



North American Association
of Summer Sessions

PITTSBURGH 2017



BUILDING BRIDGES

FOR STUDENT SUCCESS

PROGRAM BOOK
NOVEMBER 12-15

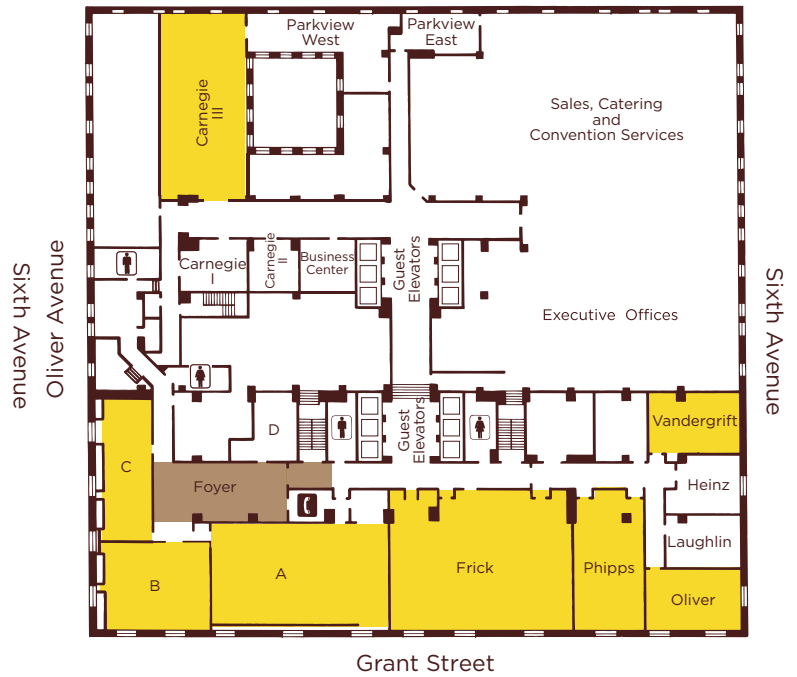
William Penn Level

William Penn Place



Conference Level

William Penn Place



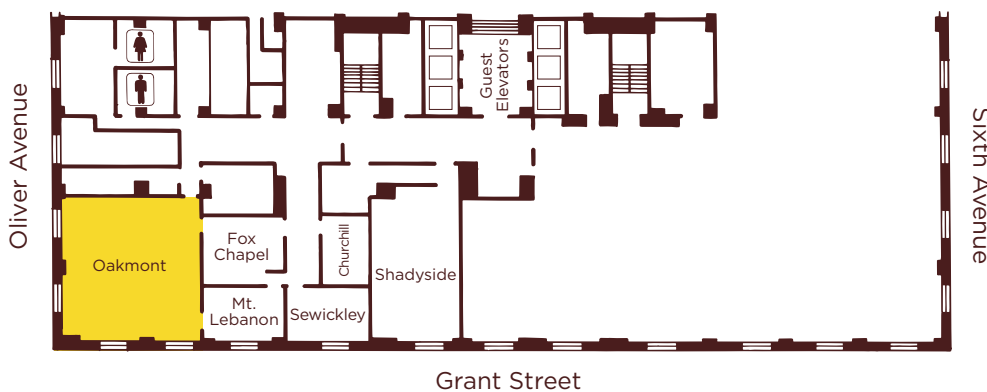
- Registration and Breaks
- Presidential Welcome Reception
- Plenary Sessions - W. Penn Ballroom
- NAASS Presidential Address - W. Penn Ballroom
- Pre-Banquet Cocktails & Conversation
- Dinner & Awards Banquet - W. Penn Ballroom
- Exhibit & Resource Fair & Sun., Tues., & Wed. Breakfast
- Pre-Conference Workshop
- Concurrent Sessions
- Regional Lunches
- Breaks & Monday Breakfast

William Penn Place



First Level

William Penn Place





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

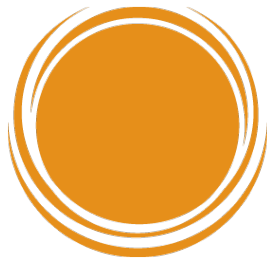


Facebook (<https://www.facebook.com/NAASSorg>)

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.

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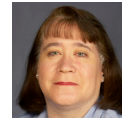
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2017 Conference Committee

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2017 ANNUAL CONFERENCE

November 12-15, 2017
Pittsburgh, Pennsylvania

PROGRAM SCHEDULE



North American Association
of Summer Sessions

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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)
Phipps, Floor - CL
Workshop
*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*

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 (Pre-Conference Workshop
Attendees Only)
Riverboat Corridor, Floor - WP

8:00 am - 12:00 pm Pre-Conference Workshop: Jon C.
Neidy New Administrators'
Workshop (Day 2)
Phipps, Floor - CL
Workshop
*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.

continued on page 8

Sunday • November 12, 2017, *Continued*

Conference Center A, Floor CL Workshop **Pre-Conference Workshop: IPEDS Data and the Public Face of Your Institution**

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.

