

Minutes of the NDSA Fall Meeting
September 14 – 16, 2011
University of Notre Dame
Notre Dame, IN

Participants:

Executive Committee: John Hoffman, Chairman; Tom Gordon, Vice Chairman; Mike Squyres, Immediate Past Chairman; Bill Kreps, NDAA Liaison.

Regional Directors (listed in region numerical order): Greg Wingefeld; Nancy Kopp; Vin Boyen; Leo Collins; Jim Crowe; Bill Dunn; Chris Walsh, Jack Leight; John Kurtz; Dave Heskin; Jim Donnelly; Ed Lynch; Jim O'Neill; Leon Reymond; Raymond Raedy; Tom Hansen; Chuck Bennett; and John Dwyer.

Others attending at various times were: Dolly Duffy, Marc Burdell, Mike Brown, Ben Lemery, Mark Witucki, Angie Purcell, and Bill Nichols (Faculty Advisor)

Thursday, September 15, 2011

John Dwyer opened the meeting with a prayer after John Hoffman issued a call to order.

John Hoffman introduced Greg Wingefeld and Tom Hansen as the two new members of the Board. In addition, Bill Kreps was introduced. At various times former Board members were acknowledged when they came into the meeting.

John Hoffman then covered some administrative items and stated his "vision" for the year as "Increasing the visibility of ND Seniors in the Notre Dame family". Specifically, John's goals are:

- a) Increase the number of women on our board to at least 3 by May 1, 2012;
- b) Utilize Notre Dame resources to provide at least one Continuing Education opportunity to senior alumni by June 30, 2012; and
- c) Ensure that all SACs understand that one of their central responsibilities is "Seniors Serving Seniors" - providing "touches" through camaraderie, support and encouragement of seniors within their club.

John then announced that the NDAA has given the NDSA an unrestricted grant of \$5,000. He asked the NDSA standing committees to discuss, when they meet, how it might be used.

Dolly Duffy was introduced and spoke about her transition as Executive Director of the NDAA. She concentrated her remarks on the issue of staffing and noted there were several openings that had taken a longer time to fill than she would have liked. She said it was important to get the right person into the job rather than merely filling a slot. The IT and Spirituality Directors were examples, with both having been recently filled. Other positions to be filled are an Academic Director, a Director of Communication and Marketing, and a senior administrative assistant for Dolly.

Dolly then talked about the “engagement” of alumni. Some are active in their geographical clubs; others only want to come back for football weekends but not for their reunions, while others just come back for reunions.

The NDAA created Football Fridays at the Eck to capture those who come back for these weekends. One can get a hot dog, coke and chips for \$3.00 (which is family friendly) and allows alumni to get together without having to go to the Joyce Center. There were 750 visitors to the tent for South Florida without prior publicity.

Another “engagement” activity will be “Summer in the City”. The concept is to have a “mini-reunion weekend” with programs based on what takes place on campus at reunion weekends. Chicago will be the site of the first one in July 2012.

Lou Nanni, Vice President of University Relations, made it very clear that he values and appreciates what we do. He spoke about volunteerism, and expressed his wish that the Alumni Association could become a conduit to assess the availability, expertise and interest of alumni volunteers and matching them with needs within the university and outside it.

Lou said that the problems that non-profit organizations have is they get people who come to them saying “I want to help, what can I do?” Lou said these entities need to be able to answer that question and those that do will be successful. Volunteerism is based on the time an individual has to give and the organizations have to match up the skills offered with their needs. He feels the NDAA needs to be the conduit for these associations.

In response to a question if ND will consider listing volunteer opportunities, Nanni felt this has to be considered. He also noted that young alumni want to be hands on and help make decisions but distrust institutions.

Lou then touched on a variety of topics including:

- a) ND is concerned about the number of communications going out from different departments, and due to the number they may start to be perceived as junk mail;
- b) NDAA has not done a good job of getting the best leadership to surface at the club level. Club leadership is often in place for many years and we don't do a good job of helping the best to step up. He specifically asked our help in achieving this;
- c) the percentage of Alumni contributing in 2010 – 2011 was 43.8% down from 54% in 2007-2008, but up from 42% in 2008-2009. The number participating in the 7 year spirit campaign was 68%, down from 74% during the Generations campaign; and
- d) the legacy acceptance rate for admission to the University has stayed in the 22 to 24% range over 10 years. He suggested that we invite Dan Bishop (new head of Admissions and Financial Aid) to speak to us.

