

# WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS

## NEWSLETTER

Volume 24, No. 4 December, 1994

### **199495 OFFICERS**

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Jody Fisher

PresidentElect  
Paul Bradley

Past President  
Dan Wick

Secretary/Treasurer  
Paul Aizley

### **DIRECTORS**

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Michele Price  
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Program Awards  
Rina DeRoseSwinscoe

Research  
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Resolutions  
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## LETTER FROM THE PRESIDENT

Another annual conference, another Thanksgiving, and here comes Christmas. I bet most of you are kneedeep in summer bulletin copy. Well, heads up and let's start looking forward to next year's annual conference in beautiful Ashland, Oregon.

The executive committee of WASSA will meet in Oregon the last week of February to plan the program for 1995. How about some ideas? WASSA is helping us to do our jobs by giving us ideas so we might provide the best annual meeting ever.

With Thanksgiving just passed, it is good to think of all we have to be thankful for. How about **Dan Wick's** great year in office? How about **Paul Bradley** finally agreeing to be Presidentelect? How about our money in the hands of **Paul Aizley** in Las Vegaswell ... !

How about the dynamite newsletters **Maggie Herrington** keeps turning out with what appears to be little effort but undoubtedly takes hours and hours of time? And how about our WASSA electronic network? Try it! Thanks, Maggie.

Why don't you try using the network to tell everyone your favorite (printable) summer session joke or story? We summer session administrators need all the humor we can get. If you send us enough, we'll start a column in the newsletter just for laughs.

Speaking of thanksthanks to all of you for being such a great group. Send in those cards and letters with conference ideas, jokes, and funny stories, and any other ideas you have. Come on, **Jeanne Abrams**, how about another great idea like the Best Marketing Idea Award?

Warmest holiday greetings to you, your staff, friends, and families.

*Jody Fisher, President*

## PEOPLE IN WASSA

**Karen Skinner** is resting at home in Pocatello, Idaho, recovering from surgery. Your cards and letters can be sent to her office. She is scheduled to be back at work early in the new year. We look forward to having you back in the action soon, Karen.

## BEST MARKETING IDEA AWARD GUIDELINES

There are two categories: recruitment and administration. Recruitment includes projects designed to recruit students directly through some method of information and response. Administrative ideas enhance the ability of the program to market or advertise in general without having a direct student response as a target.

Criteria for both:

**1. Transferability.**

Can the project or idea be used on other campuses, by other people, in other situations and environments? The wider possible application, the better.

**2. Productivity.**

Did the project work? Did it result in enrollments, enhancements, improvements? Did it meet or exceed expectations? Will it be repeated? The more productive, the better.

**3. Originality.**

Is this a new idea? Was it done inhouse in the summer Sessions office, in another campus office, or contracted out to professionals? The newer and the closer to the summer office, the better.

**4. Affordability.**

Was the project expensive compared to the return? Can it be scaled down or up to match the size of other institutions' programs? What percentage of the total marketing budget did it take up? The cheaper the cost per return or enrollment, the better.

**5. Clarity of objective.**

Was the goal or target of the project or idea clear and measurable? Was it tracked so responses and enrollments could be tallied precisely? Did the project fit into a larger approach to segmenting markets, positioning the program, or some similar overall strategy? The more coherent, the better.

This is the first time this information has been published. Please refer to it as you develop your marketing ideas for a possible award in 1995.

## A PLEA FROM THE P-ELECT

Ashland is just up the river ... or over the mountains. Before we left San Diego, several good program ideas were suggested for the Ashland conference. WASSA has never been a group that was shy on ideas or to let one conference go before looking forward to the next.

The conference planning meeting, to be held in February, will use input from this past conference's evaluations, hallway suggestions, historically good ideas, some dumb ideas, and ideas that you might have thought about while sitting comfortably in your offices back home.

Whenever the ideas come up, please pass them on to members of the Executive Committee or directly to **Paul Bradley**, San Jose State University. Mail, fax, telephone, and email are all fine.

## UPCOMING CONFERENCES

1995 Ashland, Oregon October 5, 6, 7 at the Ashland Hills Inn

1996 Hawaii

1997 Victoria, British Columbia

## 1994-95 WASSA OFFICERS AND COMMITTEES

(Terms expire at annual meeting of year indicated)

### **OFFICERS**

President: Jody Fisher, Loyola Marymount

Past President: Dan Wick, UC/Davis

Presidentelect: Paul Bradley, San Jose State

Secretary/Treasurer: Paul Aizley, Nevada/Las Vegas

### **DIRECTORS**

1996 Maggie Herrington, Portland State

1997 Michele Price, Western Oregon State

1995 Bill Taylor, Calgary

### **ANNUAL MEETING**

1995 Jil Warn, Chair, UC/San Diego

1995 Lloyd Carswell, Alberta

1996 Claire Cross, Southern Oregon State

1997 Joseph Kau, Hawaii/Manoa

1998 Liliane Morgan, Victoria

### **ARCHIVIST**

Charlie White, Portland State (emeritus)

### **CATALOG**

1995 Linda Schoepflin, Chair, Washington State

1997 Judy Carr, Pacific Lutheran

1997 Nancy Goldman, Portland State

1995 Clarence Gray, Regina

1995 Liliane Morgan, Victoria

1995 Karen Orser, Calgary

1996 Blake Voss, UC/Davis

### **MARKETING**

1996 Gary Penders, Chair, UC/Berkeley

1995 Karen Bower, Alberta

1995 Lee Golden, Portland

1996 Nancy Goldman, Portland State

1997 Karen Skinner, Idaho State

1997 Blake Voss, UC/Davis

### **MEMBERSHIP**

1995 Debra Barger, Chair, Cal State/Chico

1997 Paul Aizley, Nevada/Las Vegas

1995 Paul Bradley, San Jose State

1995 Claire Cross, Southern Oregon State

1995 Jody Fisher, Loyola Marymount

1995 Bill Taylor, Calgary

### **NEWSLETTER**

1995 Maggie Herrington, Chair, Portland State

1995 Debra Barger, California State/Chico

1996 Ken Griffen, Wyoming

## **NOMINATING**

1996 Lee Golden, Chair, Portland

1995 Karen Skinner, Idaho State

1997 Dan Wick, UC/Davis

## **PROFESSIONAL STANDARDS**

1995 Joseph Kau, Chair, Hawaii/Manoa

1995 Sharon Alexander, Montana

1995 Jody Fisher, Loyola Marymount

1996 Cinda Henshaw, UC/Riverside

1995 Robert Herold, Eastern Washington

1995 Ralph Kester, Seattle Pacific

## **PROGRAM AWARDS**

1997 Rina DeRoseSwinscoe, Chair, Cal State

1997 Sid Eder, Idaho

1997 Dennis Edwards, Alaska/Anchorage

1995 Liliane Morgan, Victoria

1996 Harry Norman, Cal State/Fullerton

1995 Julia Reisinger, Portland

## **RESEARCH**

1996 Alice Dionne, Chair, Northern Colorado

1997 Lee Golden, Portland

1995 Anita McDonald, Arizona

1995 Alan Ziajka, San Francisco

## **RESOLUTIONS**

1996 Eva Vajda, Chair, Loyola Marymount

1997 David Nyman, Southern Utah

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