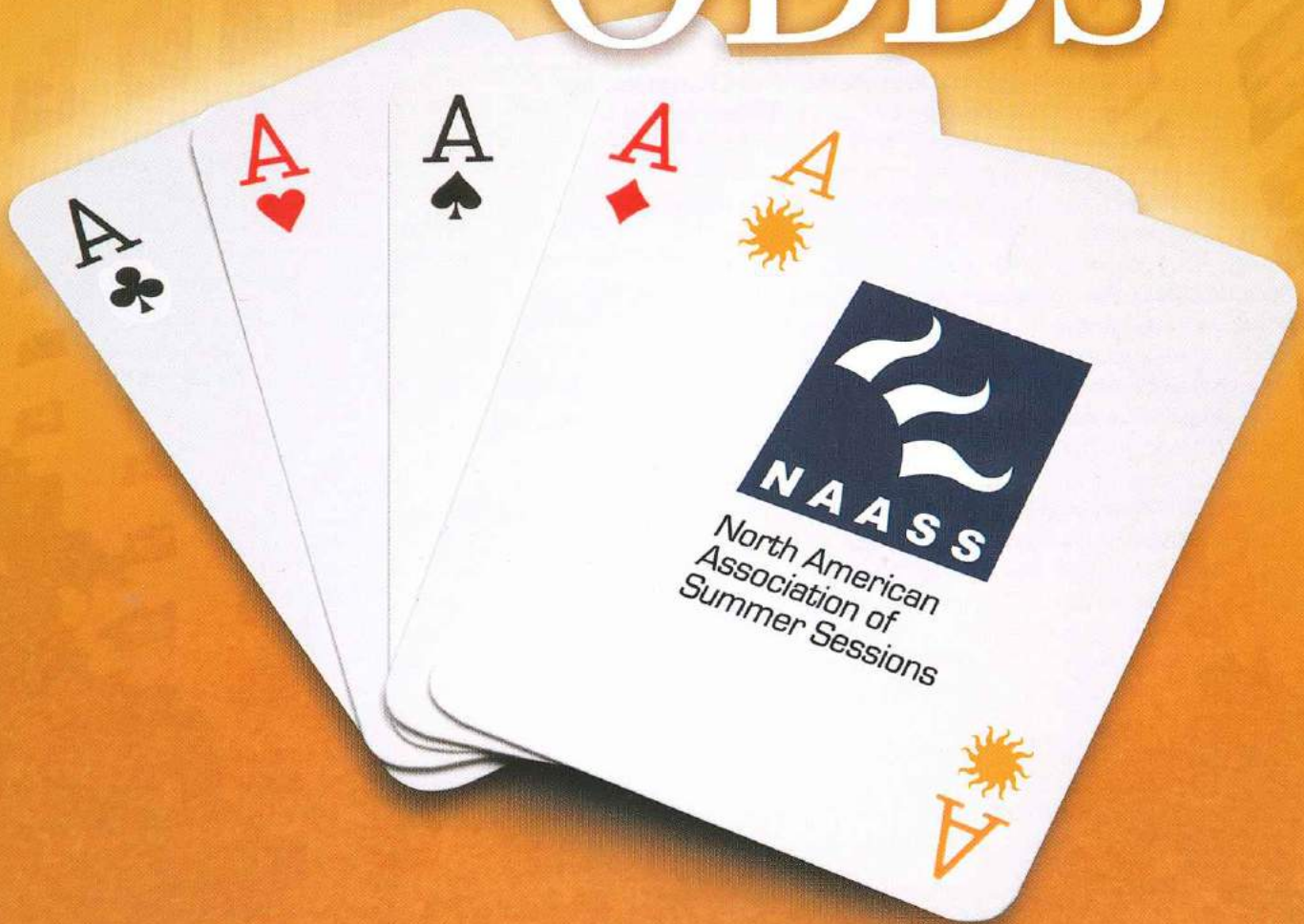




2009 **NAASS** Conference

# BEATING the **ODDS**



October 31 – November 4



HOSTED BY  
**The University of Mississippi**  
LOCATED AT  
**Beau Rivage, Biloxi, MS**

*Beau Rivage*  
RESORT & CASINO • BILOXI

# Welcome to the 46th Annual Conference.



Allyson I. Morris

We have created an impressive conference program. Highlights of the conference include:

**Consultation Corner:** Several NAASS members will be available to answer your questions and concerns about summer session issues. (Sunday morning)

**Official Opening Session:** The Honorable Trent Lott, former Senator from Mississippi will deliver the keynote address. (Sunday afternoon)

**Concurrent Sessions:** Topics include: marketing, programming, operations, professional development and research. (Monday and Tuesday)

**Creative and Innovative Awards Presentations and Poster Voting:**

Listen to brief presentations about creative and innovative programs. (Monday afternoon)

**Group Dinners:** Network with your colleagues at local restaurants. (Monday evening)

**Round Tables:** Meet with peer institutions regarding challenges that may be facing your institution in 2110. (Tuesday morning)

**Awards Banquet – Maskers Ball:** The banquet will be celebrated 'Mardi Gras style.' NAASS will honor the winners of the Creative and Innovative Awards, and the 2009 Honorary Life Member. (Tuesday evening)

**Michael U. Nelson Legacy Series Speaker:** Dr. Howard Martin is the Emeritus Dean of Continuing Studies at the University of Wisconsin-Madison. He will share his memories and views of summer sessions past, present and future. (Wednesday morning)

Allyson I. Morris  
President, North American Association of Summer Sessions



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)

**2009 ADMINISTRATIVE COUNCIL**

PRESIDENT: ALLYSON MORRIS,  
REGIS UNIVERSITY

PAST PRESIDENT: LOY LYTLE,  
UNIVERSITY OF CALIFORNIA,  
SANTA BARBARA

PRESIDENT ELECT:  
SUE DAY-PERROOTS,  
WEST VIRGINIA UNIVERSITY

TREASURER:  
KEN SMITH,  
VIRGINIA TECH

REGIONAL VICE PRESIDENTS:

