Saturday, November 15, 2008

9:00 a.m. – 2:00 p.m.
Mount Vernon Tour

Mount Vernon is one of the most popular historic estates in America. The plantation rests on the banks of the Potomac River. Mount Vernon was the beloved home of George and Martha Washington from the time of their marriage in 1759 until General Washington’s death in 1799.

Visitors are invited to tour the Mansion house and more than a dozen buildings including the slave quarters, kitchen, stables, and greenhouse. You may stroll four different gardens, hike the Forest Trail, and explore the George Washington: Pioneer Farmer site, a four-acre working farm that includes a re-creation of Washington’s 16-sided treading barn. George and Martha Washington rest in peace in the tomb where wreath laying ceremonies are held daily. Cost: $40

2:00 p.m.
Conference Registration Desk Opens
Potomac Ballroom Foyer

5:30 – 6:30 p.m.
Early Bird Reception
Georgetown A and B

President Loy Lytle offers you a hearty welcome to the conference as he hosts this happy hour for conference delegates.

6:30 p.m.
Administrative Council Dinner and Training Revival

Acting Executive Secretary, John LaBrie, will host dinner and training for current and new Administrative Council members.

Sunday, November 16, 2008

8:00 a.m.
Conference Registration Desk Opens
Potomac Ballroom Foyer

8:00 a.m. – 2:30 p.m.
New Administrators’ Workshop
Georgetown A and B
Presenter: Jon Neidy, Bradley University

The New Administrators’ Workshop provides new administrators with an overview of summer session. Participants will join members of the standing committees and the Administrative Council (the governing body of NAASS) for lunch, thus starting the integration process who will serve as your mentor during the conference. Participants will also have the opportunity to join Jon Neidy at a no host dinner in the evening. Additionally, participants will be able to meet with their mentor Tuesday morning for breakfast. Cost: $125 (includes workshop materials, continental breakfast, and lunch)

8:00 – 9:30 a.m.
Standing Committee Meetings:

Conference and Program Planning Committee
Adams

Creative and Innovative Awards Committee
Jackson

Nominations and Elections Committee
Jefferson

9:30 – 11:00 a.m.
Standing Committee Meetings:

Information and Communications Committee
Adams

Membership Committee
Jackson

Quality and Research Committee
Jefferson

10:00–11:30 a.m.
Pre-Conference Consultation Sessions
Potomac A and B

Have a problem, possible opportunity or tough decision you’re trying to make? Chances are one of your NAASS “experts” has tackled the same issue. We’ve set up a Consultation Corner where you can pose your questions to selected NAASS members and discuss a quiet and relax atmosphere.

Our experts’ areas of specialty include: leadership, marketing, online courses, on-campus courses, youth programs, creative and innovative programming. A list will be posted to help you decide which consultant is right for you.

11:00 a.m. – 12:00 p.m.
Finance Committee Meeting
Jefferson
12:00 – 1:15 p.m.
New Administrators' Luncheon with Mentors
Capital View Ballroom

Members of the NAASS Administrative Council and standing committee members join participants of the New Administrators' Workshop for lunch and lively discussions of what it is like to be involved in summer sessions administration.

1:30 – 2:30 p.m.
New Administrators' Workshop Continued
Georgetown A and B

1:30 – 2:30 p.m.
Pre-Conference Round Tables
Potomac Ballroom

1: Describing What's Unique About Summer Session Administration and How to Answer That Old Chestnut '...But What Do You Do For the Rest of the Year?'
Moderator: Robert Mann, University of California, Santa Barbara

How do you explain to others that summer session includes extensive planning throughout the year? Join us in a lively discussion on how to inform others about summer session.

2: Redesigning the NAASS Web site
Moderator: Molly Berger, Case Western Reserve University

This workshop session will ask members for input regarding how they want the NAASS Web site to look and function. The goal of this workshop is to find out what members want. C'mon down and help us create a new look.

3: Our Own Best Resource: NAASS' Free E-mail Q and A
Moderators: Ken Burrows, University of North Carolina at Charlotte and Cordelia Maloney, University of Illinois at Chicago

An indispensable feature of the new NAASS Web site will be the NAASS free Q and A listerv. This session comprises a brief review of the service, its value, its shortcomings, and its possibilities Mini-presentations from people who have posed great questions and compiled great data as a result will reveal the value of the service, and help kick off the conference with some very specific and practical information.

