

NDSA INITIATIVES COMMITTEE MEETING MINUTES
SEPTEMBER 3, 2009

Members Present: Emil Herkert (Chair), Ed Lynch, Chuck Bennett, Jack Fremeau (Secretary)

The committee discussed the 4 initiatives and actions necessary to bring forward marketing plans for each initiative to the NDSA board and alumni as a whole. Kathleen Sullivan and Katy Zakas participated in the discussion of the Hospital Program initiative.

The Committee agreed to the following actions, which were presented to the NDSA board on September 4.

1. Complete marketing plan drafts for review at the January 2010 NDSA Board meeting.
2. Final marketing plans to be submitted for the April 2010 NDSA Board meeting
3. Clarify the role of the Regional Directors regarding the NDSA initiatives – January 2010
4. Clarify the role of NDSA advisory members regarding the NDSA initiatives – January 2010
5. Establish funding needs for each NDSA initiative – January 2010
6. Determine effectiveness of each NDSA initiative – September 2011
7. Interact with other NDSA committees in development and rollout of initiatives – ongoing

Discussion and Conclusions

The discussion was divided among each of the initiatives, but the conclusions apply generally to each marketing plan except where stipulated below

1. Metrics needs to be established for each marketing plan to measure their effectiveness.
2. All communications channels available to the alumni association need to be utilized to promote the initiatives, especially the Hospital Program at this time, which is now under the control of the AA office. These would include website, publications, Irish Online, Pray at ND, etc.
3. Each initiative once approved for action needs brochures and startup packages to assisted the local clubs with getting started.
4. The PACE initiative should be expanded beyond Prostate Cancer
5. The committee will work with the AA marketing group in developing the various marketing plans
6. The marketing plan for God, Country, Notre Dame needs to address fundraising for the God, Country, Notre Dame Scholarship

Drafts of each marketing plan will be circulated among the committee members and advisors for review and comment by October 7. Emil on or about October 20 and 22 will arrange two conference call meetings of the Initiatives Committee and advisors.