

NDSA

Communication & Public Relations Committee Report

Spring Meeting

April 24 Through April 26, 2008

University of Notre Dame

**NDSA Communication and Public Relations Report
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- **Partnership with Hammes Notre Dame Bookstore status update.**
- **After verbal acceptance in early January, offer was rescinded by the Bookstore on January 21.**
- **Conversations with regional Follett manager (Jim O'Connor, also past manager of Hammes Bookstore) and subsequent email (copy attached) have reopened consideration of our proposal.**
- **After acceptance, how and who selects winning entry each month.**

Jim,

Per our conversation this past Saturday the 19 th. Attached is a copy of our (NDSA – Notre Dame Senior Alumni) proposal. This was initially presented to Sally and subsequently to Keith who referred me to Casandra. Busy campus calendars (school start, football season, graduation, etc.) delayed action until early this past January. Verbal agreement was reached then with only one requested change (by the bookstore). That the amount be reduced from \$75 to \$50 saying that this is for a trial period. That suggested change was acceptable to our Communication and Public Relations Committee and to the Senior Alumni Board. Then later in January to my surprise I was informed that the offer was being rescinded.

I should give you some background information. The genesis for this proposal was to insure that the Senior Alumni pages of the Alumni Association website remain fresh with new material in the pipeline. With over 30% of alumni in the senior constituency (age 55 & over) and with that group growing at an accelerated rate (baby boomers), the Alumni Association has targeted our group for future growth. Both retention and recruitment are paramount. And communication is a very important tool in that effort. Hence, our new website (created by a task force of our board), up since the summer of '06 and our desire to keep it ever evolving. That desire brought us to the idea that a program such as our proposal outlines would greatly assist in that effort.

The home page of the Senior Alumni website can be accessed through the Alumni Association main home page by clicking on “Senior Alumni” under “Communities” or by going directly to the address.

Thanking you in advance for your assistance in this matter. We (the NDSA) believe that this is a “win-win” for both the bookstore and the vitality of our website. I could be wrong, but I feel that an alum with a \$50 gift certificate ends up spending above that amount.

J. Michael (Mike) Pinter

Region 8

Senior Alumni Director

NDSA Communication and Public Relations Committee Chairman

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- **Respectfully Submitted by the Committee Members**

Mike Pinter, Chair

Marty Gleason

Robert Drajem

On April 25, 2008 at the Spring NDSA Board Meeting