



2017 Annual Conference Marketing Submissions

Dear WASSA members,

Share your work with other members by submitting your marketing materials for our 2017 annual conference! Sharing and borrowing ideas to create solutions has always been one of the hallmarks of WASSA. The more we share, the more we can learn and grow from one another. So this year, we would love to see all schools represented in the marketing category! No activity, project, or plan is too small, and you can choose to submit your work **without** being considered for the Gary Marketing award.

Here's how to share your work.

- Submit six (6) samples/copies of your marketing materials to me.
- Use the attached form to accompany each of your submission(s).

Please contact me if you have any questions.

Thank you,

Janelle Barnes

Summer Session, UC Merced

(209) 228-2234

jbarnes7@ucmerced.edu



2017 Annual Conference Marketing Submission Form

Institution name: _____

Institution department: _____

Your name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

I would like our materials to be considered for the following Gary Marketing awards (select all that apply).

- Single “best marketing idea” (you may submit more than one idea).
- Comprehensive marketing effort created and executed by the Summer Session office.
- Comprehensive marketing effort that includes Summer Session in the marketing plan of the institution or as part of another campus unit.

- I do not want our materials to be considered for an award and am submitting them for sharing purposes only.

Description of materials (example: objective, target audience, method of distribution, etc.)

- Attached/include description as a Word or PDF file

Marketing Submission Checklist

- Submit six (6) samples/copies of your marketing materials.
- Complete this entire form and include a copy of it with your submission.
- Postmark your marketing materials no later than **August 4th** to:

Janelle Barnes Summer Session UC Merced 5200 N. Lake Road Merced, CA 95343 (209) 228-2234

- Digital submissions (video links, etc.) should be sent to jbarnes7@ucmerced.edu by August 4th.