*NORTH CENTRAL REGION –*  
DENNIS L. NUNES, ST CLOUD  
STATE UNIVERSITY

*NORTHEASTERN REGION –*  
BILL MCCLURE, UNIVERSITY OF  
MASSACHUSETTS, AMHERST

*SOUTHERN REGION –*  
ERIC CHEEK, NORTH CAROLINA  
A&T STATE UNIVERSITY

*WESTERN REGION –*  
KERRI M. GARCIA, UNIVERSITY OF  
NEVADA, RENO

AT-LARGE MEMBERS:

BARBARA H. GOTSHALL,  
COLORADO STATE UNIVERSITY

BETH LAVES, WESTERN  
KENTUCKY UNIVERSITY

JON C. NEIDY,  
BRADLEY UNIVERSITY

EXECUTIVE SECRETARY (ACTING):  
JOHN LABRIE

## Saturday, October 31, 2009

**9:00 a.m. Pre-Conference Katrina Work Group meet in lobby**

NAASS members who want to assist in southern Mississippi recovery efforts will be guided by Don Howie in a day of rewarding tasks. This is a full day opportunity from 9AM to 4 PM.

*Participation limited to 12*

**Noon Conference Registration Desk Opens**

**1:00 p.m. Pre-Conference Tour to Stennis Space Center Lobby**

For more than four decades, John C Stennis Space Center has served as NASA's rocket propulsion testing ground. Today, the center provides propulsion test services for NASA and for the Department of Defense, as well as the private sector. In 2010, a new fleet of launch vehicles will power America's next generation spacecraft, Orion, which will carry astronauts back to the moon and possibly beyond. StenniSphere, Stennis Space Center's award winning visitors center, offers exciting new exhibits and stage shows. Test a space shuttle main engine! Land the space shuttle! Go aboard the International Space Station!

[www.nasa.gov/centers/stennis](http://www.nasa.gov/centers/stennis)

*Tour Capacity - 55 (Must bring valid photo ID)*

**5:30 - 6:30 p.m. Early Bird Reception Azalea A**

President Allyson Morris offers you a hearty welcome to the conference as she hosts this happy hour for conference delegates. This is a good opportunity to tell stories of the day, rekindle friendships with colleagues, and get acquainted with new NAASS members. After this warm welcome, feel free to make dinner plans with other attendees.

**6:30 p.m. Administrative Council Training**

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

## Sunday, November 1, 2009

**7:30 - 8:30 a.m. Continental Breakfast for New Administrators Magnolia E**

**8:00 a.m. Conference Registration Desk Opens**

**8:00 a.m. - 2:30 p.m. New Administrators' Workshop Magnolia E**

Presenter: **Jon Neidy**, Bradley University

The New Administrators' Workshop provides a valuable opportunity for new or almost new Summer Session Administrators to share experiences and learn together. The purpose of the workshop is to provide you with an overview of summer session, its administration and planning with the new administrator in mind. The morning sessions are planned to let you reflect and organize your thoughts and help answer some of the questions you may have about summer operations. As new administrators, you all come to summer sessions with different experiences and different perspectives. This highly interactive session 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 about the uniqueness of the summer term.

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. New administrators can immediately meet members of NAASS's large network of peers and mentors, all willing to share your concerns and discuss possible solutions. The session will continue after lunch until 2:30 p.m.

Participants will have the opportunity to join Jon Neidy for a no host dinner in the evening. Additionally, participants will be able to meet with their mentor Tuesday morning for breakfast. If you are planning on attending this workshop, please be sure to register in advance.

**8:00 - 9:30 a.m.**

**Standing Committee Meetings:**

- **Conference and Program Planning Committee (Azalea B)**
- **Creative and Innovative Awards Committee (Azalea C)**
- **Nominations and Elections Committee (Azalea D)**

**9:30 - 11:00 a.m.**

**Standing Committee Meetings:**

- **Information and Communications Committee (Azalea B)**
- **Membership Committee (Azalea C)**
- **Quality and Research Committee (Azalea D)**

**10:00 - 11:30 a.m.**  
**Azalea A**

**Pre-Conference Consultation Sessions**

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 in a quiet and relaxed atmosphere. Our experts' areas of specialty include international programs, budgeting, leadership, marketing and programming. Topics and bios will be posted to help you decide which consultant is right for you.

**11:00 a.m. - 12:00 p.m.**  
**Oaks Boardroom**

**Finance Committee Meeting**

**12:00 - 4:30 p.m.**  
**Foyer**

**Internet Cafe Open**

**12:00 - 1:15 p.m.**  
**Magnolia F**

**New Administrators' Luncheon with Mentors**

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.**  
**Magnolia E**

**New Administrators' Workshop Continued**

**1:30 - 2:30 p.m.,  
2:45 - 3:45 p.m.**

**Azalea A**

**Pre-Conference Round Tables**  
(sessions repeated)

**Table 1: Beating the Odds: Summer Undergraduate Research Fellows**

*Moderator: Michael Herndon, Virginia Tech University*

**Table 2: Beating the Odds: Communicating with our Members via the new NAASS Web site**

*Moderator: Jessica Madrigal, The John Hopkins University*

This workshop session will ask members for input regarding the new NAASS Web site's look and functionality. Where is the vendor awardee going and what ideas do you want to share about NAASS? What do you need as members from the Web site? How much content should be proprietary? open to all? What features becomes a user-friendly Web site? The goal of this workshop is give feedback to the vendor and pre-view work to date. C'mon down and be the pioneers of feedback.

**Table 3: "Tell all the truth, but tell it slant" - Emily Dickinson's tips for dazzling your blind colleagues with summer truth"**

*Moderator: Lynn Reinke, West Virginia University*

Tone and tactic for capturing the attention of indifferent, even resistant, colleagues who have far better things to do than think about that "marginal summer stuff." A sample pitch, a change of perspective, and some smart advice from a prime poet.

