



**NAASS**

North American Association  
of Summer Sessions  
[naass.org](http://naass.org)



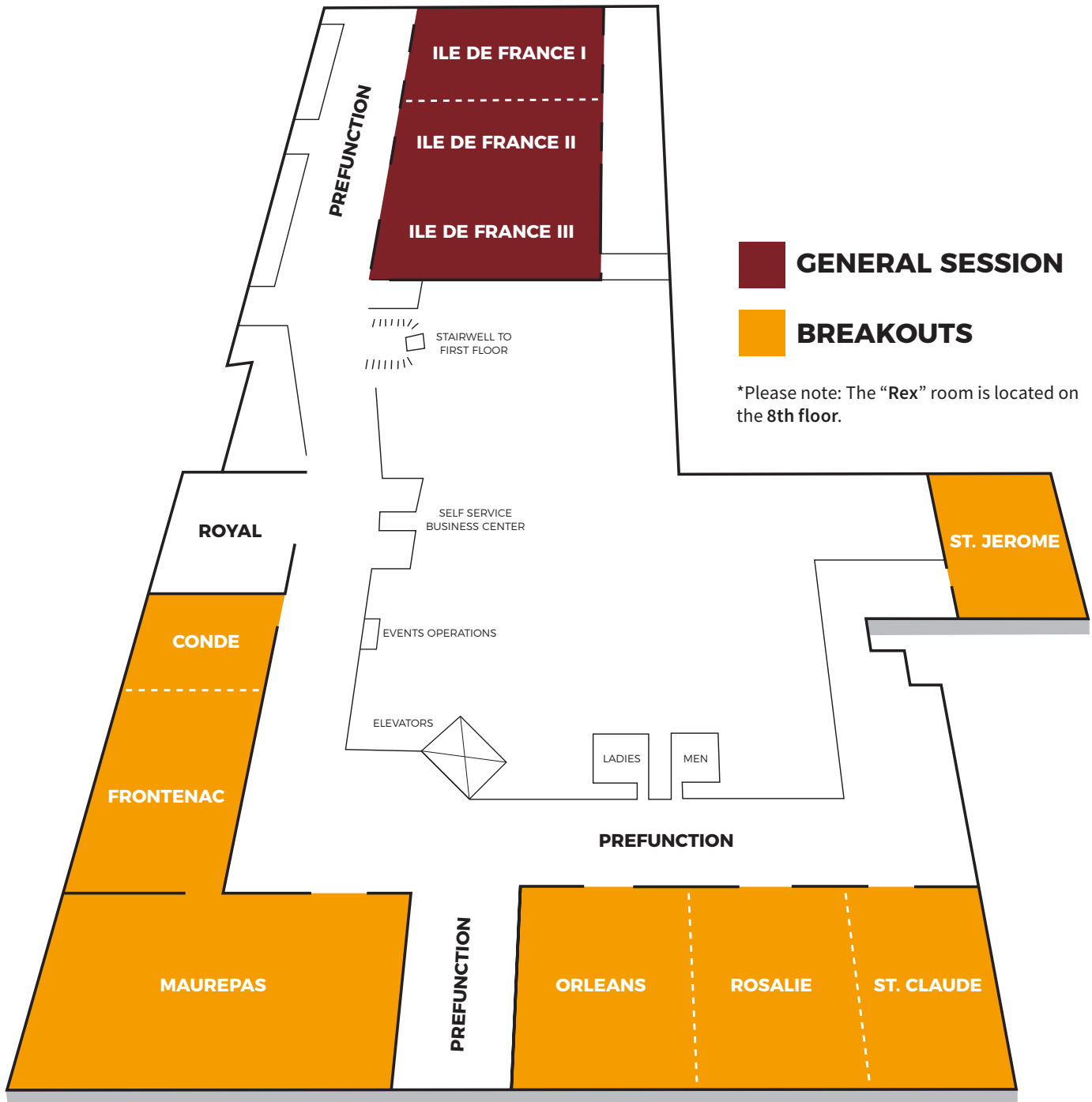
# UNMASK YOUR SUMMER SESSION'S POTENTIAL

NOV 10-13

2019 ANNUAL CONFERENCE

# CONFERENCE MAP

## Third Floor



# DEAR NAASS CONFERENCE ATTENDEE,



## Dr. Steven P. Girardot

**NAASS President 2019**  
Associate Vice Provost for  
Undergraduate Education  
Georgia Institute of Technology  
(Georgia Tech)  
steven.girardot@gatech.edu

**Welcome to the “Big Easy!” On behalf of the entire leadership of the North American Association of Summer Sessions (NAASS), I would like to thank you for choosing to attend our 56th Annual Conference. I hope your time here in New Orleans is professionally engaging and culturally enriching.**

As an organization, NAASS “identifies emerging trends, promotes best practices, and facilitates the exchange of information among leaders in higher education in order to continually increase academic quality, student services, and fiscal success of summer and special sessions.” We advance this mission through the efforts of dedicated volunteers who give openly and generously of their time, energy, and knowledge. We are a welcoming, diverse, inclusive, and collegial group, and I hope you leave the conference connecting with at least one new colleague.

On the topic of dedicated volunteers, I particularly want to acknowledge and thank the Annual Conference co-chairs, Catherine Crummett (James Madison University) and Daphne Rankin (Virginia Commonwealth University), and the entire conference planning committee, for planning an outstanding conference. They have been hard at work all year, going above and beyond to ensure the event is a success. This is also our first annual conference in our newly-merged “Middle/Southern Region” and we are grateful to the region for hosting us. Finally, I want to thank all of our sponsors for their support of our conference and NAASS. Please take time to stop by their tables and learn more about opportunities to work with them.

I hope you have a wonderful conference. I encourage you to take the time away from the demands of your “day job” to enjoy New Orleans while you make new friends and expand your professional network. If you have any questions about NAASS, or would like to discuss how you can become more involved, please don’t hesitate to reach out to me. My email address is to the side, and I would love to hear from you.

