



The North American Association of Summer Sessions
50TH ANNUAL CONFERENCE

St. Louis, MO
NOVEMBER 11-15, 2023



**SUMMER COMES
ROARING BACK**

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WELCOME FROM THE PRESIDENT



In behalf of the entire NAASS leadership, it is my great pleasure to welcome you to our 59th Annual National Conference. I know your time here will be both professionally and culturally engaging.

The association was founded on the recognition that summer and special sessions had distinctive educational, operational, and financial roles within institutions, and that these programs also had distinctive challenges. In keeping with this core concept, the mission of the Association seeks *“to provide leadership for the continual improvement of academic quality, student services, and financial success of summer and special sessions in higher education.”*

Our annual conference, where we interact, share, collaborate, and learn, is critical to that mission, and we are thankful for the wealth of knowledge and experience all of you bring to our association.

NAASS is also an association of volunteers, with members giving selflessly of their time and talent to build and sustain our community,

keep us connected, and fulfill our goals. The heart of the association is the Administrative Council (AC) that consists of vice presidents from each region, our executive committee, and committee chairs. I am eternally grateful to the leadership of the association and ask you to be sure to greet and thank those members who you see with ribbons identifying their work for NAASS. I want to thank the sponsors who have generously supported our NAASS Conference. They bring specialized expertise to our field of work, so I encourage you to connect with them throughout these days together.

Have a wonderful conference and enjoy the sites and attractions of St. Louis! Its moniker as “Gateway to the West” is even more apropos this year, as our annual conference 2024 moves to the Western Region! Thank you once again for your participation and enjoy!

With very best regards,
David Lee



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SCHEDULE OF EVENTS

SATURDAY, NOVEMBER 11, 2023

3 - 5 P.M. - EC/AC Meeting

Location: Kingsbury Room

6 - 8 P.M. - AC/Conference Committee and New Administrators Dinners

SUNDAY, NOVEMBER 12, 2023

8 A.M. - 4 P.M. - New Administrators' Workshop (NAW)

Location: Empire Room

Description: The New Administrators' Workshop is a pre-conference workshop dedicated to new (or almost new) administrators who are responsible for any aspect of running a summer/winter/special session program, including overall administration, marketing, curriculum, hiring, communication, and reporting. The workshop is led by NAASS members who take attendees on a tour of the summer/special sessions world and provide applicable tools to take back to their institution.

4:30 - 5:30 P.M. - Speed Networking

Location: Maryland A & B

Description: For most of us, networking and meeting others in our field is one of the highlights of a conference. This year's opening event, Speed Networking, allows participants to meet others with similar interests and explore conversations as we open our conference.

5:30 - 7:30 P.M. - President's Reception

Location: Zodiac Room (11th floor)

Description: Join your NAASS colleagues for an informal gathering to eat, drink, connect and learn what to expect at the 2023 conference.

7:30 - 10:30 P.M. - Dinner on Your Own



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**MONDAY,
 NOVEMBER 13, 2023**

8:30 - 9:30 A.M. - Breakfast

Location: Starlight Room

9:30 - 10:30 A.M. - Breakout Sessions 1

Description: See sessions details on [page 10](#).

10:45 - 11:45 A.M. - Breakout Sessions 2

Description: See sessions details on [page 11](#).

12 - 1 P.M. - Lunch

Location: Starlight Room

1:15 - 2:15 P.M. - Regional Meetings

Locations:

Middle Southern Region: Waterman Room

Northeast Region: Maryland A

North Central Region: Forsyth

Western Region: Maryland B

Description: Meet members from your region and discuss topics impacting institutions in your area. Not sure what region your school is a part of? [View our helpful map](#).

2:45 - 6 P.M. - Excursion

Description: As part of the pre-registered group excursion, we will visit the [St. Louis Aquarium at Union Station](#).

This incredible aquatic experience is located in what used to be one of the busiest passenger rail terminals in the world. The aquarium has over 13,000 animals, more than 250,000 gallons of water, and dozens of world-class animal habitats and indoor interactive activities. Meet at 2:45 at the Motor Coaches Stage on Lindell Blvd, in front of the movie theater.

7 - 10 P.M. - Dinner on Your Own

**TUESDAY,
 NOVEMBER 14, 2023**

8:30 - 9:30 A.M. - Breakfast

Location: Starlight Room

9:30 - 10:30 A.M. - Breakout Sessions 3

Description: See sessions details on [page 12](#).

10:45 - 11:45 A.M. - Breakout Sessions 4

Description: See sessions details on [page 13](#).