**Table 4: Beating the Odds: Questions About When to Hold 'em and When to Fold 'em?**

*Moderators: Beth Laves and Alicia Bingham, Western Kentucky University*

Creating a Winter Session involves the coordination of many departments on campus. Occasionally, the Winter Session creates issues especially when it affects the calendar.

**1:30 - 4:00 p.m.**  
**Oaks Boardroom**

**Administrative Council Meeting**

**2:45 - 3:45 p.m.**  
**Azalea A**

**Pre-Conference Round Tables Repeated from Earlier**

4:30 - 5:00 p.m. Magnolia A &amp; North

# BEATING the ODDS



## Official Opening Session of the 46th Annual Conference

Presenters:

**Allyson Morris**, Regis University, President of NAASS**Sue Day-Perroots**, West Virginia University, President-Elect of NAASS and Conference Program Chair**Don Howie**, The University of Mississippi and Conference Host

Allyson Morris, President of NAASS, officially welcomes you to the opening of the 46th Annual NAASS Conference.

5:00 - 6:00 p.m.  
Magnolia A & North

### Keynote Address



The University of Mississippi hosts the **Hon. Trent Lott**, former Senator from Mississippi as conference keynote.

6:00 - 7:00 p.m.  
Camellia A

### Host Institutional Reception

Hors d'ouvres and beverages will add to evening's festivities. Ole Miss welcomes NAASS Conference Attendees with a bit of Southern hospitality.

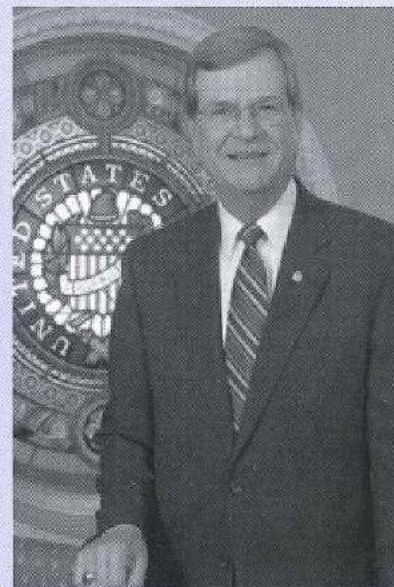
7:00 p.m.

### New Administrators' Dinner

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

## KEYNOTE SPEAKER

In December 2007, Trent Lott left the United States Congress where he has worked on behalf of the people of the State of Mississippi for the past 35 years. A champion of a strong national defense, he remains dedicated to encouraging economic growth and protecting Americans' economic security by getting government off their backs and out of their pocketbooks. Seven Presidents have known both his cooperation and his opposition, for he has kept his country ahead of partisan and personal concerns.



As the House Republican Whip in 1981, he forged the bipartisan alliance that enacted President Ronald Reagan's economic recovery program and his national security initiatives.

Elected to the Senate in 1988, he was a member of the group of pro-growth stalwarts who opposed the tax increase forced on President Bush in 1990. When he became the Senate's 16th Majority Leader in 1996, he again put his coalition-building skills to the test and, along with House Speaker Newt Gingrich, enacted his historic welfare reform bill of 1996. The next year, Lott, Gingrich and congressional Budget Committee chairmen John Kasich and Pete Domenici together produced an historic budget and tax cut agreement that limited some federal spending. But more important, it created new incentives to save and invest, thereby stimulating the economic growth that brought the federal budget into balance for the first time since 1968.

During the Senate's lame duck session of November 2002, Senator Lott, drawing on his experience as a legislative negotiator, reached the compromises that created the Department of Homeland Security. In 2006, Senator Lott was elected Senate Republican Whip for the second time in his career. He is the only member of Congress to hold this position in both the House and Senate.

For 16 years in the House of Representatives and 19 years in the Senate, Trent Lott has been a driving force in the United States Congress. After his retirement from the United States Senate, Senator Lott founded the Breaux Lott Leadership Group with former Senator John Breaux of Louisiana, a partnership offering strategic advice, consulting and lobbying to a wide range of clients. The firm unites two former Senate leaders from opposite parties, with a combined total of nearly 70 years experience in Congress.

Senator Lott is married to Patricia (Tricia) Thompson Lott, his college sweetheart. They have two children- Chester Trent Lott, Jr. and Tyler Lott Armstrong- and have been blessed with four grandchildren, Chester Trent Lott III, Lucie Sims Lott, Shields Elizabeth Armstrong and Addison States Armstrong.

## Monday, November 2, 2009

**7:30 a.m. Conference Registration Desk and Internet Cafe Opens**

**7:30 - 8:20 a.m. Continental Breakfast**  
Foyer

**8:30 - 9:30 a.m. Concurrent Session 1**  
Tracks: Marketing, Programming/  
Operations and Professional  
Development

**Session 1A – Marketing:**

★ **What Will YOU Do This Summer? Involve Students in Your Marketing (Magnolia E)**

**Jessica Carter**, University of Montana

*Moderator: Margy Pinnell, West Virginia University*

Wrestle with the gods, become a walking billboard, and win a tuition waiver. Through The University of Montana's 'What will YOU do this Summer?' marketing campaign, that's exactly what students were invited to do. And they accepted. Discover how UM marketed with students instead of simply to them, and walk away with creative, simple, (and some free!) ideas to implement on your campus.

**Session 1B – Programming/Operations:**

**Beating the Odds: Grants and Special Programming Incentives (Magnolia F)**

**Sarah Bradford**, East Tennessee State University and  
**Diane Hadden**, University of North Dakota

*Moderator: Jamie Bilella, Montclair State University*

Re-energize your rote Summer programming! Are your Summer offerings becoming stale on-campus while online, Study Abroad and adventure classes grab students' attention? This presentation will share grants and/or incentives applied to stimulate creative programming for on-campus students from two universities. Bring your grants and requests for proposals to add to the discussion.

