

Get "Oregon-ized" 1977 University of Oregon Summer Session Eugene

Classes begin on June 23. Eight week courses, workshops, seminars, and institutes are offered. All students pay resident tuition and formal admission is not required.

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This Summer
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UNIVERSITY OF OREGON
SUMMER SESSION

Plan to attend

Free Catalog now available 686-3475

SPECIAL: Community residents with prior
experience may continue Non-Matric
summer.

Photo by Kim Smith

Oregon-ized:

*\$30,000 summer session advertising campaign
attracts distant students, national recognition*

If the makers of Alka Seltzer ads had training farms like the pro-baseball leagues, the University's summer session office would probably be their recruiting grounds.

Within a moderate budget of less than \$30,000, the summer session office, along with the University relations office, wages a year-long advertising campaign which brings students from every state of the union — and several foreign countries — to the University's summer session.

Summer session director Clarence Schminke, along with administrative officer Ron Trebon, will be attending the Western Organization of Summer Session Directors conference in Idaho in October to participate in sessions on advertising strategies.

Last year, the summer session office, along with the College of Health, Physical Education and Recreation won a national award for creative programming from the North American Association of Summer Sessions. The summer session's Olympic coaches clinic, which combined courses on coaching with the Olympic Trials held at the University last summer, brought them national recognition.

The summer session's main advertising channel is its catalog.

The catalog, which costs some \$15,000 to \$18,000 to produce, is printed in February every year so University faculty and students can take an armload with them when they attend conferences or conventions in other parts of the nation. Especially designed to be attention catching, the catalog is mailed to most University libraries in the nation and every high school in Oregon and some bordering areas receive at least one copy.

And the summer session's staff are experts at milking the catalog for all it's worth. Extra copies are made of sections of the catalog dealing with individual schools and those, along with a sheet highlighting that school's special summer offerings and a bright cover, provides individual school catalogs to serve as promotion pieces. Leftover cover stock is used for posters and pamphlets.

Besides the catalog, the summer session office wages a direct mail campaign. Every time some unsuspecting letter-writer mentions something about summer session — or even shows an intent of attending the college during any term — his return letter contains a bright yellow folder or card singing the praises — or at least stating the facts — about summer session. Letters of in-

quiry always receive personal replies as well as printed material.

Like any well-run promotion, the summer session advertising follows a recognizable and consistent theme and features a logo — a bright sunburst usually printed in orange and yellow. And like any good advertising campaign, summer session ads have sparked their share of spin-offs. An ad appearing in the 1976 *Immortal* — a spoof of the *Emerald* put together by *Emerald* staffers — invited students to have "A bummer of a summer" at the University's summer session.

Out-of-state grads typify student body

Who is the typical Oregon summer session student?

•There's a 50 per cent chance you're a graduate student. During the rest of the school year there's only a 27 per cent chance that any randomly selected Oregon student is a graduate student, but that percentage takes a big jump during summer.

•There's a forty per cent chance you're a foreigner or out-

session at the University and it tends to be either between their junior and senior years or their final term before graduation.

Whether or not you fit into any of these categories, the chances that your summer session will be a different educational experience than that of attending classes during the rest of the academic year are almost 100 per cent. Summer session is unique not only because it is the shortest term of the year, but also because it offers a whole variety of weekend, week-long and 4-week courses. Classes are scheduled so students can complete a sequence of courses during the summer and classes lasting a full day are not uncommon.

Clarence Schminke, summer session director, explains that most colleges started offering summer sessions during the World War II era, before elementary and secondary school teachers were required to have a bachelor's degree. Many people began teaching after only six months of post-high school work and the summer sessions allowed them to gradually earn degrees without interrupting their jobs.

Although nearly 85 per cent of the students at any given summer session would have been teachers in 1945, today that percentage has been cut considerably as students become more willing to arrange their education in patterns other than four straight years of fall-winter-spring term stints.

Schminke estimates that some 7,300 to 7,500 students will be attending this summer session.

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Stories by
LORA CUYKENDALL
Of the Emerald

of-stater. Summer session typically has a higher percentage of non-resident students than any other term and the University draws more of those non-residents during the summer than any other state system school.