4: Calendar Issues in Winter
Moderators: Beth Laves, Jennifer Perry and Alicia Pirtle, Western Kentucky University

Creating a Winter Session involves the coordination of many departments on campus. Occasionally, the session issues arise with the calendar. Discover how Western Kentucky University deals with these issues.

5: Engaging the External Community in Summer Session
Moderator: Michelle Bartlett, University of Alaska Fairbanks

There are many ways to engage the external community in summer session. Hear exciting events such as cooking classes, book fair, and guest speakers. Share your ideas and events as well.

1:30 – 4:00 p.m.
Administrative Council Meeting
Madison

2:45 – 3:45 p.m.
Pre-Conference Round Tables
Potomac Ballroom
Repeated from earlier session

4:30 – 5:00 p.m.
Official Opening Session of the 45th Annual Conference
Potomac Ballroom

Welcome:
Lois Lytle, University of California, Santa Barbara, President of NAASS
Conference Overview:
Allison Morris, Regis University, President-Elect of NAASS and Conference Chair
Site Specifics:
Donna Scarboro, The George Washington University, Conference Host

5:00 – 5:30 p.m.
Honoring our Tall Timbers
Potomac Ballroom
Presenters: John Cudd, North Carolina State University, Retired
John LaBrie, World Affairs Council of Maine

Join us in honoring the lives of William McDougall, Michael Nelson, Charles Noyes, K. Jill Warn, and Norm Wall. These individuals made tremendous contributions to NAASS and Summer Session.
5:30 – 6:00 p.m.
**Legacy Series I: Managing Change**
*Potomac Ballroom*
**Presenter:** Jack Johnson, University of Minnesota, Twin Cities  
**Moderator:** Karen Heikel, Montana State University-Billings

The times are a-changin' -- and they are changing faster than ever. Your speaker shares some of his experiences with organizational change over the years and offers a bit of seasoned advice for the would-be summer session director.

6:00 – 7:00 p.m.
**President's Reception and T-shirt Exchange**
*Capital View Ballroom*

Loy Lytle, President of NAASS, officially welcomes you celebrating the opening of the 45th Annual NAASS Conference. Hors d'oeuvres and beverages will add to evening's festivities.

7:00 p.m.
**New Administrators' Dinner (No Host)**

Participants of the New Administrators' Workshop are invited to join Jon Neidy, New Administrators' Workshop presenter, for a casual dinner.

---

**Monday, November 17, 2008**

7:30 a.m.
**Conference Registration Desk Opens**
*Potomac Ballroom Foyer*

7:30 – 8:30 a.m.
**Continental Breakfast**
*Potomac Ballroom Foyer*

8:30 – 9:30 a.m.
**Keynote Speaker: Peter Stearns, Ph.D.**
*Potomac Ballroom*
**Moderator:** Loren Smith, George Mason University

Dr. Stearns is currently provost and history professor at George Mason University in Fairfax, Virginia. Dr. Stearns brings to those positions nearly 40 years of professional experience in higher education, both as a teacher and an administrator.

9:45 – 10:30 a.m.
**Distress on Campus: Preparing for and Responding to Campus Emergencies**
*Potomac Ballroom*
**Presenters:** Allyson Morris, Regis University; Donna Shea, Boston University; and Ken Smith, Virginia Tech

Emergency situations can happen anywhere and at anytime, even on a college campus and even in the summer. Listen to the experiences of NAASS members who have responded to emergencies of various types and what they learned from those experiences. Take away practical advice that will make you better prepared to respond in crisis situations that may affect your campus.

10:45 – 11:45 a.m.
**Concurrent Sessions**

**A: Using Google Analytics and Word Trackers to Enhance Web Marketing**
*Potomac A*
**Presenters:** Beth Leves, Jennifer Perry, and Alicia Pirtle  
*Western Kentucky University*
**Moderator:** Barbara Gotshall, Colorado State University

Using Google Analytics and word tracker, we monitor web traffic so that we can find out how and why people found our site. We are also able to find out how many students are looking for what information people are using. What connection speeds they are using; and many other details can help us tailor web content to meet the needs of our potential students. The statistics are interesting, the software is free, and we feel that we've made some positive changes in our web marketing.

**B: Successfully Building Faculty and Administrative Relationships**
*Potomac B*
**Presenter:** Bill McClure, University of Massachutes Amherst  
**Moderator:** Renate Guilford, George Mason University

Unless you are your own school/college, the Summer Session function needs the full support of the campus (faculty, administrators, and academic officials) to successfully present Summer Session. We need their courses, instructors, students, and active interest/support. The question is: "How does Summer Session obtain the appropriate level of active support?" In this session, we'll also discuss this topic.
from the perspective of the faculty and administrators to better understand their concerns and motivations regarding Summer Session.