Erin Hoffman Harding, Assoc. VP for Strategic Planning, presented the results of the survey taken earlier in the year. It went to 15,000 individuals and got a 24.4% response rate. The survey asked the respondent to answer 61 questions about various facets of the University, its programs, in an effort to arrive at a satisfaction rating. After all was said and done, the net result

is that 96% were satisfied with the education they received.

Of particular interest to NDSA was the finding that very few people surveyed were aware of our initiatives and most of them were 75 and older. Furthermore, 58% of all respondents with undergraduate degrees did not know that NDSA existed. Those in the age band of 50-54 were least aware.

The clash between respondent opinion and actual measured numbers was striking. For example, 47% of all respondents who earned their undergraduate degree from Notre Dame identified themselves as dues paying members. Analysis of club report data suggests a much smaller number pay dues.

Parents of students gave the university and the alumni association the highest rating for connectivity. Alumni who only held graduate degrees were the least satisfied.

Survey respondents said that the thing they most sought from their local club is informal social gatherings. Seniors in the survey agreed with this need, and added a wish to have interaction with faculty.

Jim Donnelly presented the Administration, Finance, and Personnel (AFP) Committee report:

- a) Controller's function – The Committee will work with Mike Brown in reviewing reports budgets, and expenses;
- b) ASR (Archival Storage and Retrieval) System – Going forward, the committee will serve as the conduit on NDSA record storage and retrieval once a base has been established. The University's server has space to house these records and the goal is to make it an automated process;
- c) Dues – As a result of the \$5,000 grant from NDAA, the recommendation is to put off the question of NDSA dues for at least this year;
- d) Jim reminded everyone of the need to maintain a two deep roster of replacement candidates for their regional seat, and ask that all Region Directors send him updates ASAP (ACTION ITEM); and
- e) Jim discussed the task of replacing directors whose term will expire June 2012. Jim accepted an action item to provide the board with a list of directors whose terms will expire. Nancy Kopp noted that in order to approve candidates at our winter meeting we should have a goal of identifying candidates (preferably 2) for each expiring seat by November 15.

Nancy Kopp moved, and Bill Krebs seconded, a motion that the NDSA not undertake any dues and/or fundraising generating activity this Board Year. The motion passed unanimously.

Mike Squyres than gave a presentation on his work to prototype an ASR system using Google Docs. He noted that he has succeeded in getting a lot of NDSA records since our founding but

there are some missing. He noted that while there is space on the University servers, a question might come up regarding access. To get around that, he set up an account on Google Docs for the NDSA which can be accessed by going to

<http://Docs.Google.com>

and entering one of the user accounts he has set up. They are NDSA1001@gmail.com through NDSA1010@gmail.com. The password is ndsaXXXXX.

Mike noted that the basic service, with 1 GB of storage, is free and that additional capacity is available for relatively modest fees. Mike suggested that NDSA use this system but there was no motion offered.

AFP accepted an action item to assess the Google Docs option as a supplement to the NDAA servers.

The Board recessed for lunch. During lunch, the board discussed best practices regarding SACs in the regions.

The afternoon session began with Ed Lynch reporting on the work of the Initiatives Committee. Ed reported that the Bat for the Cure (BFTC) project was a fantastic success in the recently concluded minor league baseball season. Through the efforts of the NDSA Board members, 69 alumni clubs agreed to cover 91 games in the 2011 season as compared with 70 in 2010. Paul; Scagliarini will manage the BTFC Effort for the NDSA again next summer. The committee will report at the winter meeting on plans for next year, including an early determination (February) of games that cannot be covered by NDSA.

ACTION ITEM: The Initiatives Committee will report at the winter meeting on the sustainability of the sustainability of NDSA in the BFTC program.

