



NAASS 2018 Annual Conference (Session Details for Program)

Portland, Oregon – October 28-30, 2018
New Administrators Workshop/Pre-Conference Oct 27-28

Conference Theme: Innovation & Excellence Year Round

Saturday, October 27

1:00 – 5:00 pm	<p>New Administrators Workshop <i>Sellwood/Ross Island</i></p> <p>Leader: Troy Hargrove, Associate Dean, Enrollment Management and Partnerships, School for Professional Studies; Director, Summer/Winter Sessions, Saint Louis University</p>
5:30 pm	<p>New Administrators Workshop Dinner <i>913 Lloyd Center (across Multnomah St. from DoubleTree)</i></p>

Sunday, October 28

8:00 am – noon	<p>New Administrators Workshop, continued <i>Morrison</i></p>
Noon – 5:00 pm	<p>Registration <i>Foyer (1st Level, next to Lloyd Center Ballroom)</i></p>
5:00 – 6:30 pm	<p>Conference Opening Plenary Session & Keynote <i>Multnomah (1st Level)</i></p> <p>Keynote Speaker – Sukhwant Jhaj Sukhwant Jhaj, MBA, MArch, is Vice Provost for Academic Innovation and Student Success at Portland State University.</p>
6:30 – 8:00 pm	<p>President’s Welcome Reception <i>Holladay (1st Level)</i></p>
8:00 pm	<p>Dinner on Your Own</p>

Monday, October 29

7:00 am – 2:30 pm	<p>Registration <i>Foyer (1st Level of hotel, next to Lloyd Center Ballroom)</i></p>
7:30 – 8:30 am	<p>Breakfast <i>Broadway/Weidler/Halsey (1st Level)</i></p>
8:30 – 10:45 am	<p>Extended Sessions 1 & 2</p> <ol style="list-style-type: none"> 1. “Pre-College: a 360° View.” Presentation & Open Discussion. Chris Cofer, Syracuse University Esteban Olivares, Georgetown University Pre-college programs exist in as many varieties and formats as there are institutions of higher education offering them. In this interactive, extended session, we will explore the spectrum of program formats along with the challenges and benefits they provide to our institutions. Core areas of discussion will include institutional support, organizational structures, cost, marketing, risk management, and areas of potential growth. Whether you’re new to the pre-college world or an experienced precollege administrator, please join us. The extended session will offer us ample time to share best practices and good ideas as we explore the many facets of running a successful pre-college program. Tags: Pre-College, General, Creativity, Innovation <i>Three Sisters (2nd Level)</i> 2. “Impact of Summer Term Enrollment(s) on Time to Degree: a 22-Year Long Case Study.” Presentation and Open Discussion. [Theresa Neil Memorial Research Award-funded research.] Loy Lytle, University of California Santa Barbara James Ford, University of California Santa Barbara In this Theresa Neil funded-project, large-scale multi-year (1994-2015) and multi-variate (sex; ethnicity; socio-economic status; high school or first college year academic performance or choice of major) analyses were carried out to determine how UC Santa Barbara undergraduate student enrollment(s) in the summer term affected 4- and 6-year graduation rates. The pathways of over 85,000 full-time enrolled students were analyzed. Summer term participation(s) differentially increased graduation rates in all cohorts studied, with a greater impact on freshman compared to transfer students, and in successful 4- year compared to 6-calendar year graduates. The implications of summer term participation on the time and cost of achieving an undergraduate degree at UC Santa Barbara and other 4-year institutions will be discussed, along with implications to summer innovative programming and the portrayal of such activities in marketing efforts. Tags: Research, Assessment, summer impact on time to degree <i>Mt. Bachelor (2nd Level)</i>
8:30 – 9:30 am	<p>Concurrent Sessions 3 & 4</p>