Warmly,

A handwritten signature in black ink that reads "S. Girardot". The signature is fluid and cursive, with a large initial "S" and a stylized "G".

Dr. Steven P. Girardot

# KEYNOTE SPEAKERS



**TRAVIS BROWN** is one of the most highly sought after Brand Marketing Consultant and Motivational Speakers in America! For the last 20 years, Travis has spent his career in sales, marketing, customer service, executive management, consulting, business ownership and training.

Today, as a contract Chief Brand & Marketing Officer for companies, Travis executes his leadership experience delivering brand building and digital marketing strategies to bring their brands to life.

As a Keynote Speaker, Travis has delivered over 2,500 presentations with his leadership success strategies producing results in Fortune 500 companies, small businesses, real estate professionals and NFL teams.

At the end of the day, his motto is... "I love helping people achieve things they never thought possible"



**CAROL BEBELLE** is the co-founder and executive director of Ashé Cultural Arts Center, located in Central City N.O. Drawing from a three-decade expansive history of human service planning, and program development, she currently leads that community-based cultural arts center whose work evolves out of the intersection of community development, culture, equity and the arts.

## NEW ADMINISTRATORS WORKSHOP LEADERS



**TROY HARGROVE** | Associate Dean, Enrollment Management and Partnerships, School for Professional Studies; Director, Summer/Winter Sessions, Saint Louis University.

Troy Hargrove has 16 years of experience working in higher education at Saint Louis University. Past roles have included Director of Summer Studies, Director of Career Resources and Associate Director of Graduate Business Programs to name a few. In the spring of 2017, he transitioned to a new role—Associate Dean of Enrollment Management and Partnerships in the School for Professional Studies where he oversees admissions, advising, marketing and partnerships for non-traditional students in addition to being the Director of the Summer/Winter Office for the University. Specific to NAASS, Troy's leadership roles have included Membership Chair, Assistant Regional Vice President (North Central Region), Strategic Planning Committee Member and Facilitator of the two-day New Administrators Workshop at the annual conference.



**ALICIA SPURLOCK** | Business Analyst, Division of Extended Learning and Outreach, Western Kentucky University

Alicia Spurlock is the Business Analyst for the Division of Extended Learning and Outreach at Western Kentucky University. As part of her role, she is the coordinator of Summer Sessions and Winter Term. Alicia has worked in Summer Sessions at WKU over ten years. She completed her bachelor's degree and MBA from Western Kentucky University. Alicia has been a member of the North American Association of Summer Sessions since 2007. She most recently served as Regional Vice President of the North Central region of NAASS. She has also served as an at-large member of Administrative Council, a member of the Quality & Research, and Creative & Innovative Awards committee, and currently co-facilitates the Jon C. Neidy New Administrators Workshop.



# 2019 ADMINISTRATIVE COUNCIL & ORGANIZERS

## Executive Committee



**Steven Girardot**  
President  
Georgia Institute of Technology



**Natalie Kokorudz**  
Past-President  
University of Illinois at Chicago



**Troy Hargrove**  
President-Elect  
Saint Louis University



**Shawn Smith**  
Treasurer  
North Carolina State University

## Regional Vice Presidents



**Maria Lettiere**  
North Central  
Loyola University Chicago



**Sarah Craig**  
Northeastern  
UMass at Amherst



**Lowell Davis**  
Middle/Southern  
Western Carolina University



**Patricia "Trish" Suske**  
Western  
University of Nevada

## Conference Chairs



**Daphne Rankin**  
Virginia Commonwealth  
University



**Catherine Crummett**  
James Madison  
University

## Committees

### Quality & Research Committee

Patricia "Trish" Suske  
Rachel Miller-Nottingham

### Creative & Innovative Awards

Erin Moseley

### Membership & Communications

Christina Wan

### Nominations & Elections

Natalie Kokorudz

## NAASS Partner

**NC State University Office of Professional Development**  
[go.ncsu.edu/OPD](http://go.ncsu.edu/OPD)



# Grow Summer Enrollments with MindMax

## Marketing, Recruitment and Enrollment Management Services

[mindmax.net](http://mindmax.net)

### smashcut

Bringing Summer Sessions Online

## Online Summer Programs for Visual and Media Arts

The Smashcut platform is a next generation learning environment built specifically for collaborative media creation.

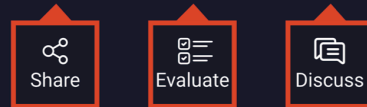
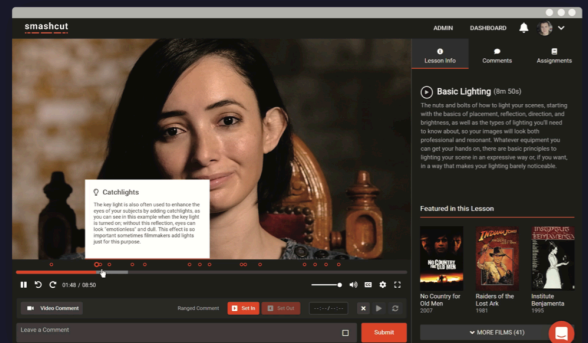
- A School-Branded Platform
- Curriculum Co-Development
- Broadcast Quality Production
- Recruitment & Marketing
- Student/Faculty Support
- Custom Feature Development

### Platform Features

- Live 1:1 Video Meetings
- Project Evaluation Tools
- Small Group Workspaces
- Team Notifications via SMS
- Social Collab Channels
- Built-in Scheduling
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Learn how Smashcut can help your residential programs thrive online. Send us a note at [hello@smashcut.com](mailto:hello@smashcut.com)

[www.smashcut.com](http://www.smashcut.com)



### Join our Session!

Bringing Summer Sessions  
Online: An NYU Case Study

Tue 11/12 at 3pm,  
Room: St. Jerome

# Comprehensive Pre-college Program Management

summer  
discovery

For more than 54 years, we have partnered with universities to provide exceptional, customized programs tailored to university needs.

