



## **NDSA Priority Goals (2010 - 2011)**

1. Design and implement the “Enhancing Senior Connections” Initiative.
2. Operate within the entire NDAA structure as a team member.
3. Create a pool of qualified candidates for Board seats in every Region. Promote the positions in media and venues likely to be noticed by women and ethnic minorities.
4. Develop administrative and marketing plans, including the setting of priorities, for the NDSA national initiatives and work with the NDSA Regional Directors to inform alumni of the various initiatives and the “give back” opportunities.
5. Encourage and support close working relationships among NDSA and NDAA Directors, including activities at club, regional, and national levels.

### **Major Goals and Objectives Achieved as of June 30, 2010**

- Adoption and implementation of Revised NDSA Bylaws, including modified Committee and Initiative structures
- Emergency replacement of Directors in Regions 2 and 6
- Restatement of standards and timetable for NDSA Club-Sized Awards
- Worked for inclusion of Senior perspectives in University biennial alumni survey
- Developed connection with St. Joseph’s University MBA Program (Philadelphia) for assistance in drafting NDSA Business and Marketing strategies
- Developed and executed plan for NDSA participation in Reunion activities
- Evaluated and selected new faculty adviser (Professor Bill Nichols, Mendoza College of Business)
- Began development of an energized NDSA Communications Plan, including resurrection of the NDSA newsletter
- Established contact with Notre Dame VP and Chief Investment Officer, Scott Malpass, to assess the feasibility of Notre Dame’s offering investment advice to parishes

### **NDSA Operational Goals & Plans---2009 - 2010**

#### **Executive Committee:**

- Develop and implement plans for the “Enhancing Senior Connections to Notre Dame” Initiative
  - Develop strategy for extension of an effective NDSA network across the country
  - Develop draft of NDSA Business/Marketing Plan with Students from Notre Dame and from St. Joseph’s University (Philadelphia)
- Continue joint efforts with the NDAA Board to insure a strong working relationship
- Determine NDSA short- and long term goals and communicate them broadly within the NDAA community
- Monitor progress of NDSA Committees toward completion of tasks consistent with NDSA goals



- Encourage the use of qualified volunteers as needed by Committee Chairs to maintain continuity of worthwhile projects
- Encourage NDSA Regional Directors' close working relationship with their NDAA Board counterparts, including attendance at NDAA Regional Meetings
- Develop and monitor an NDSA annual Budget in preparation for each fiscal year
- Develop the skills and resources necessary to operate the NDSA web site in the iMod environment
- Evaluate e-commerce opportunities via iMod-based website
  - NDSA support fee (a.k.a. "dues")
  - NDSA merchandise
- Develop the capability to provide a Controller function within NDSA
- Report to the NDAA and NDSA Boards on progress toward the achievement of NDSA goals

### **Alumni Network and Events Committee: (ANE)**



- Create, conduct and participate in events designed to expand awareness of the existence, mission, and goals of NDSA
- Coordinate with the CPR committee to install Senior Alumni Coordinators (SACs) in every Notre Dame Club and work with the Clubs in developing programs to attract and interest our senior alumni.
  - Develop job descriptions for the Club SAC position, allowing for differences in Club location and size.
- Identify opportunities for the involvement of Seniors in Alumni Association activities such as reunions, football games, alumni senate, and NDAA Regional Meetings where there is a forum to promote NDSA initiatives and activities
- Develop, maintain, and provide local lists of Senior Alumni contact information for the use of Club SACs
- Provide regular updates of NDSA information for Senior Alumni Coordinators (SACs)
- Finalize the revised NDSA Club Performance Awards Program in a timely fashion and present awards based on 2010 achievements.
  - Work with the CPR Committee and Regional Directors to generate needed publicity.
  - With the AA, evaluate the inclusion of the NDSA award application into the form for the Annual Club Report. Also, explore more extensive use of quantitative indices and trend analysis.
- Develop the information needed for NDSA Regional Directors to attend Notre Dame functions in their region
- Coordinate with the Alumni office to secure information on senior alumni activities and initiatives at other Universities
- Solicit feedback from Clubs, Classes, and individual alumni for "Best Practices" which could be published as exemplary and possible new NDSA Initiatives. Publish the best practices from the NDSA awards program as appropriate to supplement those already appearing in the NDSA newsletter.
- Develop formats and timelines for receiving Regional Director Reports prior to NDSA Board meetings, presenting a summary report at the meeting, and enabling the summary to be available as a retrievable reference for all Directors

### **Communication and Public Relations Committee: (CPR)**



- Develop an active and effective communications plan to connect Senior Alumni with the University and the Alumni Association
- Assist the ANE Committee in the recruiting and development of Senior Alumni Coordinator

- positions for as many clubs as reasonably possible
- Develop NDSA information packets for the use of Club SACs in encouraging Senior activity
- Assist all NDSA committees and Regional Directors with communications which will enhance the “Brand Awareness” of NDSA
- Develop and maintain contact with all University media sources to enable frequent and widespread publicity for NDSA
- Develop and implement plans for quarterly publication of an NDSA newsletter
- Promote the NDSA web-site as a primary source of Senior Alumni information / feedback and provide regular promotional updates for use on the website
- Identify and provide publicity for exemplary Senior Alumni activity in the Regions and Clubs

**Initiatives Committee: (IC)**

- Develop administrative and marketing plans for each NDSA Initiative. Where appropriate the marketing plans will include targeted opportunities for specific activities.
  - Resources required (e.g., promotion, funding)
  - Involvement of NDSA Regional Directors
  - Potential for volunteer adjunct committee members
- Evaluate existing Initiatives for expansion, continuation, or discontinuation
- Work in conjunction with the CPR Committee to maintain communications with Clubs and Classes to improve existing initiatives and to discover potential new initiatives
- Coordinate with the other committees to enable publication of feedback regarding exemplary Senior activities as best practices
- Coordinate with Alumni Association marketing personnel to explore all available approaches to creating awareness among alumni of the NDSA initiatives



**Administration, Finance, and Personnel Committee: (AFP)**

- Develop techniques and procedures for storing and retrieving NDSA Records
  - Storage location(s)
  - Access procedures
  - Search techniques
  - Distribution policies
- Develop techniques and procedures for maintaining a readily retrievable listing of contact information for current and former NDSA Directors
- Develop procedures for timely replacements and transitions for NDSA Board vacancies, including the creation of potential candidate lists, based on NDSA needs and University priorities
- Provide draft updates as needed for the NDSA Bylaws and Procedures Manuals
- Develop, refine, and recommend criteria and timelines for the annual Rev. Louis J. Putz, CSC Award.
- Publish timelines for receiving Committee Reports prior to NDSA Board meetings, presenting a summary report at the meeting, and enabling the summary to be available as a retrievable reference for all Directors
- Develop within the AFP Committee the ability to keep minutes of Board meetings and to record them in a timely fashion for reference by all Directors