3. "What's on your Wish List? A First Step Toward Student-Driven Course Offerings." Presentation.
 David Lee, Southern Methodist University
 Maeve Skidmore, Southern Methodist University
 Leann Isaacs, Southern Methodist University
 In the fall of 2017, SMU launched an experimental online tool that allows students to submit their preferences for January, May, and Summer courses. Our objective in launching the wish list was simple: to give students a chance to share what they want to take in a given intersession and why. In the process, we discovered other benefits: increased communication, greater awareness and connection between the students and the program, and greater commitment and ownership of their chosen course. In this presentation, we'll describe our implementation, marketing, and what we've learned so far – the successes and the challenges.
 Tags: Administration, Best Practices, Technology, Innovation
Mt. Hood (2nd Level)
4. "Surviving Dysentery and Snakebites on the 'Onboarding Trail': Your LMS Could be the Cure." Presentation.
 James Streeter, University of South Florida
 Danielle Hayward, University of South Florida
 Mary Seddon, University of South Florida
 Ardhy De Leon, University of South Florida
 Getting into college should be the hardest part, but then comes the broken wagon wheel. With a long list of processes and tasks that must be completed on the student journey, many campus offices establish procedures that are not student friendly, especially to cohorts starting in the summer term. To combat barriers of freshman onboarding, the ASAP student team at USF (with professional guidance and support), produced a Canvas course in their voice. The course walks newly admitted students through the path from admission to summer enrollment, significantly increasing cohort engagement and process completion.
 Tags: Administration, Best Practices, Technology, Innovation
Mt. Helens (2nd Level)

9:45 – 10:45 am

Concurrent Sessions 5 & 6

5. "Video for Effective Learning: Research and Best Practices." Presentation.
 Larry Lagerstrom, Stanford University
 With the increasing prevalence of online courses in higher education, including many summer and short programs, the use of video as a basic medium of instruction has become widespread. Most online learning platforms include capabilities for video-based instruction, but educational leaders and instructors often have little experience with video production, nor are they aware of relevant research that investigates student engagement with video and the best practice recommendations that arise from those investigations. In this presentation, I will first review three

	<p>frameworks by which educational videos may be analyzed, and then offer seven recommendations for the effective use of videos in online learning. Tags: Best Practices, Technology, Innovation <i>Mt. Hood (2nd Level)</i></p> <p>6. “A Valuable Tool in Your University's Toolbox.” [“On Your Time” Initiatives.] Presentation. Shelley Dempsey, University of South Carolina The Office of On Your Time (OYT) Initiatives at the University of South Carolina produces exceptional programming, including Winter Session, Accelerated Study Plans, and the Summer Semester. OYT has also contributed to the University's successes in the areas of both retention and graduation rates. How have we become a "Valuable Tool in the University's Toolbox" and what are our plans for becoming even more valuable in the future? This interactive presentation will include specific examples of programming, data to support their effectiveness, and the opportunity for participants to share how they, too, are helping their campuses "hammer" away at hurdles to on-time graduation. Tags: Administration, Best Practices, Programming, Innovation <i>Mt. Helens (2nd Level)</i></p>
10:45 – 11:00 am	<p>Pause/Break <i>Broadway/Weidler/Halsey (1st Level)</i></p>
11:00 am – noon	<p>Concurrent Sessions 7-10</p> <p>7. “Crafting IPAs (Intentional Programming Activities) for Student Engagement.” Facilitated Discussion. Melanie Banks, University of Connecticut Joe Fisher, University of Connecticut Cody Olson, University of Connecticut</p> <p>What does it take to build a programming schedule that keeps students engaged in their pre-college experience? UConn’s Pre-College Summer Program attracts motivated high school students to complete a one-week academic course, but further enhances their experience with a variety of exploratory workshops and social programming activities. Through building an interactive mobile application, students were informed of these workshops and activities to self-select and create their own engaging experience. Tags: Pre-College, Programming, Best Practices, Creativity <i>Three Sisters (2nd Level)</i></p> <p>8. “A Practical Guide to a Comprehensive Summer Sessions Marketing Campaign.” Presentation. Brantley Atkinson, North Carolina State University Shawn Smith, North Carolina State University</p> <p>Keeping pace in today's constantly changing multimedia landscape can be incredibly difficult. However, it is essential in order to make sure you are reaching your intended audiences. While you cannot force students to</p>