Stop by our table at NAASS and say hello.

## Partnership Options

- Marketing & Recruitment
- Application & Enrollment Management
- Staff Recruitment & Management
- Residential Life Management
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- Risk Management & Compliance



Trusted by University of Pennsylvania, University of Texas, Georgetown University, Johns Hopkins University, and University of Miami

[summerdiscovery.com](http://summerdiscovery.com)

Bob Musiker, Executive Director    [bob@summerdiscovery.com](mailto:bob@summerdiscovery.com)

ai ACADEMIC  
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and Job-Specific Training  
for Higher Ed.



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Whether you are a team leader or a project leader, we have resources that will help you to build better teams, become more collaborative, manage change, and more.



### Personal Development

Provide your team with learning tools and strategies to improve time management, procrastination, decision making, conflict resolution skills, and more.



### Skills-Based Training

Learn best practices, replicable models, and practical solutions to the most pressing challenges you and your institution face.

## Become a Member

Join hundreds of institutions that are already leveraging Academic Impressions' online library through our membership. Whether you lead a team, direct projects, or you are an individual contributor, you'll find a wide range of training at your fingertips. As a member, you'll have free and unlimited access to around 100 live webcasts each year, as well as hundreds of on-demand tools and resources.

Visit the Academic Impressions booth to sign up for a 2 week FREE membership trial.

Watch the recording of our *Future of Higher Education* webcast to learn four paradoxes higher ed leaders face, and hear four strategies that can make a difference at [www.academicimpressions.com/future](http://www.academicimpressions.com/future).

View the full calendar and online library on our website at:  
[www.academicimpressions.com](http://www.academicimpressions.com) | 720.488.6800

K&C  
KENNEDY & COMPANY

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TUITION & FEE PRICING + ACADEMIC  
PORTFOLIO REVIEW +  
BUDGETING & PLANNING

# LET'S GET SOCIAL!



## #

To stay connected and get to know other member schools throughout the event, use **#NAASS19** for all of your social media posts during the conference! The most active social media user, determined by the number of posts, engagement, and likes combined will win \$100 off next year's conference registration fee!

*How to use hashtags: a hashtag is simply a keyword phrase, spelled out without spaces, with a pound sign (#) in front of it. For example, #NAASS and #NAASS19 are both hashtags that we are using for this year's conference. You can put these hashtags anywhere in your social media posts: in the beginning, at the end, or anywhere in between.*

## #NAASS19

annual conference  
hashtag

## #NAASS

general NAASS  
hashtag





# 2019 CONFERENCE AGENDA

## Unmask Your Summer Session's Potential

### Saturday, November 9

|                |   |                 |
|----------------|---|-----------------|
| 12:00PM-5:00PM | <b>Registration</b>   | 3rd Floor Lobby |
| 1:00PM-5:00PM  | <b>New Administrators Workshop (Part 1)</b><br><i>Troy Hargrove, Associate Dean/Director of the Summer-Winter Office, Saint Louis University</i><br><i>Alicia Spurlock, Business Analyst, Summer/Winter Coordinator, Western Kentucky University</i><br>The New Administrators Workshop (NAW) 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. Throughout the two-day workshop, four key areas of summer session administration will be examined: organization, curriculum and program planning, finance, and marketing. This highly interactive workshop provides you with an opportunity to reflect on what you already know about your institution, administration, faculty and programs, and merge your knowledge with new information. | Maurepas        |
| 6:00PM-7:00PM  | <b>New Administrators Workshop Dinner</b>   | Offsite—TBD     |
| 7:30PM         | <b>EC &amp; Conference Chair Dinner</b>   | Offsite—TBD     |

### Sunday, November 10

|                |   |  |
|----------------|---|--|
| 7:00AM-5:00PM  | <b>Registration</b>   | 3rd Floor Lobby                        |
| 7:00AM-8:00AM  | <b>Breakfast</b> (Pre-Conference Attendees Only)  | Maurepas                               |
| 8:00AM-12:00PM | <b>New Administrators Workshop (Part 2)</b><br><i>Troy Hargrove &amp; Alicia Spurlock</i> | Maurepas                               |
| 9:00AM-12:00PM | <b>How to Become a Highly Successful Leader</b><br><i>Travis Brown</i>                    | Conde                                  |
| 12:00PM-3:00PM | <b>Exhibit &amp; Resource Fair Open</b>   | Foyer/Hallway                          |
| 12:00PM-1:00PM | <b>Lunch</b> (Pre-Conference Attendees Only)  | Frontenac                              |
| 1:00PM-3:00PM  | <b>Regional Vice Presidents &amp; AVP Meeting</b>   | Rex<br><i>Located on the 8th floor</i> |
| 3:30PM-4:30PM  | <b>Conference Opening Event: Speed Networking</b>   | Orleans, Rosalie, St. Claude           |
| 5:00PM-6:00PM  | <b>Conference Welcome &amp; Keynote Speaker</b><br><i>Keynote Speaker: Travis Brown</i>   | Ile De France 2 & 3                    |
| 6:00PM-7:00PM  | <b>President's Welcome Reception &amp; Cultural Immersion</b>                             | Ile De France 1                        |
| 7:00PM         | <b>Dinner on Your Own</b>   |  |
| 7:30PM         | <b>New Member Institution No-Host Dinner</b>  | Meet in the Lobby                      |

## Monday, November 11

|                |   |                   |
|----------------|---|-------------------|
| 8:00AM-2:00PM  | <b>Registration</b>                     | 3rd Floor Lobby   |
| 8:00AM-9:00AM  | <b>Breakfast</b>                        | Ile De France 2&3 |
| 8:00AM-4:00PM  | <b>Exhibit &amp; Resource Fair Open</b> | Foyer/Hallway     |
| 9:00AM-10:00AM | <b>Concurrent Sessions I</b>            |                   |

### Assessing Your Summer Program and Creating Strategic Goals: A Hands-On Workshop

Maurepas

**Allyson Morris**, *Director of Summer Sessions, Santa Clara University*

Using an evaluation tool developed by Allyson Morris, Santa Clara University, and Harriet Abe, University of Hawaii at Mānoa, participants will evaluate their Summer Session program and create strategic goals. Participants will be able to access the evaluation tool online; printed copies will also be available. Attendees can work individually or in small groups on answering 11 questions focusing on summer enrollment, faculty, course offerings, administration, finances, and programming. Participants can take their work back to their campuses to share with their administration. The evaluation tool has been used at institutions for academic unit reviews and strategic planning.

