

**THE PENNSYLVANIA STATE UNIVERSITY  
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS  
MINUTES OF MEETING  
VOLUME ODCR 31**

**July 16, 2020**

A meeting of the Committee on Outreach, Development, and Community Relations (ODCR) was held via Zoom, at 8:30 a.m. on Thursday, July 16, 2020.

The following committee members, constituting a quorum, were present: Chair Barb Doran, Vice Chair Abe Amoros, Eric Barron (*Ex Officio*), Mark Dambly (*Ex Officio*) Dan Delligatti, Lynn Dietrich, Jay Paterno, Laurie Stanell, and Steve Wagman. Also, present were Emeriti members Ryan McCombie and Joel Myers.

The following staff members, constituent representatives, or invitees were also present: Mark Belkowski, Rich Bundy, Ann Clements, Paul Clifford, Steve Dunham, Frank Guadagnino, Shannon Harvey, Randy Houston, Tracey Huston, Lawrence Lokman, Zack Moore, Damon Sims, and Amanda Wintersteen.

Chair Doran called the meeting to order at 8:30 a.m. She then called for a motion for the Committee to approve the *Minutes* of the February 20, 2020 committee meeting. The motion to approve came from Steve Wagman. Laurie Stanell then seconded the motion which were then approved unanimously.

Damon Sims, Vice President for Student Affairs, provided context for the COVID-19 outreach and communications discussion. Specifically, he noted behavioral challenges, and the importance of working on an integrated strategy – from the classroom, to campuses, and off-campus living, which has necessitated close partnership with the borough of State College. He reviewed the code of conduct rules underway for students and student organizations. He further noted working with Strategic Communications and Government and Community Relations in creating a linked effort on communications, ordinances, bystander intervention, and student ambassadors.

Lawrence Lokman, Vice President for Strategic Communications, reviewed the social marketing campaign in development with M Booth (a top tier full service communication agency), stressing it is targeted to all employees and students, with an emphasis on students and the hard to reach group of 1 to 5 students who said they didn't plan to follow guidelines closely. Lawrence covered the intake process, message development and testing, and a general overview of planned communications tactics and strategies, as well as integration of communications with the borough.

Zachary Moore, Vice President for Government and Community Relations, spoke about the overall approach with the borough, including the engagement of municipal leaders from business, local government, enforcement, and a standing committee to coordinate efforts, as well as other outreach efforts, support for ordinance development, and his liaison on the topic with state officials and the Governor's office, to keep officials apprised of University needs and interests, and to help align our efforts to support the Governor's plans for reopening higher education across Pennsylvania.

The public meeting was adjourned at 9:39 a.m.

Respectfully submitted,

Shelly Zeigler-Byers  
Administrative Support Assistant  
Office of the Board of Trustees