	<p>enroll in summer sessions, you can make sure the right ones get your message! This presentation will cover the different ways NC State University staff are utilizing a unified multimedia campaign to reach every student on campus and beyond (Non-Degrees Studies students). Participants will learn how to create a comprehensive summer sessions campaign using a mixture of targeted email campaigns, print & digital advertising, websites, social media, events, campus partnerships, financial aid assistance and giveaways.</p> <p>Tags: Administration, Marketing, Best Practices, Innovation <i>Mt. Bachelor (2nd Level)</i></p> <p>9. “A Director’s Panel.” Panel Discussion. Steven Girardot, Georgia Institute of Technology Trish Suske, University of Nevada Las Vegas Owen Hooper, University of South Florida Susanna Cowan, University of Connecticut 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. Tags: Administration, Best Practices, General <i>Mt. Hood (2nd Level)</i></p> <p>10. Western Awards Presentations I: Marketing Janelle Barnes, University of California Merced Maurine Powell, Oregon State University Candidates for the Western Region Marketing Awards (3 categories) will present their projects. Tags: Awards, Marketing, Innovation, Creativity <i>Mt. Helens (2nd Level)</i></p>
<p>Noon – 1:30 pm</p>	<p>Regional Vice Presidents & Associate Vice Presidents Meeting (Lunch) <i>Morrison (1st Level)</i></p>
<p>Noon – 1:30 pm</p>	<p>Affinity Lunches (Guided Conversations) 11-14</p> <p>11. “Lunch and Learns I: Summer (and Winter) at a Private Institution.” Guided Discussion. Chris Cofer, Syracuse University While most NAASS discussions involve both public and private institutions alike, sometimes a topic can have specific implications or nuances for private institutions. Bring your ideas and your appetite to this Lunch and Learn for a discussion about all our private issues. Tags: Administration, Best Practices, General <i>Three Sisters (2nd Level)</i></p>

12. "Marketing and Programming Pre-College Programs." Guided Discussion.
Erin Holderman, Western Kentucky University
Increasing retention by helping incoming freshman navigate their first year on campus. Recruiting students and creating an experience outside the classroom to enhance the college experience. Lessons learned from a marketing and programming standpoint throughout the second year of our pre-college program.
Tags: Pre-College, Administration, Marketing, Programming
Mt. Bachelor (2nd Level)
13. "Campus Partnerships for Extracurricular Programming." Guided Discussion.
Jimmy Moore, Stanford University
Suzi Jones, Stanford University
Stanford Summer has partnered with organizations on and off campus to facilitate extracurricular programming for our International Honors Program, Silicon Valley Innovation Academy, Summer Intensive Studies and Veteran Accelerator program among others. These relationships have been both effective and strained as a result of a diminished support system in the summer quarter. Lets discuss the wins and losses and strategies to successful campus partnership from your campus and ours.
Special Programs, Programming
Mt. Hood (2nd Level)
14. "Lunch and Learns II: Summer (and Winter) at a Public Institution." Guided Discussion.
Keith Bailey, West Virginia University
Jeanie Kline, Old Dominion University
You are invited to share lessons learned and best practices related to summer and winter sessions at public institutions! Please join us to hear how other "publics" manage priorities and offerings during these shortened terms....and to help us expand our knowledge and expertise in these areas.
Tags: Public Institutions, Administration, General
Mt. Helens (2nd Level)

1:30 – 2:30 pm

Concurrent Sessions 15-18

15. "Pre-College Program Innovation: Gearing Up First Year Students for Success." Panel Discussion.
Monique LaRocque, University of Maine
Chris Cofer, Syracuse University
Erin Nelson, University of Nevada Reno
Kate Merkel, Columbia University
In this panel discussion, we will hear from 4 member institutions who have successfully mounted pre-college summer programs for incoming first year students. Attendees will learn about how different institutions determined their target audience, the courses (credit or non-credit) to be offered, the mix of curricular and non-curricular programming, and success fo these

programs measured by retention from first-year to second year and beyond. Panelist will share what makes their program particularly innovative and will share with attendees how to get started in the design and development of pre-college programs.