As part of the Initiatives Committee report, Chuck Bennett advised that the God, County, Notre Dame scholarship fund is now close to \$75,000, the benchmark at which scholarship money can now be awarded. Chuck reported that a student recipient should be identified by the winter meeting. Board members were encouraged to earmark their annual contributions the GCND fund so as to reach \$100,000 as soon as possible. The NDSA effort will be assisted in the future by Debbie Dell and Mike Pinter, both of whom live in Florida. Debbie will work with classes and clubs while Mike will pursue corporate and significant donors. John Kurtz (Region 9) will also participate in the initiative.

At the conclusion of the report, Board members were encouraged to consider the possibility of the Glee Club or other vocal groups performing for Veteran's organizations when one of those groups is visiting a city in their region.

Jim O'Neill and Chris Walsh then reported on the Catholic Community Professional Assistance Program (CCPAP). Jim said that the next effort will be to increase the involvement of the Regions and clubs in CCPAP initiatives. Recent surveys showed a lack of general awareness on the part of alumni generally and seniors in particular of the CCPAP initiatives. He noted that the NDSA Board members/regional directors should serve as cheerleaders who help identify CCPAP projects for the various clubs and then encourage club presidents and others to take

ownership of the programs in their area. The SACs must be recruited for participation also and can be particularly useful in enduring that the work is identifiable as a Notre Dame effort.

Chris Walsh then recommended consideration of new programs. While the schools programs fostered by Jim and Chris, in Dallas and Detroit respectively, relied on strategic planning and long term involvement, Chris suggested other approaches for consideration that can provide value to the schools initiative but can be less time consuming.

1. The Mendoza School of Business (three professors) has implemented the No parent Left Behind program which encourages lifelong learning in parents and seeks to equip them to become informal academic instructors.

ACTION ITEM: The Initiatives Committee will report at the winter meeting the viability of NDSA involvement in this program and will attempt to identify a school in Detroit for a pilot program.

2. Clubs can be encouraged to sponsor a teacher for the Excellence in Education Conference which takes place annually at Notre Dame.

3. Local clubs can get involved in programs well beyond the academic sphere. Catholic Relief Services (to be headed by Dr. Woo) and Catholic Charities were mentioned. It was suggested that regional directors and club representatives explore the range of volunteer services that senior alumni are already providing. The view was expressed, however, that such a wide array of programs would be difficult to group onto a coherent initiative. Applying the principle of "find a need and apply resources", Jim O'Neill expressed the view that even diverse positive actions can be characterized as initiative if the regional director gets a club to buy into the concept.

The Alumni Networks and Events Committee (ANE) Report was presented by Vin Boyen. Preparations will be made for an NDSA breakout session at the Alumni Senate. The 2010 session was very well received by those who attended (4.0 on a 5.0 scale). A larger room will be sought due to last year's crowd, but there will also be a greater effort to identify senior alumni who will be attending the Senate on behalf of their clubs. The session will be publicized before the Senate and participation of smaller clubs will be sought.

Vin touched on a variety of other topics as part of the ANE report. It was agreed that NSDA activity at the next Reunion weekend will be limited to the distribution of materials. Regional Director reporting raises a set of issues. Vin suggested a scoring of SACs to differentiate between those who are formally appointed by clubs as SACs (scored as an A) from those who are simply named as a SAC (scored as a B) and those who hold another office in the club and are merely designated as a SAC (scored as a C). Only significant trends or events (positive or negative) need be included in the report. Since there were limited submissions for NDSA Senior Club Performance awards in 2010, there will be an attempt to better publicize the award.

ACTION ITEM: Clubs will be reminded of the award. Mike Brown will include a reference of the awards in the Club Leaders Newsletter. The word "senior" should be spelled out to avoid confusion with the acronym NDSA.

Vin concluded his report with a discussion of the prospect for a Best Practices database. There is currently no process for identifying, gathering, and distributing best practices relating to seniors. This tied in with the luncheon discussion of best practices and the need to address the topic in a structured way. Vin's proposal was supported by a voice vote.

ACTION ITEM: The ANE Committee will report at the winter meeting on a proposal for compilation and distribution of Best Practices, including suggestions as to the best method of maintaining the data --- e.g., myNotreDame, Google Doc, etc.

