

WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS
NEWSLETTER

June 20, No. 3 September, 1990

198990

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Annual Meeting

Harry Norman

University of Washington

Catalog

Sandra Willcox

University of Montana

Membership/Newsletter

Maggie Herrington

Portland State University

Nominating

Jil Warn

University of California, San Diego

Professional Standards

Jody Fisher

Loyola Marymount University

Program Awards

Bruce Thompson

University of California, Los Angeles

Research

Sharon Alexander

University of Victoria

Resolutions

Peggi Duell

University of Wyoming

Goodwill Games Planner to Give WASSA Address

Father William J. Sullivan is guest speaker at the upcoming WASSA 1990 Fall Meeting. He brings to the meeting the benefit of his diverse experiences as President of Seattle University, Chair of the Seattle

Organizing Committee for the 1990 Goodwill Games, and Mount Everest trekker in the 20th International Peace Climb on Earth Day.

Father Sullivan was named one of the twenty most powerful community leaders in Seattle by Seattle Times and "Seattle First Citizen" by the Seattle

King County Association of Realtors.

Marketing and Advertising Expert to Speak

Rebecca ElmoreYalch, a lecturer at University of Washington's School of Business Administration and president of Marketing Advertising Com-munications Specialists, Inc., has a strong background in all phases of marketing and advertising management.

With an emphasis in research, data analysis, and strategic market planning, ElmoreYalch brings to her WASSA audience a full portfolio of experience in research, product development, sales promotion, consumer behavior, retailing, and service marketing.

Her presentation, entitled, "Psychographics: A Method to Assess the Students of the Year 2000," provides useful knowledge to the specific task of the summer session administrator.

Programming Awards, 1990

Last year, tradition was inadvertently changed when course and programs were accepted for consideration in more than one category of award. As you know, this year submissions can only be for one category.

Solicitation of nominations was earlier this year to allow the committee enough time to evaluate the entries and arrive at decisions.

Bruce Thompson, UCLA, will present awards to the winners in each of the three categories (credit, noncredit, and administrative) at the fall conference in Seattle.

Best of luck to those who submitted nominations and shame to those who didn't!

Hats to Vie

Summer Session administrators wear many hats and, judging from our past meetings, they have a penchant for hats. Bring your favorite hat to the

president's reception at the fall meeting and compete for a prize for the most exemplary one.

Write it Down

Please make a note that newsletter copy for the December issue of the WASSA *Newsletter* is due November 15. Submissions can be faxed to the newsletter editor, **Maggie Herrington**, at (503) 7254882.

The WASSA *Newsletter* is published four times a year (January, March, June, September) in Portland, Oregon. Letters to the editor, book reviews, articles, and news regarding personnel changes are all welcome.

Annual Meeting Program

Preparing for the Twentyfirst Century

October 3 6, 1990

Hosted by: Pacific Lutheran University and University of Washington

Wednesday, October 3

1:00 pm Registration

3:00 pm New Administrators/Members Workshop

6:00 pm Dinner with New Administrators/Members and WASSA Executive Board and Committee Chairs

8:00 pm President's Reception, **Larry Cobb**, 1990 WASSA President

Thursday, October 4

9:00 am Leadership Strategy to Setting up Change in an Institution

10:30 am Psychographics: A Method to Assess the Students of the Year 2000

1:45 pm Collaboration and Other Interesting Activities to Stimulate Change in Summer School Programming

3:15 pm Internationalization of Curriculum

5:30 pm World's Worst Art, hosted by **Norm Watt**

Friday, October 5

8:30 am Exemplary Programs Workshop

10:45 am Catalog Retrospective + Catalog Workshop

8:00 pm Awards Dinner, followed by dancing

Saturday, October 6

9:00 am Breakfast Business Meeting

1 1:00 am Executive Committee Meeting

This is a brief outline of the fall meeting in Seattle. Members should have received the full program and registration form in the mail. If you have not, please call one of the host universities.

And from our Whimsy Department . . .

A Rose By Any Other Name

The words "session" and "school" have diminutive connotations when compared to semester, term, or quarter. Many of us feel that the summer programs on our campuses do not have the respect that the fall and spring programs enjoy and we struggle with finding just the right nomenclature to reflect the scope and variety of our programs.

Let us not say Summer School or Summer Session. We do not say Fall Session or Spring School. On **Paul Aizley's** campus, he encourages the use of Summer Term. They have a Fall Term, a Spring Term, and a Summer Term. During the Summer Term, they have a threeweek session and two fiveweek Sessions but the combined academic program is the Summer Term.

Paul argues that "term" is more general than "quarter." That is, a quarter is a kind of term and it should be all right to replace the "session" in WASSA with "term." Since we do more than administer policy many of us develop policy - Aexecutive@ is a better word than "administrator."

Paul reasons that we should call ourselves the Western Association of Summer Term Executives, WASTE, or Western Association of Summer Term Executives and Directors, WASTED. Then we can look forward to being WASTED in Seattle in the fall.

The (Unofficial) WASSA Cheer

You'll be pleased to know that circumstances led to WASSA having an unofficial cheer. (It's really official but considered beneath our dignity officially

to have an official cheer, so unofficially, we have an official cheer, called an unofficial cheer.) And it goes:

CAL NEV

Ore Wash Mont Bee Cee

NM-AZ Wy

Ipple Zipple Zigh*

Summer Summer Sessions

Ida Ute and Colo

No catching us; just follow

Alta Ak Hi Sask

We all do our task

WASSA! WASSA! WASSA!

* If Manitoba be present, it's Ipple Manle Zigh.

WASSA fall conference attendees will be led in the cheer by **Charlie White**.

Special Thanks

Go to **Paul Aizley**, **Dori Beeks**, **Bruce Thompson**, and **Charlie White** for contributing articles to this issue of the *WASSA Newsletter*.

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