

**Minutes of the 2010 NDSA Winter Meeting
February 1-2, 2010
University of Notre Dame
Notre Dame, Indiana**

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Participants:
NDSA Board

Executive Committee:

Mike Squyres, (Vice Chair), Bill Kreps, (Immediate Past Chair), Tom Loosbrock, (NDAA Liaison)

Regional Directors: (Attending)

Tom Gordon (1), Bob Johnston (4), Bill Dunn (6), Jack Fremeau (7), Jack Leicht (8), Ron Zlotnik (9), Emil Herkert (10), Ed Lynch (12), Larry Leach (13), John Hoffman (14), John Scully [Day 2] (16), Chuck Bennett (17), Bob Drajem (18)

Attending by Phone: Jim Gibbons, Jim Crowe (5), Jim Donnelly (11), Dick Erlenbaugh (15)

UND Alumni Office:

Marc Burdell, Melonie Rhodes

Partial: Chuck Lennon, Dolly Duffy, Kathy Sullivan

Action Items:

- **AFP Committee**
 - Draft a model succession plan for Committees, Initiatives, and other NDSA activities (e.g., website), to include the possible use of volunteers working under the Direction of current Board members, so that worthwhile activities do not fall by the wayside when Directors leave the Board.
 - Assemble a vetted slate of candidates for those Directors' seats becoming open June 30 due to term limits (by March 1)
 - Assemble a vetted pool of at least two "reserve" Board candidates for each NDSA region
- **ANE Committee**
 - Draft a revamped proposal for the NDSA Senior Alumni Award
 - Finalize statement on the Role of Regional Directors for the website (preliminary version already posted)
 - Investigate and propose new fund raising methods

- **CPR Committee**
 - Draft Marketing Plan to include message(s) to be communicated, to whom, and how. Investigate possibilities of rebranding NDSA to have strong appeal to all Notre Dame alumni demographics (e.g., some 55-year-old alums may not want to be known as "Seniors")
 - Investigate logo and branding alternatives to support the Marketing Plan, fund raising plans, and all NDSA communications
 - Update and/or redesign the NDSA Guide Book and the NDSA Brochure
 - Develop job description and information kit for club level SAC.
- **Initiatives Committee**
 - Authorized spending \$500 from our Agency Account between January and April in support of NDSA Initiatives
 - (Emil) Work with NDAA staff to develop plan for NDSA participation in 2010 Reunion. Current and former Board members likely to be at Reunion: Herkert, Gibbons, Kreps, Zlotnik, Lynch, Dunn, Crowe, Leach, Donnelly, Bennett, Griffin, Scagliarini.
 - (Bennett) Assess feasibility of completing the funding of the GCND scholarship and, if deemed likely, the schedule for same.
- **Executive Committee**
 - Draft guidelines for use of funds in our Agency Account including current spending, planned spending by activity, and reserve amounts
 - (Squyres) Develop and post an index (aka "site map") for the website to help viewers find specific pages and topics more readily
- **Dolly Duffy**
 - Provide demonstration of iModules system at a future board meeting.
- **All Directors**
 - Support the Bat for the Cure Line-up. Directors rolling off must ensure a smooth hand-off to the incoming director.

Decisions made:

- The Board voted unanimously to approve the recommendations of the AFP committee to amend paragraphs 1.02, 2.01, and 3.04 of the Procedures Manual. These paragraphs define the decision making process when the board is not in session, define the protocol for filling vacancies on the board, and define the protocol for recommending a recipient of the Fr. Putz Award. Copies of each of these amendments are attached to these minutes.
- By 10-3 vote there will not be a Club Senior Initiative Award given at the 2010 Senate. The strong sense of the board (non-binding) is we should give one award to one club of any size to recognize the most outstanding support of a senior initiative.

- Unanimous agreement that new board members are to be invited to attend our spring meeting.
- Winter 2011 meeting will be held on campus (vote was unanimous). The sense of the Board is that these meetings should be scheduled in conjunction with the Sports Weekend, or at least one sporting event.
- Eight Directors are eligible to run for Vice-Chairman:
 - Finishing three year terms: Drajem, Hoffman, Herkert, Erlenbaugh, Leach
 - Finishing second year in office: Johnston, Fremeau, Scully

General Comments and discussion

Dolly Duffy

NDAAs will build on and expand Chuck's well crafted foundation. While there will be a number of hires in the coming months she emphasized that we will proceed slowly and selectively. Her hiring philosophy is to go for the right person, not the best available.