**Session 1C – Panel on Professional Development**

**Never Say "Oops!" Always Say, "Ah, Interesting" (Camellia A)**

**Allyson Morris**, Regis University  
**Martin Barry**, Oregon State University  
**Mike Poe**, Northwest Nazarene University

*Moderator: Allyson Morris, Regis University*

We learn more when things go wrong than when things go right. Join us in a lively discussion about summer session bloopers including marketing mishaps, faculty glitches, and travel-study snafus. Participants will also have the opportunity to share their own blunders

**9:45 - 10:45 a.m. Concurrent Session 2**  
Tracks: Marketing, Programming/  
Operations and Research

**Session 2A – Marketing:**

★ **Sustain Your Brain: A Summer Session Approach to Sustainability (Magnolia E)**

**Harriet Abe** and **Ann Brandman**, University of Hawai'i at Mānoa

*Moderator: Kathy Gavazzi, California University of Pennsylvania*

The Sustain Your Brain program will be discussed in addition to the highly collaborative effort that was required to conduct this large-scale program at a time when financial resources were being reduced. Partnerships with other vested organizations brought visibility, marketing opportunities and resources that enabled the project team to do much more than any single organization could individually accomplish. Program highlights, a sample marketing plan, and valuable lessons will be included.

**Session 2B – Programming/Operations:**

**"The Inside Story": Developing Your Registrar as a Partner (Magnolia F)**

**Sandra Phillips**, Michigan State University

*Moderator: Beverly Kalinowski, The College of New Jersey*

The move from a centralized continuing education and summer session office to the Registrar's Office has been a 'long and winding' journey. However, through an interesting set of circumstances, summer sessions in the Registrar's Office have become a productive and profitable partnership. Lessons learned from this partnership just might surprise you. Join us for the "Inside Story", and learn how your Registrar might become your new best friend!

**Session 2C – Research: Research Tips:**

**Research Tips: A How-To Workshop (Camellia A)**

**Loy Lytle**, University of California, Santa Barbara

*Moderator: Martin Barry, Oregon State University*

Interested in getting started on research or enhancing your academic profile? Join Loy to learn of opportunities for Summer research and examples of successful projects and well as a range of methodologies utilized.

11:00 - 12:00 p.m.

**Concurrent Session 3**

Tracks: Marketing, Programming and Operations

**Session 3A- Marketing**

**A Portfolio of Marketing Ideas (Magnolia E)**

**John LaBrie**, Acting Executive Secretary of NAASS

Moderator: **Kerri Garcia**, University of Nevada - Reno

This session expands ideas from John's webinar on 25 Marketing Ideas You Can Do Today. Those 25 ideas are enhanced with additional ideas and strategies from NAASS members and the marketing gurus of our day. Collect a winning hand of new and targeted ideas to increase your Summer enrollments!

**Session 3B - Programming**

**Planning a Summer Academy for Educators (Magnolia F)**

**Marcia Salazar-Valentine** and **Cynthia Ross**, Bowling Green State University

Moderator: **Beth Laves**, Western Kentucky University

This presentation will feature Bowling Green State University's Summer Academy for Educators, a successful program scheduled for two weeks in June. It is geared to educators who wish to take classes to apply towards upgrading their teacher licenses or their master's degree. Presenters will describe the Academy's planning stages, how summer session worked with academic units in order to develop each year's program, and how it has brought edition enrollment to the summer session.

**Session 3C - Operations**

**Ten Sure Ways to Manage Summer Sessions Miserably (Camellia A)**

**Tom Ingram** and **Yvonne Petrella**, SUNY-Oswego

Moderator: **Bill McClure**, University of Massachusetts - Amherst

With the benefit of a "Top 10" list, some of the more common pitfalls that Summer Sessions administrators sometimes fall victim to will be examined and discussed, including issues related to activities such as course scheduling, student registration, providing student services, canceling courses, communicating and enforcing student academic and financial responsibilities, dealing with faculty members, chairpersons, and other administrators, and (of course) marketing.

12:00 - 1:30 p.m.

**Regional Lunches**

■ **Middle States (Camellia A)**

**Ken Smith**, Treasurer

★ ■ **North Central (Magnolia C)**

**Dennis Nunes**, Regional Vice President

■ **Northeastern (Magnolia B)**

**Bill McClure**, Regional Vice President

■ **Southern (Azalea C)**

**Cindy DeLuca**, Regional Vice President

■ **Western (Azalea D)**

**Kerri Garcia**, Regional Vice President

2:00 - 3:20 p.m.

**Camellia A**

**Creative and Innovative Awards Presentations**

3:20 - 3:50 p.m.

**Foyer - Magnolia**

**Beverage Break with Poster Session and Voting**

In Madri Gras fashion, attendees will vote with beads.

4:00 - 5:00 p.m.

**Concurrent Session 4**

Tracks: Marketing, Programming and Research

**Session 4A - Marketing**

**It Takes a Village (To Increase Summer Enrollment in a Tough Economy) (Magnolia E)**

**Lynn Reinke** - West Virginia University

Moderator: **Harriet Abe**, University of Hawai'i at Mānoa

The Summer Sessions office at West Virginia University spent years cultivating a positive summer sessions climate and this paid off in 2009. The tumbling economy spurred individual colleges to start aggressively marketing their courses which supplemented the efforts of the Summer Sessions office to increase enrollment. More online courses were developed to serve students who weren't on campus in the summer. This joint effort paid off with an increase in enrollment.

**Session 4B - Programming**

**Never Too Young for College (Magnolia F)**

**Jason E. Wilkins**, The University of Mississippi

Moderator: **Laurel Hogue**, University of Central Missouri

The University of Mississippi's Summer College for High School Students (SCHS) is entering its 30th year of providing enrichment and college credit to high school juniors and seniors. Additionally, the program focuses on familiarizing and preparing students for the admissions and financial aid process, campus living, and student life opportunities. Benefits of programs such as SCHS for summer school offices include: creating goodwill with the university/college administration by assisting in the recruitment and orientation of potential new students, increasing summer school enrollment numbers, as well as getting future students interested in summer school and other projects in which the office may be involved.

