



# WASSA

WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS

Newsletter

December 2006

[www.summersessions.org](http://www.summersessions.org)

## OFFICERS

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Claire Cross

*Past President*  
Patricia Suske

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*Catalog*  
Allyson Morris

*Communications*  
Steve Angelo

*Marketing*  
Cinda Henshaw

*Membership*  
Marlene Harlan

*Nominating*  
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*Programs*  
Dana Dudley

*Research*  
Patricia Suske

*Resolutions and Professional  
Standards*  
Florie Wilcoxson

## Letter from the President

The 60<sup>th</sup> Annual WASSA Conference was yet another in a long line of informational, enlightening, inspiring meetings. New and seasoned administrators got an overview of many of the components of marketing, programming and budgeting in our unique arena of Summer Sessions. Somehow Dr. Aaron Thompson made the nuts and bolts of strategic planning enjoyable and entertaining. We learned to push the edges of our comfort zones when Dr. Murli Nagasundaram had us making silly animal noises and play-acting ridiculous characters, and really got our creative juices flowing! The round tables, large and small, provided us with opportunities to discuss the issues and problems most near to our particular situations and, as always, the most valuable ideas we took from our conference were those we shared with each other. Each year I welcome the opportunity to reunite with old friends and meet new friends.

As we go into another busy year, I encourage you all to think about the importance of our organization and what it has meant to you. Then think about what it could mean—the ways in which we can add value to WASSA and bring it to the next level of a meaningful,

supportive organization. What benefits can WASSA bring to each of us throughout the year, in between the conferences we value so much? This newsletter is a great start and I thank our former secretary, Amy Bristor, for making it happen.

My goal as president is to increase membership in WASSA. With your active participation on committees and the listserv, and an information-sharing newsletter, we will have more to offer new members as well as continuing our conference discussions of current issues and enhancing our best practices throughout the year.

Thank you again to Catherine Harris, Linda Urquidi, and Mike Poe for their superb job hosting the 2006 WASSA conference in Boise!

Claire Cross, WASSA President  
Southern Oregon University

## 2006 WASSA Conference

A special thank you to Boise State University and Northwest Nazarene for hosting the 2006 WASSA Conference in Boise, Idaho. We had 50 individuals from 25 institutions attend. Some highlights included the many tours offered, gleaning potatoes for the Food Bank, and the wonderful entertainment and food from the Basque community for our awards banquet.



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### WASSA Committees

Please consider volunteering for one of the WASSA committees. This is a great opportunity to gain an insight into a particular topic such as website design or catalog layout. It is also a great opportunity to see a wide variety of what WASSA members have to offer. We still have positions open on the Research Committee and the Resolutions & Professional Standards Committee. Please contact Claire Cross at [cross@sou.edu](mailto:cross@sou.edu).

### WASSA's New Secretary

Thank you to Kerri Garcia from University of Nevada, Reno, who graciously agreed to serve as Secretary until one can be elected during our next election cycle. She fills the vacancy created by Amy Bristor's departure from Summer Sessions at UAF.

### The Seven Laws of Summer Marketing

Back by popular demand, here are the summer marketing tips courtesy of Gary Penders, WASSA's marketing guru.

1. Market to increase enrollments
2. Know your competition
3. Market to your own students
4. Try something new this year
5. Know if you succeed or fail
6. See the big picture
7. Talk to your colleagues

"The untracked life is not worth living."

### New Membership

Please encourage your colleagues at other institutions to join WASSA. To become a member of WASSA, contact Marlene Harlan, Chair of the Membership Committee at [marlene.harlan@wwu.edu](mailto:marlene.harlan@wwu.edu), or Becky Gubser, WASSA Treasurer, at [gubserr@cwu.edu](mailto:gubserr@cwu.edu) or (509) 963-2943.

### 2007 WASSA Conference

Start planning now for the 2007 WASSA Conference on Maui, Hawaii—November 8-10. Don't miss a great opportunity to network and learn what's happening with the Western Region. The NAASS conference follows directly on November 11-14. This is a great opportunity to attend both conferences back to back and gain valuable knowledge to bring back to your institution. By the way, did we mention both conferences are in Hawaii?

### Conference Planning Meeting

The planning meeting for the 2007 conference will be held in Seattle on February 15 & 16. If you have ideas for the program, would like to volunteer for a round table or other session, or have a topic of interest you would like the conference to address, please contact a member of the Executive Committee or your committee chair.

### WASSA News

Jaclyn Hendrix, former Summer Sessions Director at the University of Alaska Fairbanks, died on October 18. She was an innovator in summer programming and administration. Under her direction, Summer Sessions offered the first UAF online catalog with secure registration and payment. Her entrepreneurial approach to summer sessions resulted in a variety of 'firsts' in Alaska summer educational opportunities. An award from the University of Alaska president recognized the impact of her quality leadership in 1999. Her quiet demeanor and tenacious spirit will be missed by her many friends and colleagues.

WASSA members Amy Bristor and Stephanie Strandberg have left their positions in Summer Sessions at University of Alaska Fairbanks for greener pastures. We thank them for their contributions and wish them luck in their new careers.



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## WASSA 2006 Awards

### Best Catalog Awards

Charlie Award—Best Overall Catalog  
University of Manitoba

Best Catalog—Newspaper Format  
University of Nevada, Reno

Best Catalog—One-Two Color Separation  
University of Alaska Fairbanks

Best Catalog—Four Color Separation  
Regis University

Best Catalog—Institutional Standards  
Boise State University

### Best Marketing Award

University of Alaska Fairbanks

### Best Website Award

University of Alaska Fairbanks

### Best Programs Awards

Best Credit Program  
University of California, Berkeley

Best Noncredit Program  
None submitted

Best Administrative Program  
University of California, Irvine

### WASSA Internship Program Award

WASSA's first Internship Award was granted to **Claire Cross**, Southern Oregon University, in the amount of \$336 to pay for travel from University of California, Santa Barbara. There she enlisted the help of the Summer Sessions staff in formulating some changes needed by her institution.

## WASSA Distinguished Service Award

WASSA's highest honor in 2006 goes to **Linda Schoepflin**, Summer Session Director at Washington State University, in recognition of her many years of service to Summer Session and to WASSA. Linda has been an integral member of WASSA since 1990, serving on many committees over the years and as President in 2004. She has also served as the Western Vice President at NAASS for the past three years. Linda epitomizes the expression, "If you want something done, ask a busy person to do it." Always responsive, cheerful and supportive, Linda has been instrumental in forwarding the mission and goals of WASSA. We thank you, Linda.