

**THE PENNSYLVANIA STATE UNIVERSITY  
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS  
MINUTES OF MEETING  
VOLUME ODCR 35**

**May 6, 2021**

A meeting of the Committee on Outreach, Development, and Community Relations (ODCR) was held in Dean's Hall of the Penn Stater Hotel and Conference Center, University Park, PA and via video conference, at 11:00 a.m. on Thursday, May 6, 2021.

The following committee members, constituting a quorum, were present: Chair Barb Doran, Vice Chair Abe Amorós, Eric Barron (*Ex Officio*), Matthew Schuyler (*Ex Officio*), Lynn Dietrich, Anthony Lubrano, Jay Paterno, Laurie Stanell, and Steve Wagman. Also, present were Emeriti members David Jones, Ryan McCombie, and Joel Myers.

The following staff members, constituent representatives, or invitees were also present: Justin Aglio, Karen Armstrong, Rich Bundy, Paul Clifford, Steve Dunham, Roger Egolf, Josiah Gilliam, Frank Guadagnino, Shannon Harvey, Randy Houston, Tracey Huston, Nick Jones, Lawrence Lokman, Bre Mapston, Zack Moore, Michael Stefan, Nicole Sturges, Sara Thorndike, Kelly Wolgast.

Chair Doran called the meeting to order at 11:00 a.m. She began by recognizing and thanking Committee members for their services. Specifically, she recognized Steve Wagman, past President of the Alumni Association; Emeriti Trustees David Jones and Joel Myers; constituent representatives Roger Egolf, Chair of the Faculty Senate Committee on Educational Equity and Campus Environment; and Nicole Sturges, immediate past Chair of the Staff Advisory Council. And then asked for a motion to approve the *Minutes* of the February 18, 2021, committee meeting. The motion to approve came from Trustee Steve Wagman. Trustee Lynn Dietrich seconded. The *Minutes* were then approved unanimously.

Lawrence Lokman, vice president for Strategic Communications first announced the nominations for two top-tier national public relations awards for the "Mask Up or Pack Up" campaign. He then provided an overview of the University's approach to diversity, equity, and inclusion through strategic communications. He described the approach as four pillars: leadership priority, integrated storytelling, channel focus, and capacity building.

Richard Bundy, vice president of Development and Alumni Relations, identified a 4-part framework about the Development and Alumni Relations efforts in advancing Diversity, Equity, and Inclusion initiatives. The framework includes diversifying the workforce; preparing current employees to work with greater cultural agility; engaging with diverse alumni, prospects, donors, and other external stakeholders; and addressing factors that contribute to or detract from a welcoming and inclusive workplace.

Tracey Huston, Vice President for Outreach, identified Outreach's efforts to advance inclusion, equity, and diversity through a foundational goal as part of the overall Outreach strategic plan. She noted that Outreach's focus was to advance inclusion, equity, and diversity in the workplace through programing, and with the audiences they support by fostering belonging, open discourse, mutual respect, genuine, care, equity, and different perspectives.

Finally, Zach Moore, Vice President for Government and Community Relations provided updates and overviews of the Biden Administration Initiatives including higher education funding for institutions and students, investments in higher education research and development infrastructure, and the proposed U.S. Citizenship Act. Mike Stefan, director of state relations, provided an update on the 2021/22 State Budget and the Penn State budget request. Bre Mapston reported on advocacy campaign efforts at Penn State.

Chair Doran ended by thanking the presenters for the information and noted that public comment would follow directly. The public meeting was adjourned at 12:01 p.m.

Respectfully submitted,

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