## Session 4C – Research

### Summer Session at the Turn of the 20th and 21 Century (Camellia A)

**Ken Smith**, Virginia Tech University

*Moderator: Elizabeth Hough, Rutgers, The State University of New Jersey*

Organizational placement of summer offices often reflects different intended purposes for summer term. For some colleges, summer is a time to provide new and expanding experiences for its own or visiting students. At others, summer fulfills a more utilitarian role and focuses on high demand courses to help students get ahead or catch up on credit hours. This presentation will connect these modern differences to historical events in the development of summer session. Come and learn some history of a uniquely American invention – the summer term!

**5:00 - 6:00 p.m.**

**Free Time**

**6:00 - 7:00 p.m.**

**Azalea Ballroom**

**President's Reception**

College Hat Exchange and Posting of the Banners

NOTE: Participants are encouraged to bring the following items: a University or College hat to exchange and a pennant for the Posting of the Banners!

**7:00 p.m.**

**Group Dinners**

## Tuesday, November 3, 2009

**7:30 a.m.**

**Conference Registration Desk and Internet Cafe Opens**

**7:30 - 8:30 a.m.**

**Foyer - Magnolia**

**Continental Breakfast**

**7:30 - 8:30 a.m.**

**Magnolia H**

**New Administrators' Breakfast with Jon Neidy and Mentors**

**8:30 - 9:30 a.m.**

**Concurrent Session 5**

Tracks: Operations, Research and Programming

## Session 5A – Operations

### The Power of Unlikely Alliances (Magnolia E)

**Cindy DeLuca**, North Carolina State University

*Moderator: Ken Smith, Virginia Tech University*

A university business officer, an administrator and an associate dean walk into the "library"... The most unlikely partners – right? Each partner plays an important role in developing and sustaining a successful summer sessions operating model. A model that balances both the academic and financial objectives requires data sharing within and among the university. Find out how NCSU used T3-transparency, trust and talking as a formula for success.

## Session 5B – Research

### Google Analytics Follow-Up Session: Using Google Analytics to Improve Website Design (Magnolia F)

**Beth Laves** and **Alicia Bingham**, Western Kentucky University

*Moderator: Lynn Reinke, West Virginia University*

This presentation is a case study of using Google Analytics to evaluate our 2009 marketing plan which included a major website redesign. We applied the NAASS website research project to our website, increasing our web traffic. We will discuss our implementation and results of the campaign for Summer 2009. Target Audience: For marketing and Summer sessions people who work with IT staff to improve website design.

## Session 5C – Programming

### Building Summer Sessions with Online Initiatives (Magnolia G)

**Richard Carter** and **Kimberlee Wisslead**, Western Illinois University

*Moderator: Annette Day, St. Cloud State University*

Western Illinois University (WIU) surged forward with new distance learning initiatives. The University launched a new process for developing online courses, which includes technical support and faculty training. The first cohort of faculty was developed through the process this past spring and 11 new online courses will debut in summer 2009. WIU nearly doubled the number of online courses offered. As more courses were offered, more seats were available, and more students are taking online courses from WIU than ever before.



9:45 - 10:45 a.m.

**Concurrent Session 6**

Tracks: Marketing, Programming and Research

**Session 6 A- Marketing**★ **What if Walmart Ran Summer? (Magnolia E)****Tammy Bishoff**, West Virginia UniversityModerator: **E. Michael Poe**, Northwest Nazarene University

When it comes time to preparing for summer sessions most of us think about the marketing message, the students, how to expand our audience, but do we remember customer service and what sets us apart? Imagine the changes that would be made if Walmart ran your summer session. Come and discuss what you do that sets you apart and makes your students' experience memorable.

**Session 6B - Programming****Winter Session (Magnolia F)****Bill McClure**, University of Massachusetts - AmherstModerator: **Ron Trebon**, University of Oregon

Winter Term (or Inter-session) is 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. For the campus, it becomes another academic term, use facilities in January, a potential source of revenue, and for graduate students to teach a course and enhance their own finances. The short time-frame presents various challenges for success but with proper planning, Winter Term becomes the fourth term in the academic year. Let's discuss successes and challenges.

**Session 6C - Research****The Rashomon Effect: Summer Sessions as Viewed by the Academic Senate, Faculty, and Students (Magnolia G)****Thomas Radmilovich**, University of California, Irvine;**Bill Kops**, University of Manitoba; and**Loy Lytle**, University of California, Santa BarbaraModerator: **Dennis Nunes**, St. Cloud State University

The "Rashomon Effect" refers to the subjectivity of perception when observers are asked for their recollections of an event. Coined by the anthropologist Eric Heider as a homage to director Akira Kurosawa's 1950 film Rashomon, an event witnessed by different observers can oftentimes produce substantially different, but equally plausible accounts of that event. This panel presentation will discuss how summer sessions is perceived through the lens of the Academic Senate, as well as by its faculty instructors and student participants, and the extent to which these observations converge and diverge.

11:00 a.m. - 12:00 p.m.

**Round Tables**

What unique challenges is your institution facing in 2010? Meet with peer institutions to assess the stakes and learn how others are playing their cards for 2010.

**A) Universities - Over 10k FTE (Azalea A)**Moderator: **Sue Day-Perroots**, West Virginia University**B) Universities - Under 10k FTE (Azalea C)**Moderator: **Dennis Nunes**, St. Cloud State University**C) Universities - Private (Azalea D)**Moderators: **Allyson Morris**, Regis University and **Harriet Nokuri**, The Catholic University of America

12:45 p.m.

**Walter Anderson Tour Meets in lobby**

Walter Anderson Museum of Art (WAMA) is dedicated to the celebration of the works of Walter Inglis Anderson, American master, whose depictions of plants, animals, and people of the Gulf Coast have placed him among the forefront of American painters of the 20th Century. In addition, Peter Anderson, master potter and founder of Shearwater Pottery, and James McConnell Anderson, noted painter and ceramist works are also on display. The watercolors, drawings, oils, block prints, ceramics, and carvings by the three Anderson brothers are on display in the museum's permanent collection. Diverse changing exhibitions, many featuring the work of other significant artists, occur throughout the year. The museum's sky lit interior of warm southern yellow pine includes a main gallery and two additional galleries, which echo the natural beauty and simplicity of its setting. Adjacent to the museum is the Ocean Springs Community Center, home of Walter Anderson's largest mural. In addition to WAMA, Ocean Springs offers an array of fine galleries, restaurants, and shops.

