Bachelor’s degree in Communication at Clemson University. The accelerated degree program will allow students to complete their B.S. degree in Communication in 3 years by attending two full summer sessions. Because the program is in development, session participants will have the opportunity to learn about the process and explore other possibilities at their own institutions.

Summer Academe is a journal of higher education focused on the experience of summer educators. The journal provides a source of current research and best practices in summer session administration and pedagogy. Contribution to the journal benefits you as a professional development activity and benefits your colleagues as you share your experiences and expertise. Learn more about Summer Academe and gain practical tips on how you can become a contributor.
Phipps, Floor - CL
Research Presentation
Student Success in Difficult Courses
Heather Hartman, PhD, EdS, MS, BSBA, Summer Sessions Coordinator, The University of Tennessee, Knoxville

Six years of data were analyzed to determine whether the summer sessions offered an academic advantage to students taking or retaking the 30 most difficult courses (highest DFW) that were offered in the summer at The University of Tennessee, Knoxville. Resulting information has implications for advising and course scheduling during the summer and the other two long semesters.

Frick, Floor - CL
Research Presentation
The Power of Peers: Modeling a Successful Peer Administrative and Mentoring Structure Across Summer Initiatives
Owen Hooper, MEd, Director of Innovative Education, University of South Florida
Christina Danielle Hayward, Admission Recruiter, University of South Florida

As we enter the Gen Z student population, students are expecting more of a direct concierge level of assistance in navigating the processes within our universities. This session focuses on the peer led model of communication and support that was piloted spring and summer of 2017. This pilot included the hiring of 16 undergraduate student positions into three subgroups - Logistics, Marketing, and Programming. Training and efforts to be discussed.

William Penn, Floor - WP
6:00 pm - 7:00 pm
Cocktails and Conversation
Sternwheeler, Floor - WP
7:00 pm - 8:30 pm
Dinner and Awards Banquet
William Penn, Floor - WP
Sponsored by MindMax

Wednesday, November 15
9:00 am - 10:00 am
Breakfast
Riverboat, Floor - WP
Committee Meetings

10:00 am - 11:00 am
NAASS Presidential Address: Strategic Priorities and Looking Ahead to 2018
William Penn, Floor - WP
Natalie Kokorudz, NAASS President, Assistant Director, University of Illinois at Chicago

11:00 am - 1:30 pm
Administrative Council Meeting and Luncheon
Frick, Floor - CL
Natalie Kokorudz, NAASS President, Assistant Director, University of Illinois at Chicago

DOWNLOAD THE PRESENTATIONS!
Visit www.NAASS.org and go to the 2017 Conference Page to view NAASS Conference Presentations

Presentations will be added to the website upon receipt from our speakers

Grow Summer Enrollments with MindMax
Marketing, Recruitment and Enrollment Management Services
mindmax.net
Timothy Renick
Dr. Renick is the Vice President for Enrollment Management and Student Success, Vice Provost, and Professor of Religious Studies at Georgia State University. He has served as Chair of the Department of Religious Studies and Director of the Honors Program. Since 2008, he has directed the student success and enrollment efforts of the university, overseeing among the fastest improving graduation rates in the nation and the elimination of all achievement gaps based on students’ race, ethnicity or income level. Dr. Renick has testified on strategies for helping university students succeed before the U.S. Senate and has twice been invited to speak at the White House. His work has been covered by the New York Times, the Wall Street Journal, and CNN and cited by President Obama. He was named one of 2016’s Most Innovative People in Higher Education by Washington Monthly and was the recipient of the 2015-16 Award for National Leadership in Student Success Innovation. He currently is principal investigator for a 59 million U.S. Department of Education grant to study the impact of proactive, predictive-analytics-based advisement on ten-thousand low-income and first-generation students nationally. A summa cum laude graduate of Dartmouth College, Dr. Renick holds his M.A. and PHD. in Religion from Princeton University.

Ken Smith
Dr. Ken Smith has served as Virginia Tech’s vice provost for academic resource management since January 2013. As vice provost, Ken provides institutional leadership on issues related to academic budgets, academic capital outlay planning, academic space management and institutional data and continuous improvement processes. He is currently leading the university’s current efforts to implement a new performance based budget system, including designing and implementing new methods for data sharing and predictive analytics to inform resource allocation.

