

WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS

NEWSLETTER

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From the President

Greetings! I hope you're all looking forward to the summer and to the fall conference.

Chaired by Presidentelect Jody Fisher, the planning committee met in San

Diego in March to establish themes and work out details for the WASSA annual

meeting. In order to avoid becoming road kill on the information superhighway, many planning committee members thought it would be useful to focus the conference in large part on productive ways to use new technology.

In addition, of course, we'll have the New Administrators Workshop, the Exemplary Programs session, the Catalog session and, for the first time, the Marketing session.

As you know, San Diego is a beautiful city that offers superb dining, shopping, and a wide variety of entertainment including the San Diego Zoo and the Wild Animal Park.

So best wishes to everyone, enjoy your summer, and we'll see you in San Diego!

-Dan Wick, President

WASSA Conference: September 29 October 2, 1994

"Secrets of Success: Identifying the Trends, Mastering the Tools" is this year's theme. The conference begins with the ever popular New Administrators Workshop and a new addition, the ANot So New Administrators Workshop@,

moderated by many of WASSA's Atall timbers@ with contributions from

everyone. Both provide valuable new information and reminders of tried and

true strategies.

The President's Reception is held at the Stephen Birch Aquarium Museum. For newcomers, it is the perfect time to dive into the WASSA experience, meet some old timers, and swap some stories of the latest school experiences of individual members.

Friday morning's keynote address features Dr. Joseph A. Merante, Associate

Vice President of Admissions and Financial Aid at Loyola Marymount University. In keeping with the conference theme, Joe promises to reveal ways of using modern technology and demographic techniques to identify our populations, focus in on our markets, and improve services to our students.

A choice of workshops will follow up on the keynote address. A catered lunch after these sessions provides opportunity for discussion and debate.

What is a WASSA conference without the Catalog Workshop? It is scheduled for Friday afternoon. Friday evening is free to sample many of the interesting delights offered by San Diego.

Saturday morning provides a number of concurrent Sessions. These short presentations allow people to attend more than one and feature the use of computer technology in the service of summer session students and administrators.

These sessions are followed by the one and only **Gary Penders** and his new Marketing Committee and then the Exemplary Awards session. The afternoon is free for sightseeing, swimming, shopping, or simply chucking a few zzzz's.

Saturday night is the banquet **Larry** and **Jil**, our co-hosts, have lots of surprises in stow for us that's for sure!

Sunday morning starts off with a NAASS breakfast which should help wake everyone up to participate in the allimportant business meeting.

Does this sound like a busy, informationpacked conference? Please don't miss it; mark your calendar now. And why not bring a new colleague along? Complete brochures with more information will be in the mail during the summer.

Jody Fisher, PresidentElect

From America's Finest City Hosts

We would like to welcome you to America's Finest City San Diego, California. In addition to attending the great conference that has been planned, we would like to point out the myriad of activities available. Within walking distance of

the hotel are two shopping/eating districts Horton Plaza and Seapoint Village. The Star of India Maritime Museum is across the street from the conference hotel. The Gaslamp District, located in downtown San Diego, offers a variety of

restaurants and nightly entertainment.

Some great attractions are the San Diego Zoo, SeaWorld, and Old Town. The trolley next to the hotel takes you to the Tijuana, Mexico border. Bring plenty of I.D. not just your driver's license.

September/October weather is sunny and warm. If we experience a Santa Ana condition (dry, hot winds from the desert), we may have temperatures in the 90's. So come join us for this fulfilled WASSA fall conference.

Larry Cobb, Jil Warn, WASSA Co-hosts

Call for Papers and Presenters

The success of any meeting is how well it meets the expectations of the participants by presenting useful information and timely strategies. YOU can help make this the best conference ever. Plan to give a presentation on a

particular topic, strategy, or technique. Remember, the theme of the conference is Secrets to Success: Identifying the Trends, Mastering the Tools.

What's happening at your institution? Are you the cash cow or the gored bull? Where will you be next year, in the Registrar's Office, Continuing Education, somewhere in academic affairs? Are you centralized or decentralized? What's your biggest nightmare? Are you expected to generate large revenues or develop quality programs? Are these mutually exclusive?

What technological innovation has served you best? What is your best moneysaving strategy? What was your best and worst marketing idea? What has technology done for your faculty? Delivery methods: what are they and how to best use them?

There are a thousand more topics we could discuss. Let's hear from you. Please send all ideas by July 1 to **Jody Fisher**, PresidentElect. Her new email address is: jfisher@lmumail.lmu.edu. Don't wait for someone else to

volunteer.

Calling All WASSA Researchers

What? There aren't any? We can't believe that!

Summer session administrators need to do research to keep informed, stay ahead of the crowd, and retain their stability in the institution. Times they are a changin', and we need to be aware of trends, tendencies, and transformations

before they occur, not after we've been blindsided by them.

WASSA Research Committee has been in touch via email and telephone and we've developed some ideas for potential research projects. Some pertinent and critical topics include:

* decentralized vs. centralized models (meanings; definitions; current trends; theoretical framework; analysis of past and future; longitudinal studies)

* summer program formats (best structures; length of courses; definitions; theoretical framework for keeping/changing formats; comparisons to similar institutions)

* analysis of graduate/undergraduate programs/populations (shifts in the last five years; increases in undergraduates; longterm implications; national trends; regional trends)

Proposals can address any aspect of these topics. Many other topics are out there to explore. Can you get a graduate assistant to take one of these ideas for a research project?

Deadline for submission is September 1, 1994.

To request a copy of the "Guidelines for Research Proposals Submitted to WASSA" contact:

Alice Dionne

Summer Session and Evening Division

University of Northern Colorado

Greeley, CO, 80631

email: adionne@cee.univnorthco.edu

fax: (303)351-2519

People in WASSA

The following people have new email addresses:

Dori Beeks, Western Oregon State College

(beeksd@fsb.wosc.osshe.edu)

Alice Dionne, University of Northern Colorado

(adionno@cee.univnorthco.edu). Note: Alice's address and phone number are not listed in the WASSA Directory; please copy them into your directory from page 3 of this newsletter.

Jody Fisher, Loyola Marymount University

(g@r@lmumaf.lmu.edu)

Linda Schoepflin, Washington State University

(schoepfl@wsuvml.csc.wsu.edu)

Karen Skinner, Idaho State University

(skinkare@cwis.isu.edu)

Please make a note of these addresses in your current WASSA Directory. If you have acquired an email address and would like to have it distributed to the WASSA membership in the next newsletter, please send the information to **Maggie Herrington**, Portland State University.

Reminders

June 30 Distinguished Service Award nominations to **Dan Wick**

July 29 Absolute deadline for summer catalog submission to Catalog Committee, **Linda Schoepflin**, Chair

It's June 1. Have you paid your WASSA dues for this year?

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