



2014 NAASS CONFERENCE



NOVEMBER 9 – 12
The Chattanooga Hotel





NAASS 2013-2014

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TABLE OF CONTENTS

WELCOME 2

SCHEDULE OF EVENTS

SATURDAY, NOVEMBER 8 3

SCHEDULE AT-A-GLANCE 4

SUNDAY, NOVEMBER 9 7

MONDAY, NOVEMBER 10 9

TUESDAY, NOVEMBER 11 17

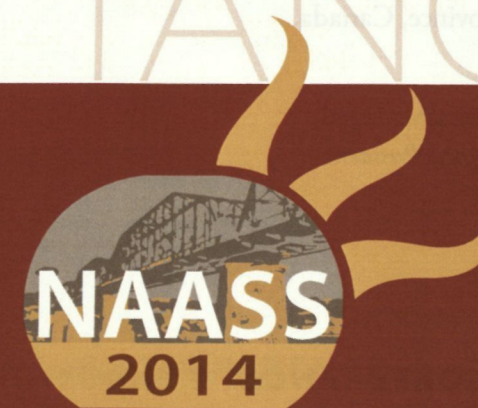
WEDNESDAY, NOVEMBER 12 25

NOTES 26

NAASS PAST PRESIDENTS 36

SPEAKERS 38

CHATTANOOGA





Welcome to the
51ST ANNUAL CONFERENCE
of the North American Association of Summer Sessions!

Our conference theme, *Innovation in the Summer*, is a fitting reflection of the professionals that make up our association. Clodus Smith, our first president, said that “organizations do for people what as individuals people cannot do for themselves; our ideas, our efforts, our initiative constitute the organization”. It is my pleasure to convene North America’s summer experts who together contribute knowledge and best practices to higher education.

This year, we honor the 25-year membership of Columbia University and SUNY— The College at Brockport. When they joined in 1989, the best was yet to come: barcoding for non-profit mailing, the World Wide Web, e-mail communication, Google ads, data mining, online education and the technology we now use to recruit, admit, register and teach our students. Many a conversation at NAASS over the years has focused on summer as the “guinea pig”, the trial launch of a new system. NAASS members continue to be courageous innovators.

I often refer to *Summer Academe’s* many papers on teaching in an intensive format and the impact of summer on retention and graduation rates. As well, I often reference the experiences shared in our blog, our webinars, and our online conference proceedings. NAASS members continue to openly share best practices, and set-backs, for the advancement of our field.

The Chattanooga Conference is no different. Thanks to President-Elect Laurel Hogue and her team of plenary speakers and presenters, we will continue to learn from each other and further our profession.

As a volunteer association, we are always looking for colleagues who wish to contribute to our mission. Please join a committee, write for *Summer Academe*, present at next year’s conference or take a stab at a webinar! Mostly, please contribute to our knowledge base by offering your advice to member’s postings on our blog and answering the call for your summer numbers so we can continue with our research initiatives.

Have a wonderful conference, enjoy Chattanooga, and remember to check your passport for next year’s conference in Montreal, Quebec Province, Canada.

Jessica Madrigal
NAASS President

Pre-Conference Board Meetings

NAASS Administrative Council Meeting	1 – 2 PM (Snacks) Kinsey
Regional Task Force Meeting	2 – 4 PM Kinsey
NAASS Standing Committee Meetings	4 – 5 PM
CREATIVE AND INNOVATIVE AWARDS Jan Yopp, Chair	Hotel Lobby
NOMINATIONS & ELECTIONS Jamie Bilella, Chair	Bender
INFORMATION & COMMUNICATIONS Jess Yen, Chair	President’s Suite Parlor
QUALITY & RESEARCH Ken Smith, Chair	Kinsey
FINANCE COMMITTEE MEETING Margy Pinnell, Chair	Foundry Room/Bar
MEMBERSHIP COMMITTEE Janet Lange, Chair	Broad Street Grille

EXPLORE CHATTANOOGA FOR DINNER 6 PM

If you are interested in meeting a group for dinner please meet in the lobby at 6 p.m.

SCHEDULE AT-A-GLANCE

SATURDAY, NOVEMBER 8

1 – 2 PM	Administrative Council Meeting Kinsey			
2 – 4 PM	Regional Task Force Meeting Kinsey			
4 PM	Creative & Innovative Awards Committee Hotel Lobby	Finance Committee Foundry Room/Bar	Conference and Program Planning Committee Bender	
	Information & Communications Committee President's Suite Parlor	Quality & Research Committee Kinsey	Membership Committee Broad Street Grille	Nominations and Elections Committee Bender
6 PM	Dinner on your own.			

SUNDAY, NOVEMBER 9

7:30 AM – 5 PM	Conference Registration Desk Open Conference Concierge Wing			
7:30 – 9 AM	Pre-Conference Workshops' Continental Breakfast Refreshment Center			
9 AM – 12 PM	Work - Life Balance. Lost it? Get it Back! Workshop Kelley			
9 AM – 3 PM	New Administrators Workshop Rose			
9 AM – 4 PM	IPEDS Workshop Roberts			
12 – 1 PM	New Administrators Luncheon Walker			
12 – 1 PM	Pre Conference Lunch Broad Street Grille			
4:15 – 5:30 PM	Plenary Session Official Opening: Dr. Steven Nash Ballroom 1 & 2			
5:30 – 7:30 PM	President's Welcome Reception Courtyard (Rain Location Ballroom 3 & 4)			
7:30 PM	Dinner on your own.			

