

**NOTRE DAME SENIOR
ALUMNI**

**COMMUNICATIONS AND PUBLIC
RELATIONS COMMITTEE REPORT TO
NDSA BOARD OF DIRECTORS
FALL MEETING: OCTOBER 1-3, 2006**

COMMUNICATIONS COMMITTEE: GEORGE HARVEY –CHAIR,
MARTY GLEASON, MICHAEL PINTER

- A CONDENSED VERSION OF THE NDSA GUIDE WAS PREPARED FOR DISTRIBUTION AT VARIOUS UNIVERSITY FUNCTIONS
 - CONTRACTED WITH A DESIGN FIRM TO PREPARE THE LAYOUT OF THE FLYER
 - TOM MONAGHAN PUT THE FLYER INTO A TRI-FOLD AND HAD IT PRINTED. APPRECIATION IS EXPRESSED TO TOM FOR HIS WORK
- THE FLYERS “NOTRE DAME SENIOR ALUMNI INVITES OUR SENIORS AND FRIENDS TO MAKE A DIFFERENCE” ARE BEING PLACED IN VARIOUS LOCATIONS AROUND CAMPUS
 - ECK CENTER RECEPTION DESK, BOOKSTORE, UNIVERSITY CLUB, MORRIS INN, JOYCE CENTER
- VARIOUS NDSA BOARD MEMBERS HANDED OUT THE FLYERS AT THE ALUMNI ASSOCIATION BOOTH IN THE JOYCE CENTER ON THE MORNINGS OF THE FOOTBALL GAMES
- NDSA BOARD MEMBERS JOHN STUDEBAKER, MIKE PINTER, JOANN AND GEORGE HARVEY WORKED AT THE NDSA HOSPITALITY TENT LOCATED BEHIND THE ECK CENTER ON FRIDAY, SEPTEMBER 29, 2006 TO GREET VISITORS AND HAND OUT NDAAs PROMOTIONAL ITEMS AND NDSA FLYERS
- 126 SENIOR ALUMNI REGISTERED THEIR NAME, EMAIL ADDRESSES, AND CLUB. MORE THAN 126 VISITED THE TENT
- MIKE PINTER IS THE CONTACT PERSON FOR COORDINATION OF NDSA MEMBERS TO WORK AT THE HOSPITALITY TENT FOR THE REMAINING HOME FOOTBALL GAMES. CONTACT MIKE TO VOLUNTEER.
- THE COMMUNICATIONS COMMITTEE WILL SEND AN EMAIL TO ALL OF THOSE WHO REGISTERED THANKING THEM FOR THEIR INTEREST AND SENDING THEM THE NDSA WEB SITE ADDRESS.
- THE MICHIGAN FOOTBALL PROGRAM CONTAINED A PICTURE IF NDSA MEMBERS OF THE ANN ARBOR CLUB, DICK AND RUTH GRIFFIN, ANITA SAUER, FRANK VISOVATTI, AL AND MARY BAILEY AS THEY VISITED THE ANN ARBOR VETERANS MEDICAL CENTER. THEIR VA HOSPITAL PROJECT INCLUDES MONTHLY VISITS WITH THE PATIENTS.
- THIS VISIT FOLLOWS THE HOSPITAL MINISTRY AND GOD, COUNTRY, NOTRE DAME INITIATIVES OF SERVICE TO THE HOSPITALS AND THE VETERANS.
- LAYOUT OF THE NDSA AD FOR THE PURDUE FOOTBALL PROGRAM WAS PREPARED AND SENT TO THE UNIVERSITY. THE NDSA AD WAS A FULL PAGE COLOR AD.
- APPRECIATION IS EXPRESSED TO THE ALUMNI ASSOCIATION FOR THEIR SUPPORT IN PLACING THE AD IN THE PROGRAM.

- THE COMMUNICATION COMMITTEE IS PREPARING A PROPOSAL FOR SUBMISSION TO THE BOOKSTORE FOR AWARDING GIFT CERTIFICATES TO THOSE WHO CONTRIBUTE TO THE NDSA WEBSITE. THE PROPOSAL IS IN A PRELIMINARY STAGE.
- WE ARE WORKING TO HAVE A “WIN-WIN” SITUATION FOR THE BOOKSTORE AND NDSA
- ASK ALL NDSA REGIONAL DIRECTORS IN COLLABORATION WITH THEIR REGIONAL AA DIRECTOR TO EMAIL THE NDSA WEBSITE: WWW.NDSENIORALUMNI.ORG TO ALL CLUBS IN THEIR REGION.
REQUEST THOSE CLUBS THAT HAVE THEIR OWN WEBSITE TO PROVIDE A LINK TO THE NDSA WEBSITE
- REQUEST THE CLASSES COMMITTEE TO EMAIL THE WEBSITE TO THE PRESIDENT AND SECRETARIES OF ALL SENIOR CLASSES TO INCLUDE IN THEIR CLASS NOTES.

JIM KEEGAN AND GEORGE KOCH WILL SEND THE “MESSAGE” TO THE CLASS PRESIDENTS AND SECRETARIES

REQUEST THE SENIOR CLASSES WITH WEBSITES TO ADD A LINK TO THE NDSA WEBSITE.

- REGIONAL DIRECTORS ARE ASKED TO SEND A MINIMUM OF 3 NDSA SUCCESS STORIES AND POSSIBLY DIGITAL PICTURES FROM THEIR CLUBS TO MIKE SQUIRES AT MIKE@SQUYRES.COM

MIKE SQUIRES HAS VOLUNTEERED TO KEEP THE WEBSITE UPDATED

IN REGARD TO PHOTOGRAPHS, PLEASE SUBMIT PHOTOGRAPHS OF PEOPLE WORKING, NOT “STAGED” PHOTOGRAPHS.

- APPRECIATION IS EXPRESSED TO THE BALCONY COMMITTEE, BOB KING, MIKE SQUIRES, ARNIE TESTA, MIKE PINTER, AND ROB KING FOR THEIR TREMENDOUS WORK IN THE DEVELOPMENT OF THE NDSA WEBSITE THAT ALL CAN BE PROUD OF.
- THE COMMUNICATIONS COMMITTEE WILL WORK WITH THE CLUBS COMMITTEE TO PUBLISH A NEWSLETTER AFTER EACH NDSA BOARD MEETING.