



## September 2017

### *Greetings from the President*



I want to thank everyone in our leadership team for the hard work that they have done for NAASS this year. It has been such a pleasure working with all of you! I would ask you to please stay tuned over the next few months as we will have some important things to share with you regarding the future of NAASS.

Finally to echo the conversation, please join us at our National conference in Pittsburgh in November - I can't wait to see you there!

Regards,

J. Blake Snider, M.B.A., Ph.D.  
NAASS President 2017  
Assistant Dean Undergraduate Studies  
Clemson University

### *Welcome, April M. Duquette, MS - Executive Director*

The management company that provides staffing services to the Association has appointed April Duquette as the new Executive Director for NAASS, effective immediately. We appreciate Jeff's expertise in professional organization management as well as his help with our transition to working with a professional management company. Jeff's expertise with organizational management, policies, and procedures, as well as his hard work getting us transitioned into



Association Resources; systems on a very quick timeline was invaluable to us at that stage of our organization's development. "April has served as an executive director for a medical research foundation as well as a higher education association focused on advancing sustainable excellence in higher education. She earned a Bachelor of Arts in English, Minor in Psychology, at the University of Saint Joseph, formerly Saint Joseph College, West Hartford, CT and a Master's in Nonprofit Management & Philanthropy, from Bay Path University, Longmeadow, MA. We firmly believe that there will be a synergy with April's clients, creating mutual benefit for her other higher education client as well as NAASS," states Chip Marsh, Executive Liaison to NAASS and Association Resources, Inc.

### *Prepping for Pittsburgh - NAASS 2017 Annual Conference: Building Bridges for Student Success - Registration is Now Open! Early Bird rate ends October 2nd*

*Steven Girardot, AVP for Southern Region and 2017 Annual Conference Chair*

As Summer 2017 quickly heads to a close, and a new academic year is approaching, it is never too early to think about your professional development, strategic planning, and looking ahead to Summer 2018. Make your plans to attend our Annual Conference on November 12-15, 2017 as we explore the theme Building Bridges for Student Success. At the conference, you'll have the opportunity to join other higher education professionals in a warm and collaborative environment to discuss a broad range of topics concerning summer and special sessions. These topics span issues related to enrollment management; curricular analytics; budget and finance; marketing; retention and student success; pre-college programs; and other challenges, issues and trends that professionals in these areas face today. A few highlights from this year's conference include:

Two plenary speakers:

- Two plenary speakers: Opening Keynote by Dr. Timothy Renick, Vice Provost and Vice President for Enrollment Management and Student Success and Professor of Religious Studies at Georgia State University and Closing Keynote by Dr. Ken Smith, Vice Provost for academic resource management at Virginia Tech.
- A featured presentation by the Lumina Foundation, one of our presenting sponsors ([more information on Lumina](#))
- Pre-Conference workshops on topics including our New Administrators Workshop, Pre-College Programs, and using IPEDS data
- A special program for senior administrators (Deans, Provosts, Vice Provosts, Vice Presidents and other comparable positions)
- A cultural and networking excursion to the Carnegie Museum
- A "Swag" share where we are encouraging all members to bring examples of their marketing materials, promotional items, giveaways, and other items to show and share with colleagues.

With the national conversation on college completion, reducing costs, and increasing revenue, summer session is rapidly becoming a critical and "hot topic" on many campuses. More information, including how to [register](#) can be found on our website.

*Save the date! NAASS Regional Conferences 2018*

- WAASA (Western Region) - September 25-28, 2017  
Golden, Colorado
- Middle States and Southern Bi-Regional - March 4-6, 2018  
Nashville, TN
- Northeast Regional - March 10-12, 2018  
New Haven, CT
- North Central - March 21-23, 2018  
Chicago, IL

*Senior Leadership Forum*

DATA DRIVEN DECISION-MAKING – the smart way to leverage summer and special sessions for strategic enrollment and student success

Learn how academic leaders are using data to help design programs and policies that drive improved student success outcomes. The Senior Leadership Forum at NAASS' Annual Conference is for provosts, presidents, chancellors, deans, vice provosts/presidents, assistant/associate deans and other senior leaders. This special preconference 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, Ben Kennedy, Managing Partner, Kennedy & Co., Washington, DC, and Andy Hannah, CEO, Othot, Pittsburgh, PA.

[Register Now!](#)

*NAASS Website Survey*

Please complete the 6-question survey below to provide feedback and improvements for the NAASS website. This will be extremely valuable to process of updating and improving the website for the future.

[NAASS Website Survey](#)

*Call for Webinars*

The Information and Communications committee is search of anyone interested in presenting a webinar to our NAASS members. We would appreciate any topics about marketing, pre-college programs, budgets, enrollment management, or new initiatives. If you are willing to present on any of these topics, please click the link below to complete the form. Once completed, a committee member will reach out to confirm the best available date for you to present and details about setting up your webinar. If you have a topic outside of these, please also submit the form below so that the committee can evaluate the topic.

[Webinar Form](#)

*New Administrators Workshop*

**Saturday, November 11, 1:00 pm - 7:30 pm**

**Sunday, November 12, 8:00 am - 12:00 pm**

**Audience:** Summer/Special Session Directors, Program Managers. (All are welcome)

The Jon C. Neidy New Administrator's Workshop is for YOU! We like to call it Summer Sessions 101 because this two day 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.

[Click here for more information](#)



North American Association of Summer Sessions

*We Are About Learning*