MONDAY, NOVEMBER 10

7:30 AM – 4:30 PM	Conference Registration Desk Open Conference Concierge Wing				
7:30 – 9 AM	Continental Breakfast Refreshment Center				
Concurrent Sessions 1 9:30 – 10:30 AM	Twelve Strategies to promote online growth while ensuring quality Amphitheater	It's a grant, it's a loan! No, it's the Innovative Summer Program Development Fund Roberts	Winter Session Should be in your Future Kelley		
10:30 – 10:45 AM	Break				
10:45 – 11:45 AM	Plenary Session : Matthew Pellish, Senior Director, EAB Strategic Research, The Education Advisory Board Ballroom 1 & 2				
Regional Lunches 11:45 AM – 1:30 PM	Middle States: DE, DC, MD, NJ, PA, VA, WV Littleton	North Central: IL, IN, IA, KS, KY, MB, MI, MN, MO, ND, NE, OH, SD, WI Thompson	Northeastern: CT, MA, ME, NB, NH, NL, NS, NY, ON, PE, QC, RI, VT Crabtree	Southern: AL, AR, BS, FL, GA, LA, MS, NC, OK, PR, SC, TN, TX, VI, WI Ochs	Western: AB, AK, AZ, BC, CA, CO, HI, ID, MT, NM, NV, OR, SK, VT, WA, WY Frierson
Concurrent Sessions 2 2 – 3 PM	The Race to the Finish: Constructing a New Summer Program for Incoming Freshmen Rose	Summer Sessions Annual Reporting – A discussion on what to include, who to include, and more! - Roundtable Walker	Incentivizing the Development of Innovative Summer Courses and Programs: Lessons learned Amphitheater	Flat Rate + Banked Summer Hours = 1000 Summer Student Enrollment Increase Roberts	
3 – 3:30 PM	Break				
Concurrent Sessions 3 3:30 – 4:30 PM	Summer Bridge Programs Rose		Differences in Summer Session Administrative Structures: Assessment of Potential Effect on Performance Outcomes Amphitheater	A conversation on Creativity and Organizational Change – Roundtable Walker	
6 PM	Dinner Affinity Groups Meeting in the Lobby				

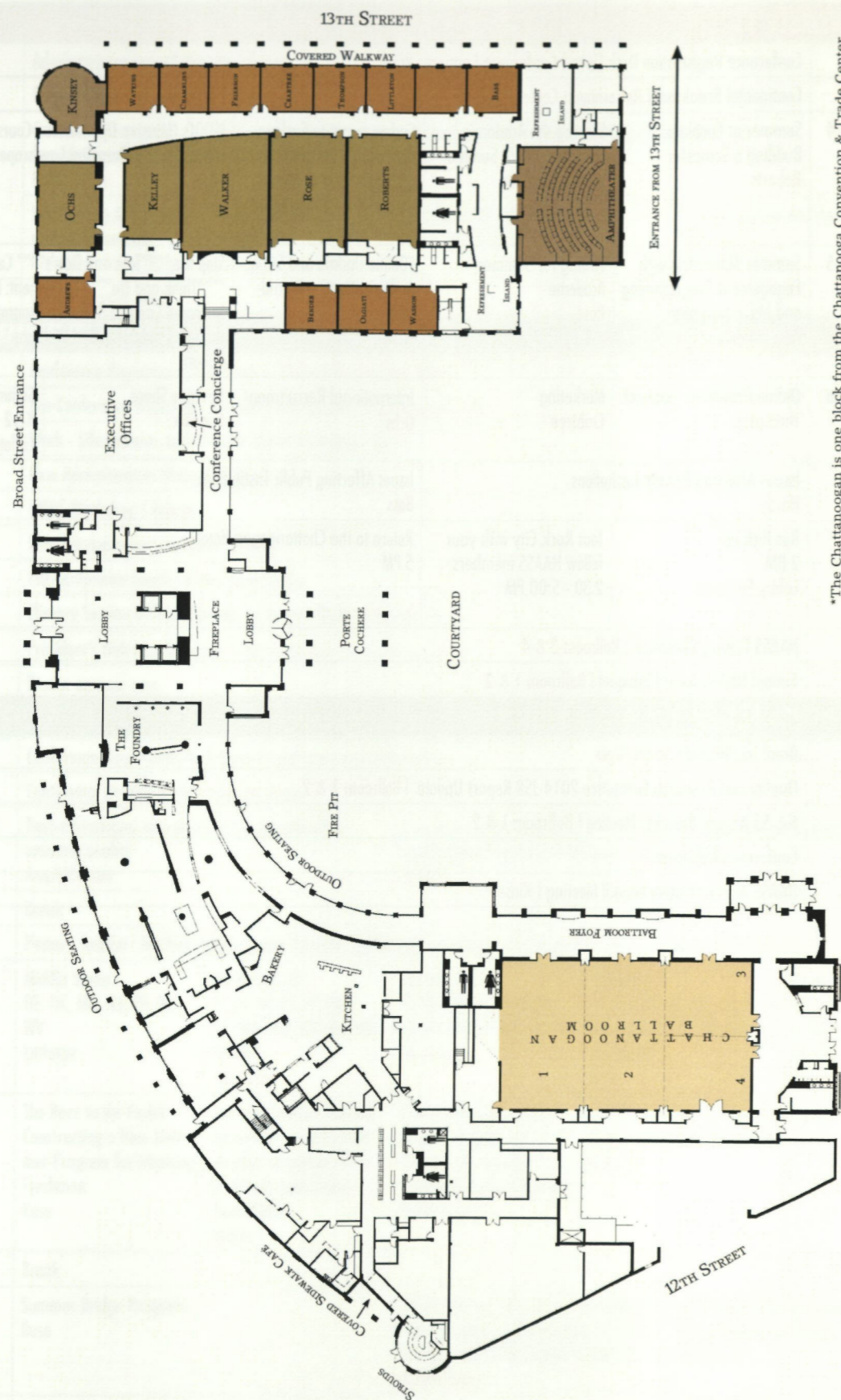
TUESDAY, NOVEMBER 11

7:30 AM – 2 PM	Conference Registration Desk Open Conference Concierge Wing				
7:30 – 9 AM	Continental Breakfast Refreshment Center				
Concurrent Sessions 4 9:15 – 10:15 AM	Summer at Carolina: Building a Semester Roberts	Shaping the Academic Environment for Summer Visiting Students Amphitheater	Curfew or not to Curfew: Institutional Perspectives on Supervision of Minors on Campus – Roundtable Walker	MOOCs (Massive Open Online Courses) and Their Implications for the Changing Landscape of Summer Sessions Rose	
Concurrent Sessions 5 10:30 – 11:30 AM	Summer Marketing with Engagement Programming and Micro-targeting Amphitheater	Writing for Summer Academe Rose	"Online Update and State Authorization" – Roundtable Walker	Stop the "Talk and Don't" Culture, Lead the "Think and Do" Movement: How NC State Increased Campus Resource Programming by 400% through Leadership and Wellness Roberts	
Roundtable Luncheon 12 – 1:30 PM	Online Growth in Summer Thompson	Marketing Crabtree	International Recruitment Ochs	Revenue Share Frierson	Summer Programming K-12 Littleton
	Issues Affecting Private Institutions Hardy		Issues Affecting Public Institutions Bass		
Networking Trip to Rock City, Lookout Mountain GA 2 – 5:30 PM	Bus Pick up 2 PM Lobby Entrance	Tour Rock City with your fellow NAASS members 2:30 – 5:00 PM	Return to the Chattanooga Hotel 5 PM		
6 – 7 PM	NAASS Closing Reception Ballroom 3 & 4				
7 – 10:30 PM	Annual NAASS Award Banquet Ballroom 1 & 2				