C: Temporal Relativity: Does Summer Term Participation Affect Student Graduation Rates and/or Time To Degree?
Potomac C
Presenter: Loy Lytle, University of California, Santa Barbara
Moderator: Dana Dudley, Pepperdine University

Albert Einstein had the following sign in his office at Princeton University: “Not everything that counts can be counted, and not everything that can be counted counts.” Among the many advantages of enrolling in the summer term, we oftentimes tell students (as well as their families and our institutional administrators) they will graduate with a higher probability, “sooner”, or in a shorter amount of time. The Office of Summer Sessions, in collaboration with UC Santa Barbara’s Office of Institutional Research and Planning, has been studying whether the graduate rates and time-to-degree of undergraduate students are affected by their participation in one or more summer sessions.

D: Virtually Early: An Online Model for Early College Programs
Potomac D
Presenters: Mark McClain and Andrew Runyan, Cedarville University
Moderator: Jon Neidy, Bradley University

With the division between high school and college becoming increasingly blurred, many institutions are expanding offerings to the early college market. Cedarville University leveraged its expertise and growing presence in distance education to develop an online academy for high school juniors and seniors. Topics to be discussed include: Moving from a state-funded early college program to a privately funded model and how courses were selected.

12:00 – 1:00 p.m.
Regional Luncheons

Middle States Region
Georgetown A
Presiding: Renate H. Guilford, Regional Vice President
Members from Delaware, the District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia.

North Central Region
F. Scott Key B
Presiding: Dennis Nunes, Regional Vice President
Members from Illinois, Indiana, Iowa, Kansas, Kentucky, Manitoba, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

Northeastern Region
Georgetown B
Presiding: Bill McClure, Regional Vice President

Southern Region
Georgetown C
Presiding: Eric Cheek, Regional Vice President
Members from Alabama, Arkansas, the Bahamas, Florida, Georgia, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, and the West Indies.

Western Region
F. Scott Key A
Presiding: Kerri Garcia, Regional Vice President
1:15 – 2:15 p.m.
Concurrent Sessions

A: Marketing to and Reaching the Summer Student: Research and Practice-Based Perspectives
Potomac A
Presenters: Sean Gallagher, Eduventures, Inc. and Sue Day-Perrault, West Virginia University
Moderator: Bill McGuire, University of Massachusetts Amherst

The media that students interact with and colleges' marketing strategies are both evolving rapidly in an environment of more choices. This session will explore new, original research from Eduventures on the unique marketing preferences of summer session students: What attributes do they prioritize in their decision to attend Summer Sessions? What marketing channels raise their awareness? This session will also focus on how colleges are implementing research findings for marketing success, adapting their marketing strategies and tactics for the future based on evidence.

B: Summer Sessions: The Paradox and Change
Potomac B
Presenter: Les Coyne, Indiana University, Retired
Moderator: Karen Heikel, Montana State University-Bozeman

Les Coyne retired from Indiana University as Associate Vice Provost for Academic Affairs. Les was also the director of summer sessions for thirty-two years. He will look at significant changes in summer sessions over the last couple of decades and will ask participants to join in a discussion of where summer sessions is in the current scheme of higher education and where it might be in the future.

C: Canadian University Summer Session Organizational Models: A Decade Later
Potomac C
Presenter: Bill Kops, University of Manitoba
Moderator: Fay Thompson, University of Saskatchewan

The session will report on a follow-up survey to one originally done in 1994 by the University of Victoria on the question of centralization - A Study of Canadian University Summer Session Organizational Models. The current study updates the status of university summer session organizational models at Canadian universities, including the reason for changes that may have occurred in the way summer sessions are organized.

D: Partnerships that Pay: Camps on Campus at UNC Charlotte
Potomac D
Presenters: Eimear Goggin and Chuck Riordan, University of North Carolina Charlotte
Moderator: Vyunitapathi Thota, Virginia State University

Partnerships are crucial to the success of Camps on Campus, assuring variety among our 49 summer programs, developing diversity in enrollment and expertise, and generating revenue to operate our completely self-supporting offerings. Discover how we cover their costs; demonstrating their value to the University and surrounding community.

