

Notre Dame Executive Cabinet

Executive Summary

November 11, 2002

Foster Room, LaFortune

I. Opening Business

- a. The meeting was called to order at 6:03 p.m.
- b. Pam Ronson led the invocation.
- c. Joyce DeLeon, Lauren Fowler, Patrick Hallahan, Jessica Panza, and Erin Wirspa were absent.
- d. Dan Barabas motioned to approve the November 4, 2002 Executive Summary, Amy O'Connor seconded, and it was unanimously approved at 6:06 p.m.

II. New Business

- a. Courtney Schuster – The Shirt
 - i. Courtney explained the background of The Shirt Project. She mentioned that so far there The Shirt has done extremely well, and when more shirts were ordered, the Bookstore took all the risk. Sweatshirts, an entire children's line, mugs, etc... have also been ordered, and about 6,000 adult shirts are in stock. She explained that the students earn 7% of the wholesale price of any shirt or item which has the "Return to Glory" logo. Courtney just signed the trademark contract last week. She says she is very excited for The Shirt because it has gotten national media attention and has created lots of spirit. Billboards around South Bend advertise "Coach Willingham's Sea of Green." She plans to head The Shirt Project next year, hopefully with a co-president.
 - ii. Questions for Courtney Schuster. Joe Horton asked what differs from this year compared to the past two years. He wondered if it correlated with the winnings of the football team. Courtney said that the new coach caused many to get interested in this season. Also, this was the first year for a slogan, which caught the media and people quickly. Overall, everything this year seemed to be perfectly lined up. The plans for next year's Project are still under debate; however, she is trying to get the message out that when you buy The Shirt, you are donating to the students and, as a result, you will receive a Shirt. Dan Barabas inquired if she thought people would buy another "green" shirt for next year. Courtney replied that she is in the process of researching this idea, but she feels if we market The Shirt like it's "buying into the family," making it a collector's item, or saying "limited supplies only" the success will increase. Trip Foley asked if the Bookstore would keep selling the "Return to Glory" items next spring and school year. He wondered if it would compete with next year's Shirt. Courtney said it was very hard and early to tell at this point in time, for everything has been on a day to day basis. Her impression is that this year's items probably won't compete with next year's Shirt. Peggy Hnatuko reminded that there has been no increase in charitable requests. She explained the three funds which are available to students: 1) compliments activities fees, 2) Rector's fund – helps students' quality of living, and 3) Medical fund – helping students, who have been in catastrophic accidents, pay medical

fees. Danielle Ledesma wondered if the Rector's fund could go towards the horseback riding team. Peggy Hnatusko suggested talking to Fr. Poorman. Joe Horton mentioned that this year there was a shortage of shirts, especially in size medium. He wanted to know what steps have been taken to make sure this shortage does not happen again. Courtney explained that reordering is somewhat frowned upon. Also, another reason why there was a delay in the shirt ordering was because the color Kelly Green is very hard to get. As for next year, the standard 44,000 shirts will be bought, and the bookstore will take the risk to order more if needed. Also, Courtney says the committee is planning to order more medium sized shirts for next year instead of reordering. Dave Baron asked if The Shirt was a big deal for alumni. Courtney replied that only ¼ of the sales are made from students, so alumni play a major role in the success of The Shirt. Matt Smith congratulated Courtney on the successfulness of The Shirt Project. There is a design contest for next year's shirt. The submission date is Friday, December 6, 2002 in the Student Activities Office. If anyone has any questions regarding The Shirt or design contest, please contact Courtney at Schuster.13@nd.edu.

b. Matt Smith – Class of 2003 Strategic Plan

- i. Matt Smith expressed that the best part of this year is that everything promoted by the senior class proves that the sky is the limit. He says he is working with a great council, and their main focus has been to create events which students would want to go to. He passed out a written copy of his strategic plan and went through it with the cabinet members. Basically for the next 10 years, he and the other officers would like to see newer attitudes and spins on events. He stressed that officers, in general, must have events which unite the class and cater to a wide range of people, plus design events which do not cost a lot. For example, the Senior Class is sponsoring weekly dorm masses for seniors. Matt also emphasized the point of being creative. The Senior Class is planning on setting up a Christmas tree on South Quad before study days and lighting it up. Jeremy Lao was very impressed with the events put on by the senior class so far, and wondered if Matt could offer some advice on how underclassmen can promote events, since many students cannot drink. Matt replied that the class council needs to find events that make sense and that people would be interested in going to. He said there is not a secret, and, of course, alcohol is not needed to make an event successful. Margaritaville worked out nicely because, Matt believed, seniors thought that the University saw them as adults, so the event was taken more seriously. Matt's reemphasized that class councils should plan new events that students will want to go to. "Be open, take a chance!"

c. Dan Barabas – Off-Campus Strategic Plan

- i. Dan Barabas explained his written strategic plan and mainly focused on safety issues on off-campus housing. He expressed that he has established good contacts with the South Bend police and weekly emails may be sent out to update the students on safety precautions and news. Dan also expressed that the Off-Campus Council is willing to use some of its funds to help sponsor activities. His impression of the next ten years is concerned about safety primarily. Once again, the council is looking into informing students about crime situations and updates.

d. CLC Communication Taskforce- Trip Foley

- i. Trip sought feedback for picking a name for a new website, which will have all campus events posted. Right now, Susan Logenbaker's calendar is called "Everything Under the Dome". She wants to make sure that the online calendar corresponds to the posted calendar. Dave Baron suggested "Under the Dome".edu. Danielle expressed how she disliked "The Post". Peggy Hnatusko, also, mentioned that the members have to remember that with new members coming in next year, the name might change. Trip thanked everyone for the feedback. If anyone is interested in seeing what the website looks like, he/she is welcome to come to the CLC meeting Monday, November 18, 2002 at 3:30 p.m. in Coleman Morse.

III. Announcements

- a. St. Mary's President and Vice President will help present its strategic plan with Lindsay Evans on November 25, 2002.
- b. The Junior Class will be having its academic lunch week Tuesday through Friday.
- c. Tonight and tomorrow night there will be postcard signing for those who are abroad at each dining hall from 5-7 p.m.
- d. Turning Over a New Leaf will be this Saturday, November 16, 2002 from 9-11 a.m. If anyone would like to sign up or has questions, email Susan Longenbaker.

IV. Adjournment

- a. Amy O'Connor motioned to adjourn, and Trip Foley seconded. Libby Bishop adjourned the meeting at 7:03 p.m. The next Executive Cabinet Meeting will take place Monday, November 18, 2002 at 6:00 p.m. in the Foster Room, LaFortune.

Respectfully submitted,

Emily Chin
Student Union Secretary