WEDNESDAY, NOVEMBER 12

8 – 9:30 AM	Breakfast Buffet South Foyer				
8:30 – 9:45 AM	Quality and Research Committee 2014 JSR Report Update Ballroom 1 & 2				
10 – 11 AM	NAASS Annual Business Meeting Ballroom 1 & 2				
11 AM	Conference Adjourns				
11:15 AM – 1 PM	NAASS Administrative Council Meeting Kinsey				

SCHEDULE OF EVENTS



*The Chattanooga is one block from the Chattanooga Convention & Trade Center.

CONFERENCE REGISTRATION DESK

7:30 AM - 5 PM

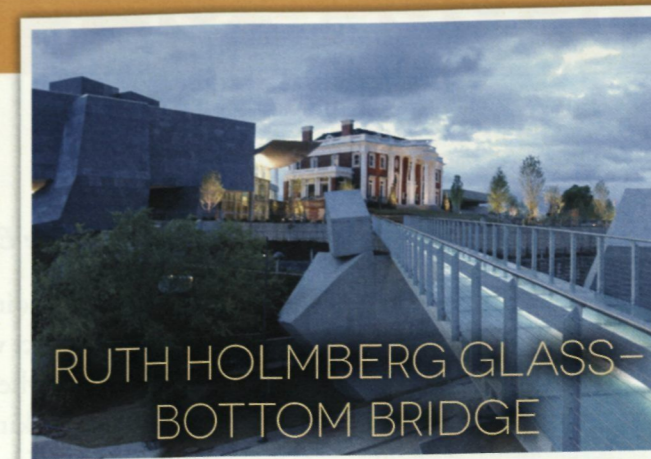
Conference Concierge Wing

PRE-CONFERENCE WORKSHOPS

CONTINENTAL BREAKFAST

7:30 - 9 AM

Refreshment Center



RUTH HOLMBERG GLASS-BOTTOM BRIDGE

PRE-CONFERENCE SESSIONS

NEW ADMINISTRATORS WORKSHOP

9 AM - 3:30 PM

Rose

This workshop is limited to 30, on a first-come basis. The New Administrator's Workshop provides a valuable opportunity for new - or almost new - summer session administrators to share experiences and learn together. The purpose is to provide you with an overview of summer session administration and the basic skills for success. The workshop is planned to let you reflect and organize your thoughts and help answer some of the questions you may have. Five key areas of summer session administration will be examined: organization, curriculum, program planning, finance, and marketing. As a new administrator, you come to summer sessions with different experiences and different perspectives. 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.

Facilitators: Jon Neidy, Executive Director, Smith Career Center, Bradley University and Ben Perkins, Director of Summer Sessions, Washington University

IPEDS WORKSHOP

9 AM - 4 PM

Roberts

The Association for Institutional Research (AIR) and the North American Association of Summer Sessions (NAASS) are co-hosting an IPEDS Workshop for data providers and users in conjunction with the 51st Annual NAASS National Conference. Funding for this workshop is provided by the National Center for Education Statistics (NCES).

This workshop features these training modules: IPEDS Data as the Public Face of an Institution and IPEDS Data and Benchmarking: Supporting Decision Making and Institutional Effectiveness.

SCHEDULE OF EVENTS

NOVEMBER 9 SUNDAY

PRECONFERENCE WORKSHOP

Work – Life Balance. Lost it? Get it Back!

9 AM – 12 PM

Kelley

Presenter: Brian Udermann, Director of Online Education, University of Wisconsin LaCrosse

Ask the average person nowadays how they are doing and they will usually say “I’m just so ___!” Our work environments are often fast-paced and hectic, we are continually being asked to do more with less. Our home environments can at times, be overwhelming as well with running children to numerous practices and events, taking care of the yard, cooking, cleaning and completing house related projects. When was the last time you really felt at peace or felt centered and full of joy? How are you at controlling stress in your life? Would you like to laugh more, eat healthier, and sleep better? Would you like to have a better relationship with your family and your friends? This presentation will explore a number of practical strategies you can use to regain a healthy balance in your life!

NEW ADMINISTRATORS LUNCHEON

12 – 1 PM

Walker

PRE CONFERENCE LUNCHEON

12 – 1 PM

Broad Street Grille

PLENARY SESSION OFFICIAL OPENING: DR. STEVEN NASH

4:15 – 5:30 PM

Ballroom 1 & 2



Jessica Madrigal, President of NAASS, Johns Hopkins University and Laurel Hogue, President-Elect of NAASS, University of Central Missouri

Introduction of Keynote Speaker: Sarah Harkness, Director of Summer & Winter Sessions, East Tennessee State University

Keynote Speaker: Dr. Steven Nash, Assistant Professor, ETSU

“Leadership Lessons from the Civil War Battles Around Chattanooga.” It examines the leadership styles of the generals who commanded the armies that fought at Chickamauga and Chattanooga. A primary emphasis is placed on dissecting the personalities and approaches applied by Ulysses S. Grant and Braxton Bragg. Both men were professionally trained officers with Mexican War experience, yet they achieved very different results when they rose to command their own armies in the Civil War. Grant developed close relationships with officers who he trusted to perform within his strategic vision, while Bragg’s acerbic personality and gruff manner undermined his otherwise strong plans.

PRESIDENT’S WELCOME RECEPTION

Join us on the patio for a pig roast

5:30 – 7:30 PM

Courtyard Patio

Rain Location: Ballroom 3 & 4



RIVERFRONT BOATING

CONFERENCE REGISTRATION DESK

7:30 AM – 4:30 PM

Conference Concierge Wing

CONTINENTAL BREAKFAST

7:30 – 9:00 AM

Refreshment Center

CREATIVE AND INNOVATIVE AWARD POSTER SESSION

8:30 – 9:30 AM

Ochs

Join us for breakfast and browse posters of potential creative and innovative award winners. Winners will be announced at the Awards Banquet on Tuesday night.