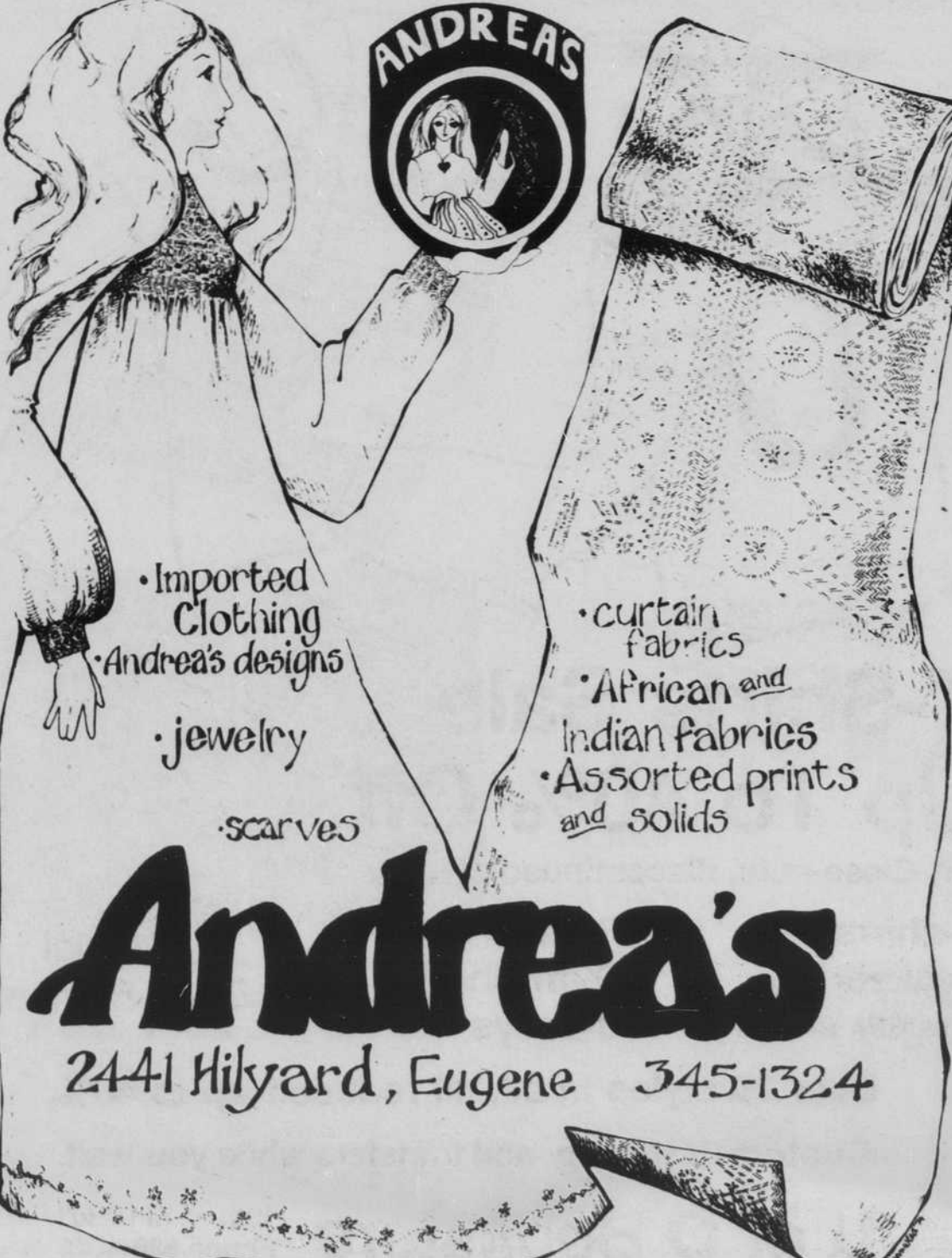
•There's a fifty per cent chance you're a man (or a woman). Summer session enrollment is almost equally divided between males and females.

•There's more than a fifty per cent chance this isn't your first run-in with the University. Most summer session students have spent at least one term of the previous academic year taking classes at this University.

•There's a fifty per cent chance you are employed and are sandwiching classes between the demands of a summer job.

•There's a fifty per cent chance you are a teacher and are spending the summer at school updating your credentials.

•And there's also a 65 per cent chance you'll never again be a summer session student. Most students attend only one summer



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