<http://www.walterandersonmuseum.org/>

3:00 p.m.

**Schooner Tour departs lobby**

A truly unique way of enjoying the Mississippi Gulf Coast by stepping on board an authentic replica of a Biloxi oyster schooner. These "White Winged Queens" once sailed the Coast from the late 1800's to early 1900's. The Schooner ride includes a visit to the Maritime & Seafood Industry Museum that preserves and interprets the maritime history and seafood heritage of the Mississippi Gulf Coast.

[www.maritimemuseum.org/schooners/schooners.php](http://www.maritimemuseum.org/schooners/schooners.php)

Limit 49 people

## Beau Revoir - On Your Own

Beauvoir, the Jefferson Davis Home and Presidential Library - Rich in history, the Beauvoir is the stunning home of the only President of the Confederate States of America and the place where he penned his memoirs. The 51-acre estate, fronting the Gulf of Mexico, was once the site of the Mississippi Confederate soldiers' home, which cared for hundreds of Southern veterans and their wives. The beautifully restored Beauvoir house, dominates the sprawling complex that includes a historic cemetery, the Tomb of the Unknown Confederate Soldier, a gift shop and the magnificent view of the Mississippi Sound! Beauvoir truly lives up to her name - French for beautiful view or beautiful to see!

<http://www.beauvoir.org/>

**5:00 - 6:00 p.m. Free Time**

**6:00 - 7:00 p.m. Awards Banquet Reception**  
Camellia A

**7:00 - 10:00 p.m. Annual Awards Banquet - Maskers Ball**  
Camellia B

The 46th Annual Awards Banquet is celebrated in Mardi Gras fashion following the old French custom of merrymaking before the season of Lent. The celebration began originally as a masked ball hiding the identity of its members, eventually known as "maskers". The room will be filled with colorful decoration of purple, green and gold, the traditional colors of Mardi Gras. A Dixieland jazz band will welcome NAASS members and entertain throughout the evening setting the stage for NAASS awards.

## Wednesday, November 4, 2009

**7:30 - 8:20 a.m. Continental Breakfast**  
Magnolia E

**7:30 - 8:30 a.m. New Administrators' Workshop Wrap Up**  
Magnolia E

Over Breakfast, the NAASS Past President and President Elect 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.

**8:30 - 9:15 a.m. Annual NAASS Business Meeting**  
Camellia A

**Allyson Morris**, Regis University  
**Sue Day-Perroots**, West Virginia University

**9:15 - 10:00 a.m. Michael U. Nelson Legacy Series - Dr. Howard Martin**  
Camellia A

Howard Martin is the Emeritus Dean (Continuing Studies), Vice Provost for Lifelong Learning, and Professor at the University of Wisconsin-Madison. Among his past responsibilities was the leadership of UW-Madison's extensive summer program. He has served as President of both AUSS and NCCSS as well as a Regional Vice-President of NAASS. On numerous occasions he has chaired the research committees of all three organizations. Educated in Britain and the USA, he holds a Ph.D. in Germanic Languages. Since his retirement in 2007, he has continued to be a leading published authority on summer session administration and pedagogy.

**10:15 - 11:30 a.m. 2009 NAASS Summer Web Site Analysis Project**  
Camellia A

**Martin Barry**, Oregon State University  
**Allyson Morris**, Regis University  
**Loy Lytle**, University California- Santa Barbara  
**Harriet Abe**, University of Hawai'i at Mānoa  
**Bill Kops**, University of Manitoba

Further analysis and an update on the 2008 study of Summer websites that stimulated much discussion and awareness. The effort this year is to expand the analysis to include all NAASS membership sites (as long as they have dedicated summer term websites).

**11:30 a.m. 46th Annual Conference Adjourns**

**12:00 - 2:00 p.m. NAASS Administrative Council Meeting**  
Azalea A

## YOU'RE A WINNER!

**EVERYONE WINS WHEN YOU VOLUNTEER.**

LOOK FOR COMMITTEE SIGN-UPS AT THE REGISTRATION DESK.