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

Conference Center B, Floor CL

Panel Discussion Data Driven Decision Making - the smart way to leverage summer and special sessions for strategic enrollment and student success

Sponsored By **Kennedy and Company**

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 Commonwealth 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.

Phipps, Floor - CL Workshop **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 Health (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 Workshop **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
William Penn, Floor - WP
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 **Keynote Address: Bridging Achievement**
Lumina 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 life-cycle?
- 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
Urban Room, Floor - 17
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
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



Monday • November 13, 2017, Continued**Phipps, Floor - CL
Research Presentation** **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!

**Conference Center B, Floor - CL
Institutional Initiatives** **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.

**Conference Center C, Floor- CL
Facilitated Discussion** **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.

**To Access
Evaluations Scan****CONCURRENT SESSIONS II****10:45 am - 12:00 pm
Conference Center A, Floor - CL
Facilitated Discussion** **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

**Phipps, Floor - CL
Research Presentation** **Publishing Workshop: Writing for Summer Academe****Rachel Nottingham Miller, PhD, Associate Director Summer & Special Academic Programs, University of Virginia**

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.

**Conference Center B, Floor - CL
Institutional Initiative** **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.

Monday • November 13, 2017, Continued

Conference Center C, Floor - CL Facilitated Discussion **Special Topic: Summer Pell, Financial Aid and Student Success**
Dominique Raymond, Strategy Director, Lumina Foundation

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.

12:15 pm - 1:45 pm

Oakmont, Floor - 1 **Lunch & Regional Meetings Northeastern**

Vandergrift, Floor - CL **Lunch & Regional Meetings Western**

Frick, Floor - CL **Lunch & Regional Meetings Southern**

Carnegie III, Floor - CL **Lunch & Regional Meetings Middle States**

Oliver, Floor - CL **Lunch & Regional Meetings North Central**

CONCURRENT SESSIONS III

2:00 pm- 3:15 pm **The Director is In: Words from the Wise(r) on Leading a Summer Session Unit.**
Conference Room A, Floor - CL Panel Discussion

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.

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- Application & Enrollment Management



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Monday • November 13, 2017, *Continued*

CONCURRENT SESSIONS III

2:00 pm- 3:15 pm **Building A Program for Generation Z: A Look Inside the Blueprints for ZAP**
Phipps, Floor - CL Institutional Initiative **Alexia Quintal, MEd, Recruiter & Admissions Advisor, University of South Florida**

The Zimmerman Advertising Program was established through a cross-college collaboration between the Muma College of Business and the College of Arts and Sciences. By providing high impact experiences such as a living-learning community, internship program, and study abroad experience, ZAP students are positioned for success during their college years, and beyond. This session will offer best practices for implementing programs that involve high impact practices, as well as tips for successful cross-college collaborations.

Conference Center B - CL Institutional Initiative **It Takes a Village: Building Summer Programs for Incoming First-Year Students**
Daphne Rankin, PhD, Associate Vice Provost, Strategic Enrollment Management, Virginia Commonwealth University

Developing a new on-campus summer program for incoming first-year students requires cooperation from stakeholders across the university community. The development and implementation of a Summer Scholars program that draws on the experiences and expertise of campus-wide representatives and participants will be discussed in this interactive session.

Conference Center C, Floor- CL Institutional Initiative **Online Winter Session and Think 30**
Monique LaRocque, PhD, Associate Provost, Division of Lifelong Learning University of Maine

This session will explore the launch of a first-ever online Winter Session program, which, together with Summer Session, helped shape a university-wide “Think 30” strategy to encourage retention, reduced time to degree completion and thus reduced debt. This effort has been very successful with a substantial increase in the number of students taking 15 credits or more per semester. This session will describe the initiative and outcomes, including the development of a campus awareness campaign.

4:00 pm - 7:30 pm **Networking Excursion and Reception:**
Meet in Grant Street Carnegie Museum of Pittsburgh
Lobby - Busses Depart promptly at 3:45 pm

To Access Presentations Scan



NORTH AMERICAN ASSOCIATION OF SUMMER SESSIONS
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**



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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
Riverboat, Floor - WP Exhibit and Resource Fair

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 **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.

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Download the overall Conference Survey!

Complete the Evaluation on your mobile device.



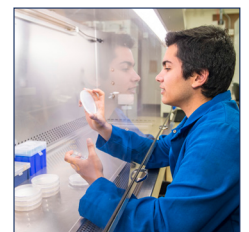
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go to the Events tab and select **NAASS Session Evaluations** from the 2017 Annual Conference dropdown menu.

