

# GOLDEN DOMERS

NOTRE DAME SENIOR ALUMNI

## NDSA

SEPTEMBER 10, 2009

### COMMUNICATIONS AND PUBLIC RELATIONS

The following is a long and short term plan for initiatives and goals of the Communications and Public Relations Committee of NDSA.

1. Write a clear and concise Job Description for all Club Senior Alumni Coordinators (SAC's). The Job Description will include an outline of "what's in it for me" as a Senior Alum.
2. Encourage all Clubs, regardless of size, to appoint an SAC that is not the same as the Club's President. Let us not forget to suggest women to be SAC. Encourage all Region Reps to call the SAC'S in their regions at least three times a year.
3. Develop a packet of materials for the Club SAC that outlines national initiatives supported by the entirety of NDSA. The packet also shares success stories and/or "best practices" of any related Senior Alumni Club activities.
4. Assist Club SAC's to develop a contact list of senior alums in Alumni Club's geographic area.
5. Develop contacts with all sources of NDSA publicity such as Class notes in Notre Dame Magazine, the Observer and a variety of NDAA publications.
6. Create a short and to-the-point one or two page newsletter from NDSA that might be titled "Senior Moment." These could be serious profiles of

success stories or happy moments. Review who should receive these periodic communications.

7. Heavily promote availability of NDSA Website as a primary source of Senior Alumni activities and program reports and ideas.
8. In cooperation with NDAA, research the interests of ND senior alumni, and respond accordingly with appropriate initiatives to assist Club SAC's with the follow through for new or existing programs.
9. **The primary purpose of the CPR Committee will be to assist all NDSA Committees and the Executive Committee to plan and carry out Club or group communications as needed and to raise the level of awareness and activities of the NDSA.**
10. Consider the development of an Electronic Focus Group to assist the building of initiatives brought forward by NDSA committees or other interested individuals. Another assignment for this Focus Group will be to provide "friendly" commentary about the ease and clarity of navigating the NDSA website.

#### **PRIORITIZATION:**

- A) Write and approve SAC Job Description**
- B) Develop Packet of job supporting material for all SAC's.**
- C) Assist Clubs to identify the eligible senior alums in their area**
- D) Settle on NDSA Logo**
- E) Research all sources of publicity available to NDSA**
- F) Produce a periodic newsletter to provide best practices experiences along with operation or procedure information as needed.**
- G) Develop an Electronic Focus Group of 100 participants. The number of 100 participants may be changed to better reflect representation from all size clubs.**

#### **AND FINALLY AND NOT TO BE OVERLOOKED:**

**The Communications and Public Relations committee will be available to assist in the development and promotion of initiatives coming from the other three NDSA committees as well as the Executive Committee.**