Jack Leicht presented the Public Relations Committee (CPR) and he noted the resurgence in the last year of the Golden Domer newsletter. Reinforcing the theme of "seniors serving seniors", Jack encouraged Board members to solicit and submit articles about seniors who are engaged in activities of interest. Dave Heskin of the CPR committee has assumed direct responsibility for the publication and asked that articles be submitted by October 15 for inclusion in the fall edition.

Jack noted that the NDSA website may undergo some changes inasmuch as it may be brought into the myNotreDame system. The CPR Committee will continue to work on that issue. Jack believes that the website can be a source of idea relating for service opportunities for seniors. Board members should ensure that club reports include information on seniors' activities. The new club report format is out to the clubs.

ACTION ITEM: NDSA Board members will be given a generic password on myNotreDame so that club reports can be easily accessed.

A general discussion took place regarding the one-time \$5,000 grant to the NDSA and the most advantageous uses of the funds.

Dolly Duffy concluded the afternoon session with a presentation of the strategic planning underway in the NDAA. The planning process is focused on six areas:

- 1) The myNotreDame system will be expanded as the central information source for alumni;
- 2) NDAA will attempt to improve relations with Clubs, in part by reconciling NDAA priorities with the many demands put on the clubs. NDAA will seek to increase participation in the Alumni Senate by tailoring different programs for new attendee's and experienced participants. There will be a particular effort to reach out to clubs that have not been represented at the Senate. Specific services to the clubs will be increased such as the presence of the NDAA van at tailgates around the country, when possible.
- 3) NDAA will expand academic programs most likely through on-line learning which will be in addition to existing programs such as the "Saints" session on football Saturdays and the ND Perspectives program that is part of each reunion.
- 4) More information on service programs will be made available. An example is the K-12 educational program scheduled to be streamlined on September 26, 2011. The programs will incorporate service tool kits to support programs such as the Hesburgh

Month of Service.

5) A new Director of Spirituality was recently appointed. PrayND is now a part of myNotreDame. While new initiatives can be expected with a new director, established programs such as the four times a year prayer requests will be continued.

6) Dolly then made reference to a variety of programs that will remain priorities. NDAA will continue to grow affinity groups (such as ND Women Connect) and ONWARD, which is a career development site for alumni. ONWAED has over 22,000 connected thru LinkedIn. Trip packages sponsored by NDAA continue and will be expanded.

Leo Collins led the group in a closing prayer at the Father Putz bench outside of the Eck Center. This was followed by Mass at the Dillon Hall chapel celebrated by Fr. Paul Doyle. Dinner followed and then Board members present and past, gathered at the Comfort Inn to discuss a business plan for NDSA, with Jack Leicht leading the discussion.

Friday, September 16, 2011

John Kurtz gave the opening prayer after John Hoffman called the meeting to order.

Raymond Raedy reported on the items sent to the second graders at Burnett School in El Paso that had "adopted" Notre Dame. An article on this will appear in the Fall issue of the Golden Domer. Mike Squyres said he responded to a similar request for another school.

Mike Squyres reported that the NDSA website will be migrated to the myNotreDame platform, hopefully before the end of the year. While Mike proposed working with an independent contractor on this, he later agreed to work with Mike Brown and the new IT Director.

John Hoffman announced that the Winter meeting will be held on January 19 and 20, 2012. The Board will stay at the Fairfield Inn adjacent to campus. The Putz visit and Board Mass will be held on the evening of the 19th. The men's and women's basketball teams and the men's hockey team will compete on Friday or Saturday after our meeting. A show of hands demonstrated considerable interest in attending those games.

Mike Squyres presented the NDSA financial report for 2010-2011 but also showing financial data for earlier years. In 2010-2011, there was an operating loss of \$1,245.35 that was covered by the NDAA. The NDSA Agency Account incurred a loss of \$213.40 that reduced its balance to \$7,852.69. As recommended by the AFP Committee, they will no longer handle NDSA funds but turn it over to the NDAA.