Prior to his appointment as vice provost, Ken served as associate provost overseeing the budgetary and fiscal operations of the academic support units in the Office of the Senior Vice President and Provost. Before coming to the provost’s office, Ken served as Assistant Director for Budget Operations in the Virginia Tech Office of Budget and Financial Planning and as a budget analyst in the Commerce, Resources and Trade section of the Virginia Department of Planning and Budget. He began his career as budget analyst in the Virginia Department of Conservation and Recreation.

Ken holds a PhD in Educational Leadership and Policy Studies from Virginia Tech, and earned both a Masters Degree in Public Administration and a Bachelors Degree in Political Science from Virginia Commonwealth University. He is also proud to have served in the United States Air Force and the Virginia Air National Guard.

Ken currently resides in the river city of Radford, Virginia with his wife Carolyn and their two children Anna and David.

**Manage more students.**
**We can help.**
NEW ADMINISTRATORS’ WORKSHOP

Alicia Spurlock, Business Analyst, Division of Extended Learning and Outreach, Western Kentucky University.

As part of her role, Alicia is the coordinator of Summer Sessions and Winter Term. Alicia has worked in Summer Sessions at WKU over ten years. She completed her bachelor’s degree and MBA from Western Kentucky University. Alicia has been a member of the North American Association of Summer Sessions since 2007. She currently serves as Regional Vice President of the North Central region. She has also served as an at-large member of Administrative Council, a member of the Quality & Research, and Creative & Innovative Awards committee, and currently co-facilitates the Jon C. Neidy New Administrator’s Workshop.

Troy Hargrove, Associate Dean, Enrollment Management and Partnerships, St. Louis University

Troy Hargrove has nearly 15 years of experience working in higher education at Saint Louis University. Past roles have included Director of the Career Resources Center, Associate Director of Graduate Business Programs in the John Cook School of Business, and Director of Summer Studies. In March, he transitioned into a new role - Associate Dean of Enrollment Management and Partnerships in the School for Professional Studies where he oversees admissions, advising, marketing and partnerships for non-traditional students in addition to continuing to oversee summer, winter and visiting programs.

Troy earned his Bachelor of Arts in organizational studies and Master of Business Administration degrees from Saint Louis University. He has served as Membership Chair and North Central Assistant Regional Vice President for the North American Association of Summer Sessions (NAASS), where he has been a member since 2003. Additionally, he facilitates the New Administrators’ Workshop with Alicia Spurlock at the Annual NAASS Conference - a two-day workshop to help on-board new administrators to summer sessions.

IPEDS DATA AND THE PUBLIC FACE OF YOUR INSTITUTION

Sandra Kinney, Senior Director for Institutional Research and Planning, Georgia Institute of Technology

Ms. Kinney has over 20 years of experience in Institutional Research in both public two-year and four-year colleges. She is an IPEDS National Trainer and active in federal policy for higher education and served a three year term on the National Postsecondary Education Cooperative (a research arm of the National Center for Education Statistics), served on the Negotiated Rulemaking Committee for Gainful Employment, Public Policy Working Group for the Post Collegiate Outcomes Initiative, as well as state performance metrics for postsecondary education.

SENIOR ADMINISTRATOR LEADERSHIP FORUM

Ben Kennedy, Managing Partner, Kennedy & Co., Washington DC

Ben is the Managing Partner of Kennedy & Co., which focuses exclusively on the unique challenges and opportunities higher education institutions face with innovative approaches for integrated, insightful, and actionable strategies. Kennedy & Co. provides financial and statistical modeling for universities, enrollment and marketing strategy, market research for universities and budgeting models and revenue/cost sharing formulations. A graduate of Duke University, and the Fuqua School of Business at Duke University, Ben acts as a university trustee. He is also a strategic Advisor for the University of South Carolina, an Advisor for RevelAtion group (Non-profit focused on economic development in Louisiana), Director of Huron Education, Student Enrollment and Retention Services, and a Consultant for Bain & Company.

Andy Hannah, CEO, Othot, Pittsburgh, PA.

