

NOTRE DAME SENIOR ALUMNI

COMMUNICATION, PUBLIC RELATIONS, AND BALCONY COMMITTEE REPORTS TO NDSA BOARD OF DIRECTORS

SPRING MEETING APRIL 26-29, 2006

COMMUNICATION AND BALCONY COMMITTEE REPORTS

COMMITTEE MEMBERS

Communication: George Harvey, - Chair, Michael Pinter, Paul Reinhart,
Arnie Testa

Balcony: Bob King- Chair, Arnie Testa, Michael Pinter, Michael Squyres,
Peter Lombardo, Lou Webber, Rob King, Janet MacCausland

2

COMMUNICATION AND BALCONY COMMITTEE REPORTS

- Distributed revised NDSA Guide to NDSA Board Members for their distribution to regional ND Alumni Association Directors, Club Presidents, and Club Senior Alumni Coordinators
- 300 copies of the NDSA Guide were printed by Paul Geary '65, former NDSA Chairman and Alumni Association Board Director, for distribution to those attending Senate 2006
-Appreciation is expressed to Paul for his contribution
- A condensed flyer of the NDSA Guide was prepared to distribute to Senior Alumni attending Reunion 2006
- The Balcony Committee directed efforts to the enhancement of the current NDSA portion of the NDAA website
 - The committee presented a demonstration of the prototype website
 - Appreciation is expressed to the Balcony Committee for their tremendous work on the website
 - Special thanks to Bob King for his work and the support of his firm's staff

3

COMMUNICATION AND BALCONY COMMITTEE REPORTS

MARKETING STRATEGY FOR NDSA

- Include a full page ad in the Purdue Senior football game program to publicize NDSA and encourage Senior alumni to become involved in the organization's objectives
- The NDSA Executive Committee present the colors of the Purdue game
- Recognition of the NDSA Board of Directors and all Senior Alumni at the Purdue game through public address announcements and on the video screen
- Have the NDSA flyers available at the NDAA booth at the Joyce Center for all home games
- Visitors to the NDSA website who provide comments, contact, success stories, photographs, etc. for the site will be eligible for drawings for promotional items to include apparel, books, CDs, DVDs
 - Items can only sports but also such items as books by University Presidents and faculty
 - Items to be provided by Bookstore, Varsity Shop, Catalog Center
- First 20 or so Alumni who visit the NDSA website will be eligible for the drawings
-Thereafter periodic drawings for prizes

4

NDSA WEBSITE UPDATE

Report to the NDSA Board
From the "Balcony Committee"
April 2006

" Balcony Committee "

- Bob King- Chairman- content team
- Arnie Testa- Project Leader
- Mike Squyres- Webmaster- content team
- George Harvey- Publicity team
- Mike Pinter- Publicity team
- Peter Lombardo- NDAA contact
- Lou Webber- NDAA Webmaster
- Rob King/Janet McCausland Programmers

Project Team Objectives

- Define the requirements which the website must meet.
- Design a website that addresses these requirements and meets NDAA standards.
- Identify and decide on alternative host sites for operating the website.
- Define a process for maintaining the information contained in, and the functions performed by, the website.
- Define roles and responsibilities relative to the maintenance process.
- Define the governing authority over the website.
- Program and install the prototype, and if appropriate, convert the current site to the prototype.
- As appropriate publicize the existence of the site to all users.

SCOPE

- The project scope includes only the NDSA portion of the current NDAA website. It does not include any club based websites. The experimental nature of the website excludes, but does not preclude the final implementation of this solution as the primary NDSA website.

WEBSITE OBJECTIVE: Encourage participation of Senior Alumni in ND Club and NDAA activities by :

- Creating a useful information service that is easy to use.
- Providing contact information and support for NDSA programs.
- Promoting new programs, ideas and success stories.
- Connecting to, and supplementing, information available on the NDAA site.
- Facilitating Mailing and e-Mailing distribution lists.
- Providing an interactive environment for registering for events, or for chatting.

Design Considerations

Components of an effective website:

- Content- fresh, pertinent, complies with rules, clear responsibility for maintenance
- Presentation/Use- Easy to find, easy to use, attractive, conforms to presentation standards of NDAA
- Promotion- reach the right audience, reinforce with incentives

Technical Requirements:

- Design constraints- Accessibility, security, software requirements, cost, maintenance of content, maintenance of features.
- Operational site- Connectivity to other NDSA sites. Maintenance of interface. Data sharing and cleansing. Hardware availability and cost.
- Staffing- Design staff availability. Maintenance staff availability, operational support, and helpdesk.
- Development time considerations, and potential for future integration into NDAA site.

Results to Date

- Balcony team has been actively developing the site requirements and have met, electronically 7 times.
- Prototype site ready for demonstration.
- Interim team in place to continue development and installation.
- Current hosting site in place.

Next Steps

- Document the process for maintaining the data content of the website.
- Obtain approval to make this our official site.
- Prepare a conversion plan for converting the old NDSA site to the new one.
- Document a set of responsibilities for managing and operating the site.
- Select and install on a host server.
- Prepare a marketing strategy to "spread the word" that this is where seniors should look for NDSA activity.