

COMMUNICATIONS COMMITTEE REPORT
WINTER MEETING- PHOENIX, ARIZONA
JANUARY 27, 2006

The Communications Committee has directed their efforts toward revising the previous document entitled; "Notre Dame Senior Alumni (NDSA) Program Goals and Objectives, Organizational Structure, Volunteer Opportunities." The primary purpose is to update the document and make it more reader friendly. I personally contracted with a design firm that prepares marketing brochures for major firms to design and prepare a document that will contain information for all to use as a guide to encourage the senior alumni to become involved in service. In order to make the document more readable the information is in columns rather than straight line text and pictures are interspersed throughout.

The brochure contains seven sections: (1) Background, (2) Goals and Objectives, (3) Organization, (4) Model for Establishing NDSA in Classes, (5) Model for Establishing NDSA in Local Alumni Clubs, (6) Sample Senior Alumni Survey and (7) NDSA Club Success Stories with the size of the club denoted for each story. The Brochure is simply entitled: *NDSA Guide*. There is a need for photographs of seniors working with the aged, working with diversity groups and engaging in spiritual activities. The photographs must be High Resolution 300 Dots per Inch (DPI) or higher Resolutions. If you have any photographs of this type please email them to me at geharvey@pclnet.net, no later than February 3, 2006, so they may be included in the Brochure.

The Brochure has been reviewed by Peter Lombardo of the Alumni Office and the NDSA Executive Committee. Upon final review by Peter Lombardo and the Executive Committee a printed copy of the Brochure will be mailed to you and the Brochure will also be sent to you by email. Please email a copy of the Brochure to each of the clubs in your region, preferably to the Senior Alumni Representative or to the Club President. Printing of the Brochure in color will enhance the photographs. The updated Brochure and the NDSA Board Roster and Committee Structure will be placed on the NDSA web page.

Updated information for the web page from Regional Directors and committee chairmen should be sent to Arnie Testa at TestaDomer@yahoo.com. Updates should include best practices and success stories and reports of actions taken by the various NDSA committees.

It is the recommendation of the Communications Committee that the Brochure be updated annually or no later than every two years. Therefore, the current update is for 2006, and the 2007 update could be finalized for the Winter Meeting of 2007. I urge you to continue to send to the Communications Committee updates on success stories as many clubs could use these projects as models for implementing the service programs in their area. The Communications Committee is also exploring the feasibility of preparing a four-panel pamphlet that will motivate senior alumni to become involved in service. This pamphlet would be similar to one that was prepared for ND's FIRST.

Appreciation is expressed to the Classes Committee of George Koch, Bill Kreps, and Mike Neumeister for their development of "Model for Establishing NDSA in Classes" and to the Communications Committee of Arnie Testa, Mike Pinter, and Paul Reinert for their input. To Peter Lombardo of the Alumni Office, Dick Griffin, Jim Barry and Tom Loosbrock appreciation is expressed for their recommendations and review of the Brochure.

/S/ George E. Harvey, Chair
Communication Committee
Arnie Testa
Mike Pinter
Paul Reinert