Andy is the CEO of Othot, an Adjunct Professor of Entrepreneurship and Analytics, and an Entrepreneur-In-Residence at Pitt Business. Othot takes predictive analytics to the next level with real-time answers that are ready to use in your decision-making.

Andy has been an entrepreneur since 1995, a calling that has stayed firmly with him ever since. He has played leading C-Level roles at four high tech start-ups over the past two decades and the resulting perspectives, learnings and expertise are the cornerstones of his endeavors.

Andy’s companies touched a range of industries such as information, software, consulting and materials science. He was directly involved in over $180 million of venture transactions and three of these companies were bought by industry leaders. Andy worked successfully with prominent venture firms such as Trident Capital, Advent International, Safeguard Scientific, Draper Triangle, and Birchmere. He has also raised funding from leading leverage buyout companies including Vestar and corporate VCs such as Samsung and Applied Materials. Prior to Othot, Andy was the Co-Founder and CEO of Plextronics, a global materials science company.

PRE-CONFERENCE WORKSHOP: PRE-COLLEGE PROGRAMS: A PLAYGROUND OF OPPORTUNITY

Christopher Cofer, Executive Director, Summer@Syracuse, Syracuse University

Cofer works with the University’s schools and colleges to support credit and non-credit course programming in summer and online courses in winter. He provides central planning and advocacy to coordinate cross-college initiatives and promote long-range planning and marketing for summer and winter. Cofer also oversees various pipeline and other summer programs, including: Summer College for High School Students, SummerStart for incoming freshmen and the Syracuse SUCcess Initiative to support University retention and progression to degree goals for undergraduates. Cofer joined Syracuse University in 2007 as the Director of Summer College for High School Students and became Director of Summer@Syracuse in 2011. He earned a bachelor’s degree in creative writing and American literature from Northern Arizona University in 1996 and a master’s degree in outdoor and environmental education from SUNY Cortland in 2002.
Save the Date

55th Annual Conference
October 28-31, 2018
Portland, Oregon
SCHEDULE AT A GLANCE

SATURDAY, NOVEMBER 11
12:00 PM - 5:00 PM  Conference Registration
Riverboat Corridor, Floor - WP
10:00 AM - 1:00 PM  Regional Vice Presidents and Assistant
Vice Presidents Meeting
Oliver, Floor - CL
12:00 PM  Regional Vice Presidents’ Lunch
Oliver, Floor - CL
1:00 PM - 7:00 PM  Pre-Conference Workshop:
New Administrators Workshop
(Day 1) & Dinner
Phipps, Floor - CL
3:00 PM - 3:30 PM  New Administrators Workshop Break
CL Hall Outside of Phipps, Floor - CL
6:00 PM - 7:00 PM  New Administrators Workshop Dinner
Terrace Room Restaurant

SUNDAY, NOVEMBER 12
7:00 AM - 5:00 PM  Conference Registration Desk Open
Riverboat Corridor, Floor - WP
7:00 AM - 8:00 AM  Breakfast
Riverboat Corridor, Floor - WP
8:00 AM - 12:00 PM  Pre-Conference Workshop:
New Administrators Workshop (Day 2)
Phipps, Floor - C
Pre-Conference Workshop: IPEDS Data
and the Public Face of Your Institution
Conference Center A, Floor CL
12:00 PM - 1:00 PM  Lunch
(Food Conference Workshop Attendees Only)
Frick, Floor - CL
1:00 PM - 5:00 PM  Senior Administrator Leadership Forum
and Luncheon
Conference Center B, Floor CL
Pre-Conference Workshop: Pre-College
Programs: A Playground of Opportunity
Phipps, Floor - CL
Pre-Conference Workshop: IPEDS Data
and the Public Face of Your Institution
(Repetition workshop)
Conference Center A, Floor CL
5:00 PM  Exhibit and Resource Fair Open
Riverboat, Floor - WP
5:30 PM - 6:30 PM  Opening Plenary Session Keynote
Address: Bridging Achievement Gaps
Through Data and Analytics
William Penn, Floor - WP
6:30 PM - 7:30 PM  President’s Welcome Reception
Urban Room, Floor - 17