12 - 1:20 P.M. - Lunch and Business Meeting

Location: Starlight Room

Description: The Business Meeting agenda includes NAASS's year in review, financial report, new and old business, leadership transition and an address from our incoming President. There will also be an opportunity to volunteer for the organization in one of our many committees.

1:20 - 2 P.M. - Big Ideas Poster Session and Swag Swap

Location: Starlight Room

2:15 - 3:15 P.M. - Breakout Sessions 5

Description: See sessions details on [page 14](#).

3:30 - 4:30 P.M. - Breakout Sessions 6

Description: See sessions details on [page 15](#).

6 - 7 P.M. - Cocktail Reception

Location: Zodiac Room

7 - 10 P.M. - Conference Banquet & Awards Ceremony

Location: Starlight Room

**WEDNESDAY,
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8 - 10 A.M. - Breakfast & AC/Conference Transition Meeting

Location: Empire Room



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BREAKOUT SESSIONS

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BREAKOUT SESSIONS 1 - 9:30 - 10:30 A.M.

Engaging Campus Stakeholders to Leverage Resources and Connections

Location: Maryland A

Presenters: Keri Johnson and Tracy Spratz, University of Wisconsin - Madison

Description: Summer Session directors are often required to lead without direct authority. From identifying ways to grow summer enrollment to implementing innovative ideas, summer session directors must collaborate with a wide variety of stakeholders across campus to achieve summer goals. This conference session will discuss ways summer directors can engage campus stakeholders through formal and informal committees, workgroups, and advisory boards to leverage resources and connections using examples and outcomes from Summer Term at the University of Wisconsin-Madison. An active discussion will center audience members' successes and challenges with soliciting support from campus leadership and key stakeholders.

Summer Programming

Operations

Proration Models for Intersession Administration: Balancing Fairness & Equity

Location: Forsyth

Presenters: Dr. Corina Caraccioli and Dr. Paul Cesarini, Loyola New Orleans

Description: Faculty compensation for teaching intersession courses involves a series of challenges. Balancing financial realities with the need for fairness, equity, and institutional culture can be tricky at best, possibly career-ending at worst. This session will examine different models used toward this end at a small, private institution, one model of which was used at a public, mid-major institution. The presenters will walk through the past, present, and near future of proration during Winter, May, and Summer sessions. The presenters for this session encourage active participation among anyone attending and look forward to having a frank discussion on these and related issues.

Data and Assessment

Telling Your Pre-College Story Through Data

Location: Maryland B

Presenters: Chris Pevey Harry and Olha Skyba, University of Wisconsin - Madison

Description: Do you ever wonder how best to share how well your precollege program is doing with leadership and campus partners? Or, want to understand how to use the data you collect for quality improvement? If so, join us for a session where we will share best practices in collecting precollege program, student and parent data. We'll also discuss what to do after collecting the data and how to use the information to enhance your program and student experience.

Pre-College

Coming out of (Marketing) Quarantine

Location: Waterman

Presenter: Andrew Hamilton, Southern Methodist University

Description: Emerging from the pandemic, SMU Intersessions marketing strategy leaned heavily into highly visible events on campus: giveaways in well-trafficked areas, and activities intended to draw students in. To increase our reach, the Intersessions office has begun working with other campus organizations and departments to tuck onto some of their events and activities. Join us as we talk through new strategies to target specific student audiences. In the spirit of collaboration, come with your own marketing experiences and ideas to contribute to the discussion.

Marketing and Communications





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BREAKOUT SESSIONS 2 - 10:45 - 11:45 A.M.

Supporting International Student Arrival in Summer

Location: Maryland A

Presenter: Christina Wan, *Emory University*

Description: This session will provide an overview of what Emory University's Goizueta Business School does through our Master's of Science in Business Analytics Program to welcome and support international students who arrive in summer. This will include thinking about basic needs, fulfilling school requirements, adjustment challenges, and more. Panelists may be invited to join this presentation.

Summer Programming

Career Development in Precollege - Leveraging Your Experience

Location: Maryland B

Presenters: Desiree Packard, *Tulane University*; Chris Pevey Harry, *University of Wisconsin - Madison*; Shanna Harper, *Tulane University*; and Aleschia Velasquez, *Barnard University*

Description: This session will explore how pre-college professionals should think about their career pathways within or outside of higher education. This focused conversation will examine ways to create an intentional career trajectory and leverage your role in pre-college to move upward and beyond.

Pre-College

The Students We [Don't] Carry in Our Heads: Using Student Experience Qualitative Data

Location: Forsyth

Presenter: Barbara Rusen and Carly McCrae, *Rutgers University*

Description: Incorporating the student experience is key to program success.