### Creating a Win Win: Building a Successful Summer Programs Marketing Campaign with Student Marketers

Conde

**Geneva Sedgwick**, *Director of University Summer Programs, Seattle University*

**Bryan Ruppert**, *Seattle University*

**Zachery Zenteno**, *Lead Student Marketer for Summer Programs, Seattle University*

**Jack Neton**, *Seattle University*

**Jason Sedgwick**, *Account Executive, WebbMason Marketing*

At Seattle University, we have experimented with offering undergraduate marketing majors on-campus jobs in Summer Programs. As peer-to-peer marketers using social media, digital advertising, direct mail, and guerilla marketing, these students were responsible for leading summer marketing efforts. In this presentation, you will learn how working with student marketers benefits their professional development and improves summer enrollment outcomes for the university. You will also learn about, and see, our University's unique brand campaign designed with the help of an external marketing firm, which resulted in an impressive increase in undergraduate summer enrollment for 2019.

### Developing and Running Pre-college Programs in a Decentralized University

St. Claude

**Maureen Saraco**, *Sr. Associate Dir., Summer & Pre-College Programs, Temple University*

Many universities have (or attempt to have) a centralized pre-college office, but faculty and administrators working in academic disciplines may not know about it—or they may be running their own pre-college programs independent of the pre-college office. This session will be a case study of how a decentralized university that has a central pre-college office successfully coordinated across the university to increase the number of students enrolled in pre-college, share best practices, and start new programs. The session will allow time for small group discussion and strategic planning.

### Training Student Staff: Breakdown, Brainstorm, Build

Orleans

**Amanda Williams**, *Asst. Director, Carleton Summer Liberal Arts Institute, Carleton College*

**Erin Arntson**, *Coordinator, Carleton Summer Liberal Arts Institute, Carleton College*

In the fast-paced environment of summer programming, we have limited time and resources to build a successful team while completing required training. This session will cover how the Carleton Summer Liberal Arts Institute deconstructed our traditional training model to prepare our current student staff for office and residential work. We will share our unique training schedules, the topics we cover, and our process for infusing fun! Join us to hear about what we do, talk about what you do, and leave with a plan for how you can bring new training ideas and resources back to your own campus.

## Monday, November 11

9:00AM-10:00AM **Concurrent Sessions I (Continued)**

### Working with Education Agents for Summer Program Recruitment

**Sarah Craig**, *Director of Summer Programs, University of Massachusetts at Amherst*

**Christine Parker**, *Executive Director, UChicago Summer Session*

**Brittany Goodman**, *USA Business Development Manager, ICEF*

For many years, the use of agents to recruit international students for US academic programs was cautioned against, despite agents' widespread use in other parts of the world. In December 2018, the US State Department reversed their policy, initiating anew the conversations about the use of education agents for student recruitment. Should you contract with an agent to recruit for summer programs? If so, how do you find a reputable agent, and how do you minimize risk? We invite those interested in learning about using agents, as well as those willing to share their experiences with agents, to this session.

St. Jerome

10:15AM-11:15AM **Concurrent Sessions II**

### Decentralize or Centralize Summer? A Guided Discussion of Pros & Cons

**Gary L Simon**, *Director of Adult & Summer Academic Programs, The University of Tampa*

Institutions are moving in a variety of directions in their oversight of summer and special sessions, especially as market forces and student demands nudge the academy into the future. That begs the question: What is the future for summer administration? On one extreme, we have fully centralized and on the other totally decentralized models. In the middle are the hybrid models. What are the pros and cons of each? This session will be a guided discussion and feature the results from a survey of past and present NAASS members. Come prepared to think big, to explore, to challenge, to express.

Maurepas

### Marketing for Summer with a Lean Team

**Hai Truong**, *Marketing Strategist, UC Irvine Summer Session/OOVP for Teaching & Learning*

This session covers how to revisit an existing summer session operation and make changes in ways that honor what is working and respectfully adjust the areas that can be improved. Topics addressed include identifying stakeholders to build an organic marketing strategy, building bridges with allies across campus with resource and time constraints, developing a workflow that fits your organization's available resources to test new ideas, and determining what success looks like from a marketing standpoint for summer and how to align them strategic campus goals.

Conde

### The Wish List Part 2: Updates from Across the Country

**David Lee**, *Director, Intersessions, Southern Methodist University*

**Maeve Skidmore**, *Assistant Director, Intersessions, Southern Methodist University*

**Leann Isaacs**, *Coordinator, Intersessions, Southern Methodist University*

**Christina Wan**, *Program & Operations Manager Summer Session Initiatives, Georgia Tech*

**De Morris Walker**, *Director of Summer Session Initiatives, Georgia Tech*

**Paul Cesarini**, *Professor and Assistant Vice Provost, Bowling Green State University*

**Kristine Sholty**, *Marketing Specialist, California State University, Sacramento*

At the 2018 NAASS Annual Conference SMU presented on an experimental online tool — a Wish List — built to allow students to submit preferences for course work to be offered outside of fall and spring. In this round table session, a group of universities come together to share experiences and challenges faced in implementing parallel projects. Join us as we discuss working to improve data collection, communications with students, addressing administrative concerns, and other issues in an effort to better address student needs.

