

WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS  
NEWSLETTER

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Nominating  
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Western Oregon State College

Professional Standards  
Joseph Kau  
University of Hawaii, Manoa

Program Awards  
Robert Herold  
Eastern Washington University

Research  
Alice Dionne  
University of Northern Colorado

Resolutions  
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## *Special PostConference Issue*

### Psychic Income and Other Wonders

Joseph Merante, Associate Vice ' President of Admissions and Financial Aid at Loyola Marymount University was the keynote speaker at the 1994 WASSA Annual Meeting.

In keeping with the theme of the conference, Dr. Merante discussed societal trends that need to be recognized by providers of higher education:

ours is an aging society with 64% of the population 25 years old or older; 80% of older graduates want additional credits

women outnumber men as high school graduates, college bound, college graduates, and in the work force (in AfricanAmerican populations the ratio of women to men learners is 31; Latino is 41)

the U.S. is the country with the sixth largest Spanishspeaking population in the world

75% of the U.S. population describes itself as "environmentalist"

psychic income: individuals are willing to trade income and material possessions for meaning in their lives

He also discussed the tools to be mastered: modern technology, demographic techniques, and mapping. Eliminating the middle agent and going directly to the student improves efficiency. "Mapping is magic," according to Dr. Merante because it identifies and measures demographics, psychographics, and geographics from which data can be extracted. Other topics covered were: segmentation, targeting, positioning strategies and tactics, and tracking, tracking, tracking.

Final thoughts:

1. If you can't count it don't do it.
2. An untracked life is not worth living. (Where have we heard that before?)
3. If you don't know where you're going, any road will get you there.

## The Winners' Circle

### Exemplary and Innovative Awards

#### CREDIT

University of Hawai'i, Manoa

Maritime Archaeology Field School

#### NONCREDIT

Portland State University

Summer Music Camp

#### ADMINISTRATIVE

University of Alaska, Anchorage

Alaska Native Summer Scholar Program

For those who were unable to attend the 1994 WASSA Conference, an abstract booklet describing all finalists is available. Please contact Exemplary Programs Chair, **Bob Herold**, Eastern Washington University.

#### BEST MARKETING IDEA AWARDS

#### RECRUITMENT

Pacific Lutheran University

## Postcards and Bookmarks

To draw "new" students to the campus PLU designed 9,000 postcards and sent them to students whose homes are in the PLU area but who go to school somewhere else. In addition, 18,000 bookmarks were distributed to local bookstores, campus locations, Lutheran churches, and high school and community college libraries. They received numerous calls from the mailing and nonmatriculated enrollment increased. Cost: \$1302.

## ADMINISTRATIVE

### San Jose State University

#### Brochure Database

Three schedules are printed each year and the information from them is used to produce certificate program brochures. To process the text and keep dates, code numbers, locations, and faculty listings current and correct, a database was written and initiated that greatly reduced production time and greatly increased publication accuracy. This represented a time saving in the production of brochures and catalogs. Cost: \$3000.

## HONORABLE MENTION

### University of California, Santa Barbara

#### Cable TV ads

A commercial was produced and aired on MTV, Prime Ticket, USA, A & E, TNT, Discovery, and the Comedy Channel. The 30second piece was developed to increase awareness of Summer Session at Santa Barbara. The commercial generated numerous calls and increased awareness of their program.

Cost: \$1680.

### Northern Arizona University

#### Focus Groups

Two focus groups comprised of summer students were conducted to obtain feedback on the 1994 bulletin and to determine the level of interest in alternative class formats (such as weekend, evening, or cable TV classes). Information collected was instrumental in making changes to the 1995 bulletin. Cost: \$920.

### San Jose State University

#### Newsletter

This publication was a high quality public relations and program information piece appearing three times a year coinciding with the beginning of each major continuing education term. Designed to establish and maintain a relationship with current and former students, it provided a forum for information on lifelong learning and marketed programs and awareness of them to the regular campus faculty and staff. Cost: \$15,580 for 63,000 copies (printing, labelling, and mailing).

Western Oregon State College

### Campus Signage

The Great Renovation Rap of '94 was developed to inform summer students and faculty that WOSC was undertaking major renovation projects on eight campus buildings and that they could expect noise, dust, and fumes while on campus. This was a public relations scheme incorporating signs, posters, and flyers to limit the number of complaints and the confusion that might result from the renovation projects. Cost: \$1430.

Guidelines for submitting your marketing ideas for consideration in 1995 will be published in the December newsletter or can be obtained from Marketing

Committee Chair, **Gary Penders**, UC, Berkeley.

### THE CHARLIE CATALOG AWARD

#### TWOCOLOR

Portland State University

#### FOURCOLOR

UC, San Diego

### DISTINGUISHED SERVICE AWARD

Never one to shrink from the role of genderbarrier breaker, **Karen Skinner** has now joined the ranks of those other illustrious WASSA Distinguished Service Award recipients: **Bill McDougall** and **Charlie White** (1989), **Norm Watt** (1990), and **Dick Moe** (1992). Karen exemplifies the very finest qualities of professionalism in our field: intelligence, hard work, generosity, warmth, and humor. Congratulations, Karen!

## Bradley Finally Says "Yes"

The nominating Committee convinced Paul Bradley to accept the post of 1994/95 PresidentElect of the organization at this year's conference. Paul, serving the organization long and well as Secretary/Treasurer, will be the chief architect of the 1995 annual meeting in Ashland, Oregon. **Paul Aizley** has agreed to become Secretary/Treasurer. Paul has just learned how to use email and you may send him any suggestions, ideas, flak, or even congratulations at: [PBRADLEY@SJSUVMI.BITNET](mailto:PBRADLEY@SJSUVMI.BITNET).

## Singing The Network Electric

The membership was polled over a year ago (March 1993 newsletter) about the utility of forming an email discussion list for WASSA which enables all users to "talk" to each other about common issues. There were two brave takers at the time. Now that more members have email and some facility with it, the time is ripe to give it a try. To that end, WASSA has created a discussion network and you can subscribe to it as follows:

1. Get into your email menu
2. Send a message addressed to:

LISTSERV@PSUORVM.CC.PDX.EDU

3. Type this message using the following structure:

SUBSCRIBE WASSA1L [your name]

Example:

SUBSCRIBE WASSA1L JODY FISHER

Leave off any automatic signature. You should receive two messages back: one indicating that your request is being forwarded for authorization to subscribe and a second confirming your subscription to the WASSA discussion list. The second message also provides you with an etiquette including instruction about protocol and use. Even though the language in the etiquette is officious, please do read it so that you can interact accurately and well on the discussion list.

You should now be ready to converse with your WASSA colleagues. This is a closed discussion list which means that only cardcarrying WASSA members will be allowed to subscribe. Are your membership dues paid up?

## Best Overheard WASSA Conference Anecdote

Those flashlights **Larry Cobb** handed out at the planning meeting to promote the San Diego Conference found their way into the nooks and crannies of their recipients' lives. **Jody Fisher** used her=s, which she apparently keeps at her bedside, during the power blackout in Los Angeles to locate a real flashlight (sorry, Larry).

## Wanted: Photos Explicit, Suggestive or Moving

If you have a quality photo of the Annual Meeting in San Diego capturing the spirit, mood, or moment in some special way that you would like to donate to the WASSA photo albums, please send it to **Maggie Herrington**, Portland State University.

## Reminder

NAASS is in Boston, November 13-16, 1994. Book your air travel now and set your stomach for clam chowder time.

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