The primary purpose of this session is to discuss the value of knowing your students' experiences and leveraging them as a program development tool. Items that will be discussed include a quick context on qualitative data and its value, and why/how Rutgers University-NB Summer Session uses qualitative student experience data as an inclusivity tool when making programmatic modifications and decisions. The collective group will generate ideas to deepen the discussion regarding the importance of implementing the student's voice that often is not how they have been traditionally defined in our administrative heads.

Data and Assessment

Anatomy of a Strategic Summer/Winter Session Plan

Location: Waterman

Presenter: Lee Maxey, *MindMax*

Description: Rinse-n-repeat is a common approach to Summer Session planning. If it works, no need to fix it. Summer and Winter session have become significant opportunities for schools to meet critical goals for the larger institution. This interactive session will outline why and how strategic planning can elevate summer or winter sessions to greater importance at your institution. Lee Maxey has worked with dozens of schools to develop and implement strategies for growth and greater efficiency. Please come to this session with a specific challenge of opportunity in mind.

Marketing and Communications

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BREAKOUT SESSIONS 3 - 9:30 - 10:30 A.M.

Going GARNET: How Summer and Winter Session Support the University of South Carolina's Mission of Making a College Education Accessible and Attainable

Location: Maryland A

Presenters: Meg Lipinoga and Amanda Therrell, *University of South Carolina*

Description: Along with changes in leadership come new institutional priorities. This presentation will focus on how the Graduation and Retention Network at the University of South Carolina has embraced change to grow programmatic opportunities during the Summer and Winter Session. Intersessions can play a pivotal role in an institution's graduation and retention efforts. This program will provide recommendations for gaining University support and resources to further develop intersessions.

Summer Programming

Global Summer Impact: How Summer Programs Can Cultivate A Welcoming Culture for International Students & Create Opportunities for Internalization at Higher Education Institutions

Location: Maryland B

Presenters: Jewel Cash and Tim Danos, *Boston University and University of Delaware*

Description: This session will discuss the needs of international students, best practices in serving international students, and creative recruitment strategies for welcoming international students into summer and special session programs at Boston University & the University of Delaware.

Pre-College

Operations

Leveraging Summer for Institutional Impact

Location: Forsyth

Presenter: Debra Boucher, *Worcester Polytechnic Institute*

Description: Our summer office has built out a number of initiatives, to position ourselves not just for summer revenue, but also for strategic impact. Working with a broad coalition of partners, we are positioning ourselves as part of the solution to several strategic needs. How can summer support student wellness? How can we support student success? How can we impact DEIB initiatives? How can we help mitigate summer melt for traditional and transfer students?

Data and Assessment

Identifying Less Engaged Students Early On

Location: Waterman

Presenter: Carroll Crowson, *Baylor University*

Description: Are you curious about how to identify students early on who may be less engaged and more likely to leave your institution? Join us for a session describing a specific way Baylor identified summer start students who were less likely to persist utilizing an on-demand resource in their LMS. This session will describe the resource, the process for developing it and how it has been modified since its first launch.

Student Success

Student Learning Outcomes



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BREAKOUT SESSIONS 4 - 10:45 - 11:45 A.M.

Winter Session: Margin, Mission, or Both?

Location: Maryland A

Presenters: Dr. Corina Caraccioli, Dr. Paul Cesarini and Joy David, *Loyola University New Orleans*

Description: J-Term. Winter Session. Call it what you will. It's offered in a 2-3 week session and is another great opportunity for students to catch up, get ahead, or study abroad. However, even if it fits one or more of those needs, the one thing it absolutely can't do is be in the red. This session will detail how such a session – started out of need due to the pandemic – was transformed from a purely mission-based mindset to one that combined both mission and margin. The audience will be prompted to reflect on their experience administering J-Term/Winter Session and engage in collaborative learning.

Winter Term

Trust the Process: Aligning Summer Offerings to Student Needs

Location: Maryland B

Presenters: Julie Cahill, *University of Montana* and Allyson Morris, *Santa Clara University*

Description: At some institutions, it has always been the practice for departments and faculty to determine which summer courses are offered. These decisions are typically siloed within a college/school without collaborating with Summer Sessions to ensure student needs are met. Learn how the University of Montana and Santa Clara University initiated processes to identify summer classes, course formats and experiential learning opportunities that align with student demands and degree completion requirements. This session will share this ongoing process and strategies to encourage and increase campus buy-in. We will

also draw on attendees' experiences to inspire you to implement changes in your institution.