CONCURRENT SESSIONS 1

9:30-10:30 AM

1. TWELVE STRATEGIES TO PROMOTE ONLINE GROWTH WHILE ENSURING QUALITY

Amphitheater

There continues to be a tremendous amount of interest in online education, this is coming from students, faculty and administrators. However, with increased interest and growth in online education come challenges as well. Who oversees online education on your campus? What policies and procedures are in place to govern online programming? What professional development opportunities are available to your faculty? What data can you collect and analyze to drive decisions related to online programming? How are you ensuring quality of online courses and programs? This informative presentation will cover twelve practical strategies you can implement on your campus to promote online growth while ensuring quality.

Presenter: Brian Udermann, Director of Online Education, University of Wisconsin at LaCrosse

2. IT’S A GRANT, IT’S A LOAN! NO, IT’S THE INNOVATIVE SUMMER PROGRAM DEVELOPMENT FUND

Roberts

Now in its fifth year, the Syracuse University Innovative Summer Program Development Fund (iFund) is designed to assist faculty in developing programs that will attract new students to Summer@Syracuse. The iFund is a resource for faculty who want to bring new ideas to life through credit and noncredit summer course offerings. The iFund takes the financial risk off SU schools & colleges by paying faculty to develop the courses on overload during the Spring semester. More than 50 Summer@Syracuse courses have been funded since the program began in 2011 and these courses have generated more than 900 student

MONDAY NOVEMBER 10

SCHEDULE OF EVENTS

NOVEMBER 10 MONDAY

enrollments in summer sessions. If you've ever envisioned a program that will motivate your faculty and interest your students in unique new ways, the iFund can help make it happen. See how Summer@Syracuse minimized risk and maximized reward in the promotion of innovative course development specifically for summer. It's not a loan. It's not a grant. It's the iFund!

Presenter: Chris Cofer, Director, Summer@Syracuse, Syracuse University

3. WINTER SESSION SHOULD BE IN YOUR FUTURE

Kelley

As higher education institutions consider opportunities to improve student access, increase student retention, improve graduation rates, provide faculty additional compensation, and add new institutional revenue streams, implementing a winter session could be the answer. Come hear how these three institutions successfully present their winter session.

Presenters: Bill McClure, Exec Director, Continuing & Professional Education, University of Massachusetts Amherst; Beth Laves, Associate Vice President Extended Learning & Outreach, Western Kentucky University and Sarah Harkness, Director of Summer & Winter Sessions, East Tennessee State University

BREAK

10:30 - 10:45 AM

PLENARY SESSION:

New Students, New Revenue and the Online Opportunity

10:45 AM - 11:45 PM

Ballroom 1 & 2



Keynote Speaker: Matthew Pellish, Senior Director, EAB Strategic Research, The Education Advisory Board

REGIONAL LUNCHES

11:45 AM - 1:30 PM

Middle States Region: Regional Vice President Georgette Edmondson-Wright, Presider *Littleton*
DE, DC, MD, NJ, PA, VA, WV

North Central Region: Regional Vice President Natalie Kokorudz, Presider *Thompson*
IL, IN, IA, KS, KY, MB, MI, MN, MO, ND, NE, OH, SD, WI

Northeastern Region: Regional Vice President Chris Cofer, Presider *Crabtree*
CT, MA, ME, NB, NH, NL, NS, NY, ON, PE, QC, RI, VT

Southern Region: Regional Vice President Gary Simon, Presider *Ochs*
AL, AR, BS, FL, GA, LA, MS, NC, OK, PR, SC, TN, TX, VI, WI

Western Region: Regional Vice President Ben Perkins, Presider *Frierson*
AB, AK, AZ, BC, CA, CO, HI, ID, MT, NM, NV, OR, SK, VT, WA, WY

CONCURRENT SESSIONS 2

2 - 3 PM

1. THE RACE TO THE FINISH: CONSTRUCTING A NEW SUMMER PROGRAM FOR INCOMING FRESHMEN

Rose

This presentation will outline the process of building at UConn a brand-new program for incoming freshmen and transfer students from scratch in just over six months. The focus of the presentation will be on the process of building this type of program—how we identified the key building blocks, what obstacles we faced as we moved forward (the stumbles we made), what we learned along the way, and how this experience is already guiding our planning process for next year. Our hope is that, in sharing both our successes and our challenges, we will offer to other institutions, not a perfect road map, but a realistic assessment of what it takes to build, from the ground up, such a program.

Presenter: Susanna Cowan, Director of Summer & Winter Programs and University of Connecticut

2. SUMMER SESSIONS ANNUAL REPORTING: A DISCUSSION ON WHAT TO INCLUDE, WHO TO INCLUDE, AND MORE! - ROUNDTABLE

Walker

University administrators often find planning and analysis to be at the forefront of their job duties. In Summer Sessions, we are often asked to report on enrollment numbers, financials, faculty data, and more. To keep all the information in one place, many institutions have utilized a Summer Sessions Annual Report. This open discussion is intended to help administrators with reporting content and target audience(s). We will discuss topics to include in the report such as enrollment, student demographics, and financials; as well as a discussion on the different viewers of the report. If you would like to bring copies of your annual report to share with the group, please do so! We also encourage questions that might help your report reach its greatest potential.

Facilitators: Alicia Bingham, Coordinator, Summer Sessions/Winter Term, Western Kentucky University and Claire Cross, Director of Summer Session, Oregon State University

3. INCENTIVIZING THE DEVELOPMENT OF INNOVATIVE SUMMER COURSES AND PROGRAMS: LESSONS LEARNED

Amphitheater

The purpose of the initiative was to promote the creation of innovative new summer courses/programs that would provide undergraduate students with experiences that would ultimately add value to their degrees from Clemson University. The Office of Summer School developed the Clemson University innovative summer course proposal (CUISP) initiative to incentivize the development of high engagement summer courses/programs. Two lessons learned from the launch of the CUISP initiative include: developing implementation milestones and connecting grant disbursements with milestone achievement, and a need for earlier faculty and department involvement with marketing and promotion. Ideas for the next RFP are focused on re-tooling existing courses for summer session

NOVEMBER 10 MONDAY

format, featuring more student engagement.

