

2010 WASSA Conference • The Tides of Opportunity

Laguna Beach, California • October 3–6

Preliminary Conference Schedule

Sunday, October 3, 2010

Registration (9 a.m. – 6 p.m.)

Executive Committee Meeting (10 a.m. – 12 p.m.)

New and Seasoned Administrators' Workshop (12–5 p.m.)

Beginning with lunch, this afternoon workshop will cover foundational topics such as summer programming, financial models, statistical processes, marketing, and more. Veteran administrators will share their expertise and answer questions. There will be plenty of useful information for administrators both new and continuing. This is an excellent networking opportunity for all WASSA conference attendees.

Committee Meetings (5–6 p.m.)

Early Bird Reception (6–7 p.m.)

Monday, October 4, 2010

Leadership Transitions Breakfast

Arrange to meet and eat with the person who will be taking over your WASSA office/committee in the coming year. Ask and answer questions to make a plan for 2011.

President's Welcome, Roll Call, and Program Overview

Plenary Session

How Online Instruction Can Boost Your Successful Summer Sessions (Sue Day Peroots, University of West Virginia)

Panel

Best Practices of Online Instruction in Summer: How many weeks is an online class in summer? What defines success? How do you best capture your student audience? What are some administrative elements to consider (faculty pay, etc.)?

Lunch

Networking by Vocation: Gather with other Summer Session folks who do what you do (finance, marketing, student services, administration) and pick their brains!

Marketing Showcase

The WASSA Marketing Committee Chair will highlight the marketing efforts of member institutions.

Plenary Session

Marketing 101: Opportunities in Marketing for Summer Sessions: What is Marketing? What is the difference between a marketing strategy and a marketing tactic?

Professional Effectiveness

How do we seize the opportunities to perform at maximum efficiency in our jobs?

President's Reception

Tuesday, October 5, 2010

Plenary Session

WebAnalytics (Beth Laves, University of Western Kentucky)

Round Tables Session I

Revenue Sharing

Budgets

Annual Reports (and other reports to WOW your Provost)

Winter Sessions

Marketing Ideas that cost \$0 dollars

Elements of a Good Website

Issues Specific to Private Institutions

Round Tables Session II

International/Travel Programming

Transitions and High School Programs

Campus Partnering as a Keepable Resource

Summer Enrollment Forecasting

Social Networking

Where to Cut when Budgets are Tight

Wednesday, October 6, 2010

Catalog Showcase

Showcase of Summer Session catalogs

Plenary

Best Practices: When Summer Session Administration is Moved Within the University (Brent Pickett and Renee Woodward from University of Wyoming/Casper College Center)

Communication Showcase

Showcase of websites, review of best practices, etc.

Business Lunch

Plenary

Effects of State Funding and Centralized/Decentralized Administration of the Summer Term in Publicly Funded California Universities (Loy Lytle, University of California Santa Barbara)

Opportunities in Summer Sessions

Innovative Programming

Awards Banquet