



WESTERN ASSOCIATION OF SUMMER SESSION ADMINISTRATORS

Newsletter

May 2007

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

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*Catalog*  
Allyson Morris

*Communications*  
Steve Angelo

*Marketing*  
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*Membership*  
Marlene Harlan

*Nominating*  
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*Programs*  
Dana Dudley

*Research*  
Patricia Suske

*Resolutions and Professional  
Standards*  
Florie Wilcoxson

**Letter from the President**

Happy Spring! In these uncertain times, spring brings with it a sense of renewal and hope and the promise of the coming summer. I hope the warmer weather finds you with all your Summer Session ducks in a row.

Many of you stepped up to the call for committee membership and most of our committees are full. There are still a few openings, however, so please contact me if you'd like to become involved.

The Annual Meeting Committee had a very productive meeting in Seattle in February, where we planned a conference program that has all the right elements—a great deal of pertinent information, plenty of time and opportunity for networking, an array of enjoyable activities and unique entertainment—all in a magical tropical setting on Maui. President-Elect Martin Barry is working on the final details and will post the schedule on the website soon.

This year the WASSA and NAASS conferences are back to back, taking advantage of some common activities and combining our two New Administrator's Workshops into one workshop full of substance and mentorship. NAASS members who are not part of WASSA are invited to attend our conference at the same low price as regular

members and NAASS is extending the same invitation to us. The back-to-back format allows us to attend both conferences for one airfare and cut down on travel days. This year's host institution will be the University of Hawaii at Manoa. Peter Tanaka, Harriet Abe, Alan Hunley and the other brave staff members at UHM have been working especially hard since agreeing to take on both conferences at once!

The conference website is live at [www.outreach.hawaii.edu/wassa2007](http://www.outreach.hawaii.edu/wassa2007). New information will be added as the schedule and the registration procedures are finalized. For now, take a stroll through the 360 degree photographs and check out our 2007 conference venue. It doesn't get any better than this!

I look forward to seeing you in Hawaii!

Claire Cross, WASSA President  
Southern Oregon University



**WASSA Thoughts**

Our thoughts and prayers go out to our colleagues at Virginia Polytechnic Institute, and we send them our best wishes in their time of grieving.



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Save the Dates!!



WASSA 2007 conference—November 7-10  
NAASS 2007 conference—November 11-14  
[www.outreach.hawaii.edu/wassa2007](http://www.outreach.hawaii.edu/wassa2007)

## WASSA Committee Reports

### Communications Committee

The Communications Committee is in charge of the WASSA newsletter, Web site, and mail list. Each year the committee hands out the best Web site award at the annual meeting. The Web sites are evaluated using 4 criteria: design, navigation, content, and interactivity.

#### 1. Design

- \* Appearance: Is it attractive and appealing to most visitors? Too busy? Too bland?
- \* Graphics: Are they clear and attractive? Do they contribute to the purpose and understanding of the page? Are they excessive or distracting?
- \* Layout: Is there understandable positioning of buttons and graphics? Is text readable? Is the layout continued from one screen to the next so the user can reasonably anticipate where buttons and navigation bars will be?
- \* Special features: Is there anything that creates student interest and keeps them coming back to your site (news and informational updates, new programs, bulletin boards, incentives for taking courses, etc.)?
- \* Are fonts readable, attractive, and properly sized?

#### 2. Navigation and Functionality

- \* Organization (links, etc.): Is there an intuitive feel for the visitor?
- \* Is the site layout easy to understand?
- \* Does the site have a table of contents or site map?
- \* Are the main functions of the site easy to find from the home page?
- \* Sidebars: Are they consistent? Do they help navigation?
- \* Search function: Can you search the site? Do searches yield relevant, current information?

- \* Path options: Can you navigate easily from page to page? Is it easy to get back to the home page or the top of a page?
- \* Download times: Is the loading time excessive? Does the design slow the site? Is the site responsive to the speed of various computers? Do images load much more slowly than text?

#### 3. Content

- \* Does the site appropriately adapt and enhance information? Is the site interactive? Or does the site recreate printed materials?
- \* Is there effective, accessible course and activity information that is updated regularly?
- \* Is the content interesting and valuable to the visitor? Are the pages easy to read? Do topics follow a logical sequence?
- \* Is information updated regularly?

#### 4. Interactivity

For example, can students:

- \* Register?
- \* Pay fees?
- \* Search for information?
- \* Send an e-mail request for information?
- \* Complete a survey?
- \* Participate in opinion gathering and sampling?