MONDAY, NOVEMBER 13
7:30 AM - 5:00 PM  Conference Registration Desk Open
Riverboat Corridor, Floor - WP
8:00 AM - 9:00 AM  Breakfast
Conference Center Foyer, Floor - CL
8:00 AM - 4:00 PM  Exhibit and Resource Fair Open
Riverboat, Floor - WP
9:00 AM - 10:15 AM  Concurrent Sessions I
Winter Intersession Panel “purpose,
popularity, promotion...pitfalls
and paranoia.”
Conference Center A, Floor CL
What’s New with the JSR:
Data Trending, Dataset
Access, and User Experiences
Phipps, Floor - CL
On Your Time Initiatives - Building
Programs for Retention and Progression
Conference Center B, Floor CL
Writing an Annual Report:
Owning the Narrative
Conference Center C, Floor - CL
10:45 AM - 12:00 PM  Concurrent Sessions II
Pre-College: Different Models;
Different Initiatives; All Successes
Conference Center A, Floor CL
Publishing Workshop:
Writing for Summer Academe
Phipps, Floor - CL
Catamount Gap Abroad: Adapting the
Learning Community Model
for WCU Freshmen Abroad in the Summer
Conference Center B, Floor CL
Special Topic: Summer PELL, Financial
Aid and Student Success
Conference Center C, Floor CL
12:15 PM - 1:45 PM  Concurrent Sessions III
Lunch & Regional Meetings - Middle
Carnegie III, Floor - CL
Lunch & Regional Meetings - Northeastern
Oakmont, Floor - 1
Lunch & Regional Meetings - North Central
Oliver - CL
Lunch & Regional Meetings - Southern
Frick, Floor - CL
Lunch & Regional Meetings - Western
Vandergrift, Floor - CL
2:00 PM - 3:15 PM  Concurrent Sessions IV
The Director is In: Words from the Wise(r)
on Leading a Summer Session Unit.
Conference Center A, Floor CL
Building A Program for Generation Z:
A Look Inside the Blueprints for ZAP
Phipps, Floor - CL
It Takes a Village: Building Summer
Initiatives
Conference Center C, Floor - CL
It Takes a Village: Building Summer
Programs for Retention and Progression
Conference Center B, Floor CL
Online Winter Session and Think 30
Conference Center C, Floor - CL
5:00 PM - 6:00 PM  Networking Excursion and Reception:
Carnegie Museum of Art
Meet in Grant Street Lobby. Buses
Depart promptly at 3:45 pm

TUESDAY, NOVEMBER 14
7:30 AM - 5:00 PM  Conference Registration Desk Open
Riverboat Corridor, Floor - WP
9:00 AM - 10:30 AM  Concurrent Sessions V
Using Summer Session to Develop
Accelerated Degree Programs
Conference Center A, Floor CL
Publishing Workshop:
Writing for Summer Academe
Conference Center B, Floor CL
Student Success in Difficult Courses
Phipps, Floor - CL
The Power of Peers: Modeling a Successful
Peer Administrative and Mentoring
Structure Across Summer Initiatives
Frick, Floor - CL
3:45 PM - 5:15 PM  Concurrent Sessions VI
Closing Plenary Session Keynote Address:
The Current Financial Environment of
Higher Education and the Summer Session
Leader
William Penn, Floor - WP
6:00 PM - 7:00 PM  Cocktails and Conversation
Sternwheeler, Floor - WP
7:00 PM - 8:30 PM  Dinner and Awards Banquet
William Penn, Floor - WP

WEDNESDAY, NOVEMBER 15
9:00 AM - 11:00 AM  NAASS Presidential Address:
Strategic Priorities and Looking
Ahead to 2018
William Penn, Floor - WP
10:00 AM - 1:00 AM  Administrative Council Meeting
Riverboat, Floor - WP
11:00 AM - 1:30 PM  Conference Lunch and NAASS Updates
William Penn, Floor - WP
12:15 PM - 1:45 PM  Conference Lunch and NAASS Updates
William Penn, Floor - WP
2:00 PM - 3:15 PM  Conference Lunch and NAASS Updates
William Penn, Floor - WP

To Access Presentations Scan
To Access Evaluation Scan