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Tuesday • November 14, 2017, Continued**CONCURRENT SESSIONS IV cont.****10:45 am - 12:00 pm** **The Summer Pre-College Leadership Risk Management Conundrum: Who's Minding the Store?**
Conference Center A, Floor - CL
Panel Discussion

Esteban Olivares, Assistant Dean, Georgetown University School of Continuing Studies
Jimmy Musiker, Owner/Executive Director, Summer Discovery Pre-College Program Management

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?

Frick, Floor - CL **Making Summer Count: An Anatomy of a Summer Session Start-Up**
Institutional Initiative
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.

12:15 pm - 1:45 pm **Conference Lunch and NAASS Updates**
William Penn, Floor - WP**CONCURRENT SESSIONS V****2:00 pm - 3:15 pm** **Using Summer Session to Develop Accelerated Degree Programs**
Conference Center A, Floor - CL
Facilitated Discussion
Blake Snider, MBA, PhD, Assistant Dean, Undergraduate Studies Clemson University
Jisoo Kim, PhD, Director of Summer Academic Programs, UCLA, University of California, Los Angeles
Robert Brackett, MEd, Student Services Coordinator, Undergraduate Assessment, Clemson University

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.

Conference Center B, Floor- CL **Publishing Workshop: Writing for Summer Academe**
Research Presentation
Rachel Nottingham Miller, PhD, Associate Director Summer & Special Academic Programs, University of Virginia

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 **Student Success in Difficult Courses**
Research Presentation **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 **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.

3:15 pm - 3:45 pm **Refreshment Break**
William Penn, Floor - WP

3:45 pm - 5:15 pm **Closing Plenary Session Keynote**
Address: The Current Financial Environment of Higher Education and the Summer Session Leader
Ken Smith, PhD, Vice Provost for Academic Resource Management, Virginia Polytechnic Institute and State University

The financial environment of higher education has been changing for decades and continues to change in ways that require institutions to adapt their planning and execution of those plans in ways that are financially sustainable. During those same decades of change, the large majority of special session leaders have always operated in not only a self-support mode but in most cases as net revenue generators. As a result, summer session leaders are well positioned to lead the cultural change of the institution that will be needed to fully adapt to new financial realities.

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
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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

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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 \$9 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 PH.D. 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.



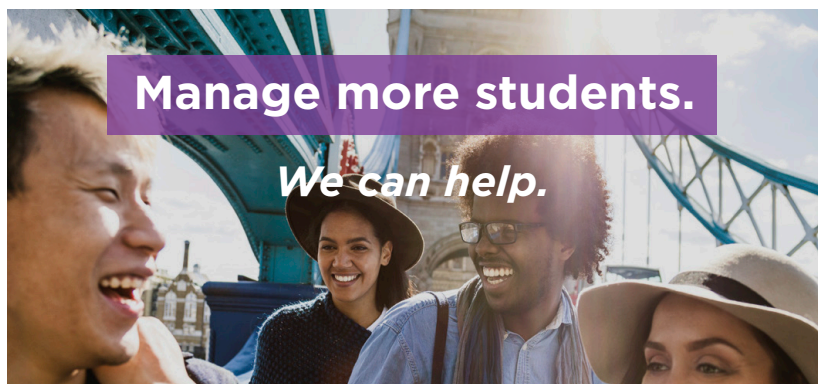
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NEW ADMINISTRATORS' WORKSHOP



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 SAccess 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.

NOTES

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SCHEDULE AT A GLANCE

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: 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**
(Pre-Conference Workshop Attendees Only)
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** (Pre-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**
(*repeated 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**
Precollege: 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 **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 III**
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 Programs or Incoming First-Year Students
Conference Center B, Floor CL
Online Winter Session and Think 30
Conference Center C, Floor- CL
- 4:00 PM - 7:30 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 **Breakfast (included in registration fee)**
Riverboat, Floor - WP

- 9:00 AM - 10:30 AM **Exhibit and Resource Fair**
Riverboat, Floor - WP
- 10:45 AM - 12:00 PM **CONCURRENT SESSIONS IV**
The Iowa Summer Hawk Grant: A 4-year impact report
Conference Center B, Floor- CL
Continuing Student Engagement and Retention Beyond the Summer Program
Phipps, Floor - CL
The Summer Pre-College Leadership Risk Management Conundrum: Who's Minding the Store?
Conference Center A, Floor - CL
Making Summer Count: An Anatomy of a Summer Session Start-Up
Frick, Floor - CL
- 12:15 PM - 1:45 PM **Conference Lunch and NAASS Updates**
William Penn, Floor - WP
- 2:00 PM - 3:15 PM **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 **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 - 10:00 AM **Breakfast**
Committee Meetings
Riverboat, Floor - WP
- 10:00 AM - 11:00 AM **NAASS Presidential Address: Strategic Priorities and Looking Ahead to 2018**
William Penn, Floor - WP
- 11:00 AM - 1:30 PM **Administrative Council Meeting and Luncheon**
Frick, Floor - CL

To Access Presentations Scan



To Access Evaluation Scan

