

# Committee on Outreach, Development and Community Relations Meeting Agenda

Thursday, May 6, 2021 11:00 am – 12:00 pm

12:00 pm – Public Comment

Dean's Hall, The Penn Stater Hotel and Conference Center and Via Zoom

### **Public Session**

- 1. Call to Order (B. Doran)
- 2. Approval of February 18, 2021 Meeting *Minutes* (B. Doran)
- 3. Diversity, Equity & Inclusion: Current and future plans for helping to cultivate a climate of acceptance that reflects Penn State DE&I values and help support the University's work to diversify its student, faculty and staff populations.
  - Strategic Communications (L. Lokman)
  - Development and Alumni Relations (R. Bundy)
  - Outreach (T. Huston)
- 4. Government and Community Relations Update (Z. Moore)
- Reports summarizing FY 2020 2021 email to the to the Board of Trustees
   (BOT@psu.edu) and meeting Media Statistics are available for the trustees on the board
   portal as well as on the Board website
- 6. Adjournment (B. Doran)

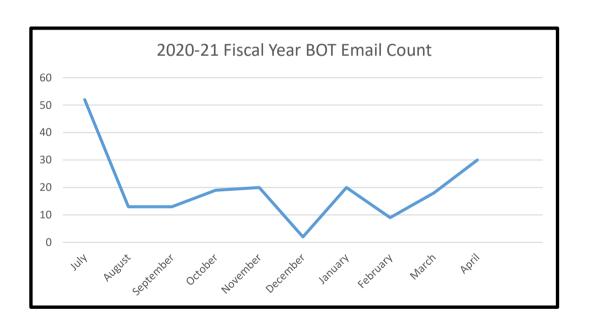
#### **Executive Session/Conference** (if needed)

12:00 pm Public Comment

#### **2020-21 FISCAL YEAR BOT EMAIL STATISTICS**

bot@psu.edu

Month	<b>Total Emails</b>	Issues	<b>Total Emails</b>	
July	52	COVID	33	
August	13	COVID	6	
September	13	COVID	7	
October		COVID	4	
		Faculty - Protect Community in		
	19	Back to State plan	5	
November		COVID	3	
	20	Coach Franklin	8	
December	2			
January		COVID	4	
	20	BOT Election/Ballots	7	
February	9	COVID	3	
March	18			
April		BOT Election/Ballots	15	
L	30	COVID	3	
Total	196			



## **2021 BOT Meeting Media Statistics**

Month	Total Impressions/ Reached/Views	Content	Platform	Impressions/ Reached/ Views	Likes/ Reactions	Shares	Comments
February	117,482	Pre-Meeting Details	Twitter	17,600	7	1	1
			Facebook	54,557	85	6	0
			LinkedIn	7,500	43		0
			Instagram	13,000			
		Post-Meeting BOT Recap	Twitter	10,000	5		0
			LinkedIn	5,000	28		0
		PSU Research/ Weiss report to AARSL	Twitter	9,500	5	2	0
		BOT Sets 2022 Mtg Dates	Facebook	TBD			
			Instagram	TBD			
		AARSL	WPSU	47			
		GLRP	WPSU	26			
		ODCR	WPSU	30			
		FBCP	WPSU	48			
		LC	WPSU	18			
		AR	WPSU	14			
		EQHR	WPSU	18			
		Sub on COMP	WPSU	18			
		BOT Public Mtg	WPSU	106			
May							