Frontenac

### Using Data to Drive Retention and Summer Success

**Daphne Rankin**, *AVP for Strategic Enrollment Management, Virginia Commonwealth University*

**Ben Kennedy**, *Managing Partner of Kennedy & Company*

In partnership with Kennedy & Company, Virginia Commonwealth University (VCU) developed a comprehensive method for identifying the critical bottleneck courses that its schools and departments should offer each summer. VCU also looked at what other data-identified components they needed to improve to enhance summer enrollments and effectiveness. In this interactive session, we will demonstrate how to engage University stakeholders around summer session success, how to use data and reporting each year to best set new summer session schedules, and how to identify those bottleneck courses that have led to student attrition.

Orleans

## Monday, November 11

10:15AM-11:15AM **Concurrent Sessions II (Continued)**

### **Who's the Boss? Streamlining Summer Sessions Decision-Making within a Decentralized Culture**

St. Jerome

**Mandy Munro-Stasiuk**, *Interim Senior Associate Provost, Kent State University*

**Marilyn Bokrass**, *Cont Education and Summer Program Director*

**Laura Andrews**, *Digital Strategic and Marketing Communications Director*

**Randall Lennox**, *Senior Institutional Research Information Officer*

Kent State University's decentralized approach to the implementation and operation of Summer Sessions led to inefficiencies in overall program management. Courses offered during summer, including the number of sections, scheduling, teaching assignments, timing of course cancellations, etc. are determined at the department and college level with little to no collaboration across units. While there are centralized services, including marketing and promotion, there has been no decision-making authority over the nature, organization, and rules of course offerings. In this session we will discuss changes made to streamline and coordinate decision-making, as well as ongoing challenges.

11:15AM-12:00PM **Big Ideas Poster Session**

Hallway

12:15PM-1:45PM **Regional Lunches**

Ile De France

2:00PM-3:00PM **Concurrent Sessions III**

### **Building a Solid Pre-college Foundation: An Overview of the Stuff You Don't Know You Need to Know**

Maurepas

**Christine Parker**, *Executive Director, UChicago Summer Session*

Offering pre-college courses as part of your summer session is much more than inviting slightly shorter people to campus – there are a host of less obvious considerations and best practices that experienced pre-college programs have learned, sometimes the hard way. Whether you are launching pre-college programs for the first time, or planning to grow pre-college programs more aggressively, this session will provide an overview of proactive policies and practices that anyone can benefit from.

### **Developing Cross-Cultural Competencies**

St. Claude

**Chrishon Blackwell**, *Director of Summer and Special Programs, The George Washington University*

Internationalization strategies have shaped the narrative of higher education institutions over the past several decades. As mid- and senior-level administrators, we contribute to our campus internationalization efforts through the implementation of short-term and/or summer visiting programs. We are responsible for cultivating cross-cultural relationships, often acting as the 'go-between' among C-suite executives, staff, and students across a variety of academic and administrative roles. However, many higher education professionals lack the requisite knowledge, training, and skills to navigate these relationships effectively. This session invites colleagues to share best practices, discuss how they developed cross-cultural competencies, and develop tools to engage with diverse populations.

### **Massaging the Funnel: Maximizing Returns Through Repeated Inquiry & Applicant Engagement for Pre-College Programs**

Conde

**Chris Cofer**, *Executive Director, Office of Pre-College Programs, Syracuse University*

**Mary Collier**, *Admissions and Operations Manager*

**Amy Kruse**, *Marketing and Communications Coordinator*

One factor students and parents consider when choosing a pre-college program is location. This session is for administrators in cities that are not anyone's vacation destination list. In this session, Summer College personnel will share efforts related to the evolution of a multi-faceted marketing campaign and a detailed "high-touch" follow-up strategy that begins with the inquiry and continues through to the receipt of a deposit. Through these efforts, Summer College achieved 57% enrollment growth from 2017 to 2019. Come to this session to learn how Summer College has maintained strong growth in the face of a less-than-glamorous location.



## Monday, November 11

2:00PM-3:00PM **Concurrent Sessions III** (Continued)

### Summer Session Initiatives for Student Success

Orleans

**Anne Van Arsdall**, *CSU Summer Director, Colorado State University*

Colorado State University's Summer Session has long contributed to student success by offering opportunities for earning credit as well as enrichment activities. The director will share specific strategies implemented in recent years to further support this central University mission. Securing summer enrollment and student success data from the Office of Institutional Research was the first, critical step. From initiatives involving relatively minimal time and expense, to the big ideas that require strong collaborations and institutional support, the presenter will share a collection of strategies, which may apply to your campus. Participants will be invited to share their initiatives as well.

### Utilizing Data to Develop and Implement Innovative Programming

St. Jerome

**Meghan Lipinoga**, *Data Services Coordinator, University of South Carolina*

**Amanda Therrell**, *Academics Manager, University of South Carolina*

The Office of On Your Time Initiatives (OYT) at the University of South Carolina utilizes data to grow and develop innovative programming, such as a Winter Session, Summer Semester (featuring the Jump Start transfer program), and Accelerated Study Plans. OYT focuses on predictive data to forecast student needs and prescribe solutions to campus partners supporting the collective purpose of retaining and graduating students on time. This interactive presentation covers recommendations for collecting and sharing data for programmatic support and provides an opportunity for participants to brainstorm new approaches and share how they, too, are utilizing data to support innovative initiatives.

3:30PM

### Network Excursion: Behind the Scenes Tour of Mardi Gras World

*Bus Boarding*

Meet in the hotel lobby at 3:30PM. The bus will return us to the hotel immediately after the tour.

