

WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS

NEWSLETTER

Volume 8, No. 1 August, 1976

CONFERENCE ISSUE

The President ...

SKILLS and RESPONSIBILITY

Among the basic skills a Summer Session Administrator must develop quickly in order to be successful or indeed even to survive is an ability to assess student needs, design imaginative programmes, muster all available resources and implement an effective promotional campaign. Most of us acquire these skills through trial and error and the learning process can at times be a painful experience. And yet we spend our lives in a market place which is the result of a process which is systematic and analytical and based on a firm foundation of knowledge and experience. I was once told by a television producer that designers of educational television programmes could gain a great deal from the makers of television commercials and I think that Administrators of Summer Session Programmes have much to learn from the experience of the experts who market goods and services in the commercial world. The commercial world is littered with the corpses of those who relied on trial and error in an attempt to succeed and what has emerged is a body of knowledge and processes which can lead to more accurate needs identification and ultimately more effective communication with those who have the need. One session of our October meeting in Hawaii will attempt to provide some important insights into these processes. How the processes can be adapted to meet your special problems will remain your challenge but I feel sure that what you learn at this session can have a significant influence on your work.

There is, however, another very important dimension to the role of a Summer Session Administrator and that is the responsibility for the maintenance of academic and intellectual excellence. While the commercial market place can often tolerate goods and services of questionable use or even quality the academic community cannot or at least should not. I believe that the question of ethical behaviour and high academic standards for our programmes must always be issues of serious concern to us all. We seem to be living in a time of growing disregard for existing values and standards and the second general session in Hawaii will give us an opportunity to re-examine the ethics and standards by which we choose to carry out our responsibilities.

I am sure that none of us mainlanders need to be persuaded about the beauty of Hawaii. I look forward to sharing with you a meeting which promises to provide some practical insights, intellectual challenge and physical renewal.

- *Fred Terentiuk*

CONFERENCE NOTES ...

Having the annual meeting in Honolulu, Hawaii, October 13-15, 1976, provided both a challenge and an opportunity to the program committee. Your board of directors, committee chairpersons, along with **Bob Sakai**, host from the University of Hawaii, made general plans for the session at a meeting in San Jose in

February. Since that time, details have been filled in (requiring at least a dozen toll calls between the mainland and Hawaii) and we hope we have provided you with an interesting, worthwhile, and varied program.

From the very beginning, it was obvious that we needed to utilize local resource persons from Hawaii and to take advantage of the unique resources of our host institution and the state of Hawaii. Further, since it was obviously impossible to pay travel expenses for persons from the mainland, we wanted to utilize some of our own experienced people and committees to demonstrate what WASSA is all about.. Perhaps from these sessions may come suggestions and recommendations for new emphasis in certain areas and continuing growth of not only ourselves as professionals but our association as well.

- *Paul Kaus, Program Chairman*

Travel Notes...

If you have not made your reservations for the October 13-15, 1976 conference in Hawaii, we urge you to make them as soon as possible. Hotels and planes fill quickly.

You have received information regarding hotel reservations, travel, and tours from two travel agencies: International Travel Service, Honolulu; and Empire Travel Service, San Francisco. You may use either of the agencies, or arrange your own travel with a local agent. There are a variety of fares available, depending on the type of service desired and the flight schedule. Flights to Hawaii are among the world's lowest scheduled airline fares, based on distance travelled.

If you make your own travel arrangements, you may still want to use services of International Travel Service for hotel reservations. They have booked a block of rooms for WASSA and reservations can be made by mail. The following information will help you with your hotel reservation:

Conference Hotel - Ala Moana, Honolulu (the American Hotel in Honolulu).

Conference Dates - October 13- 15, 1976. Longer reservations can be made at the same time.

Daily Rates - Single \$25.50; Twin \$30.00 plus 4% tax (rates for October 12-16 inclusive).

Deposit with Reservation - \$25/person mailed to:

Mrs. Geraldine Sawyer
International Travel Service
2379 Kuhio Avenue or P.O. 8459
Honolulu, HI 96815

(Mrs. Sawyer will assist with tours, travel, and other reservations, if you wish.)

IF YOU HAVE NOT MADE YOUR RESERVATIONS, WE URGE YOU TO MAKE THEM TODAY!

CONFERENCE SCHEDULE

WASSA Annual Conference

Ala Moana Hotel, Honolulu, Hawaii

October 13-15, 1976

WEDNESDAY, OCT. 13

1:00-4:00 p.m. Registration Mezzanine Lobby Ala Moana Hotel

2:00-3:00 p.m. Standing Committee Meetings

All standing committee meetings are open to the membership, but may be limited by space since the committees plan to meet in the hotel room of the committee chairperson.

NOMINATING COMMITTEE in hotel room of Chairperson **Ralph Bohn**, California State University, San Jose.

ANNUAL MEETING COMMITTEE in hotel room of Chairperson **Roderick Peck**, California State University, Long Beach.

AWARDS COMMITTEE in hotel room of Chairperson **Barbara Audley**, California State University, Dominguez Hills.

ETHICS COMMITTEE in hotel room of Chairperson **Leon Levitt**, Loyola Marymount University, Los Angeles.

