

NOTRE DAME SENIOR ALUMNI

COMMUNICATIONS COMMITTEE REPORT

SPRING MEETING

APRIL 22 THROUGH APRIL 24, 2009

NOTRE DAME, INDIANA

The Senior Alumni tent will be set up for reunion 2009 as well as this fall's first four home football games. A decision will be made later concerning the two games to be played in November. Any NDSA Board member willing to help with manning the tent is asked to contact Mike Pinter at (574)298-2773 or jmpinter@hotmail.com.

ND Today which is due to be published the week after this meeting will include an article about the PACE (Prostate Awareness Cancer Education) initiative of the senior alumni. Former Board Chair Paul Scagliarini was interviewed for the information contained in this article.

In response to the recent resignation of Peter Lombardo from the NDSA Board John Scully has volunteered to write the NDSA News Notes.

We continue to work for an agreement between NDSA and the Notre Dame bookstore to reward one or more people who would send in an article for inclusion in the NDSA News Notes. Former board member Mike Pinter recently contacted James O'Connor the regional bookstore manager to discuss this project. Since this project has been worked on for almost two years the committee feels it must be implemented soon or the idea should be dropped.

The committee chair will be contacting Tom Monaghan our liaison with the alumni association to discuss the possibility of using increased technology for communicating among board members as well as from board members to alumni in their region.

Respectfully submitted
Robert Drajem, chairperson
Jack Fremeau

TO: NOTRE DAME SENIOR ALUMNI EXECUTIVE COMMITTEE

FROM: ROBERT DRAJEM,
COMMUNICATIONS COMMITTEE CHAIRPERSON

DATE: MAY 30, 2009

The communications committee was primarily involved in goals #11 and #12. To date there has been some progress but nothing significant. As far as goal #11 is concerned there are mechanics in place that just need to be better utilized. The key to success with our initiatives is involvement of the club Senior Alumni Coordinators. The key person to get these people involved is the Regional Director. Everything else, in my opinion, can help but this is the key ingredient to success. Certainly, information on our website is very important if people go to the website. Also, communication in the classes section of the Notre Dame Magazine can help as well. Discussions with seniors at the tent during reunion and football weekends are other avenues of support. These last items can be helpful but I firmly believe it is necessary for each Regional Director to have ongoing communication with every club's Senior Alumni Coordinator if we are to be successful implementing our initiatives.

As for goal #12 I am not sure what we are looking for here. It sounds like we don't want every individual to be putting out information as if it is coming from the NDSA board and I totally agree. Therefore Peter Lombardo was supposed to be writing our information and now John Scully is. If I'm correct then all directors wanting something to be published should be sending it to John who would then have any outside communication sanctioned by the Executive Committee prior to dissemination.