## Benchmarks for Great Summer Websites

In evaluating your own Web site, consider these benchmarks:

1. How many clicks does it take to find your site from your institution's home page?
2. How high on the list does your Web site appear in a Google or Yahoo search using key words like summer sessions, summer travel study programs, summer programs for high school students.
3. How long does it take to download and access your site? This can be a function of the site's design and graphics.
4. Once on your home page, how long does it take for a potential student to find important information about your program, like:
  - \* Your fees
  - \* Add/drop policies and dates
  - \* All the classes in a discipline (e.g., English)



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- \* Grading policies
- \* Parking and other ways to access the campus
- \* An e-mail address for obtaining additional information
- \* How to enroll online or download an application form
- \* How up to date the information on your site is, and how often it's updated
- \* A search engine that returns useful results

### 5. To what extent can a student:

- \* Create a short-list of classes dealing with similar academic subject matter (e.g., all classes dealing with some aspect of history)
- \* Find classes offered at a certain time during the day or evening, or offering a particular range of credit, like all 1-, 2-, 3, 4-, or 5-unit courses
- \* See a list of available courses that are oversubscribed at other times of the year
- \* Find information on fulfilling institutional education requirements, like general or specific degree requirements

## Program/Idea Committee

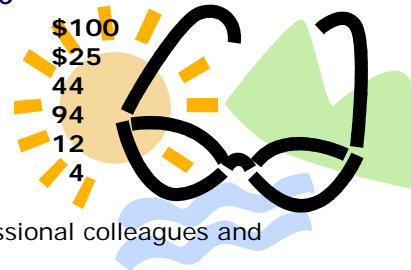
In an effort to shape the Program Committee to better meet the needs of WASSA members, it was decided at the Boise conference to expand the focus of this committee. In the past this Committee has focused on fully developed programs, now we will broaden that to include ideas of any type. Many times, the small idea is the one that makes a big difference in a program. The Committee wants to foster ways to share these ideas. We hope to increase the submissions to the committee, but more importantly to increase the number of ideas we share at the conference. The awards categories are as follows:



1. Best Program (subcategories of Credit, Non-Credit and Administrative)
2. Best Idea
3. Best Use of a Stolen Idea—in your submission tell us who you stole the idea from and how you transformed it. Both parties will receive an award.

## Membership Committee

Institutional membership  
Individual membership  
Member institutions  
Total members  
States represented  
Provinces represented



A support network of professional colleagues and resources - PRICELESS!

Spring is here and summer session planning is in full swing. All your hard work and endless hours can be rewarded by attending the annual WASSA Meeting in Maui, Hawaii this year. So, it's a great time to join WASSA or to renew your membership. WASSA membership offers you unlimited access to professional resources and a support network.

To become a member, contact Marlene Harlan, Chair of the Membership Committee at [marlene.harlan@wwu.edu](mailto:marlene.harlan@wwu.edu) or (360) 650-7221, or Becky Gubser, WASSA Treasurer, at [gubserr@cwu.edu](mailto:gubserr@cwu.edu) or (509) 963-2943.

## Research Committee

I am pleased to announce on behalf of the Research Consortium Committee, that two grants have been awarded for summer session research with support from the 2007 Theresa Neil Memorial Research Fund. The fund is jointly supported by NAASS, AUSS, NCCSS, and WASSA. Grant winners are:

\$4,500.00 - University of Colorado at Boulder (Anne K Heinz). "Enhancing University Summer Session Programs: The Role and Effect of Visiting Faculty".

\$3,011.60 - University of Rhode Island (Steve Cooper). "The Economics of Summer Sessions – Does it work for students?"

*Congratulations to the recipients of these awards!*

Martin Barry, Research Consortium Chair



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## Catalog Committee

The Catalog Committee evaluates catalogs from WASSA institutions in four categories: newspaper format, one-two color separation, four color separation and institutional standards.\* Awards will be presented at the annual conference in Maui.

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.

The Catalog Committee uses the submitted catalogs during the Catalog Showcase at the conference. This session allows members to learn what other institutions are doing.

Please send the following:

- Six (6) copies of your 2007 catalog.
- Name, phone number and email address of person submitting the catalog.
- If entering the institutional standards category, please identify what standards you must follow. \*
- Number of catalogs printed in 2006 and 2007.\*\*
- Method(s) of distributing your catalog (i.e., mailing to students; mailing to parents; dispensing at events; etc.).\*\*
- Please note if your catalog is available on your Web site.\*\*

Materials should be sent to:

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

\*Our new category, institutional standards, is for colleges/universities that must follow institutional policies for their publications. Policies may include what the pictures are on the cover; layout of the catalog; information that the publication must contain, etc.

\*\* This information will only be used during the Catalog Showcase.

If you have any questions, please call (303) 964-5044, or email [amorris@regis.edu](mailto:amorris@regis.edu).

***Entries postmarked after August 3, 2007 will not be eligible for the awards.***

## Nominations Committee

It's time to think about the upcoming WASSA elections. The WASSA Executive Committee is a fun and nurturing group that works together to promote summer sessions and create meaningful conference experiences. And, being an officer in WASSA is a great way to increase your leadership skills and improve your visibility on your own campus.

Please consider running for office or nominating another colleague who has something to give to WASSA. Nominations will be requested in mid-June. Elections are conducted in early Fall.

See next page for 2006 WASSA Conference Pictures!!





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Boise Conference 2006



Welcome to some of our newest members!



On the Blue Turf!