Tags: Pre-College, Programming, Creativity

Three Sisters (2nd Level)

16. "Utilizing Strategic Scholarships to Encourage Summer Enrollment." Presentation.

John Gipson, Purdue University

Harry Pevey, Northwestern University

Aphra Mednick, University of Wisconsin Madison

Keri Johnson, University of Wisconsin Madison

College campuses can sometimes seem like abandoned cities during the summer. This is often due to a myriad of activities (e.g., study abroad, internships, jobs, and time with family) taking students away from campus. However, implementing strategic incentive and scholarship initiatives along with need-based aid at Purdue University, Northwestern University and the University of Wisconsin-Madison have helped develop thriving and robust campuses throughout the summer. Representatives will offer lessons learned while implementing strategic scholarship initiatives. Come prepared with your questions.

Tags: Administration, Innovation

Mt. Bachelor (2nd Level)

17. "Winter Session, part 2: Known-Knowns, Known-Unknowns, Unknown-Unknowns." Panel Discussion.

Paul Cesarini, Bowling Green State University

Gary Simon, University of Tampa

Rachel Nottingham-Miller, University of Virginia

Jeanie Kline, Old Dominion University

Joe Maseberg-Tomlinson, Kansas State University

Susanna Cowan, University of Connecticut

This lively, frank panel discussion will focus on best practices and lessons learned for winter session administration. Panelists representing several institutions from across the higher education spectrum and across the country will share their insight on which policies and strategies worked for them and why, which sort-of-kind-of worked, and which they vowed never to repeat if they had any strength left in them. Participants will leave with concrete, actionable ideas to embrace or avoid for their own winter sessions.

Tags: Winter Session, Administration & Innovation

Mt. Hood (2nd Level)

18. Western Awards Presentations II: Print Media.

Maurine Powell, Oregon State University

Trish Suske, University of Nevada Las Vegas

Candidates for the Western Region Print Media Awards (3 categories) will

	<p>present their projects. Tags: Awards, Print Media, Innovation, Creativity <i>Mt. Helens (2nd Level)</i></p>
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Monday, cont.

2:30 – 2:45 pm	<p>Short Break before Excursion. <i>Location of bus pickup will be announced during the opening Plenary. Information about the Excursion and Western Region Reception will be available at the registration desk in the 1st Level Foyer.</i></p>
2:45 – 5:30 pm	<p>Excursion: Oregon Museum of Science & Industry (OMSI) <i>1945 SE Water Ave, Portland</i></p> <p style="text-align: center;"><i>Shuttles will depart every 15 minutes from the hotel beginning at 2:45 p.m. Return trips from to the hotel will also depart every 15 minutes beginning at 3:00 p.m. and running through the following reception.</i></p>
5:00 – 7:00 pm	<p>Reception hosted by the NAASS Western Region <i>Oregon Museum of Science & Industry</i></p>

Tuesday, October 30

7:30 – 8:45 am	<p>Breakfast & Committee Presentations <i>Broadway/Weidler/Halsey (Level 1)</i></p>
8:45 – 9:45 am	<p>Exhibits/Coffee <i>Broadway/Weidler/Halsey (Level 1)</i></p>
9:45 – 10:45 am	<p>Administrative Council Meeting <i>Washington (Level 1 Executive Meeting Center)</i></p>
9:45 – 10:45 am	<p>Concurrent Sessions 19-22</p> <p>19. “Pivot and Optimize: Columbia University's Pre-College Programs’ Multi-Year Marketing Approach.” Presentation. Kate Merkel, Columbia University A 30% tuition hike and a 30% increase in enrollment goals left Columbia University's Pre-College Programs struggling to fill our residential spots and meet our revenue targets. Along with our amazing marketing team, program leadership developed a creative, data-driven, multi-year strategic plan focused on pivoting our approach to optimize our audience touch points. We just wrapped up year 2 with incredible results. Summer 2018 saw the highest revenue, earliest wait list, and highest academic quality in program history including a 26% increase in applications. Join us as we discuss our approach including next steps, share our successes, and talk through our continued road bumps Tags: Pre-College, Administration, Innovation <i>Three Sisters (2nd Level)</i></p>