A comprehensive review is underway for the 74 programs plus daily operations. The review criteria include considerations of the number of alumni "touches" per program, revenue production, and strategic value. The fundamental question is "are we doing the right things?" This means we must ask if we are getting enough back to be worth the investment. She firmly and repeatedly reassured us that there are no concerns about NDSA in any of their analyses, and that we should not worry about these activities negatively impacting us.

NDAAs is benchmarking with other successful alumni programs at places such as Stanford, Michigan, Harvard and Yale. She noted that many of these programs are separate 501(c)(3) programs; but Notre Dame has no intention of going in that direction.

A new IT package is under development to replace Kintera. It is on schedule for a fall 2010 launch. Considerable resources have been committed to making it a successful launch. Dolly agreed to provide us with a demonstration at a future meeting. Jim Donnelly and Mike Squyres will participate in focus groups providing input from a senior alumni perspective, and Andrea Swanagan will be the liaison between NDAAs and NDSA.

Many post commencement actions have been taken by NDAAs to support the Task Force for Life. Most notable are efforts to provide services for pregnant women.

Coach Kelly met briefly with the NDAAs board and expressed enthusiasm for working with the Association and with our Clubs.

Chuck Lennon

Chuck touched briefly on a number of important themes. Perhaps the most important was the emphasis he placed on starting now to look for our individual replacements to serve on the board. He emphasized that we must be sensitive to seeking women and minority members. The pool of eligible alumni from these groups will grow dramatically over the next couple of years and we must be out in front in seeking their participation on our board.

He reminded us that Senior Alums have many issues and concerns that are very dynamic. Our population is highly segmented, making it difficult to find programs that will touch all of them. As the boomer population moves into the senior alumni pool, these issues will be compounded.

He encouraged each NDSA board member to maintain close tie with their NDAA Regional counterpart, their SAC's as appropriate, and to attend club level events when possible.

Chuck was very firm that three year term limits are good, appropriate and sufficient. He encouraged us to continue volunteering in our clubs and regions, as well as to provide support to our successors.

Marc Burdell

Marc assured the NDSA Board that the role and future standing of the NDSA as an important affinity group is understood within NDAA, the NDAA Board, and at appropriate University levels. We were encouraged to maintain strong lines of communication so that the NDAA staff fully understands our programs and initiatives. He reassured us that money is not an issue for us, though budgets are certainly a concern and practical limitation. We should not make short term decisions based on a few dollars of overage, or underage. He asked us to give careful thought to succession planning so that our programs stay viable.

Surveying Senior Alumni

Our efforts to form a partnership with a business school professor or a class have failed. Our survey needs are too sophisticated to be handled by our undergraduates.

There will soon be a survey by NDAA and Development. Some aspects of that survey will be relevant to our mission and activities. We will be introduced to it at our Spring Board meeting. They will work with us during the question development phase.

Discussion of expense account submissions

No submissions will be considered for the winter meeting. For the other meetings we are reminded that travel reimbursement will be limited to \$350 without prior approval. We are to make our flight reservations 30 or more days in advance. Meals are not covered while in transit. Local rental car coverage is contingent upon a number of criteria – it is best to assume it will not be reimbursed. Directors who bill NDAA for mileage instead of airfare are to submit MapQuest documentation of the actual mileage and to get an airfare estimate. Fees for checked baggage are covered. Hometown parking fees are covered. Receipts are required for all expenses greater than \$20.

Role of Executive Committee with regard to the Standing Committees

At the beginning of the afternoon session on February 1, Mike Squyres announced that instead of going to the committee reports, he would like to have an open discussion on the role of the Executive Committee.

Mike said that there had been some recent discussions among some members of the board regarding the role of the Executive Committee with respect to the rest of the board and to the various committees. He said this had come up in connection with the AFP

Committee's report on recommended changes to the Procedures Manual. He asked Tom Gordon to discuss the issues.

Tom Gordon said he and his fellow classmate Mike had previously had a long conversation on this issue. Also John Hoffman had discussed it with Mike. Tom said that Mike told him that he looked at the committee as performing staff functions for the Executive Committee and the Executive Committee making all the final decisions. Accordingly, in regard to the AFP's nominations for board members and the Fr. Putz Award, the Executive Committee should have and retain the right to approve the nominations the AFP Committee put forward.