4:30PM-5:50PM

*Tour*

6:00PM

### Dinner on Your Own

## Tuesday, November 12

9:00AM-10:30AM

### Breakfast

Ile De France 2 & 3

### Exhibit & Resource Fair

Foyer/Hallway

10:00AM-3:00PM

### Registration

3rd Floor Lobby

10:45AM-11:45AM

### Concurrent Sessions IV

#### A Director's Panel on Early Start Programs

Orleans

**John Gipson**, *Director of Summer Session, Purdue University*

**De Morris Walker**, *Director of Summer Session Initiatives, Georgia Tech*

**Aphra Mednick**, *Associate Dean of Summer Term, University of Wisconsin-Madison*

**Owen Hooper**, *Dir. of Accelerated Summer & Intersession Academic Programs, University of South Florida*

Early start programs exist in many varieties and formats across the United States. In this interactive session, we will explore the spectrum of program formats, ranging from condensed residential experiences to fully online courses to study abroad, along with the challenges and benefits provided to students and our institutions. Panel members will share an overview of their program options followed by interactive Q&A with the audience. Whether you are a new program coordinator or an experienced administrator, this session will offer new tools for your toolbox. Come prepared with your questions.

## Tuesday, November 12

10:45AM-11:45AM **Concurrent Sessions IV** (Continued)

### **Making Summer Sessions Strategically Important to Your Institution**

**Lee Maxey**, *Founder + CEO, MindMax*

**Troy Hargrove**, *Associate Dean/Director of the Summer-Winter Office, Saint Louis University*

**Christine Parker**, *Executive Director, UChicago Summer Session*

In this session, Lee Maxey will lead a discussion with two experienced and knowledgeable summer program leaders who will share their experiences with leading summer session initiatives within their own institutions. Come hear lessons learned, best practices, and successful strategies that has helped them align their summer sessions to the larger institutional mission. Attendees of this session will gain useful insight into how to improve their own programs and learn how to prioritize their efforts to get the biggest impact to their program. Join the conversation and come prepared with your questions. Your Summer 2020 planning will benefit greatly!

Frontenac

### **Quality Issues in International Summer Programmes: the Provider's Perspective**

**Sarah Ormrod**, *Director, International Summer Programmes and Lifelong Learning, University of Cambridge, UK*

International Summer Schools meet a growing demand for short-term programs from US and other international students. Organizers have to meet a corresponding demand for the highest quality. This session offers insights into how providers can define, measure and ensure "quality", tackle quality assurance "failure" and meet the expectations of students, home universities, parents in a multi-cultural classroom. It's an opportunity to share concerns and experiences about quality issues in International Summer Sessions you provide or commission, or to which you send your students. The presenter offers the providers' perspective, based on 30+ years' experience of trying to get it right!

St. Claude

### **Summer Innovation as a Catalyst for Institutional Cultural Shifts: A Case Study of Emory College Online**

**Sara Jackson Wade**, *Senior Associate Director Emory College Online and Summer Programs, Emory University*

At its best, Summer Sessions function as a hub of innovation in our universities while creatively meeting student needs. Over the past five years, Emory College of Arts and Sciences has seen online courses grow from nonexistent to a fully-integrated and essential part of our undergraduate summer portfolio. This session will explore how and why this initiative has enjoyed such success and its benefits for both students and faculty. We will also discuss the steps we've taken to build a model that fits our unique institutional needs and how those building blocks may be applied in other settings.

Maurepas

### **Summer Minors are Major at Berkeley!**

**Jessica Bauer**, *Deputy Director of Summer Sessions, UC Berkeley*

**Alexandra Calvert**, *Project Manager, UC Berkeley*

With several unique tracks, Berkeley Summer Minors have drawn over 2,300 enrollments this summer alone. Join us to learn about how these summer-only programs are equipping students with valuable skills while solving campus issues. As we've grown these opportunities, we've gained insight into why certain Summer Minors have seen the most immediate success and what students are looking for in their credit-bearing summer programs. This session will dive into best practices, scholarships, lessons learned, and will share our Guide to Developing a Summer Minor so you can think through implementing a similar program on your own campus!

Conde

## Tuesday, November 12

10:45AM-11:45AM **Concurrent Sessions IV (Continued)**

### Working with Minors: Best Practices

St. Jerome

**Alison Schmierer**, *Director of Pre-college Program, George Washington University*

Programs that work with minors must create policies and rework traditional protocols and training along with campus support to best serve their students. This session will explore how as administrators do we go above following a minor's policy, how are we able to advocate on behalf of a minor with multiple stakeholders involved, and how do we create an inclusive environment for youth. The goal of this session is for university administrators overseeing summer programs to enrich their understanding of minors and explore ways to engage their campus communities to best serve their minor population.

12:00PM-1:30PM **Conference Lunch & NAASS Committee Meetings**

Ile De France 2 & 3

1:45PM-2:45PM **Concurrent Sessions V**

### iGniTing First Year Student Success at Georgia Tech

St. Claude

**Christina Wan**, *Program & Operations Manager, Summer Session Initiatives, Georgia Tech*

This presentation will explain the mechanics, campus culture, and tradition of a summer first-year initiative on Georgia Tech's campus; the presentation will then take attendees through the management and logistics of the program, now in its second year. The presentation will also go in depth into the successful onboarding of students to the institute, including helping students to navigate campus and understand services and processes.

### Jazzing up Your Summer Program's Staffing

Conde

**Cody Olson**, *Graduate Assistant & Summer Residence Director, UConn Pre-College Summer*

**Nicole Hyman**, *Graduate Assistant & Summer Residence Director, UConn Pre-College Summer*

Peer mentors, group leaders, resident advisors – whatever you might call the summer staff your office hires – play a huge role in ensuring success for your summer program. This session will take a hands-on approach to exploring new and innovative student-staff hiring methods and will facilitate discussion on how staff training can be used for so much more than just job competence. In the city where Jazz music was born we hope you'll join us to discuss how we can all jazz up our summer hiring practices. Come ready to participate and maybe even get interviewed!

