



WASSA

www.wassa.asu.edu
Volume 32, No. 3 • June 2002

WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS

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Letter from the President

The current temperature in Tempe, AZ, is 104 degrees with the forecast for many 100 degree-plus days during our Summer Sessions. The "hot news" in WASSA is that the Web site is once again up and running. The address is <http://wassa.asu.edu>. ASU staff members Roy Lee and Kim Radig worked diligently to update the information and to teach me some basic Web terms.

WASSA thanks Oregon State University's **Martin Barry**, the Web site designer who encouraged and prodded to keep it moving, and **Linda Schoepflin** at Washington State University, long standing host of the

WASSA Web site, who has been patient with our snail's pace. Look it over and please e-mail feedback to Kimberly.Radig@asu.edu

WASSA is also fortunate to have **Connie Wildfang** from Western Oregon University back as our newsletter editor. Her willingness and expertise have been invaluable this year.

Have a successful Summer. **Loy Lytle** and **Harriet Abe** are currently putting finishing touches on the conference program. I look forward to seeing everyone in September at WASSA 2002.

- Carol Switzer, President

The Winds of Change

WASSA, the 56th Annual Meeting - September 4-8, 2002

Lihue, Kaua'i - Radisson Kaua'i Beach Resort

Abbreviated, Tentative Schedule

Wednesday, September 4

2 to 6 p.m. Registration
2 to 4 p.m. Committee meetings
5 to 6:30 p.m. Reception/torch lighting
6:30 to 7 p.m. Shuttles to Kapa'a
7 to 9 p.m. Dinner and shopping at Coconut Marketplace

Thursday, September 5

8 to 8:30 a.m. Registration, breakfast
8:30 to 9 a.m. President's welcome
9 to 10:30 a.m. Round Tables: Where are You in the Organization?
10:45 a.m. to 12:15 p.m. Round Tables: Planning the Curriculum
12:15 to 1:30 p.m. Mentor lunch
1:30 to 3 p.m. Round Tables: Marketing and Tools
3:15 to 4:45 p.m. Round Tables: Management, Budget and Reports
6 to 8 p.m. President's Reception

Friday, September 6

8 to 9 a.m. Registration
9 to 10:30 a.m. Keynote speaker

10:45 a.m. to 12:15 p.m. Panel Discussion: Survey and Review of Innovations
12:15 to 1:30 p.m. Lunch with cultural speaker
1:30 to 3 p.m. Panel Discussion: Innovative Student Services
3:15 to 4:45 p.m. Panel Discussion: Innovations in Marketing
5:15 to 8 p.m. Group activity at hotel
8 p.m. Dinner on your own

Saturday, September 7

8 to 9 a.m. NAASS/WASSA breakfast and business meeting
9 to 10:30 a.m. Panel Discussion: Best Practices for Summer Session
10:45 a.m. to 12:15 p.m. Panel Discussion: Winds of Change
12:15 to 1 p.m. Lunch & Munch
1:15 to 6 p.m. Local activities
6 to 6:30 p.m. Awards Reception
6:30 to 8:30 p.m. Awards Banquet

Sunday, September 8

8 to 10 a.m. Planning and evaluation breakfast meeting
9 to 11 a.m. Executive Committee meeting

Calls Made for WASSA Annual Award Nominations

Several committees are calling for annual nominations and submissions. They want to learn about your programs and activities and name the best of 2002 at the annual conference. Here are descriptions of each category.

Catalogs

Vie for the 2002 Charlie Award for best catalog.

Evaluation criteria (catalog/schedule/bulletin): cover, general layout, general content, presentation, and written presentation/readability.

Submit six copies of your catalog and any documentation by July 31, 2002, to:

University of California, Santa Barbara
Summer Sessions

Linda Williams

2214 SAAS Building

Santa Barbara, CA 93106-2010

Documentation helps to accurately assess the merits of an entry. You are encouraged to include the concept of the publication, themes or special production techniques used. Were there creative ideas that you felt really worked and got the message across?

Other points to consider:

- Creative design – could make design less expensive
 - Printing techniques used to enhance design – i.e., manipulated type, screen/tint values
 - Software programs used – i.e., Quark Xpress, Adobe Pagemaker, Adobe Photoshop
 - Graphic design tip – Something others could use in their publications
 - Marketing plan – Was the catalog part of a marketing plan? If so, include other pieces.
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Web Site

Evaluation criteria: design, appearance, graphics, layout, special features, navigation/functionality, interactivity, organization, table of contents, sidebars, site maps, path options, download time, and content.

Documentation helps to accurately assess the merits of an entry. You are encouraged to include strategy, marketing plans, development costs, resources needed for updating, and tracking of use.

Submit your entry by sending the Web address and any documentation by August 9, 2002, through e-mail to **Martin Barry** at martin.barry@orst.edu.

Marketing

Did you try something that worked? Does your idea give the most bang for the buck? You could win the Gary Award, a certificate named for marketing maven **Gary Penders** of University of California, Berkeley.

Categories of Awards

- Brochure (small book, less than 15 pages, not a catalog)
- Flyer (one page, could be folded)
- Poster
- Print advertisement
- Institutional publication (annual report, other internal piece)
- Thematic campaign (three or more items with a central theme)
- Other (anything that doesn't fit above – not a Web site)

You may submit more than one item per category. Send five copies of the materials under consideration for each category by August 9, 2002, to:

University of California, Berkeley

Summer Sessions

WASSA Awards

22 Wheeler Hall #1080

Berkeley, CA 94720-1080

Documentation helps to accurately assess the merits of an entry. Include strategy, marketing plans, tracking reports or market research with your entry.

Other points to consider:

- Transferability - Can the idea be used by others in different situations, on other campuses or environments?
- Productivity - Did the idea work? Did it result in enrollments, enhancements or improvements? Did it meet or exceed expectations? Will it be repeated?
- Originality – Is this a new idea? Was this a Summer Session office idea, another campus office or contracted out to professionals?
- Cost – What was the cost compared to the return? Can it be scaled up or down? What percentage of the total marketing budget did it take?
- Clarity of objective – Was the goal of the idea clear and measurable? Was it tracked? Did the idea fit into a larger plan?

This publication, compiled and coordinated by the Communications Committee, is distributed quarterly to WASSA members and posted on the Web site. To submit articles, contact the Communications Committee chair or newsletter editor **Connie Wildfang** at wildfac@wou.edu.