



# WASSA

WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS

Newsletter

February 2008

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

## OFFICERS

*President*  
Martin Barry

*Past President*  
Claire Cross

*President-Elect*  
Michelle Bartlett

*Secretary*  
Kerri Garcia

*Treasurer*  
Rebecca Gubser

*Directors*  
Mike Poe  
Harriet Abe  
Florie Wilcoxson

## COMMITTEE CHAIRS

*Annual Meeting*  
Harriet Abe

*Catalog*  
Kim Parks

*Communications*  
Mely Fitzgerald

*Marketing*  
Iris Krondorff

*Membership*  
Carol Switzer

*Nominating*  
Claire Cross

*Programs*  
Dana Dudley

*Research*  
Geoff Foy

*Resolutions and Professional  
Standards*  
Claire Cross

## Letter from the President

Dear WASSA Colleagues:

I want to thank everyone who worked so hard at making our 61st annual conference a big success and to everyone who took time out of their busy schedules to attend. The sessions were wonderfully informative and I know everyone enjoyed the activities Maui has to offer. For those of you who were unable to attend, we missed you immensely and hope that you will join us in 2008.

I would like to extend a big thank you to our host, University of Hawai'i at Manoa, and their team who went the extra mile to make the conferences such a success. They are probably still recuperating—three months later!

Congratulations to Carol Switzer on receiving the 2007 WASSA Distinguished Service Award. She is certainly well deserving of this award, as her contributions and leadership to WASSA seem tireless and never-ending.

I look forward to the coming year and embracing my duties and responsibilities as WASSA President. WASSA is always in need of fresh ideas, so don't hesitate to contact me to discuss your ideas, thoughts or concerns.

All my best for the New Year! Let's make the best of 2008!

*Martin D Barry, WASSA President*



## Conference Highlights

Maui greeted the Wasserians with balmy air, blue skies soft surf and white sand. Even with that tropical relaxing atmosphere we had work to do: things to learn and colleagues to meet! We were ready for Teamwork for Excellence and Hoe I Ka Wa'a!

Alan Hunley opened the conference with a Hawai'ian chant asking that we open our minds to knowledge during the meetings. What a perfect way to start off our 44th annual WASSA conference!

Although many spent the early morning hours snorkeling in the waters off the Maui Sheraton seeing sea turtles and colorful fish, all were present and accounted for once the morning sessions started.





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We worked on the WASSA Strategic Plan at the pre-conference workshop and made good progress on the first draft. That was one of our past president's (Claire Cross) major goals for 2007 and, with the help of John LaBrie, Bill Kops, and Martin Barry, this goal became a reality. There will be a brief summary of that later in the newsletter.

Our roundtable sessions included talks about marketing, faculty contracts, campus activities, creative program ideas and more.

Claire lead a session on our working styles, which resulted in being very helpful in understanding how we work in a team, and the beneficial characteristics of each team player. It was also a lot of fun!

The activity Friday afternoon after the formal sessions was an outrigger race off the beach. Six teams of four WASSA members rowed with all their might to be the winning team (no competitive personalities in this group – ha!). Many thanks to Velma Panlasigui and Alan Hunley for arranging this and thanks also to the **Lae`Ula O Kai** Canoe club (Lae`ula O Kai means "well trained experts of the season and lowlands") for allowing us this opportunity and taking the time to teach us the roles of each canoe seat, the technique of paddling (and switching) as well as for encouraging us the entire time! (These crazy mainlanders!) The club's website is <http://www.luok.o>.

*Submitted by Kerri Garcia, Secretary*



### The WASSA Distinguished Service Award

is given to someone setting standards in summer session and making a huge contribution to WASSA. This year's award was presented by Linda Schoepflin at the annual conference:

"The winner of the award this year started in the far north...then sold all of her cold clothes and moved south. This person gets to know everyone; she even carries a list around and checks off your name once she has met you. She is a past president of WASSA and a past president of NAASS, has hosted both of these conferences at her home institution, and always gives away a free-be at her presentations.

The very deserving winner of the Distinguished Service Award 2007 is **Carol Switzer** from Arizona State University.





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## Strategic Planning

Early last fall WASSA retained Simon Fraser University's Research and Evaluation Unit (REU) to conduct telephone interviews with WASSA members to gather perceptions about the current and future benefits and value of WASSA membership. Questions were designed by REU in collaboration with the WASSA Strategic Planning Task Force made up of Martin Barry, Claire Cross, Bill Kops, John LaBrie, Allyson Morris, and Rick Russo. REU attempted to call all WASSA 124 members—they were successful in interviewing 53 members from 40 different institutions.

As usual, whenever groups of people are surveyed, responses were all over the map. Some people think the conferences are too long, some too short; some think they should always be held at a resort, some say resorts are too expensive; some think the program should provide more content, some want more networking time; some want more involvement throughout the year, some are happy with just one conference and a few newsletters. Overwhelmingly, though, WASSA members value the organization as being helpful, supportive, and important to us in our professional lives. Please go to the website to see what our members had to say. The WASSA Members Telephone Survey Research Report is at [www.summersessions.org](http://www.summersessions.org). Click News, then Links.

The Task Force is committed to taking this process to the next level. Our goal is to analyze the REU research report and develop a strategic plan that outlines reasonable steps toward achieving the goals of increasing membership and providing more timely and useful information and support to all our members. As always, your input and involvement matter! If you have comments or suggestions, don't hesitate to contact one of us.