### Making Summer Cool: Increasing the Appeal of Summer Sessions

Maurepas

**Krista Meyer**, *Communications Strategist, UC Berkeley Summer Sessions & Study Abroad*

**Vanessa Rappleyea-Otto**, *Events & Outreach Coord., UC Berkeley Summer Sessions & Study Abroad*

When marketing Summer Sessions, it can be difficult to change the perception that summer is simply a time for struggling students to catch up. Join us as we discuss how we pushed beyond this limited lens at UC Berkeley with year-round intentional marketing that you can replicate on your own campus. We will share examples from Berkeley Summer Sessions including events, giveaways, design elements, and social media promotions. We will include a spotlight on our annual Summer Opportunities Fair that attracts 1,000+ visitors each year. You'll leave our session with a guide to establishing a Fair on your own campus!

### Reconstructing Summer

St. Jerome

**Troy Hargrove**, *Associate Dean/Director of the Summer-Winter Office, Saint Louis University*

**Jacob Wierson**, *Summer-Winter Program Coordinator, Saint Louis University*

Summer offices face adversity as universities undergo restructuring and reorganization. However, these challenges can lead to innovative strategies for maintaining summer and special session offices. Troy Hargrove, Saint Louis University Associate Dean and NAASS President-Elect, and Jacob Wierson, Summer-Winter Program Coordinator, will unpack some of the challenges presented by university restructuring and reorganization and offer insights on how to turn new obstacles into opportunities for growth and reinvention in collegiate summer and special session programming.

## Tuesday, November 12

1:45PM-2:45PM

### Concurrent Sessions V (Continued)

#### Spring Forward: A Spring and Summer Academic Recovery Program

Orleans

**John Gipson**, *Director of Summer Session, Purdue University*

**Kara Miller**, *Pre-College Coordinator and Success Coach, Purdue University*

**Elizabeth Casebeer**, *Assistant Director of Summer Session, Purdue University*

During Spring 2019, the Division of Summer Session at Purdue University partnered with Exploratory Studies and the College of Agriculture to launch a pilot program to assist first- and second-year students on academic probation. Our objective was simple: help students return to good academic standing at the end of the spring semester, improve affordability so students can retake courses during summer, and increase retention rates. We will discuss the implementation process, targeted communications, academic support systems, the positive impact on summer enrollment, and academic outcomes from the pilot year.

3:00PM-4:00PM

### Concurrent Sessions VI

#### Bringing Summer Sessions Online: An NYU Case Study

St. Jerome

**Daniel Blackman**, *CEO and Founder, Smashcut*

**Chris Chan Roberson**, *Distinguished Teacher, NYU/Tisch School of the Arts*

Pre-college programs are adapting to meet the needs of digital natives. In this session, you'll learn how NYU's Tisch School of the Arts in less than six months launched an online version of their long-running summer filmmaking program. Topics include how to turn a traditional syllabus into broadcast-quality video lessons, and best practices for engaging students in project-based work across time zones. We'll explore how a highly collaborative and visually engaging online program can achieve institutional objectives and surpass student expectations.

#### New Administrators Workshop Conference Wrap-Up Session

Frontenac

**Troy Hargrove**, *Associate Dean/Director of the Summer-Winter Office, Saint Louis University*

**Alicia Spurlock**, *Business Analyst, Summer/Winter Coordinator, Western Kentucky University*

Participants from the pre-conference New Administrators Workshop are invited to come together and reflect on your NAASS 2019 Conference experience.

#### Programmatic Innovation and Redesign in the Freshman College Summer Experience at the University of Georgia

Maurepas

**Lindsay Coco**, *Assistant Director for Initiatives, University of Georgia*

**Thomas Chase Hagood**, *Director of the Division of Academic Enhancement, University of Georgia*

This session details the University of Georgia's redesign of the Freshman College Summer Experience, an early start, cohort residential college program established in 2000. Presenters will outline intentional innovations in recruitment of students, curricular offerings, Beyond Class curriculum, and overall innovation to meet the needs of current and future students. In addition, presenters will provide an overview of how scholarships were established for first-generation students and how an intentional partnership with TRIO Student Support Services increased access to the program.

#### Reaching the Right Audience: A Digital Marketer's Guide to Marketing Summer Sessions

Orleans

**Albert Wong**, *Program Manager, San Jose State University*

**Laura Cazayoux**, *VP of Client Operations, MindMax*

As undergraduate enrollment continues to wane at universities and colleges across the country, growth opportunities in other enrollment areas such as summer programs are being aggressively pursued. San Jose State University's Summer Session adapted its programming to support the state's graduation initiative and leadership saw a strong opportunity for growth. In this session, we'll review how SJSU aligned summer programming to in-demand courses and dive into the multi-channel marketing approach used to reach and enroll prospective students. Attendees of this session will gain useful insight into strategic digital marketing planning for successful summer enrollment strategies.



## Tuesday, November 12

3:00PM-4:00PM **Concurrent Sessions VI (Continued)**

### Special Sessions: An Area of Growth and Opportunity

Conde

**Keith Bailey**, *Dean of WVU Online and Assistant Provost of Teaching and Learning*

**Amber Novotny**, *Program Director of Summer Term and Winter Intersession, West Virginia University*

Since the inaugural Winter Intersession term of 2017, West Virginia University has seen continued growth in the term's enrollment. Growth in Winter is positive for the term's future but has also created some concern regarding the impact the term may have on the Summer Session. WVU wishes to continue the growth of both terms and reduce the number of students choosing to take one term over the other. Through ongoing analysis, WVU can identify course packaging options with the hope of improving both Summer and Winter terms, increasing student retention and graduation rates, and assist with tuition reduction.