Tom said he felt that the committees answered to the entire Board and their responsibilities should be carried out without being subject to Executive Committee approval or otherwise be micro-managed by the Executive Committee.

Mike then asked for comments from Bill Kreps and Tom Loosbrock.

Bill said that in his mind the Executive Committee was in charge of planning for the entire board and integrating the board's activities, but that the decision-making function was for the full board, not the Executive Committee.

Tom Loosbrock said each of the committees makes recommendations to the full board and if the Executive Committee disagrees with a recommendation of a committee, it does not override the committee but instead takes the matter up with the entire board.

Tom Gordon said that one of Mike's concerns in regard to the board and Fr. Putz Award nominations was that there might come to light some information that the Executive Committee has found out that compels the Executive Committee to overrule the AFP committee. Tom Gordon said that to answer Mike's concern, he put in a "safety net" provision that if any board member at any time during the process came across information that might disqualify a nominee, the board member was to contact the AFP committee and if necessary the AFP Committee would then withdraw the nomination. He said the procedure set up by the AFP Committee was to engage the entire Board throughout the process.

Mike said that he still felt that the Executive Committee should have the authority to overrule a nomination to the board or for the Fr. Putz award.

There was then general discussion and a number of members said that each of the committees should be autonomous and not be subordinated to the Executive Committee, but instead should report to and be answerable to the entire board.

Tom Gordon said that he thought the NDSA relationship between the committees and the Executive Committee should be similar to the way the NDAA board works. He cited as an example that the Alumni Clubs Committee of NDAA selects club award winners by reviewing the written submissions of the clubs, interviewing in depth the club representatives, and then making the selection. It does not make its award selections subject to NDAA Executive Committee approval.

There were additional comments from board members that to give the Executive Committee the right to overrule any of the committees was making the Executive

Committee into a "super committee" or a "controlling committee" or the "final authority committee" which devalued the other Board committees.

The discussion was concluded with the consensus of the Board being to adopt a structure and philosophy of autonomous committees who answer to the entire board and whose reports and recommendations are not subject to Executive Committee approval or veto.

Recommended Changes to Procedures Manual

The Board then proceeded to vote on the 3 AFP Committee recommendations on the Procedures Manual.

John Hoffman moved to adopt the recommendation on Section 1.02. Bill Kreps seconded. The motion carried unanimously.

Emil Herkert moved to adopt the recommendation on Section 2.01. Larry Leach seconded. The motion carried unanimously.

Emil Herkert moved to adopt the recommendation on Section 3.04. Ron Zlotnik seconded. The motion carried unanimously.

Concluding Comments

TOM LOOSBROCK:

Expressed appreciation for Marc Burdell's attendance and support.

It is essential that we expand our programs. The Executive Committee will continue to meet with the NDAA president and collaborate with NDAA committees. NDSA should also work with other ND sources such as Pat Murphy and Kathy Sullivan.

DOLLY DUFFY AND CHUCK LENNON:

Dolly thanked everyone for taking the time and spending the money to come to campus and make this a great meeting. She noted the good ideas that came from the meeting and also the enthusiasm of the board. Chuck thanked everyone for the good meeting. He brought to our attention John Scully's recent recognition from the Dept. of Defense.

MARC BURDELL:

The role of the Alumni office is to support NDSA. NDSA needs help with communication. The Alumni office needs to work with NDSA to get the information out on what good programs NDSA has. Ours is a powerful board. The challenge for the Alumni Office is to manage how its staff can help the 18 people of NDSA do the NDSA programs.

It was good to have the meeting on campus, instead of at a warm climate locale. He thanked Melonie for her work. He thanked Jim Gibbons for his good efforts participating in the meeting despite his health issues.

He said "nobody stepped up more than Mike" to put this meeting together and he then presented Mike with a "We Are ND" book.

MIKE SQUYRES:

He thanked the group for the meeting. He said he was pleased with the organization's progress in the last 4 years. Mike said he wanted it noted on the record that he was getting the meeting concluded early, for which he received a round of applause.

CHUCK BENNETT:

Chuck reported that as of 1/21/2010 there was \$8175 in cash and pledges in the God, Country, and Notre Dame Scholarship fund. Chuck then offered the final prayer.

Spring Board Meeting: April 15-17.

The meeting adjourned at 11:20 am.

Respectfully submitted,

John Hoffman, AFP Committee
Tom Gordon, AFP Committee