Presenters: Blake Snider, Director of Summer School and De Morris Walker, Graduate Assistant, Clemson University

4. FLAT RATE + BANKED SUMMER HOURS = 1000 SUMMER STUDENT ENROLLMENT INCREASE

Roberts

The University of Oklahoma changed to a flat rate tuition policy in Summer 2013 with the added benefit of allowing students to bank hours for Summer 2014 if they took less than 30 hours in Fall and Spring. The banked hours policy allows students to take summer courses without having to pay tuition or mandatory fees for their summer courses. This presentation will describe the concepts and goals of the change to flat rate, the implementation of the new policy, and the data from enrollment and financials after a summer of banked hours on our campus.

Presenters: Steven Lee, Asst. Director of OU Summer Session and Robin Stroud, Assistant Vice President, University of Oklahoma

BREAK

3 – 3:30 PM

CONCURRENT SESSIONS 3 3:30 – 4:30 PM

1. SUMMER BRIDGE PROGRAMS

Rose

Student Success and Completion how can you make a difference? Come learn about developing a Summer Bridge Program that saves students development education courses, money and prepares them to successfully navigate campus.

Presenter: Tiffany Evans, Director Summer Semester, Utah Valley University

2. DIFFERENCES IN SUMMER SESSION ADMINISTRATIVE STRUCTURES: ASSESSMENT OF POTENTIAL EFFECT ON PERFORMANCE OUTCOMES

THERESA NEIL RESEARCH MEMORIAL GRANT FUNDED

Amphitheater

Although there is much conjecture about the relative merits of different organizational models affecting the summer term, there is little evidence about whether differences in these models affect overall performance outcomes. This presentation reports on the second part of a two-phase study aimed at 1) determining how summer sessions are organized at NAASS, NCCSS, WASSA, and AUSS member institutions to better understand the range and diversity of summer session organizations, and (2) examining whether these organizational differences affect performance-based outcomes important to

the success of the summer term. The presentation will look at the 134 member institutions completing the 38-item survey in terms of organizational structures. As well, it reports on the findings of an outcomes questionnaire and the extent to which differences in organizational structures might affect selected student-based and finance-based performance outcomes.

Presenter: Bill Kops, Professor and Director of Summer Session, University of Manitoba

3. A CONVERSATION ON CREATIVITY AND ORGANIZATIONAL CHANGE – ROUNDTABLE

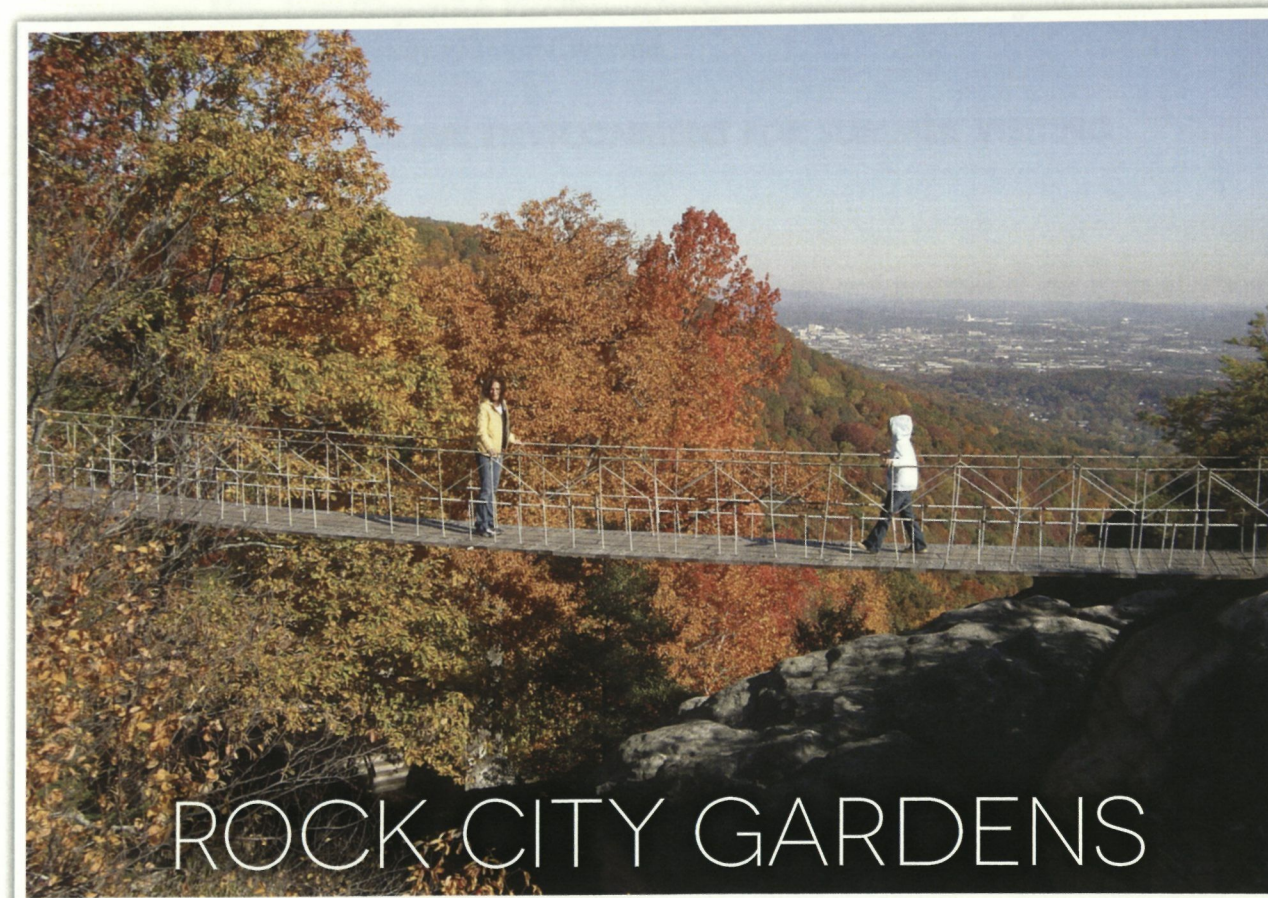
Walker

Summer Session programs can (and must) be nimble in ways not possible within the academic year enterprise – tapping new markets, utilizing campus resources in new ways, offering alternative delivery methods, and packaging educational experiences in timeframes other than the typical semester length. Where is the place for creativity in Summer Sessions? Come and share your thoughts with others in a broad ranging discussion designed to stimulate and energize!