### Winter Session in the Rearview Mirror: Lessons Learned

St. Claude

**Paul Cesarini**, *Professor & Assistant Vice Provost, Bowling Green State University*

2019 marked the first winter session for Bowling Green State University. The end results were quite positive, with headcount and student credit hours far exceeding expectations. We still ran into several issues throughout the rollout; many were easy to address, but many others were more challenging. This session will examine the highs and lows of our "Winter Session Ground Zero", with the goal of helping others replicate our successes while avoiding our missteps. This will be a lively, interactive discussion where participants can hopefully identify some of their winter session own struggles and leave with real-world solutions for their institutions.

|               |   |                     |
|---------------|---|---------------------|
| 4:00PM-5:00PM | <b>NAASS Business Meeting &amp; Looking Ahead to 2020</b> | Ile De France 2 & 3 |
| 6:00PM-6:45PM | <b>Cocktails &amp; Conversation—Wear Your Mask!</b>       | Ile De France 1     |
| 6:45PM-8:30PM | <b>Closing Banquet &amp; Special Recognitions</b>         | Ile De France 2 & 3 |

## Wednesday, November 13

9:00AM-12:00PM **Admin Council Meeting Breakfast**

Rex

# CONFERENCE SCHEDULE

## At-A-Glance

### Saturday, November 9

|                |   |                 |
|----------------|---|-----------------|
| 12:00PM-5:00PM | <b>Registration</b>                         | 3rd Floor Lobby |
| 1:00PM-5:00PM  | <b>New Administrators Workshop (Part 1)</b> | Maurepas        |
| 6:00PM-7:00PM  | <b>New Administrators Workshop Dinner</b>   | Offsite—TBD     |
| 7:30PM         | <b>EC &amp; Conference Chair Dinner</b>     | Offsite—TBD     |

### Sunday, November 10

|                |   |                              |
|----------------|---|------------------------------|
| 7:00AM-5:00PM  | <b>Registration</b>   | 3rd Floor Lobby              |
| 7:00AM-8:00AM  | <b>Breakfast</b> (Pre-Conference Attendees Only)              | Maurepas                     |
| 8:00AM-12:00PM | <b>New Administrators Workshop (Part 2)</b>                   | Maurepas                     |
| 9:00AM-12:00PM | <b>How to Become a Highly Successful Leader</b>               | Conde                        |
| 12:00PM-3:00PM | <b>Exhibit &amp; Resource Fair Open</b>                       | Foyer/Hallway                |
| 12:00PM-1:00PM | <b>Lunch</b> (Pre-Conference Attendees Only)                  | Frontenac                    |
| 1:00PM-3:00PM  | <b>Regional Vice Presidents &amp; AVP Meeting</b>             | Rex                          |
| 3:30PM-4:30PM  | <b>Conference Opening Event: Speed Networking</b>             | Orleans, Rosalie, St. Claude |
| 5:00PM-6:00PM  | <b>Conference Welcome &amp; Keynote Speaker</b>               | Ile De France                |
| 6:00PM-7:00PM  | <b>President's Welcome Reception &amp; Cultural Immersion</b> | Ile De France 1              |
| 7:00PM         | <b>Dinner on Your Own</b>                                     |                              |

### Monday, November 11

|                 |   |                                      |
|-----------------|---|--------------------------------------|
| 8:00AM-2:00PM   | <b>Registration</b>                     | 3rd Floor Lobby                      |
| 8:00AM-9:00AM   | <b>Breakfast</b>                        | Ile De France 2&3                    |
| 8:00AM-4:00PM   | <b>Exhibit &amp; Resource Fair Open</b> | Foyer/Hallway                        |
| 9:00AM-10:00AM  | <b>Concurrent Sessions I</b>            | Maurepas, Conde, St. Claude, Orleans |
| 10:15AM-11:15AM | <b>Concurrent Sessions II</b>           | Maurepas, Conde, St. Claude, Orleans |
| 11:15AM-12:00PM | <b>Big Ideas Poster Session</b>         | Foyer/Hallway                        |
| 12:15AM-1:45PM  | <b>Regional Lunches</b>                 | Ile De France                        |
| 2:00PM-3:00PM   | <b>Concurrent Sessions III</b>          | Maurepas, Conde, St. Claude, Orleans |
| 3:30PM          | <b>Network Excursion: Bus Boarding</b>  | Hotel Lobby                          |
| 4:30PM-5:30PM   | <b>Network Excursion Tour</b>           | Mardis Gras World                    |
| 6:00PM          | <b>Dinner on Your Own</b>               | Mardis Gras World                    |

### Tuesday, November 12

|                 |   |                                      |
|-----------------|---|--------------------------------------|
| 9:00AM-10:30AM  | <b>Breakfast</b>  | Ile De France Foyer/Hallway          |
| 10:00AM-3:30PM  | <b>Registration</b>                                       | 3rd Floor Lobby                      |
| 10:45AM-11:45AM | <b>Concurrent Sessions IV</b>                             | Maurepas, Conde, St. Claude, Orleans |
| 12:00PM-1:30PM  | <b>Conference Lunch &amp; NAASS Committee Meetings</b>    | Ile De France                        |
| 1:45PM-2:45PM   | <b>Concurrent Sessions V</b>                              | Maurepas, Conde, St. Claude, Orleans |
| 3:00PM-4:00PM   | <b>Concurrent Sessions VI</b>                             | Maurepas, Conde, St. Claude, Orleans |
| 4:00PM-5:00PM   | <b>NAASS Business Meeting &amp; Looking Ahead to 2020</b> | Ile De France                        |
| 6:00PM-6:45PM   | <b>Cocktails &amp; Conversation—Wear Your Mask!</b>       | Ile De France                        |
| 7:00PM          | <b>Closing Banquet &amp; Special Recognitions</b>         | Ile De France                        |

### Wednesday, November 13

|                |  |     |
|----------------|--|-----|
| 9:00AM-12:00PM | <b>Admin Council Meeting Breakfast</b> | Rex |
|----------------|--|-----|



Image: Cityscape of Philadelphia, Pennsylvania

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