The Board then went through the 13 ideas submitted to John Hoffman by various members on how to spend the \$5,000 NDAA grant. The following were agreed to as meriting further consideration:

- 1) Six \$500 prizes to seed club driven action proposals
- 2) Promotional material for initiatives
- 3) Fund promotional material at Senate and reunions

4) Marketing

5) Data gathering (use of students, etc., to obtain information)

Bill Kreps reported that the AA Board works on a seniority basis. All 3rd year members are VPs of the Association and are on the Executive Committee. He also noted that the NDAA staff takes a very active part in their meetings and that it is cost conscious. He noted that the AA Board gave kudos for the work of seniors in Florida, Boston, and Hartford.

Dr. Bill Nichols, the Board's Faculty Advisor, spoke about the opportunities and challenges at Mendoza. The number one challenge is replacing Carolyn Woo who leaves at the end of the semester. The other two are faculty shortages and the enrollment level.

Bill noted that the Mendoza Website www.business.nd.edu, under the heading Academic Centers, has a speaker series where one can click on and watch the presentation.

Bill presented some facts about the school; it is the number 1 undergraduate business school for both 2009 – 10 and 2010 – 11; it saw a 20% increase in enrollment since 2007 and enrolls 30% of the University's undergraduates; and job success is 100% six months after graduation. It was pointed out that many businesses are cutting back on where they now recruit. ND is the beneficiary and the reason for the high job placement rate.

The MBA School is ranked 24th and the University is spending a lot of money to expand the Executive MBA program, including a building in Chicago. Overall, it is a money maker. 87% of the MBAs were placed three months out with a median salary of \$95,000 along with a \$13,000 signing bonus.

Mike Brown announced that an online course will be developed, once an Academic Coordinator is hired, under the title Onward that will appear on the NDAA website. He said it may be a certificated course rather than for credit. Ideas are being solicited, not on the assumption they will be adopted but to bring them to those who will make the decision.

ACTION ITEM: John Hoffman will work with the NDAA to support efforts to increase continuing education opportunities, to seek ways to assist seniors seeking employment, to reprint the Hospital Initiative cards (with the NDSA logo on them), and to develop agenda and discussion topics for the winter meeting.

John asked Mike, on another subject, that when it is known someone from the University will be going on the road it would be helpful to give the Regional Director, SAC, and/or Club president some notification that he or she will be in their area and not just two or three days prior to arrival.

Mike Squyres presented a NDSA history timeline so that a current Board can see what some past actions or processes were regarding an issue and therefore not have to "reinvent the wheel" in dealing with a current issue.

ACTION ITEM: Tom Gordon and AFP Committee will collaborate to keep timeline current as well as decide on its content.

Joe Adler, a former member of the Board made a brief presentation on an initiative dear to his heart to see that hotel and motel maids are adequately being tipped. He also suggested that the NDSA consider using the Center of Social Concerns as a venue for our meetings or at least the NDSA mass.

Dave Heskin said he will be putting an article in the Golden Domer.

A copy of the annual report form that Clubs are asked to fill out was distributed.

ACTION ITEM: Board Members are asked to offer assistance to Club Presidents on filling out the report.

ACTION ITEM: John Hoffman will be developing the agenda for the Winter meeting. Board members are encouraged to contact him is to place items on the agenda and/or suggest activities, such as:

- Dolly to speak on role of pro-life coordinator

- NDSA to be included in NDAA Strategic Plan

- Revisit the question - what is the Senior Alumni age threshold

- Women's Connect

- Where is NDAA going regarding Club structure

- Restoring dormant clubs – What can NDSA do without stepping on sensitive toes.

ACTION ITEM: Some board members asked John to try to arrange a tour of one or more Notre Dame facilities such as the new Engineering Building when we return to campus.

ACTION ITEM: AFP Committee is to determine which Regions that require new Board members beginning July 2011 and Board members are asked to come up with replacement names for their regions by November 15, 2011.

Larry Dwyer, head of the ND Band, made a presentation of a football autographed by Brian Kelly to Mike Squyres for his contributions to the University over the last 50 years.

The meeting closed at Noon with a prayer.

Many members of the board had lunch via Football Fridays at the Eck. After lunch, Adam Fiedler from the IT help desk provided detailed assistance to many directors who sought to learn more about *myNotreDame* tools and features. A major discussion point was the limitations that the system places on accessing data by region.