



Committee on Outreach, Development and Community Relations Meeting Agenda

Thursday, September 16, 2021
11:15 – 12:15 pm

208, The Penn Stater Hotel and Conference Center
and Via Zoom

Public Session

1. Call to Order (B. Doran)
2. Welcome New Committee Members (B. Doran)
3. Approval of May 6, 2021 Meeting *Minutes* (B. Doran)
4. Approval of 2021-2022 Committee Goals and Schedule (B. Doran)
5. Advocate Penn State – How PSU is Integrating Broad-Based Advocacy into our Government Relations Strategy (Z. Moore, B. Mapston)
6. Government and Community Relations Update (Z. Moore, A Wintersteen, J. Latini, M. Stefan, C. Young)
7. Reports summarizing FY 2021–2022 email to the Board of Trustees (BOT@psu.edu), [Share Feedback](#) on the Board of Trustees website, and meeting Media Statistics are available for the trustees on the board portal
8. Adjournment (B. Doran)

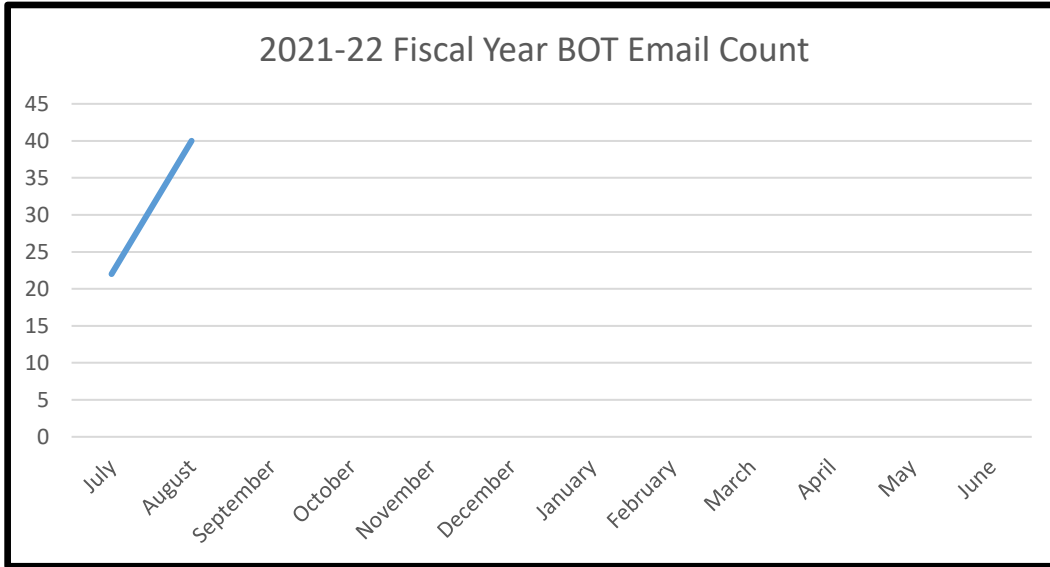
Executive Session/Conference (if needed)

Public Comment 12:15 – 12:45 pm

2021-22 FISCAL YEAR BOT EMAIL STATISTICS

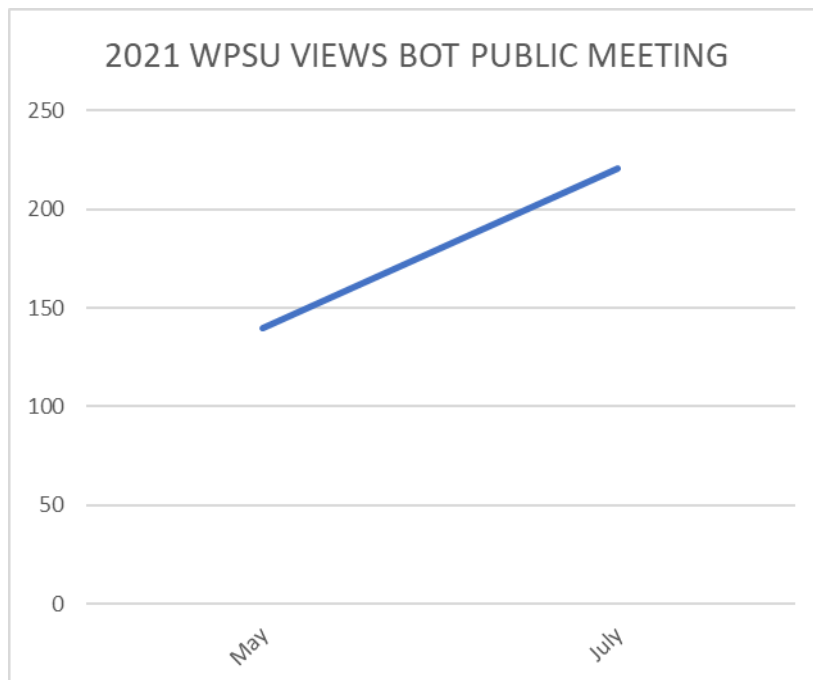
bot@psu.edu

Month	Total Emails	Issues	Total Emails
July	22	Sam Richards	6
August	40	COVID	2
		Vaccine	16
		Mask Mandate	4
September			
October			
November			
December			
January			
February			
March			
April			
May			
June			
Total	62		



2021 BOT Meeting Media Statistics

Month	Total Impressions/ Reached/Views	Content	Platform	Impressions/ Reached/ Views	Likes/ Reactions	Shares	Comments
May	122,112	Pre-Meeting Details	Twitter	40,300	22	4	0
			Facebook	2,263			
			LinkedIn	24,849	140	2	3
			Instagram	24,000	0	0	0
		Post-Meeting BOT Recap	Twitter	16,500	17	1	0
			LinkedIn	14,200	123	0	0
		AARSL	WPSU	16			
		GLRP	WPSU	25			
		ODCR	WPSU	50			
		Public Comment	WPSU	41			
		FBCP	WPSU	57			
		LC	WPSU	12			
		AR	WPSU	56			
		Sub on COMP	WPSU	27			
BOT Public Mtg	WPSU	140					
July	441,338	Pre-Meeting Details	Twitter	26,400	15	6	1
			Facebook	0	0	0	0
			LinkedIn	11,500	45	0	0
			Instagram	28,000	0	0	0
		Post-Meeting BOT Recap	Twitter	51,400	93	17	3
			Facebook	101,800	644	0	22
			LinkedIn	88,600	1,058	0	36
			Instagram	133,300	0	0	0
		FBCP	WPSU	117			
		BOT Public Mtg	WPSU	221			



2021-22 FISCAL YEAR BOT WEBSITE FEEDBACK REPORT

Month	Total Submissions	Issues	Total Submissions
June	1	Honor Joe Paterno	1
July	3	COVID vaccines	2
August	27	COVID vaccines Masking	23 3
September			
October			
November			
December			
January			
February			
March			
April			
May			
June			
Total	31		

