

**THE PENNSYLVANIA STATE UNIVERSITY  
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS  
MINUTES OF MEETING  
VOLUME ODCR 37**

**November 11, 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 10:30 a.m. on Thursday, November 11, 2021.

The following committee members, constituting a quorum, were present: Chair Doran, Vice Chair Amorós, Barron (*Ex Officio*), Schuyler (*Ex Officio*), Black, de Levie, Dietrich, Houston, Paterno, Rapp, and Wagman.

The following staff members, constituent representatives, or invitees were also present: Akbar, Bieschke, Blockett, Bundy, Clifford, Dunham, Gaudelius, Goldstein, Guadagnino, Harvey, Hill, Hinojos, Huston, Jones, Lokman, Lynch, Mangel, Moore, Phillips, Ribeiro, Romig, Sitzabee, and Sturges.

Chair Doran called the meeting to order at 10:30 a.m. and asked for a motion to approve the *Minutes* of the September 16, 2021, committee meeting. It was moved, seconded, and approved unanimously.

Next, Chair Doran introduced Lawrence Lokman, vice president for strategic communications who provided an overview regarding the University's crisis readiness protocols in fulfillment of the Outreach, Development and Community Relations risk oversight committee responsibility. The presentation was part of an annual update on the University's crisis communications program and readiness to communicate across many constituencies using multiple channels and strategies. Chair Doran noted that the University Risk Council changed Penn State's crisis communications readiness status from yellow to green in 2017 due to the development of a formal plan and establishment of a formal Crisis Communication's Team.

Chair Doran introduced Ken Goldstein, vice president for Survey Research & Institutional Policy at the Association of American Universities (AAU) and Pedro Ribeiro, vice president for communications for AAU. Together Ken and Pedro supplied information regarding the state of public opinion and attitudes towards research universities like Penn State and highlighted findings on COVID-19, the NCAA, research security, and legislation under consideration in Congress.

Chair Doran thanked the presenters for the information and noted that there were several reports available for Trustees in the meeting book on Diligent. Reports include: the website feedback report, a summary of all feedback received via the Board website; the email data report, a summary of key topics and number of emails sent to the Board; and the Media Statistics Report, a summary of media engagement and online meeting logins for each meeting cycle.

It was noted that there were no public commenters and the meeting was adjourned at 11:47 a.m.

Respectfully submitted,

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