2:30 – 4:00 p.m.
Panel Presentations

2:30 – 4:00 p.m.
Panel Presentation A: Theresa Neil Research Fund Recipients
Potomac A
Moderator: Bill Kops, University of Manitoba

2:30 – 3:15 p.m.
A1: Enhancing University Summer Session Programs: The Role and Effect of Visiting Faculty
Presenters: Anne Heinz and Alcinda Lewis, University of Colorado at Boulder

In 2002, the University of Colorado at Boulder established the Faculty in Residence for Summer Term (FIRST) program to enhance the range and quality of Summer Session courses by systematically encouraging academic departments to invite distinguished scholars from other U.S. and international universities to teach Summer Session courses. Using case study method, this research project investigated the role and effects of a visiting faculty program upon Summer Session students, faculty and academic departments.

3:15 – 4:00 p.m.
A2: The Economics of Summer Session – Does it Work for Students?
Presenter: Stephen Cooper, University of Rhode Island

The University of Rhode Island researched the economic impact Summer Session has on students. The focus was to determine whether attending summer session provides long-term economic benefits for students that outweigh the short-term costs of not attending.
Panel Presentation B: Winter Session
Potomac B
Moderator: Cynthia DeLuca, North Carolina State University

2:30 – 4:00 p.m.
B1: Winter Session Can Work For You!
Presenter: Bill McClure, University of Massachusetts Amherst

A Winter Term can be a valuable academic term for both the campus and students. Students are able to complete another course to make their spring term easier and/or to assure May graduation. The short time-frame presents various challenges for success, but with proper planning and effort, Winter Term becomes the fourth term in the academic year.

3:15 – 4:00 p.m.
B2: How Winter Term has Impacted Summer
Presenters: Beth Laves, Jennifer Perry, and Alicia Pippel, Western Kentucky University

Western Kentucky University has offered a Winter Term for three years. In this time, we have seen positive changes in our summer as a result. More students are enrolling in both winter and summer. Learn how our faculty has contributed to the increase in enrollment for both terms.

Panel Presentation C: Surveys
Potomac C
Moderator: Ken Smith, Virginia Tech

2:30 – 4:00 p.m.
C1: Assessing Quality in Summer Session: What a Student Survey Revealed
Presenters: Molly Schneider and Reid Warner, University of California Irvine

With 55% of UCI undergraduates taking advantage of Summer instruction at the University of California, Irvine, the Academic Senate Committee on Educational Policy understandably felt it was important to investigate the quality of the program. A student satisfaction survey, developed jointly by the Summer Session office and the Division of Undergraduate Education, was conducted as one element of the study. The surprising results make a powerful case for Summer Session.

3:15 – 4:00 p.m.
C2: Creating Effective Student Surveys
Presenters: Barbara Gotshall and Randy Larkins, Colorado State University

It is frustrating to put time, effort, and funds into student surveys that do not yield the type of data you need. In this session, we will address the pitfalls in creating student surveys. We will present topics that include: stating a clear rationale for the purpose of the survey; developing a questionnaire that provides comprehensive and concise responses; providing effective formats for delivery of the survey; maximizing the number of responses; and collaborating with other units on campus.

Panel Presentation D: Pre-College Programs
Potomac D
Moderator: Jason Wilkins, The University of Mississippi

2:30 – 4:00 p.m.
D1: Beyond the Lemonade Stand: Kids Who Really Mean Business! The Benefits of a Youth Entrepreneurship Program on Your Campus
Presenters: Gayle Jajagel and Heather Forbes, The Young Entrepreneurs Academy, Inc.

Entrepreneurship programs for pre-college students do more than teach middle and high school students essential business and life skills as they launch enterprises – they connect your department to the community in meaningful and powerful ways. Focusing on what it takes to start an entrepreneurship program for middle and high school students on your college campus, this presentation will take participants through the essential elements of launching and maintaining a successful entrepreneurship program that will turn students into business owners and social entrepreneurs.

3:15 – 4:00 p.m.
D2: Summer Term Pre-College Programs: Planning and Dealing with their Agonies and Ecstasies
Presenter: Loy Lytle, University of California, Santa Barbara

With high risks, large staff and other resource investments, and generally low financial margins, why would any summer session administrator in her/his right mind think about offering credit or non-credit bearing academic programs to high school students? Done well and planned carefully, these high-risk, low financial-return programs change lives and may help institutions compete for the very best students. This presentation will explore best practices in the design, implementation, and administration of academic programs that target high school students.
4:15 – 5:45 p.m.
Interactive Workshops

A: Broadening Your Perspective: Creating Effective Relationships within a Diverse University
Potomac A
Presenter: Fay Thompson, University of Saskatchewan
Moderator: Lilieth Nelson, The University of the West Indies

Do you deal with a difficult person, a difficult department, a difficult key position who thwarts your attempts to move forward? Are you often challenged by others’ inability to help or see your point of view? This workshop will focus on ways to improve broken or difficult relationships with key stakeholders at your institution by broadening your perspective. It will give you advice on how to build your “good credit” pool so that you can easily draw on help from other sources when needed.