# 2009 COMMITTEES



Name	Term	Institution	Name	Term	Institution
<b>Conference and Program Planning Committee</b>					
<b>Sue Day-Perroots</b>	2009	West Virginia University	Bill McClure	2010	University of Massachusetts Amherst
Georgette Edmondson-Wright	2009	The George Washington University	John LaBrie	2010	North American Association of Summer Sessions (NAASS)
Robert Fox	2009	The University of Mississippi	Allyson Morris	2009	Regis University
Donald R. Howie	2010	The University of Mississippi	Ken Smith	2009	Virginia Tech
<b>Creative and Innovative Awards Committee</b>					
<b>Cathy M. Evans</b>	2009	George Mason University	Loren Smith	2010	George Mason University
Shirley R. Douglas	2009	North Carolina A&T State University	Erroline M. Williams	2009	Duquesne University
Lilieth H. Nelson	2010	The University of The West Indies - Mona Campus	Florie A. Wilcoxson	2010	University of Alaska Fairbanks
Kim Price	2009	Duke University	Shannon Zottola	2010	Marywood University
<b>Finance Committee</b>					
<b>Ken Smith</b>	2009	Virginia Tech	Dennis L. Nunes	2009	St. Cloud State University
Ellen S. I. Chang	2009	University of California, Berkeley	Irene Pearce	2010	University of California, Santa Barbara
Beverly Breslin Kalinowski	2009	The College of New Jersey	Vykuntapathi Thota	2010	Virginia State University
Mark D. McClain	2011	Cedarville University			
Yvonne Murnane	2011	Winthrop University			
<b>Information &amp; Communications Committee</b>					
<b>Ken C. Burrows</b>	2009	University of North Carolina at Charlotte	Cordelia A. Maloney	2010	University of Illinois at Chicago
Molly W. Berger	2010	Case Western Reserve University	Jon C. Neidy	2010	Bradley University
Ken Smith	2010	Virginia Tech	Sarah J. Ormrod	2010	University of Cambridge
Renate H. Guilford	2010	George Mason University	Margaret Shaw-Burnett	2009	Buffalo State College
John G. LaBrie	2009	North American Association of Summer Sessions (NAASS)	Patricia L. (Trish) Suske	2009	University of Nevada, Las Vegas
Beth Laves	2009	Western Kentucky University	Beth Tyson-Lofquist	2010	Western Carolina University
Jessica Madrigal	2010	The Johns Hopkins University	Linda Marie Williams	2009	University of California, Santa Barbara
<b>Membership Committee</b>					
<b>Annette E. Day</b>	2009	St. Cloud State University	Renate H. Guilford	2009	George Mason University
Eric A. Cheek	2009	North Carolina A&T State University	John LaBrie	2009	North American Association of Summer Sessions (NAASS)
Cathy Evans	2010	George Mason University	Bill S. McClure	2009	University of Massachusetts Amherst
Thomas W. Fuhr	2010	State University of New York - College at Potsdam	Allyson Morris	2010	Regis University
Kerri M. Garcia	2010	University of Nevada, Reno	Mike Poe	2010	Northwest Nazarene University
<b>Nominations and Elections Committee Quality and Research Committee</b>					
<b>Loy Lytle</b>	2009	University of California, Santa Barbara	Douglas (Doug) J. Lee	2009	The University of Iowa
Harriet Y. Abe	2009	University of Hawai'i at Manoa	Jon C. Neidy	2010	Bradley University
Barbara Gotshall	2010	Colorado State University	Lilieth H. Nelson	2009	The University of The West Indies - Mona Campus
Bill J. Kops	2009	University of Manitoba	Donna Shea	2009	Boston University
<b>Quality and Research Committee</b>					
<b>Bill J. Kops</b>	2009	University of Manitoba	Dennis L. Nunes	2010	St. Cloud State University
Martin D. Barry	2009	Oregon State University	Ben P. Perkins	2009	Washington State University
Jamie A. Bilella	2010	Montclair State University	David Schejbal	2009	University of Illinois at Urbana-Champaign
Cynthia A. DeLuca	2009	North Carolina State University	Patricia L. (Trish) Suske	2010	University of Nevada, Las Vegas
Lori Glover	2010	Worcester Polytechnic Institute			
Loy Lytle	2010	University of California, Santa Barbara			

*Bold: Committee Chair*



The official conference hotel is the Beau Rivage Resort and Casino conveniently located on the Gulf Coast in Biloxi, Mississippi, approximately an hour drive from New Orleans to the west and Mobile, Alabama, to the east.

### **Beau Rivage Resort and Casino**

875 Beach Boulevard, Biloxi, MS

<http://www.beaurivage.com>

Main Number: 228-386-7111

Hotel Reservations 888-567-6667

Hotel Guest Rooms 228-386-7111

### **Check In and Check Out Time**

Check in time is 3:00 PM with check out at 11:00 AM. If rooms are requested prior to check in time, Beau Rivage will make an effort to accommodate your specific request based upon availability. The bell desk is agreeable to storing luggage for early arrivals.

### **Early Departure**

Guests will be charged one night's room and tax for checking out before their scheduled departure date. To avoid this fee, advise the Hotel at or before check-in of any change in the length of your stay.

### **Reservation Cancellations**

No deposit is required if you use a credit card to make the reservation. Attendees can cancel their reservation up to 6:00 p.m. on the night of arrival without penalty.

### **Business Center**

Recognizing the technical needs of business travelers, Beau Rivage offers a fully equipped Business Center featuring the capabilities and comfort of one's own work office. And our professional, friendly staff is at your service to assist with all the details - minor or not.

Hours of Operation:

Monday - Friday, 8 am - 4 pm

Saturday & Sunday, 10 am - 2 pm

Phone: 228-386-7783

Fax: 228-386-7414

### **Extending Your Conference Stay**

Based on availability, the conference room rate is being made available to all conference participants three days prior to the conference and three days after the conference. Availability and room rate can change from day to day.

## Directions from Airport

[www.beaurivage.com/contact/contact\\_us\\_directions.aspx](http://www.beaurivage.com/contact/contact_us_directions.aspx)

In addition to being easily accessible by land, daily major airline service is also available via the Gulfport/Biloxi International Airport located only 15 minutes from Beau Rivage. Directions from Gulfport / Biloxi Airport to Beau Rivage:

### **Traveling Highway 90 (Scenic):**

- When leaving the Airport property, turn left on Airport Boulevard.
- Proceed to traffic signal and turn left. (Highway 49)
- Stay on Highway 49 until it intersects with Highway 90
- Travel East on Highway 90 into Biloxi, passing the Biloxi Lighthouse
- Approximately 1/4 mile past the Lighthouse, Beau Rivage is located on the right
- Approximate travel time is 25 - 30 minutes

### **Traveling I-10:**

- When leaving the airport property, turn left onto Airport Boulevard.
- Proceed to traffic signal and turn right. (highway 49)
- Travel approximately 3/4 mile to Interstate and go East on I-10
- Take Exit 46-A (I-110 Loop)
- Stay on I-110 Loop to the Ocean Springs exit ramp.
- Ocean Springs Exit will put you on Highway 90 East.
- Beau Rivage is the first hotel-casino on the right on Highway 90.
- Approximate travel time is 15 - 20 minutes.