	<p>20. “Piloting a Successful Summer First-Year Program.” Presentation. Christina Wan, Georgia Institute of Technology De Morris Walker, Georgia Institute of Technology This program will provide best practices, outcomes, and assessment data from a summer first-year program for students beginning their first year in college in summer semester at Georgia Institute of Technology. Components of this experience included faculty participation in co-curricular activities, a living-learning community component, collaboration with students to develop programming, themed courses, and alignment with institutional mission. Tags: Summer Start Programs, Best Practices, Creativity <i>Mt. Bachelor (2nd Level)</i></p> <p>21. Student Success Eh... Developing Partnerships Abroad through Joint Mission Approach.” Presentation. Joseph Sousa, University of South Florida Patrick Hurley, Bon Vivant Educational Tours Experiential learning is the framework for High Impact Practices. Over the past three years the University of South Florida has partnered with Bon Vivant Educational Tours to develop a week long experiential learning curriculum in Quebec City as part of the Academic and Cultural Engagement (ACE) early start program. Through a purposeful approach with USF faculty, Bon Vivant aligns all experiences to support learning outcomes for students. In this session we will discuss the importance of partnering with others with the mission of student success, how USF’s partnership began, and future opportunities for both college and pre-college populations. Tags: Special Programs, Best Practices, Innovation <i>Mt. Hood (2nd Level)</i></p> <p>22. Western Awards Presentations III: Programs. Elaina McReynolds, California State University Chico Trish Suske, University of Nevada Las Vegas Candidates for the Western Region Programs Awards (4 categories) will present their projects. Tags: Awards, Programs, Innovation, Creativity <i>Mt. Helens (2nd Level)</i></p>
10:45 – 11:00 am	Break
11:00 – noon	<p>Concurrent Sessions 23-26</p> <p>23. “Accommodating Gender Non-Binary Students in Residential Pre-College Summer Programs.” Presentation. Maureen Saraco, Temple University Laura Hricko, Temple University For high school students, attending a pre-college program is often their first experience living away from their parents. In these situations, gender non-binary or transgender students can present unique challenges for program</p>

administrators, especially if those students have not yet come out. The need to accommodate non-binary or trans students will likely only become more prevalent, as recent research from Herman et al. at the UCLA School of Law (2017) indicates that 1 out of every 137 American teenagers (ages 13-17) would identify as transgender if asked. This session reviews best practices that Temple University has established for residential minor students who identify as non-binary or transgender. The session will discuss how to plan ahead (especially when students may not disclose gender identity prior to arriving on campus), roommates, if and how to involve parents in housing decisions, and how to cultivate a welcoming, supportive environment in the residence hall.

Tags: Pre-College, Special Topics, Programming, Residential Life, Innovation
Three Sisters (2nd Level)

24. Publishing/*Summer Academe*. Presentation/Discussion.

Rachel Nottingham-Miller, University of Virginia (Editor, *Summer Academe*)
 Join the Editor of the journal *Summer Academe* in an interactive conversation about how to turn your great ideas, conference presentations, best practices, or original research into an article for our profession’s single peer-reviewed journal. From when to submit to the process of publication—to turning your good work into a published piece—stop by for a lively and informative conversation.

Tags: Publishing, Research, Best Practices
Mt. Bachelor (2nd Level)

25. “Tools of the Trade: Running a Summer Program Efficiently.” Presentation.

Tags: Administration, Best Practices, Technology, Innovation
 Crishon Blackwell, George Washington University

This presentation will share several useful tools and strategies to help your summer or short-term programs run efficiently and smoothly. Specifically, we will discuss efficient ways to integrate real time communications, client relationship management software, and the Google web-based platform into day-to-day operations.

Tags: Administration, Best Practices, Technology, Innovation
Mt. Hood (2nd Level)

26. Western Awards Presentations IV: Websites.

Kerri Garcia, University of Nevada Reno

Trish Suske, University of Nevada Las Vegas

Candidates for the Western Region Website Award (1 category) will present their projects.

