

NDSA
Communication & Public Relations Committee Report
Winter Meeting
January 17 Through January 19, 2008
University of Notre Dame

- Senior Alumni hospitality tent on Friday and table in the Joyce Center on Saturday this past football season.
- Outside tent for first six games on Friday, table in Eck Center Lobby for last game (weather issue). Use of AA table in Joyce every Saturday.
- 209 visitors total (40 - Georgia Tech, 72 - Michigan State, 21 - Boston College, 29 - Southern Cal, 11 - Navy, 15 - Air Force, and 21- Duke). Sign in sheets contained name, email address, and club affiliation.
- Bought tent, use of John Studebaker carpets and promotional items (football trivia games, hats, mugs, decals, license plate frames, alumni travel info) to catch eye.
- Verbal presentation of NDSA initiative, gave out our two flyers, and captured interested party's contact information.
- 187 email follow-up letters (copy attached) sent, 22 of those who signed up did not include an email address, 43 of the 187 were returned as undeliverable.
- Partnership with Hammes Notre Dame Bookstore status update.
- Proposal (copy attached) accepted as presented except Follett would like to reduce gift certificate amount from \$75 to \$50 saying that this is for a trial period.
- Respectfully Submitted by the Committee Members

Mike Pinter, Chair
Marty Gleason
Robert Drajem