B: Excel Tips, Tricks and Techniques for Better Data Analysis
Potomac B
Moderator: Marci Salazer-Valentine, Bowling Green State University

The summer session administrator must deal with a large volume and wide variety of data: budget allocations, student enrollments, student-credit-hour production, tuition revenues and institutional costs. The most popular and powerful spreadsheet application for basic data needs is Microsoft Excel, and this workshop is designed to help participants improve their data analysis and reports with some of the many tools available in Excel. This workshop introduces participants to three of the most useful advanced Excel formulas: VLOOKUP, COUNTIF and SUMIF.

C: Roll Up Your Sleeves and Take a Jab at Redesigning a Web site!
Potomac C
Presenters: Aline Lin, Link Studio and Jessica Madrigal, The Johns Hopkins University
Moderator: Ken Burrows, University of North Carolina at Charlotte

Web sites can become outdated very quickly. Proper knowledge is needed in order to design or redesign a site. Workshop participants will learn the process used in Web site design and re-design including: information architecture, page schematics, content, functionality, testing and analysis. Using the NAASS Web site as a template, participants will also learn how site architecture joins a designer’s creative process.

D: Summer School Millennial P.A.S.S. (Parents/Administrators/Staff & Faculty/Students)
Potomac D
Presenter: Vyknupath Thota, Virginia State University
Moderator: Keni Garcia, University of Nevada, Reno

This session is for participants who are interested in learning about the Summer School Millennial Generation (i.e., parents, administrators, staff & faculty, and students) in the 21st century. This session will be divided into two sections. The first section will review the literature on the Millennial Generation. The second section will provide hands-on experiences for participants. In this session participants will collaborate and will be guided in designing and developing a model “Summer School Millennial P.A.S.S.” to implement at their institutions.

5:45 – 6:30 p.m.
Free Time

6:30 p.m.
Affinity Group Dinners

Join other NAASS members for dinner at restaurants in Georgetown. Look for sign-up sheets at the conference registration desk to select a restaurant. Catch a conference shuttle to transport you to the restaurant. Network and visit with colleagues and friends over a delicious meal.
Tuesday, November 18, 2008

7:30 a.m.
Conference Registration Desk Opens

7:30 – 8:30 a.m.
Continental Breakfast
Potomac Ballroom Foyer

8:00 – 8:30 a.m.
New Administrators' Breakfast Meeting with Mentors
Lower Level Foyer

8:30 – 9:45 a.m.
Creative and Innovative Awards Finalists' Presentations
Potomac Ballroom
Moderator: Cathy Evans, George Mason University

Listen to short presentations by finalists who submitted their programs for the NAASS creative and innovative award program. Learn how you might modify, adapt, and import their programmatic ideas to the benefit of the summer program at your institution.

10:00 – 11:00 a.m.
Learning from the Old Masters: Ways to Create the (Modern) Summer School Masterpiece
Potomac Ballroom
Presenters: John LaBrie, World Affairs Council of Maine and Sarah Omrod, University of Cambridge
Moderator: Ken Burrows, University of North Carolina at Charlotte

Putting on your Summer School is like creating a painting: from preparing your canvas, deciding the theme, the scale, the media, and the composition, to issues of 'color,' 'style,' framing and cost. Using the 'Old masters' and the 'masterpiece' metaphor we consider the different roles and contributions of creator, 'curator' and customer— or in our case, teacher, administrator, and student. Join us for the conversation in the studio!

11:15 a.m. – 12:15 p.m.
Functional Forays through Summer Sessions' Web sites: Redux
Potomac Ballroom
Presenters: Hanlet Abe, University of Hawai‘i at Mānoa; Martin Barry, Oregon State University; Bill Kops, University of Manitoba; Loy Lytle, University of California Santa Barbara; and Allyson Morris, Regis University
Moderator: Bill McClure, University of Massachusetts, Amherst

Based on the session from the 2007 conference, current and former members of the NAASS Quality and Research Committee developed an experimental protocol to carry out an on-line analysis of selected NAASS affiliated summer session web sites, with the ultimate goal of taking the first step in designing a useful tool members could use to assess the “functionality” of their print and electronic media communications. A progress report summarizing the results of this foray will be presented during this session.