RESEARCH COMMITTEE in hotel room of Chairperson **Carroll Mjelde**, California State College, Sonoma.

RESOLUTIONS COMMITTEE in hotel room of Chairperson **Marjorie Johannsen**, University of California, Los Angeles.

MEMBERSHIP COMMITTEE, Chairperson **Norm Smith**, University of Wyoming, Room to be announced.

3:30-5:00 p.m. Workshop for new deans and directors, Chaired by **Denis Kigin**, Past President WASSA, and coordinator of special nation wide workshops for Summer Deans and Directors, Arizona State.

3:30-5:00 p.m. Board of Directors Meeting and committee Chairpeople, President **Fred Terentiuk**, University of Calgary.

5:30-6:30 p.m. Reception at home of University of Hawaii President **Fujio Matsuda**, at 2234 Kamehameha Avenue, Honolulu. Buses to be provided by University of Hawaii, leaving Ala Moana Hotel at 5:15 p.m. Spouses welcome.

THURSDAY, OCTOBER 14

7:30-8:30 a.m. Registration re-opened. Mezzanine Lobby Ala Moana Hotel.

8:30-8:45 a.m. Opening Session chaired by President **Fred Terentiuk**, University of Calgary, greetings, announcements.

8:45-10:00 a.m. First General Session. Critique of Summer Sessions '76 Material. Introductions by **Rob Phillips**, Oregon State University.

Description. Each institution has been invited to submit three copies of its 1976 Summer Catalog and three copies of one of its special program brochures. The purpose of this session is to suggest to us how good (or how bad) we are doing in presenting to our potential clientele the nature of our program. **Sharon Weiner**, Public Relations Executive: Fawcett-McDermott-Cavanaugh, Inc., will conduct the conference session based on the findings of the review panel which will consist of the following:

Sharon Weiner - Public Relations Executive, Fawcett-McDermott-Cavanaugh, Inc.; **Alec Baird** - President, Alec Baird Associates; **Clarence Lee** - President, Clarence Lee Design; **George Engebretson** - Senior staff writer, *Hawaii Business Magazine*; **Leatrice Higa** - Assistant editor and staff writer, *Dillingham Quarterly*; **Peter V. Schenck** - Manager of Editorial Services, Dillingham Corporation; **Barbara F. Schenck** - Director of Admissions and Special Projects, Hawaii Loa College; **Charles M. White** - Director of Summer Session, Portland State University; **David E. Wallace** - Director of Summer Session, Oregon College of Education

10:00-10:45 a.m. Speaker **David Cheever**, Vice President, Marketing, Bank of Hawaii, Presiding - **Robert Sakai**. Topic Principles of Marketing. (Based in part on the first general session.)

10:45-11:45 a.m. Workshops (Coffee and juice will be available in the workshop sessions)

(A) An informal no-chairman follow-on session for Summer Directors to discuss their materials with the specialists who reviewed the materials earlier in the morning.

(B) Planning for travel study programs, chaired by **Ralph Bohn**, California State University, San Jose, who operates a number of successful programs including a multi-campus consortium with programs world wide. Workshop will concentrate on the planning aspects of travel programs.

(C) The Summer Dean as an Effective Leader through Persuasive Techniques, Presentation and chaired by **Harry "Bud" Hazel**, Gonzaga University, Spokane.

Description. The focus of this workshop will be on techniques of persuading the many individuals who work on the summer session with special emphasis on the dean's role in leading and utilizing problem solving groups. In addition to the presentation, there will be opportunity for feedback and discussion.

12:00-1:30 p.m. Hosted Luncheon - Speaker Brother **Oliver M. Aiu**, Assistant to President, Chaminade College Honolulu, topic "The New Kaulana". *Description.* Education for preserving and perpetuating tradition and heritage in the light of contemporary and futuristic Hawaii.

Remarks: **Dr. Dan Anderson**, Executive Vice-President, BYU, Hawaii, Campus, topic "The Polynesian Cultural Center"; an educational innovation that demonstrates the culture of the peoples of the South Seas - both entertaining and educational (or what you will miss if you do not attend the Friday afternoon session). M.C. **Robert Sakai**, University of Hawaii

1:30-2:45 p.m. Second General Session - Topic, Ethics and Standards, chaired by Ethics Committee chairperson **Leon Levitt** of Loyola Marymount University. *Description.* A panel discussion by members of the Ethics Committee of WASSA which addresses the working frame of reference of the committee "To be informed on ethical issues in summer sessions administration and to advise the association on the issues upon which, in the Committee's judgement, the Association should act." Presentations will be made by the Committee members on the following topics:

"Emphasis on Quality" - **Dr. Mary Ellen Williams**, Idaho State University

"Honesty in Advertising" - **Dr. John Cooper**, California Lutheran College

"Commitment versus Contingency" - **Dave Jenkins**, University of Calgary

"Are Out-of-State Programs Necessary?" - **John Edwards**, Arizona State University

2:45-3:15 p.m. Coffee and juice break

3:15-4:30 p.m. Repeat of workshops (B) and (C) above

5:30 p.m. Bus to House of Hono for seven course hosted dinner. Speaker, **Durwood Long**, Vice President Academic Affairs, University of Hawaii. Topic, "Higher Education after the Bicentennial - Projections for the Next Hundred Years!"