Facilitator: Auden Thomas, Director, Summer Academic Programs & Residencies, Skidmore College

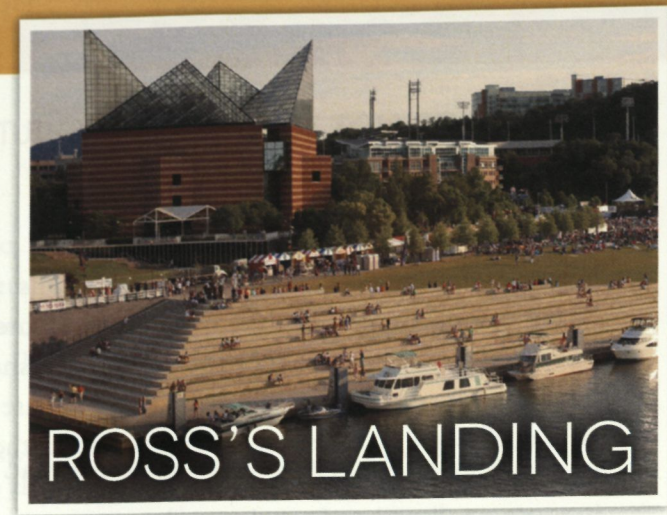
DINNER AFFINITY GROUPS

6 PM



ROCK CITY GARDENS

Lined area for writing the schedule of events for Monday, November 10.



ROSS'S LANDING

CONFERENCE REGISTRATION DESK
7:30 AM - 2 PM
 Conference Concierge Wing

CONTINENTAL BREAKFAST
7:30 - 9:00 AM
 Refreshment Center

CONCURRENT SESSIONS 4 9:15 - 10:15 AM

1. SUMMER AT CAROLINA: BUILDING A SEMESTER
 Roberts

In 2013, the traditional three-session summer schedule at the University of South Carolina was reconfigured into eight sessions of varying length that function collectively as a third semester. This presentation will outline the structural changes required to implement this program; give an overview of academic initiatives developed specifically for the summer term; and report on early indices of success.

Presenters: Mary Anne Fitzpatrick, Vice Provost for Special Initiatives and Virginia Nickles Osborne, Academic Planner, University of South Carolina

2. SHAPING THE ACADEMIC ENVIRONMENT FOR SUMMER VISITING STUDENTS
 Amphitheater

As a starting point, we will focus on the experience, viewpoints, and practices of two types of schools: a larger state institution (UIC) and a mid-size private school (Loyola). The presentation will emphasize how we dovetail and connect with university resources to manage visiting students in the summer. This will underline some best practices, but also give ideas to other summer staff about how to manage visiting student for their institutions. We would like to add a discussion portion, gathering ideas about how to improve the visiting student experience along with gathering information on policies and procedures of other institutions. We will highlight practices from the following areas: Customer service: Application, enrollments, staffing; Curriculum; Academic advising structure.

Presenter: Maria Lettiere, Assistant Director, Communications & Academic Affairs, Loyola University of Chicago and Natalie Kokorudz, Assistant Director, Summer Sessions, University of Illinois at Chicago

3. CURFEW OR NOT TO CURFEW: INSTITUTIONAL PERSPECTIVES ON SUPERVISION OF MINORS ON CAMPUS – ROUNDTABLE

Walker

Syracuse University's SummerStart program is a six-week academic/residential program, offered during summer session II. It is designed to ensure students a smooth transition from high-school to college. This six-week program provides pre-freshmen with an opportunity to become familiar with the academic, social, and cultural life at Syracuse University. For more than 15 years, SummerStart has a curfew policy for students and we are in the process of reviewing this policy. This round table discussion will focus on ways to achieve the goals of a summer program without a curfew policy. The discussion will explore how this goal may or may not influence the academic/social expectations.

Facilitator: Michelle Singletary, Director of SummerStart & SSUI, Syracuse University

4. MOOCS (MASSIVE OPEN ONLINE COURSES) AND THEIR IMPLICATIONS FOR THE CHANGING LANDSCAPE OF SUMMER SESSIONS

Rose

This interactive concurrent session explores the 21st century phenomenon of MOOCs (Massive Open Online Courses) and their implications for the landscape of summer sessions. This session is planned to assist participants in designing their own summer sessions employing the MOOCs in their institutions of higher education. The findings of this five-year study will provide insight on the success and academic outcomes of aligning with the NAASS (North American Association of Summer Sessions) mission.

Presenter: Vykuntapathi Thota, Director of Summer School and Winter Session, Virginia State University

CONCURRENT SESSIONS 5 10:30 – 11:30 AM

1. SUMMER MARKETING WITH ENGAGEMENT PROGRAMMING AND MICRO-TARGETING

Amphitheater

The University of Oklahoma Summer Session believes in the idea of engaging with students to connect with them about enrolling in summer courses. Whether it's free waffles in the Union or a camel rides on the South Oval, OU Summer Session will do whatever it takes to get the one on one interaction with students to tell them how summer can help them get ahead, stay on track, or catch up. In connection with our engagement strategy, OU Summer Session implemented this summer for the first time a micro-targeting strategy. This strategy determine a criteria of students who took summer in the past and connected it to current students to predict who would typically in enroll in summer courses. This presentation will describe our engagement strategy and techniques, explain the process of micro-targeting on our campus, and the results from each strategy.

Presenters: Robin Stroud, Assistant Vice President, Steven Lee, Asst. Director of OU Summer Session and Marissa DuBois, Graduate Assistant, OU Summer Session, University of Oklahoma

2. WRITING FOR SUMMER ACADEME

Rose

Bill Kops, Academic Editor of Summer Academe, along with other members of the SA Editorial Board will talk about the opportunities to publish in Summer Academe. A feature of the revised online journal is a section on papers based on conference presentations. Come and hear how you can convert your conference presentation into a published paper. This interactive session will provide practical tips on writing for publication in Summer Academe.