12:15 – 12:30 p.m.
Box Lunch Pick Up
Potomac Ballroom Foyer

12:30 – 1:45 p.m.
Box Lunch Discussion Groups

1: The Art of Andy Warhol and the Odds of Successful Courses
Potomac A
Facilitator: Sue Day-Peetroot, West Virginia University

This is an opportunity to share courses that had fabulous enrollments and left you scratching your head why. What were your surprises and why were they such a success? Lunch guests are encouraged to bring their surprise course success story to share so we can all be amazed. Prizes will be awarded for the most unique, the “never-on-my-campus”, and fabulous steal courses. Of course, everyone takes home a winning idea!
2: Study Abroad – Working with Third Party Providers
Potomac B
Facilitator: Carol Switzer, Arizona State University, Retired

Emphasis at institutions for students to study abroad is often a time consuming responsibility added to administrators whose main duties focus on summer sessions. Find out how small institutions, institutions with no dedicated study abroad office and/or faculty can work with third party study abroad providers to offer outstanding learning opportunities for students.

3: The NAASS Creative and Innovative Awards
Potomac C
Facilitators: Cathy Evans, George Mason University
Sandra Buik Philips, Michigan State University

Thinking about submitting your program to the Creative and Innovative Awards? Learn about the submission process including what constitutes a creative and innovative program. Learn about several award winning programs from previous conferences.

4: Sharing the Wealth: A Roundtable Discussion of Revenue Sharing Models
Potomac D
Facilitator: Ken Smith, Virginia Tech

A variety of financial models are used to promote summer participation at different institutions. If you use a revenue sharing model at your institution come and share with others how it works and what aspects have been most successful. If you don’t have a revenue sharing model but might like to implement one, come and learn from the experiences of others.

5: Tales from the Trenches – Moving from a Faculty Driven Summer Program to a Market Driven One
Washington
Facilitator: Eva Klein, Penn State Abington

Learn about faculty vs. student centered course scheduling; dealing with resistant staff and faculty; and how to make your Web site and asset, not a liability.

6: Centralized or Decentralized – Twilight Zone or Reality
Jefferson
Facilitator: Cynthia A. DeLuca, North Carolina State University

A summer sessions program that has stood the test of time begins to weaken due to changing pedagogy and the new millennial demographic. What is an administrator to do? Travel back in time with me through a two-year journey of exploration and discovery as we enter a new summer sessions paradigm.

7: Planning, Implementing and Assessing a 3-week May Interim Session
Monroe
Facilitator: Danielle Lindsey, Illinois State University

Session attendees will learn about the strategies Illinois State University utilized to plan, implement and assess a pilot 3-week May Interim Session. This session will address the many unanticipated “challenges” encountered by beginning a course the Monday immediately following the spring semester, typically seen campus-wide as a ‘dead week’, and lessons we learned as an institution new to the centralized summer session model.

8: Talking about Summer Academe
Adams
Facilitator: Bill Kops, University of Manitoba

NAASS along with AUSS, NCCSS, and WASSA are beginning a review of Summer Academe - this an opportunity to provide your views on the journal - what you like, along with things that could change to increase it’s value for you.

9: Starting a Pre-College Summer program during lean budgetary times. Does it really work?
Madison
Facilitator: Becky Chamberlain, Eastern Washington University

Learn from a new administrator’s viewpoint how to build a successful pre-college summer program. You will be given a proven model that is successful for both the student and your university.

10: Private Universities and Summer Session
Jackson
Facilitator: Mike Po, Northwest Nazarene University

Many of the same issues facing summer sessions administrators at large public universities also affect summer terms offered by private universities and colleges. While private institutions may sometimes be smaller, the problems of administering summer programs may have larger scope and present more (or at least unique) challenges.

1:45 – 2:30 p.m.
Free Time
United States Holocaust Memorial Museum
A living memorial to the Holocaust, the United States Holocaust Memorial Museum stimulates leaders and citizens to confront hatred, prevent genocide, promote human dignity, and strengthen democracy. Visitors will be given a guided tour of the permanent exhibition, The Holocaust, which offers a comprehensive historical narrative. It is recommended for ages 11 and above.

Dressing in layers and wearing comfortable shoes are recommended. Participants should leave all personal items at the hotel. A minimum of 40 participants is required for this tour to be offered; no more than 50 participants can be accommodated. Cost: $20 (includes the cost of a chartered bus. Admission to the museum is free.)