Presentation of Awards by committee chairperson, **Barbara Audley**.

MC, President-elect **Paul Kaus**, University of Idaho

FRIDAY, OCTOBER 15

8:00-9:45 a.m. Hosted Breakfast and business meeting, President **Fred Terentiuk**, University of Calgary presiding.

10:00-11:30 a.m. Third General Session. Topic, "Profiles of Creative Summer Programs". A panel discussion chaired by **Barbara Audley** assisted by members of Awards Committee.

Description. A review of the programs (in general terms) submitted for the Awards and specific comments on the winners by the developers of these programs. The intent is to make the awards process more meaningful and to disseminate the information on creative programs, (whether winners or not) to all WASSA members.

11:30 a.m.-1:00 p.m. Board of Directors and Committee Chairpeople luncheon. Other registrants have lunch on their own.

1:00 p.m. (optional) Bus to B.Y.U., Hawaii, campus. Brief presentation by B.Y.U. staff, focusing on the Polynesian Cultural Center. Purpose of the afternoon session is to demonstrate in an educational and entertaining fashion the manner in which the Center is used to enhance cultural understanding. Note that this optional program is not included in the registration fee. The Center is approximately 45 miles from Honolulu (about one hour's drive). Hopefully we can get a group of at least 32 people together, in which case the package, including adult admission, the dance program, and the Polynesian dinner and bus would cost \$25.38 each adult. We assume child rate would be approximately \$7.50 less because of difference in admission, etc. If fewer than that number sign up for the package, individual bus transportation is \$11.45 or we may be able to share rental cars. So that our host, **Dr. Robert Sakai**, can make appropriate plans, please indicate on the registration form your intent concerning this optional portion of the program. Hawaii

WASSA STANDING COMMITTEES

MEMBERSHIP

Norman Smith, Chairman, University of Wyoming (Colorado, Wyoming)

Bill Noyes, University of Arizona (Arizona, New Mexico, Mexico)

Forrest Mayer, California State University - Hayward (Northern California)

Margot Hooker, University of Southern California (Southern California)

Norm Watt, University of British Columbia (Canada)

Charles White, Portland State University (Oregon, Hawaii)

Curtis Martin, Seattle Pacific (Washington, Alaska)

Dean Peterson, Brigham Young University (Nevada, Utah)

Ray Weisenborn, Montana State (Montana, Idaho)

NOMINATING

Ralph Bohn, Chairman, San Jose State University

Stan Clarke, University of Alberta

Denis Kigin, Arizona State

Robert Sakai, University of Hawaii

Richard Dankworth, University of Nevada, Reno

Jesse Bingaman, Western New Mexico

ANNUAL MEETING

Roderick Peck, Chairman, California State University, Long Beach

Joe Chatburn, Eastern Washington State College

Geoffrey Mason, University of Victoria

Takeshi Moriwaki, University of Hawaii at Manoa

Barbara Perrow, University of Southern California

Paul Aizley, University of Nevada, Las Vegas

AWARDS

Barbara Audley, Chairman, California State College, Dominguez Hills

Richard Moe, Pacific Lutheran

E. C. McGill, Southern Oregon State College

Janet Senior, University of Victoria

Gary Penders, San Francisco State University

Jackson Wells, University of Denver

ETHICS

Leon Levitt, Chairman, Loyola Marymount

Mary Ellen Williams, Idaho State University

John Edwards, Arizona State University

Joseph Monda, Seattle University

John Cooper, California Lutheran College

Dave Jenkins, University of Calgary

RESEARCH

Carroll Mjelde, Chairman, California State College, Sonoma

Jim Carefoot, University of Regina

Harry Hazel, Gonzaga University

Donald Theophilus, University of Alaska

James Fikes, California State University Fresno

Roy Dull, California State College Bakersfield

RESOLUTIONS

Majorie Johanssen, Chairman, University of California Los Angeles

Jim Wolfe, Boise State University

Leonard Overturf, Colorado State University Fort Collins

Larry Cobb, San Diego State University

John Richards, Lewis & Clark College

Gary Swaim, University of Redlands

Other Notes ...

The "Exhausted Roosters" are still looking for pigeons for a friendly game of golf. Let **Ralph Bohn** and **Bob Sakai** know if you are a potential pigeon.

Rod Peck is still seeking invitations from institutions wishing to host a future conference. Address inquiries or invitations to:

Roderick B. Peck, Dean

Continuing Education and Summer Sessions

California State University, Long Beach

Long Beach CA 90840

An apology to all concerned for the mix up with the pictures in last issue's ROGUES GALLERY. And - we got the Denis right this time but missed on the Kigin. Next Time!

COMMITTEES. Express an interest to your President-Elect, **Paul Kaus**, and you may get a job. WASSA is becoming an important force in Continuing Education on the West Coast. Activity on the part of WASC in looking into the selling of units was a direct result of WASSA concerns and its adoption of a statement on standards. Active interest is paying off.

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