*Claire Cross, WASSA Strategic Planning Task Force*

## Membership

### TIME TO SUBMIT YOUR MEMBERSHIP DUES!

WASSA Memberships correspond to the calendar year—January to December.

### Membership Prices

Institutional membership \$100 (unlimited membership, one voting member per institution)

Individual membership \$25

To become a member, contact Becky Gubser, WASSA Treasurer, at [gubserr@cwu.edu](mailto:gubserr@cwu.edu), or (509) 963-2943.

**Reminder!**

Inclusion in the online directory does not automatically subscribe you to the listserv. You need to do that separately. The link is on the WASSA homepage.

## WASSA Website Update

The WASSA website is continually updating and improving. We now have the Internship Grant and the Institutional Support Grant applications posted as .pdf files for downloading and we will soon add a template for itemizing expenses. Look under News->Links.

Check under Committees->Current Members to look at the committee memberships and find out which committees still have openings. Please volunteer!

Don't forget to update your directory information any time your office moves or experiences personnel changes.

The site is <http://www.summersessions.org/>

If you have trouble accessing your directory information, or you see other problems with the website, please contact Claire Cross at [cross@sou.edu](mailto:cross@sou.edu).



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## WASSA 2007 Awards

### Catalog Awards

~ Allyson Morris, Catalog Committee Chair

Best Overall Catalog – The Charlie Award  
*Regis University*

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

Best Catalog -- Institutional Standards  
*University of San Diego*

Best Catalog -- Newspaper Format  
*University of Manitoba*

### Communications Award

~Steven Angelo, Communications Committee Chair

Best Website  
*UC Santa Cruz*

The 2007 UCSC website can still be viewed at  
<http://summer.ucsc.edu/index1.php/home>

### Program/Idea Awards

~Dana Dudley, Program Committee Chair

Best Administrative Program  
*University of Alaska Fairbanks*  
for the *Earn and Learn Program*

Best Non-Credit Program  
*University of Hawai'i at Manoa*  
for the *Kids First Film Festival*

Best Credit Program  
*University of California, Santa Cruz*  
for the *Aneka Program*

Best Use of a Stolen Idea  
*University of Alaska Fairbanks*  
for *Wrapping their Campus Shuttles*

### Marketing Awards

~Iris Krondorff, Marketing Committee Chair

Best Marketing Idea – The Gary Award  
*Central Washington University*  
for *Catch the Wave*

2nd Place  
*Regis University*  
for *Dog Days of Summer*

3rd Place  
*Northwest Nazarene University*  
for *Work on More than Your Tan This Summer*

## Treasurer's Report

At the conference, Treasurer Becky Gubser reported that the current organization balance is \$49,672.34, but expenses have not yet hit for this conference so there will be a reduction.

## The Theresa Neil Memorial Research Fund

The Summer Session Research Consortium, which consists of the North American Association of Summer Sessions (NAASS), the North Central Conference on Summer Schools (NCCSS), the Western Association of Summer Session Administrators (WASSA), and the Association of University Summer Sessions (AUSS), invites proposals that address pedagogical or administrative issues that pertain to summer session at North American colleges and universities.

**The deadline for 2008 proposals is February 15, 2008.**

For more details, go to  
[http://www.summersessions.org/c\\_research.html](http://www.summersessions.org/c_research.html)



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by Kerri Garcia

At the conference, Claire mentioned that WASSA has many members, past and present, who have dedicated much of their professional careers to Summer Sessions. She referred to these seasoned veterans as "*Tall Timbers*" and I immediately became enamored with the term. Here we've asked Gary Penders, one of WASSA's "Tall Timbers" for a quote for this Newsletter.

*because you treat them like customers while many campus offices make students feel like supplicants. And remember, a small increase in a large population can be the best return for the marketing dollars invested."*  
GP

Another quote I heard Gary say in one of the sessions I attended with him at the conference was carefully written in my notes with a star next to it. He said in regards to the ROLE of Summer Sessions:

*"We need to become rooted in the landscape of campus (so people always come to us whenever there is something that needs to be addressed in summer.) We need to be the 'voice' of the university in summer."*  
GP

*"Remember to market to your own students -- they appreciate the attention. They will listen to your message"*



### Amendments to the WASSA Bylaws

Two amendments to the By-Laws were passed by the WASSA membership at the Maui annual meeting.

Article II  
Section 1.

*7) The President will call for nominations from the membership for the Distinguished Service Award candidates six weeks in advance of the annual meeting. After receiving nominations, the President, in consultation with the Executive Committee, will decide on the recipient[s] of the award. The President will present the award to the recipient, or the recipient's representative, at the annual meeting. While occasionally more than one person receives the award in a given year, there may be years when no individual is recognized.*

Article III  
Section 2.

Resolutions and Professional Standards Committee Membership:  
*Members of the Resolutions and Professional Standards Committee will consist of the three most recent Past-Presidents willing to serve, and an additional member appointed by the President.*



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## 2008 WASSA CONFERENCE

### SAVE THE DATE NOW!

WASSA conference next year will be in Bellingham, Washington, from September 22-26, 2008 hosted by Western Washington University.

Conference hotel will be the Chrysalis Inn. Visit the WASSA website for more information: <http://www.summersessions.org/>

The Executive Council will be holding its annual planning meeting in Bellingham, February 6-8.

See WASSA 2007 Conference pictures on the web!