Presenter: Bill Kops, Professor and Director of Summer Session University of Manitoba

3. ONLINE UPDATE AND STATE AUTHORIZATION – ROUNDTABLE

Walker

Online learning continues to be a major education focus for students, especially during summer session. While online is no longer new, there are many current topics that engage higher education and summer leaders on this topic. Come to discuss 'state authorization', SARA, DOE, and what you should be planning to do.

Presenter: Bill McClure, Exec Director, Continuing & Professional Education, University of Massachusetts Amherst

4. STOP THE "TALK AND DON'T" CULTURE, LEAD THE "THINK AND DO" MOVEMENT: HOW NC STATE INCREASED CAMPUS RESOURCE PROGRAMMING BY 400% THROUGH LEADERSHIP AND WELLNESS

Roberts

A main goal of the Accelerated Summer Academic Programs (ASAP) at NC State has been to acclimate incoming students to campus life and get them involved in high impact practices. The previous 4 years we struggled to have campus resources offer programming or even be readily available during the summer months. This year we turned a corner and increased programming by 400. This presentation will focus on the creation of the Leadership and Wellness Certificate, how we tied it into the goals of student success and campus programming, how to leverage offices to provide programs on "their terms," and how to market the experience. NC State's strategic plan has listed service, leadership, and wellness as goals for students to strengthen over the coming years. Maybe that isn't your college/university's mission, but this program will provide the basic structure for you to push campus resources out of hibernation.

Presenters: Owen Hooper Assistant Director for Innovative Education, University of South Florida and Ginny Shephard, Accelerated Summer Academic Programs Grad Assistant, North Carolina State University

SCHEDULE OF EVENTS

NOVEMBER 11 TUESDAY

ROUNDTABLE LUNCHEON

Conference Conceirge Wing

NOON - 1:30 PM

1. Table Topic: Online Growth in Summer
Facilitator: Bill McClure, Executive Director of Professional and Continuing Education, University of Massachusetts, Amherst *Thompson*
2. Table Topic: Marketing
Facilitator: Jessica Yen, Assistant Director of Marketing & Recruitment, Johns Hopkins University *Crabtree*
3. Table Topic: International Recruitment
Facilitators: Jessica Madrigal, Johns Hopkins University and Georgette Edmondson Wright, Assistant Provost for Summer and Special Programs The George Washington University *Ochs*
4. Table Topic: Revenue Share
Facilitator: Beth Laves, Associate Vice President Extended Learning & Outreach, Western Kentucky University *Frierson*
5. Table Topic: Summer Programming for K-12 Students
Facilitator: Troy Turnipseed, Director Summer Studies, Saint Louis University *Littleton*
6. Table Topic: Issues affecting Private Institutions
Facilitator: Janet Lange, Bradley University *Hardy*
7. Table Topic: Issues affecting Public Institutions
Facilitator: Ben Perkins, Washington University *Bass*

NETWORKING TRIP TO ROCK CITY, LOOKOUT MOUNTAIN GA

2 PM

Lobby Entrance

Catch a motor coach outside the hotel for a trip to Lookout Mountain, GA. Network with fellow NAASS members as you look out upon the Tennessee Valley. From Rock City you can see the land of seven different states.

AWARDS BANQUET RECEPTION

6 - 7 PM

Ballroom 3 & 4

ANNUAL NAASS AWARDS BANQUET

7 - 10:30 PM

Ballroom 1 & 2



WEDNESDAY NOVEMBER 12

BUFFET BREAKFAST

8 - 9:30 AM

South Foyer

QUALITY AND RESEARCH COMMITTEE: 2014 JSR REPORT UPDATE

8:30 - 9:45 AM

Ballroom 1 & 2

Joint Statistical Review: Report on Preliminary Findings for Summer 2014

The Quality and Research Committee will report on the preliminary findings from the Summer 2014 Joint Statistical Review Survey. This survey, administered by the combined summer sessions associations each year, includes comprehensive and comparative information on administrative structures, finances, marketing, faculty and enrollment outcomes for summer sessions at a variety of sizes and types of institutions. You will learn how institutions with characteristics like your own promote, manage, and perform during their summer session..

Presenters: Members of the Quality and Research Committee of the North American Association of Summer Sessions - Ken Smith, Committee Chair, Associate Provost for Resource Management and Planning, Virginia Tech University

ANNUAL NAASS BUSINESS MEETING

10 - 11 AM

Ballroom 1 & 2

ADJOURNMENT

11 AM

ADMINISTRATIVE COUNCIL LUNCH MEETING

11:15 AM - 1 PM

Kinsey

ROUNDTABLE CONFERENCE

Conference Call

10:00 AM - 11:00 AM

Facilitator: [Name]

11:00 AM - 12:00 PM

Facilitator: [Name]

12:00 PM - 1:00 PM

Facilitator: [Name]

1:00 PM - 2:00 PM

Facilitator: [Name]

2:00 PM - 3:00 PM

Facilitator: [Name]

3:00 PM - 4:00 PM

Facilitator: [Name]

4:00 PM - 5:00 PM

Facilitator: [Name]

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2014	JESSICA MADRIGAL	1979	ANNE E. SOBERG
2013	JAMESON BRIDA	1978	MICHAEL D. ...
2012	CHRY DAVIS	1977	JOSIE ...
2011	BILL MCCURE	1976	GEORGE ...
2010	SUE DAY PERROTT	1975	MEL ...
2009	ALYSON MORRIS	1974	HARRI ...
2008	LORETTA ...	1973	CHARL ...
2007	DAVE ...	1972	WILLARD ...
2006	JOHN ...	1970	HERBERT ...
2005	CAROL SWITZER	1969	HUBERT ...
2004	GORDIE ...	1968	JACKSON ...
2003	JAMES J. MURPHY	1967	ALBERT ...
2002	RON ...	1965	CLOUS ...
2001	BILL J. KOPS	1964	...
2000	DON ...	1963	...
1999	KAREN H. SIBLY	1962	...
1998	ANTAL ...	1961	...
1997	LEE ...	1960	...

