



WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS

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Letter from the President

The weather in Spokane was perfect for the 2003 WASSA Conference, and Doreen Timm and Pam Piro, from our host institution, contributed greatly to the its success. As always I took away a many good ideas, but the best part was getting to know many of you much better. Memories of the Spokane conference began to fade, the cold weather set in, my office hit a high of 52 degrees, and I started to dream of warmer climates.

Fortunately the University of California at Riverside is hosting the 2004 WASSA conference, so in mid January I happily flew south for the conference planning meeting. Rick Thompson from our host institution has already been diligently working on the conference and has secured the Mission Inn as our conference site. It is a unique and beautiful facility.

Beth Acree, President-Elect, lead us in a discussion out of which surfaced unique and current topics that are of great importance to Summer Sessions. She plans to use a variety of presentation and discussion formats to keep us awake and paying attention. WASSA members should expect to be hearing from Beth as she seeks to fill openings on the conference program.

Keep tuned in for information on two new opportunities for WASSA members, the Institutional Support Program, and the Internship Program. One involves visiting another WASSA Summer Session, the other having another WASSA member visit your institution.

Linda Schoepflin, President
Washington State University

Welcome to the Mission Inn

The WASSA Conference will be at the world famous Mission Inn in Riverside, California. The Mission Inn in has been host to many famous persons over the years, from U.S. Presidents to Academy Award winners. Known for its Old World ambience, the hotel has provided its guests with exquisite service and elegant accommodations for many decades.

We are also pleased to host the President's reception at the Botanic Gardens on the UC Riverside campus. The Botanic Gardens was originally established to aid in teaching numerous courses in the sciences, social sciences, arts and humanities, but is an idyllic refuge for more than 3,500 plant species from around the world. Some 200 bird species, along with other wildlife, have been officially observed at the Gardens. Beautifully maintained by the Riverside campus, the Gardens presents a wonderfully relaxing setting to host our President's reception after a busy day of WASSAing.

Treat yourself to a great conference experience this fall. Dig out that Conference Passport you got in Spokane and get it stamped by joining us this year, September 29 to October 3.

Richard Thompson, Host
University of California, Riverside

Nomination for the 2004 Distinguished Service 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.

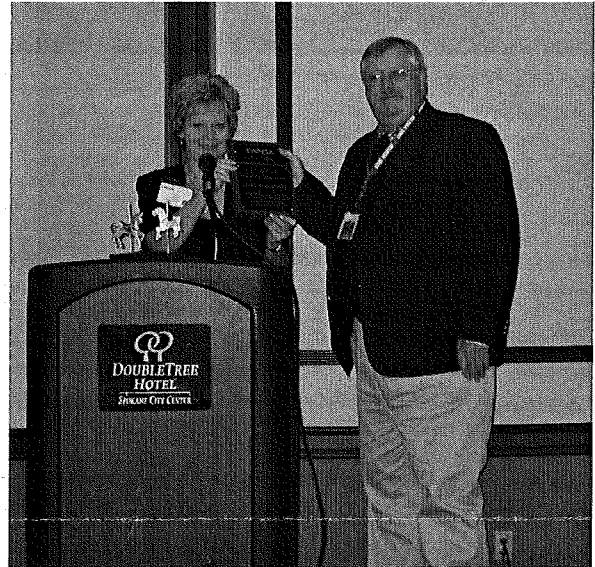
The person who receives WASSA's Distinguished Service Award is widely recognized by a willingness to share information with colleagues in Summer Session administration and other professionals in higher education. This individual is considered a role model, setting standards to which other Summer Session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

Awards will be announced and presented at WASSA's annual meeting.

By **July 30**, please forward nominations to: Linda Schoepflin, Director, Summer Session, Washington State University, PO Box 641035, Pullman, WA 99164-1035 or schoepfl@wsu.edu.

Call for Research Proposals

The WASSA Research Committee invites you to submit your comments on aspects of summer session that your Provost or President wants to know more about! What research issues are most pertinent to you and your campus and/or what research would help you make better decisions? During the September conference, we will examine these research issues as well as possible solutions or plans of action. Please send your ideas to Kerri M. Garcia, Research Committee Chair, at kmgarcia@unr.edu by **July 30**.



Gary Penders, University of California, Berkeley, receives the WASSA Distinguished Service Award at the 2003 Spokane Conference. Presented by Past President Carol Switzer

WASSA 2004 MISSION POSSIBLE

This year's conference will meet in Riverside, California, at the historic Mission Inn. The Inn occupies an entire city block in the heart of downtown Riverside. It is an oddly integrated assemblage of arcades and gardens, turrets and domes, flying buttresses and spiraling staircases, catacombs and carillon towers. The planning committee had fun exploring the facility. (Loy got lost one time but it only took us 30 minutes to find him.) We're a little worried about scheduling breaks—we're afraid people will wonder off to a sunny, vine-covered patio, and not return. But, we're certain that the conference program will entice you to come back.

The conference theme will be "Mission Possible." In this historic mission setting, we'll explore how to manage our current programs, while positioning ourselves for the future and integrating our mission with that of the current trends in higher education and a postmodern world. In addition to some great presentations and panel discussions, you will be able to participate in round tables to discuss specific issues. And, everyone will be participating in two "grand" round tables where we will explore, in depth, a single issue and how it is handled at each institution.

Beth Acree, President Elect

Calls for WASSA Annual Award Nominations

Do you have a Gary Award winner?

