Committee on Outreach, Development and Community Relations (ODCR)
2021-2022 Committee Plan and Priorities

2021-2022 Committee Priorities:
1. Campaign to Build Support for AAU Universities (Strategic Communications)
2. A Greater Penn State for 21st Century Excellence - Campaign Review and Future Planning (Development)
3. Penn State Greater Allegheny—The Crossing Bridges Summit & The Holocaust, Genocide and Human Rights Education Initiative (Outreach)
4. One Membership Initiative (Alumni Relations)
5. Comprehensive Review of Advocate Penn State: Goals, Priorities & Strategies (Government and Community Relations)
6. Regular updates related to Operating Guidelines and Risk Oversight Responsibilities

Risk Oversight Responsibilities:
- Crisis management; Communications failures and misperceptions due to lack of complete and accurate information.

2021-2022 ODCR Draft Agendas/Topics

- September 16, 2021 Meeting
  o Update: Government and Community Relations Update (Moore)
  o Focused Topic: Comprehensive Review of Advocate Penn State (Moore)

- November 11, 2021 Meeting
  o Update: Crisis Communications Readiness (Lokman)
  o Focused Topic: Campaign to Build Support for AAU Universities (Lokman & AAU)

- February 17, 2022
  o Update: Alumni Association One Member Initiative (Clifford)
  o Focused Topic: A Greater Penn State for 21st Century Excellence - Campaign Review and Future Planning (Bundy)

- May 5, 2022 Meeting
  o Update: Optimization Work Stream on Communications & Marketing (Lokman)
  o Focused Topic: The Crossing Bridges Summit (Edmondson) & The Holocaust, Genocide and Human Rights Education Initiative (Huston, Dvir)

- July 21, 2022 Meeting (York Campus) –
  o Update: World Campus enrollment update and strategies for growth (Engel)
  o Focused Topic: Commonwealth Campuses: LaunchBox & Innovation Hub Impact (Weiss, DeLattre)

Possible Conference Session Topics (TBD)