Data and Assessment

Roundtable: Professional Development

Location: Forsyth

Presenter: David Lee, *Southern Methodist University*

Description: NAASS, as a professional organization, is focused on providing opportunities for professional development. This topic is particularly relevant considering the challenges all our member institutions have faced as a result of COVID-19, in-person versus remote work, the Great Resignation, and continued turnover. Join us for a discussion with other institutions to learn the ways they are handling these opportunities for growth in and out of the workplace.

Professional Development

Summer Staff Training: Strategies for 2024

Location: Waterman

Presenters: Esteban Olivares and Jesse Candelario, *Summer Discovery*

Description: Improve the quality of your staff training by exploring comprehensive and promising practices. During this interactive session, administrators will be guided on how to set their training goals and strike a balance between in-person and remote/online training. Summer Discovery provided an enriching experience for more than 13,000 students and employed over 1,000 seasonal staff across 20 campus sites and 30 programs in 2023. Let's discuss the future of staff training and the resources needed for year-round development and implementation of comprehensive training programs.

Pre-College

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BREAKOUT SESSIONS 5 - 2:15 - 3:15 P.M.

Apply Your SPF 101: Marketing to Students, Parents and Faculty

Location: Maryland A

Presenter: Clément Bordas,
North Carolina State University

Description: The presentation will address a Summer Sessions marketing and communication campaign for Students, Parents and Faculty/staff from both a centralized and decentralized perspective. Learn how a lean NC State University marketing team designed a communication campaign through a variety of media while utilizing tools and research methods to address the context-specific strengths, weaknesses, opportunities and threats (SWOT).

Marketing and Communications

From Source to Sea: Building a Pre-College Summer Program from Scratch

Location: Maryland B

Presenters: Chris Drewry and Nicole Santoro,
Eastern Connecticut State University

Description: This presentation will chart the timeline and process of creating a brand new Pre-College Summer program. Eastern Connecticut State University, a public liberal arts institution, recently launched their first Pre-College Summer program. This presentation will cover the entire seven-month process from initiation to hosting our inaugural group of high school participants. We'll share recommendations and lessons learned from our recent experience.

Pre-College

Roundtable: Expect the Unexpected – Contingency Planning for Summer and Winter Sessions

Location: Forsyth

Presenter: Allyson Morris, *Santa Clara University*

Description: Inclement weather, pandemics, student and faculty crises are just some of the emergencies impacting summer and winter sessions. Learn what institutions are experiencing and ways they are handling these challenging situations.

Operations

Shifting the Summer Dynamic to Meet Student Demand: A Five-Year Case Study

Location: Waterman

Presenter: Linda K. Johnson, *Florida Atlantic University*

Description: Florida Atlantic University established a summer office in 2018. Focused on increasing summer enrollment, a new scheduling approach was developed based on student survey responses and a comprehensive review of high-demand courses. Both revealed that flexible modalities were in demand by students. This case study looks at how FAU focused on meeting student need for summer scheduling before, during and post-pandemic. Offering a strategic summer schedule has also contributed to a 20% increase in our 4- and 5-year graduation rate over the past 5 years.

Course Modality (Online, Hybrid, In-person)



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BREAKOUT SESSIONS 6 - 3:30 - 4:30 P.M.

A Summer Office of ONE

Location: Maryland A

Presenter: Debra Boucher, Worcester Polytechnic Institute and Susan Delap, University of Central Missouri

Description: Leading a summer office when you're the only one can be a lonely and overwhelming space. Join seasoned summer administrators for a conversation about the challenges and opportunities inherent in this role. Topics will include: Telling the story of summer in your context; Delegate... to who?; Building a summer community; Building a winning strategy rather than putting out fires.

Professional Development

Operations

Early Summer Enrollment & Four-Year Degree Completion

Location: Maryland B

Presenters: Tammy L. Johnson, University of California, Merced

Description: This presentation is grounded in the results of my dissertation study and explores the relationship between enrolling in summer term after the first-year of college and four year degree completion at UC Merced, an R2 Hispanic- and Minority-Serving institution. Specific groups of interest are Pell-eligible, First-generation, Underserved Minority, and STEM students.

Data and Assessment

Roundtable: Pre-College

Location: Forsyth

Presenter: Chris Cofer, Syracuse University

Description: Learn from your fellow NAASS participants on their challenges and successes in the Pre-College world.

Pre-College

Leveraging Student Workers

Location: Waterman

Presenter: Eli Westerman, Yale

Description: We are all strapped for time, resources, and, sometimes, fresh perspectives. Eli Westerman will discuss how he has leveraged student workers to elevate his outreach to potential students. Student workers are ideal for discrete tasks and reducing administrative work. They also respond well to a job being structured as a professional development opportunity – a win/win for your summer session and your student workers. He'll mention some pitfalls to avoid and best practices for managing a team of student workers.

Professional Development

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