



# WASSA

www.wassa.wsu.edu/  
Volume 31, No. 1 • March 2001

## WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS

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## Letter from the President

The WASSA Executive Committee met in Las Vegas the first part of February to plan the Fall WASSA conference and looked over the facilities of the hotel. With the suggestions from the membership, we have planned an exciting few days that will cover areas relating to catalogs, websites, research, exemplary programs, marketing, professional standards, plus others. With Carol Switzer directing the planning of the conference, we know that this will be one of the more exciting fall gatherings. You all know that Carol always comes up with some great innovations and is never at a loss for new ideas. Be sure to put September 26 through 30 on

your calendars and join all Wassarians at the Tropicana Hotel in Las Vegas. Paul Aizley and the University of Nevada, Las Vegas has made the arrangements and wants to show us all a good time in the "City that never sleeps". I guarantee that it is not only going to be an informative conference but one full of fun.

--David Nyman, President

## Do you have a Nomination for the 2001 Distinguished Service Award?

Nominations for the award may come from any person associated with WASSA. Letters of nomination should be sent to the President:

**C. David Nyman**, Southern Utah University  
351 West Center Street  
HCC 103, Cedar City UT 84720  
Email: Nyman@suu.edu

This award should address the nominee's attributes in the context of the established criteria. The Executive Committee makes the decision regarding the award.

WASSA's Distinguished Service Award is given to individuals active in WASSA who have:

1. Provided leadership in Summer Session administration and organization, and encouraged high academic standards.
2. Demonstrated responsiveness to students in academic programming, to faculty in encouraging creativity and nurturing positive relationships, and to staff in promoting optimum working conditions and opportunities for professional development.

3. Contributed meaningfully to WASSA's growth and development through active participation and leadership;

4. Contributed measurably to their institution's recognition of Summer Session as an integral part of the university by offering high quality, financially successful summer programs.

The person who receives WASSA's Distinguished Service Award is widely recognized by a willingness to share information with colleagues in Summer Session administration and other professionals in higher education. This individual is considered a role model, setting standards to which other Summer Session directors can aspire. In sum, the individual receiving the WASSA Distinguished Service Award exemplifies the spirit of collegiality for which WASSA is known.

Awards will be announced and presented at WASSA's annual meeting. While it may occasionally happen that more than one person receives the award in a given year, there may be years when no individual is recognized.

Deadlines for the 2001 nominations will be announced in the June newsletter.

## WASSA Website Award Evaluation Criteria

This will be the second year in which WASSA will present a web site award. The Communications Committee welcomes continued input from the WASSA membership on the evaluation criteria for this award.

Award decision may be based on excellence in one or more areas:

### Design

### Appearance

### Graphics

### Layout

**Special features**—anything that creates student interest and keeps them coming back to your site (news and informational updates, new programs, bulletin board, incentives for taking courses, etc.)

### Navigation/Functionality

### Organization (links, etc.)

### Table of Contents

### Sidebars

### Site maps

### Path options

**Download time** (Does the design slow the site? Is the site responsive to the speed of various computers?)

### Content:

Appropriate adaptation/enhancement of information. Have you simply re-created printed materials online or have you converted specific information into bite size "chunks" with an appropriate amount of information per screen?

Effective, accessible course/activity information that is updated regularly.

## Berkeley Summer Sessions wins CASE top award for radio ad

The Council for the Advancement and Support of Education (CASE) District VII sponsors an annual Awards for Excellence Program that rewards the outstanding accomplishments of education professionals. Berkeley Summer Sessions recently won a first place award for its radio ad that was broadcast on KZQZ 95.7, a San Francisco based Rock & Pop station. The brainchild of Director Gary Penders, the ad featured the award winning Berkeley campus Men's Octet who created an unforgettable jingle that focused attention on the Summer Sessions web site address to bring Berkeley's program to the attention of not only the campus community, but also to the general Bay Area public. The object was to have everyone humming "summer.berkeley.edu". It ran for eight air weeks with a total of 280 spots beginning in March and ending in April. The award was accepted at the (CASE) District VII conference in San Diego on November 30, 2000.

### Interactivity:

For example, can students:

- Register
- Pay fees
- Search for information
- Send an e-mail request for information
- Complete a survey
- Participate in opinion gathering/sampling

The call for the WASSA's Web Site Award will be in June.

## Are you subscribed to the WASSA LISTSERV?

WASSA has an internet discussion list for the convenience of its members. It can be used to notify the membership of upcoming events, to poll members for strategies of dealing with issues of higher education, to ask for advice, to organize projects, etc.

### TO SUBSCRIBE OR UNSUBSCRIBE

1. Address a message to: [majordomo@lists.pdx.edu](mailto:majordomo@lists.pdx.edu)

2. Message should read (on the first line of the text portion not the subject line):

subscribe wassa1-L [your e-mail address]

or:

unsubscribe wassa1-L [your e-mail address]

### TO SEND A MESSAGE TO ENTIRE SUBSCRIBERSHIP

1. Address a message to: [wassa1-L@lists.pdx.edu](mailto:wassa1-L@lists.pdx.edu)

**TO RESPOND TO A MESSAGE** (and have it go to the entire list)

1. Use "Reply" mode

**TO RESPOND TO A MESSAGE** (and have it go only to the sender)

1. Address a new message by typing the sender's email address or use "Forward" mode and type in the sender's email address

### TO SEE HOW YOU ARE CURRENTLY LISTED OR TO LOCATE ANOTHER SUBSCRIBER'S EMAIL ADDRESS

1. Address a message to: [majordomo@lists.pdx.edu](mailto:majordomo@lists.pdx.edu)

2. Message should read: who wassa1-L

If you are a WASSA listserv subscriber, you can access archives of the listserv via the web at [www.lists.pdx.edu/wassa1-l](http://www.lists.pdx.edu/wassa1-l). The user name is "user" and the password is "portlandstate". This allows you to refer to old messages posted to the listserv rather than saving them on your own computer.

### About the WASSA Newsletter

This publication, compiled and coordinated by the Newsletter/Communications Committee, is printed quarterly. It is also posted on the WASSA Web site along with archived issues. It is mailed to WASSA members as a benefit of membership. To submit articles or notices, contact the newsletter committee chair or editor, Barbara A. Brown, [astute@mail.summer.berkeley.edu](mailto:astute@mail.summer.berkeley.edu)