

WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS

N E W S L E T T E R

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1990-91

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Professional Standards

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Loyola Marymount University

Program Awards

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Western Oregon State College

Research

Sharon Alexander

University of Victoria

Resolutions

Miles Turner

Portland State University

Special PostConference Issue

Gavel Travels to Gem State

Karen Simpkins, Idaho State University, became WASSA's twenty fifth president during the 1991 conference. As presidentelect, she played a key role in organizing the conference this year in Los Angeles.

Lee Golden, University of Portland, was named Presidentelect and assumes primary responsibility for organizing the 1992 conference in Edmonton.

Dori Beeks, Western Oregon State College, has served as President this past year, leading the organization with great energy and care. She becomes the Past President. We congratulate President Simpkins and Presidentelect Golden on their new offices and look

forward to their leadership.

Speaker Discusses Student Demographics

for the 1990's

At the recent WASSA conference **Eric Dey** presented findings of the Higher Education Research Institute based on student profile information collected since 1973 at UCLA. This information

forms a changing portrait of student interests and activities.

The study focuses on five areas: academic preparation; high school activities; education and career plans; attitudes, values, and goals; and financial aid.

In the 1980's, the number of people interested in an M.A. or PhD rose sharply although not many were interested in going on to become professors.

Since 1987, freshman interest in business is plummeting. What will happen to institutions building up their business schools?

Women now exceed men in aspirations to professional and educational goals. As women have changed their career options, numbers entering the teaching field have declined. The changing

career preferences of freshmen women (expressed as a percentage of 1966 choices) are:

1200 % Engineering

786 % Law

503 % Business

253 % Medicine

123 % Nursing

38 % Teaching

Data on political orientation of freshmen indicates a decline in the number of liberals which is not matched by an increase in conservative interest. Have the terms taken on new connotations?

Attitudes toward social and personal issues reveal a strong decline in support for the legalization of marijuana and increased support for legalizing abortion.

The two biggest changes in freshman life goals show an increased desire to be well off financially and a decreased desire to develop a meaningful philosophy of life.

Exemplary Programs Receive Awards

The two presenters in the credit category were **Betsy Sakata**, University of Hawaii, Manoa, with "Ethnicity and Community," and **Sid Eder**, University of Idaho, with "Arctic and Mountain Sciences."

In the noncredit category, **Lee Golden**, University of Portland, presented "Chinese Art for all," and **Betsy Sakata**, presented "Gathering of Poets."

Gary Penders, University of California, Los Angeles, presented "International Registration Centers," and **Ron Knowlton**, University of Hawaii, Manoa, presented "Summer Session Focus Groups."

The winners are: "Ethnicity and Community," "Chinese Art for All," and "International Registration Centers."

Members who were unable to attend the conference this year can learn more about this year's Exemplary and Innovative Program nominations by contacting **Michele Wilson** at Western Oregon State College for a booklet of abstracts.

Catalog Workshop Features Practical Hints

Print consultant, **Beth Kennedy**, provided a number of useful suggestions to the attendees of the Nuts & Bolts Catalog Workshop. Some of these include:

A photo using black and one other color is called a duotone. A warmish tone of grey is generally most effective with black.

A single bar of color on the edge of the page is not a good idea. It is difficult for the binder to align and is never completely perfect.

Soybased inks are more biodegradable. Ask your printer about them.

Catalogs: Best of Show

The runnersup were: Colorado College and Washington State University.
The winners of Charlie Awards for 1991 were: University of Portland for best wraparound in an inexpensive

format and University of California, Irvine, for best expensive format.

The Deadline Cometh ...

If you are planning to attend the NAASS Conference in Arizona but have not formalized your arrangements please note that the conference registration deadline is November 1.

WASSA newsletter copy for the December issue is due November 15. You can mail, fax, or email copy to the newsletter editor:

Maggie Herrington

PSU Summer Session

PO Box 751

Portland, OR 97207

Fax: (503) 7254882

e-mail: chmh@psuorvm

Technology Update

If you would like to have your fax number and/or email address included in the upcoming WASSA Directory, please contact **Maggie Herrington** at Portland State University.

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