Wednesday, November 19, 2008

7:30 – 8:30 a.m.
Continental Breakfast
Potomac Ballroom Foyer

8:30 – 9:30 a.m.
Annual NAASS Business Meeting
Potomac Ballroom

NAASS standing committee reports will be delivered; old and new business is addressed; and the 2007 fiscal year financial outcomes and 2008 fiscal year budget projections will be presented to, reviewed by, and voted on by the membership. Outgoing president Loy Lytle turns over the presidential gavel to incoming president Allyson Morris and the new slate of NAASS officers are announced.

9:45 – 10:15 a.m.
Potomac Ballroom
Presenter: Carol Switzer, Arizona State University, Retired
Moderator: Martin Barry, Oregon State University

Hey! there, Hil there, Hol there You’re as welcome as can be L-E-G-A-C-Y N-A-A-S-S. A Legacy speaker is a mature / experienced NAASS member. With 26 years of administrative responsibilities related to Summer Sessions as the basis, the topic will embrace history - living it and making it and how NAASS members are all Legacy participants and potential Legacy speakers.

10:30 – 11:30 a.m.
Concurrent Sessions

A: Catch a Falling Star
Potomac A
Presenter: Sue Day-Peirce, West Virginia University
Moderator: Annette Day, St. Cloud State University

After 10 years of a highly successful entrepreneurial model, 2008 anecdotal data indicated that we may need to tweak our stellar model. This session examines the review of data that was used to refocus, refine and better align programming to address enrollment trends and keep our star rising. Among the data addressed is online, F2F and ‘both’ enrollments, course selection, section capacity, credit hour patterns, student feedback, etc.

B: Making Statistics/Data Work for You
Potomac B
Presenters: Barbara Gotshall and Randy Larkins, Colorado State University
Moderator: Dennis Nunes, St. Cloud State University

It is likely that your university has a wealth of statistics and data regarding enrollments, student profiles, historical credit hour production, and student activities (i.e., students that change majors). This information may help you build a strategic plan, market to targeted student populations, explain your summer enrollment trends and project future curriculum needs. This session will provide guidelines for navigating through your institutional research.
C: Be Prepared: Practical Steps Managers Can Take to Prepare for Office Emergencies
Potomac C
Presenters: Noel Byrd and Ken Smith, Virginia Tech
Moderator: Eric Cheek, North Carolina A&T State University

Advanced planning can make you better prepared to respond to emergencies that might affect your office and its operations. This presentation will share practical steps for preparing and responding to typical emergency situations. It will also invite participant interaction in sharing lessons learned from responding to actual emergencies.

D: Implementing a Summer Tuition Recovery Program
Potomac D
Moderator: Cynthia Deluca, North Carolina State University

Revenue sharing is one possible strategy for the summer session administrator who is looking to provide incentives to departments for expanding their summer course offerings. In this session, explore some of the intricacies of revenue sharing plans by learning about Eastern Illinois University’s recent implementation of this funding model.

E: New Administrators’ Workshop Wrap Up
F. Scott Key
Presenters: Loy Lytle, University of California, Santa Barbara and Alyson Morris, Regis University

The NAASS Past President and President will meet with participants in the New Administrators’ Workshop to poll them about what changes can be made in the workshop and conference program to better meet the needs of new administrators.

11:30 a.m.
45th Annual Conference Adjourns

12:00 – 2:00 p.m.
NAASS Administrative Council Meeting
Revival
2008 Standing Committee Members

The following members are expected to attend their respective committee meetings on Sunday, November 16 and then host a new member (mentee) at the New Administrators’ Luncheon at 12:00 p.m. Members are expected to meet their mentee for breakfast on Tuesday, November 18 at 8:00 a.m.

Conference and Program Planning Committee
Allyson I. Morris, Chair
Georgette Edmondson-Wright
Donald R. Howie
John LaBrie
Loy D. Lytle
Ken Smith
Peter Tanaka

Creative and Innovative Awards Committee
Cathy M. Evans, Chair
Shirley R. Douglas
Sandra Buikle Phillips
Kim Price
Florie A. Wilcoxson
Errolene M. Williams

Finance Committee
Ken Smith, Chair
Sylvia H. Gamboa
Elizabeth A. Hart
Donald R. Howie
Beverly Breslin Kalinowski
Dennis L. Nunes
Irene Pearce
Vykuntapathi Thota