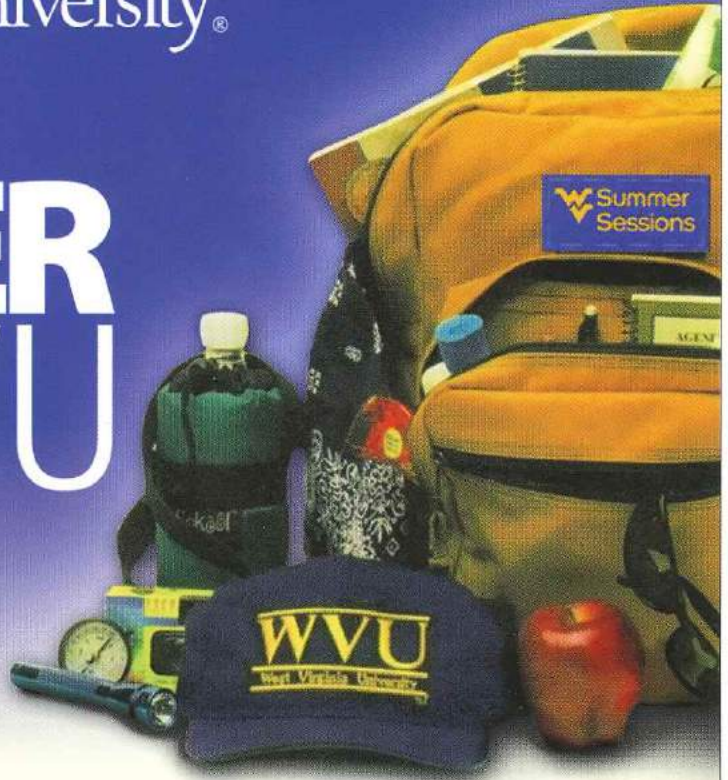
## Weather

Biloxi, Mississippi enjoys a mild temperature in November with average highs in the low seventies and average lows in the mid fifties.

 West Virginia University®

# SUMMER @ WVU

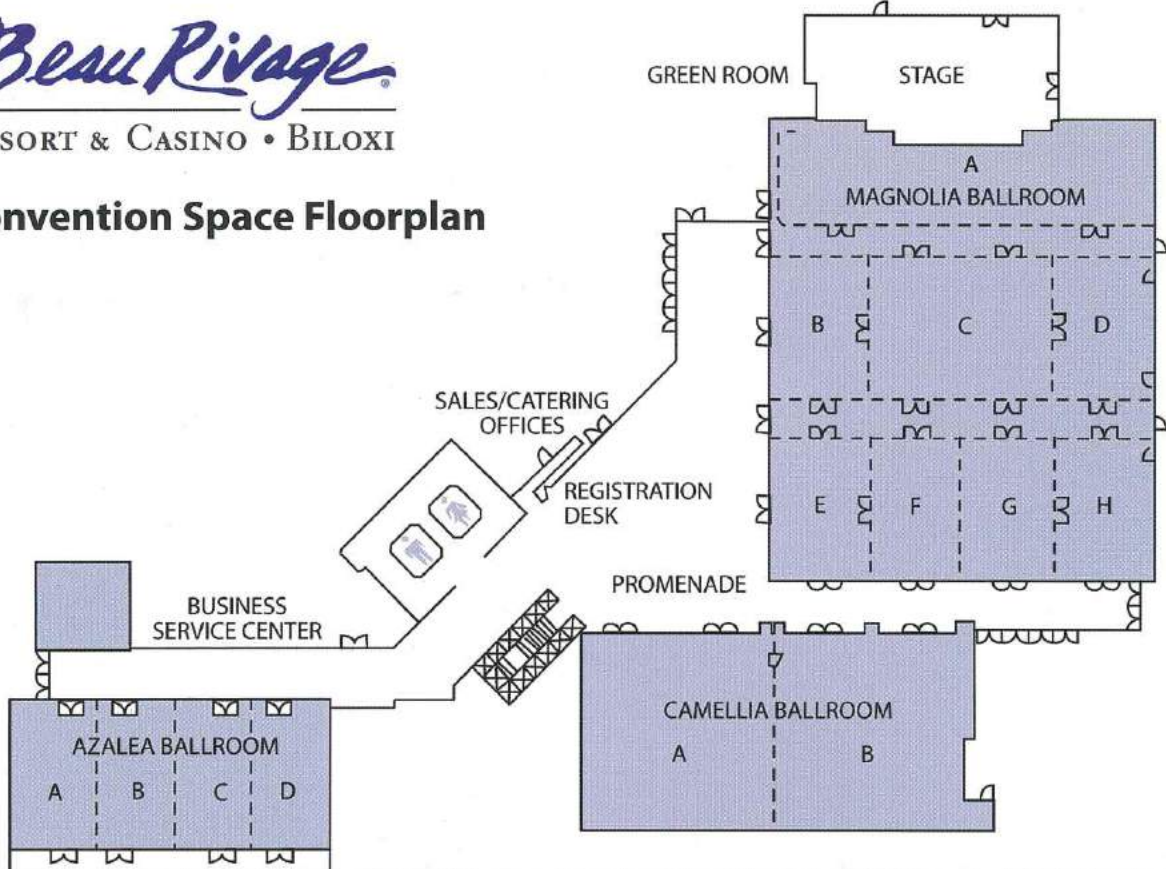
[summer.wvu.edu](http://summer.wvu.edu)



*Beau Rivage*

RESORT & CASINO • BILOXI

## Convention Space Floorplan





**N**ORTH  
**A**MERICAN  
**A**SSOCIATION OF  
**S**UMMER  
**S**SESSIONS

**November 7 to 10, 2010**  
**Holiday Inn By the Bay**  
**47th Annual Conference**

# Portland, Maine



Lobster continues to have a devoted following and a lobster and clambake with all the fixings, on the beach or other setting can easily become a lifetime memory



The metropolitan hub of Maine's south coast region, Portland is a lively city which incorporates an historic atmosphere into a modern urban environment



Seascapes and cityscapes blend harmoniously in Portland, perched on a peninsula, jutting out into island-studded Casco Bay.

*The Northeastern  
Region and State of  
Maine invite you to  
the 47th Annual  
NAASS Conference!*