NAASS PAST PRESIDENTS

- | | | |
|---|--|--|
| 2014 JESSICA MADRIGAL
<i>The Johns Hopkins University</i> | 1996 VICTOR N. KOBAYASHI
<i>University of Hawai'i, Manoa</i> | 1979 ANNE E. SCHEERER
<i>Creighton University</i> |
| 2013 JAMIESON BILELLA
<i>Montclair State University</i> | 1995 DORI BEEKS-GIBBS
<i>Western Oregon State College</i> | 1978 MICHAEL U. NELSON
<i>Washington University, St. Louis</i> |
| 2012 CINDY DELUCA
<i>North Carolina State University</i> | 1994 SYBIL P. SMITH
<i>Boston University</i> | 1977 JOSEPH PETTIT
<i>Georgetown University</i> |
| 2011 BILL MCCLURE
<i>University of Massachusetts, Amherst</i> | 1993 NANCY M. TISCHLER
<i>The Pennsylvania State University</i> | 1976 GEORGE O. COLE
<i>Southern Connecticut State College</i> |
| 2010 SUE DAY-PERROOTS
<i>West Virginia University</i> | 1992 JOHN F. CUDD, JR.
<i>North Carolina State University</i> | 1975 N. LEE DUNHAM
<i>Baylor University</i> |
| 2009 ALLYSON MORRIS
<i>Regis University</i> | 1991 THOMAS S. MCLEROY
<i>University of Wisconsin, Whitewater</i> | 1974 JOHN A. MAPP
<i>Virginia Commonwealth University</i> |
| 2008 LOY LYTLE
<i>University of California, Santa Barbara</i> | 1990 NORMAN S. WATT
<i>University of British Columbia</i> | 1973 HARRIET D. DARROW
<i>Indiana State University</i> |
| 2007 KAREN HEIKEL
<i>Montana State University</i> | 1989 K. JIL WARN
<i>University of California, San Diego</i> | 1972 CHARLES E. NOYES
<i>University of Mississippi</i> |
| 2006 JOHN G. LABRIE
<i>Simon Fraser University</i> | 1988 JACK K. JOHNSON
<i>Hamline University</i> | 1971 WILLARD EDWARDS
<i>San Fernando Valley State College</i> |
| 2005 CAROL SWITZER
<i>Arizona State University</i> | 1987 RICHARD D. MOE
<i>Pacific Lutheran University</i> | 1970 HERBERT P. STUTTS
<i>The American University</i> |
| 2004 CORDELIA A. MALONEY
<i>University of Illinois, Chicago</i> | 1986 DONALD G. TARBET
<i>University of North Carolina, Chapel Hill</i> | 1969 HUBERT J. MCCORMICK
<i>Sacramento State College</i> |
| 2003 JAMES L. MURPHY
<i>University of North Carolina, Chapel Hill</i> | 1985 MELVIN BERNSTEIN
<i>University of Maryland, College Park</i> | 1968 JACKSON R. WELLS
<i>University of Denver</i> |
| 2002 RON L. WASSERSTEIN
<i>Washburn University</i> | 1984 JOHN M. HOUGH, JR.
<i>Mars Hill College</i> | 1967 WILLIAM C. VENMAN
<i>University of Massachusetts, Amherst</i> |
| 2001 BILL J. KOPS
<i>University of Manitoba</i> | 1983 NORMAN H. SAM
<i>Lehigh University</i> | 1966 LLOYD I. WATKINS
<i>Ohio University</i> |
| 2000 DONNA SCARBORO
<i>The George Washington University</i> | 1982 THOMAS M. O'SHEA
<i>Syracuse University</i> | 1965 CLODUS R. SMITH
<i>University of Maryland, College Park</i> |
| 1999 KAREN H. SIBLEY
<i>Brown University</i> | 1981 LESLIE J. COYNE
<i>Indiana University</i> | |
| 1998 ANITA D. MCDONALD
<i>University of Arizona</i> | 1980 NANCY ABRAHAM
<i>University of Wisconsin, Madison</i> | |
| 1997 LEE E. GOLDEN
<i>University of Portland</i> | | |

SPEAKERS

- Jon Neidy**
Executive Director Smith Career Center
Bradley University
- Ben Perkins**
Director of Summer Sessions
Washington University
- Brian Udermann**
Director of Online Education
University of Wisconsin LaCrosse
- Steven Nash**
Assistant Professor
East Tennessee State University
- Sarah Harkness**
Director of summer & Winter Sessions
East Tennessee State University
- Chris Cofer**
Director Summer at Syracuse
Syracuse University
- Bill McClure**
Executive Director
Continuing Education & Professional Education
University of Massachusetts Amherst
- Beth Laves**
Associate Vice President Extended Learning & Outreach
Western Kentucky University
- Matt Pellish**
Senior Director, EAB Strategic Research
The Education Advisory Board
- Susanna Cowan**
Director of Summer & Winter Programs
University of Connecticut
- Alicia Bingham**
Coordinator, Summer Sessions/Winter Term
Western Kentucky University
- Claire Cross**
Director of Summer Session
Oregon State University
- Blake Snider**
Director of Summer School
Clemson University
- De Morris Walker**
Graduate Assistant
Clemson University
- Steven Lee**
Assistant Director of OU Summer Session
University of Oklahoma
- Robin Stroud**
Assistant Vice President
University of Oklahoma
- Tiffany Evans**
Director Summer Semester
Utah Valley University
- Bill Kops**
Professor and Director of Summer Session
University of Manitoba
- Auden Thomas**
Director, Summer Academic Programs & Residencies
Skidmore College
- Mary Anne Fitzpatrick**
Vice Provost for Special Initiatives
University of South Carolina
- Virginia Nickles Osborne**
Academic Planner
University of South Carolina
- Maria Lettiere**
Assistant Director, Communications & Academic Affairs
Loyola University of Chicago
- Natalie Kokorudz**
Assistant Director, Summer Sessions
University of Illinois at Chicago
- Michelle Singletary**
Director of SummerStart & SSUI
Syracuse University
- Vykuntapathi Thota**
Director of Summer School and Winter Session
Virginia State University
- Marissa DuBois**
Graduate Assistant, OU Summer Session
University of Oklahoma
- Owen Hooper**
Accelerated Summer Academic Programs Coordinator
North Carolina State University
- Ginny Shephard**
Accelerated Summer Academic Programs Grad Assistant
North Carolina State University
- Troy Turnipseed**
Director Summer Studies
Saint Louis University
- Jessica Yen**
Assistant Director of Marketing & Recruitment
Johns Hopkins University
- Georgette Edmondson Wright**
Assistant Provost for Summer and Special Programs
The George Washington University
- Ken Smith**
Associate Provost for Resource Management and Planning
Virginia Tech University

CHATTANOOGA