Submit your best marketing project so we can (a) share it with WASSA members and (b) award the winning entry with the prestigious **Gary Award**, named for Gary Penders, of UC Berkeley, whose commitment to marketing and tracking summer sessions has been informative, innovative, and insightful.

The Marketing Committee is looking for your marketing project (theme) and supporting marketing pieces you are using for your 2004 summer session. These may include

- a catalog cover with other marketing pieces that support the theme of the cover
- "give-aways" or promotional items
- an effort to market to a certain segment of the population
- your general marketing theme

To be considered for the Gary Award, please send six copies of a brief description of the project and samples of supporting materials by **Friday, August 13**, to Pamela Piro, Director of Summer Session, Eastern Washington University, 121 Hargreaves Hall, Cheney, WA 99004.

Please consider entering your marketing efforts. No project is too small. By doing so, you are helping your fellow WASSA members with ideas they may use on their own campus. It's one of the greatest advantages of a WASSA membership—sharing what works for you with your colleagues!

For more specifics, please contact Pam Piro at 509-359-4860 or e-mail pam.piro@mail.ewu.edu.

2004 WASSA Catalog Awards

The WASSA Catalog Committee evaluates in three categories: newspaper format, one-two color separation and four-color separation.

The catalogs are evaluated on:

- Graphic design: theme, typos, grammar, index, hyphens, table of contents, academic calendar and registration information.
- Copy: cover design, cover copy, subheads, white space, type, photos, illustrations and clip art.

This workshop allows us to learn what other institutions are doing. We also ask that you provide the information listed below for cost analysis. Please note that this information will only be used during the Best Practices Session.

Please send the following:

- Five (5) copies of your 2004 catalog.
- Name and phone number of person submitting the catalog.
- Cost Analysis Data:
 1. Number of catalogs printed in 2003 and 2004
 2. Number of pages in 2003 and 2004 catalogs (excluding cover)
 3. Total production cost for 2003 and 2004 catalogs (excluding postage)

Send materials to Allyson Morris, Regis University, 3333 Regis Boulevard, E-20, Denver, CO 80221

Awards will be presented at the annual conference. If you have any questions, please call (303) 964-5044, or email amorris@regis.edu.

Call for Exemplary Program Award Nominations

Get the recognition you deserve from your colleagues and friends. Nominate a program for WASSA's Exemplary Program Award. It's easy. Just send information about the program along with 5 copies of any supplementary material to Susan Pentz, Summer Session, Loyola Marymount University, 1 LMU Drive, Los Angeles, CA 90045, or email spentz@lmu.edu, by **August 2, 2004**.

This award showcases programs that members feel are creative, innovative, and resourceful. The programs can have a credit, non-credit, or administrative focus. All great ideas for Summer 2003 or 2004 accepted. Winners will be announced at the annual conference Awards Banquet.

Mission Possible

WASSA 58th Annual Meeting

September 29 – October 3, 2004
Riverside, California – The Mission Inn

As we explore the future, we will consider the limitations and opportunities of technology.

- How are we using email for marketing?
- How are we gathering and storing data, electronically, and what are our responsibilities as stewards of that data?
- What laws impact our use of email and data storage?

Tentative Schedule

Wednesday, September 29

2 – 6pm Registration
2 – 4pm Committee Meetings
5 – 6:30pm Opening Reception
6:30pm Dinner on Your Own

Thursday, September 30

8 – 8:30am Registration
8:30 – 9am President's Welcome
9 – 9:30am WASSA Roll Call - ****New this year!****
A whirlwind review of who's at the conference and their college/university characteristics.
9:30 – 9:45am Break
9:45 – 10:45am Round Table Discussions #1 – The current mission of Summer Session
10:45 – 11:45am Round Table Discussions #2 – The current mission of Summer Session
12 – 1pm Mentor Lunch
1:15 – 2:30pm Case Study:
From Continuing Education to Registration to Continuing Education to . . .
2:30 – 2:45pm Break
2:45 – 4pm Overview of Best Practices Categories and Poster Session
4 – 5pm Panel Presentation – The Impact of Nonresident Tuition
5 – 6pm Break
6 – 7pm President's Reception
7pm Dinner on Your Own

Friday, October 1

8:30 – 9am Registration
9 – 10am Case Study:
The Impact of Technology Advances
10 – 11am Keynote Address
11 – 11:15am Break
11:15 – 12:15pm Case Study:
The Impact of Technology Nightmares
12:15 – 1:15pm Lunch
Grand Round Table #1 – Reporting Structures.
****New this year!****

Based on the roundtable format, each institution will have the opportunity to describe their reporting structures, including new and interesting challenges.
1:30 – 2:30pm 2:30 – 2:45pm Break
2:45 – 3:45pm Round Table Discussions #3 – The Future Mission of Summer Session
3:45 – 4:45pm Round Table Discussions #4 – The Future Mission of Summer Session
4:45pm Free Time & Dinner on Your Own

Saturday, October 2

8:30 – 10:30am Breakfast Buffet WASSA/NAASS and Business Meeting
10:30 – 10:45am Break
10:45 – 11:45am Grand Round Table #2 - TBA
11:45am – 6pm Free Time
6pm Awards Reception and Banquet

Sunday, October 3

8:30 – 9:30am Wrap-up/Evaluation Meeting
9:30 – 11:00am WASSA Executive Committee Meeting

"A Mission Statement is a dense slab of words that a large organization produces when it needs to establish that its workers are not just sitting around downloading Internet porn"

Dave Barry