Tags: Awards, Websites, Innovation, Creativity
Mt. Helens (2nd Level)

Noon – 1:30 pm

Regional Lunch Meetings

- **Western Region** *Three Sisters (2nd Level)*
- **Middle States & Southern Regions** *Mt. Bachelor (2nd Level)*
- **Northeastern Region** *Mt. Hood (2nd Level)*

- **Northcentral Region Mt. Helens (2nd Level)**

1:30 – 2:30 pm

Concurrent Sessions 27-30

27. “Survey Results on Summer College Credit Opportunities for High School Students.” Presentation.
 Allyson Morris, Santa Clara University
 Harriet Abe, University of Hawai’i at Mānoa
 Jenna Komatsu, University of Hawai’i at Mānoa
 Pre-college programs are excellent opportunities for high school students to experience higher education and earn college credits. In this session, we will share the results of our pre-conference survey sent to NAASS institutions, which focused on summer credit programs for high school students. The survey collected information on various program characteristics, such as admission processes (e.g., eligibility and application requirements), and programmatic components.
 Tags: Pre-College, Research
Three Sisters (2nd Level)
28. “Feeling the Summer Heat? Using Annual Reports and Other Means to Keep (Your) Cool. A conversation.” Guided Discussion.
 Debra Boucher, Worcester Polytechnic Institute
 Natalie Kokorudz, University of Illinois Chicago
 Susanna Cowan, University of Connecticut
 We’re all feeling a lot of pressure these days, as revenue-generating programs are becoming a source of funds to offset diminishing budgets at our institutions. Following on a lively discussion held at the 2017 annual conference in Pittsburgh, we’re returning to the theme of how both to log your hard work and to “own” your program’s accomplishments through a variety of internal and external means. Come join the conversation!
 Tags: Administration, best practices, innovation, creativity
Mt. Bachelor (2nd Level)
29. “What’s New with the Joint Statistical Survey (JSR).” Presentation.
 Trish Suske, University of Nevada Las Vegas
 Following a brief overview of the Joint Statistical Review (JSR), this session by members of the NAASS Quality and Research Committee will present key data results collected from the 2016/2017 survey. In addition, trend data will be presented covering the period from 2013 through 2017. The session concludes with an interactive dialogue to allow NAASS members to share how they are using JSR data for benchmarking, evaluating, and improving their summer session operations. Bring your ideas and questions!
 Tags: Research, Administration, Best Practices
Mt. Hood (2nd Level)
30. “Developing a Summer Program Using the Design Challenge Process.” Presentation.

	<p>Amanda Therrell, University of South Carolina</p> <p>Looking for new ideas for summer programming, but don't know where to start? Learn how the Office of On Your Time Initiatives at the University of South Carolina used the design challenge process to create a new summer program. Hear details about where we are in the development process, share ideas about similar programs at your institution, and leave with next steps on creating your own summer program design challenge.</p> <p>Tags: Administration, Best Practices, Programming, Creativity</p> <p><i>Mt. Helens (2nd Level)</i></p>
2:30 – 2:45 pm	<p>Pause/Break</p> <p><i>Holladay/Broadway/Weidler, Halsey (1st Level)</i></p>

Tuesday, cont.

2:45 – 5:00 pm	<p>NAASS Business Meeting & Keynote</p> <p><i>Cascade Ballroom (2nd Level)</i></p> <p>Keynote Speaker - Finley Cotrone</p> <p>Dr. Cotrone is an Assistant Professor in Residence at the William Fr. Harrah College of Hospitality at the University of Nevada Las Vegas.</p>
5:30 – 6:30 pm	<p>Pre-Banquet Cocktails</p> <p><i>Lloyd Center Foyer (1st Level)</i></p>
6:30 pm – evening	<p>Conference Banquet & Awards Ceremony</p> <p><i>Multanomah/Halladay (Lloyd Center Ballroom, 1st Level)</i></p>

Specific times for sessions/events/meals may be modified if necessary: all changes will be included in the complete conference schedule at the time of the conference.

Speakers will be notified in advance if their session needs to be moved for unforeseen reasons (we'll do our best not to have that happen!)