Information & Communications Committee
Ken C. Burrows, Chair
Molly W. Berger
Renate H. Guilford
John G. LaBrie
Beth Laves
Jessica Madrigal
Cordelia A. Maloney
Sarah J. Ormrod

Margaret Shaw-Burnett
Patricia (Trish) L. Suske
Linda Marie Williams

Membership Committee
Annette E. Day, Chair
Ken C. Burrows
Eric A. Cheek
Thomas W. Fuhr
Kerri M. Garcia
Renate H. Guilford
Karen L. Heikel
John H. Leffler
Bill S. McClure
Jon C. Neidy
John LaBrie

Nominations and Elections Committee
Karen L. Heikel, Chair
Harriet Y. Abe
Bill J. Kops
Douglas (Doug) J. Lee
Anita D. McDonald
Lilith H. Nelson
Donna Shea

Quality and Research Committee
Allan (Al) G. Fanjoy, Jr., Chair
Martin D. Barry
Sue Day-Perrault
Cynthia A. DeLuca
Bill J. Kops
Lilith H. Nelson
Ben P. Perkins
David Scheiblal
Patricia (Trish) L. Suske

NOTE: NAASS is always looking for members to serve on committees. It is a great way to become active in the association. Anyone interested in serving on one of these committees should contact President-Elect Allyson Morris. All committee assignments are made after the first of the year.
The Administrative Council is the governing body of the Association and shall consist of (a) the officers of the Association: the President, the President-elect, and the Treasurer; (b) one Vice President from each of the geographic regions designated as Association Regions in the bylaws; (c) three at-large members; and (d) the immediate past President. (Article V, Section I of the Constitution).

President
Loy D. Lytle (thru 2008)
University of California, Santa Barbara

President-Elect
Allyson I. Morris (thru 2008)
Regis University

Past President
Karon L. Heikel (thru 2008)
Montana State University-Billings

Treasurer
Ken Smith (thru 2009)
Virginia Tech

Middle States Region Vice President
Renata H. Guilford (thru 2008)
George Mason University

North Central Region Vice President
Dennis L. Nunes (thru 2008)
St. Cloud State University

Northeastern Region Vice President
Bill S. McClure (thru 2009)
University of Massachusetts, Amherst

Southern Region Vice President
Eric A. Cheek (thru 2009)
North Carolina A&T State University

Western Region Vice President
Kerri M. Garcia (thru 2008)
University of Nevada, Reno

At-Large Members
Barbara H. Gotshall (thru 2009)
Colorado State University

Heather B. Harroun (thru 2008)
Saint Mary's University

Jon C. Neidy (thru 2009)
Bradley University

For additional information about NAASS contact:

John LaBrie
Acting Executive Secretary
North American Association of Summer Sessions
P.O. Box 11298
Portland, Maine 04104
naasslabrie@gmail.com

www.naass.org
Eduventures Summer Sessions Learning Collaborative is a member-based research program that highlights successes, challenges, and opportunities associated with summer sessions. It is designed to help program leaders and administrators to more successfully leverage summer sessions as institutional assets. Membership benefits include shared-cost research on current trends and issues, member-specific support, and peer networking opportunities.

The Summer Sessions Learning Collaborative conducts research in four areas: organizational strategies, programming development strategies, effective marketing and branding, and student motivations and preferences.

Eduventures, the industry leader in research, analysis, and consulting for higher education, is committed to providing colleges and universities with cost-effective, data-driven insight to support institutional success through its Learning Collaboratives and Consulting Services.

Visit www.eduventures.com for more information.

---

**Conference Host**

**Upcoming Conferences**

*All are welcome*

**North Central Conference on Summer Sessions**
*Chicago, Illinois - March 4-6*
Contact: Marcia Salazar-Valentine, marcias@bgsu.edu

**Northeastern, Middle States & Southern Regions**
*Asheville, North Carolina - April 22-24*
Contact: Eric Cheek, echeek@ncaat.edu

**Western Association of Summer Session Administrators**
*Regina, Saskatchewan, Canada - September 21-25*
Contact: Dana Dudley, dana.dudley@pepperdine.edu

**North American Association of Summer Sessions**
*Biloxi, Mississippi - November 1-4*
Contact: Don Howie, drhowie@olemiss.edu

*Photographs courtesy of Arlington Economic Development*
The official conference hotel is the: Key Bridge Marriott 1401 Lee Highway Arlington, VA 22209 Phone: (703) 524-6400 Fax: (703) 524-896 Reservations: (800) 676-2969 www.marriott.com/hotels/travel/waskb-key-bridge-marriott