

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 38**

February 17, 2022

A meeting of the Committee on Outreach, Development, and Community Relations (ODCR) was held at the Penn Stater Hotel and Conference Center and via video conference, at 10:30 a.m. on Thursday, February 17, 2022.

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

Emeriti Trustee Henning was present. The following staff members, constituent representatives, or invitees were also present: Bundy, Clifford, Dunham, Guadagnino, Harvey, Huston, Lokman, Lynch, Moore, Phillips, Romig, and Thorndike.

Chair Doran called the meeting to order at 10:33 a.m. and asked for a motion to approve the *Minutes* of the November 11, 2022 committee meeting. The motion to approve came from Trustee Dietrich, and Trustee Wagman then seconded the motion. The motion was unanimously approved.

Chair Doran introduced Paul Clifford, Associate Vice President for Alumni Relations and CEO of the Penn State Alumni Association. Clifford stated that effective July 1, 2022, the Alumni Association will update its current membership model, making access to local chapters a benefit of Alumni Association membership, without additional fees or dues, in an effort to improve the alumni experience for all Penn Staters.

Chair Doran introduced Rich Bundy, Vice President for Development and Alumni Relations, who updated the committee on *A Greater Penn State for 21st Century Excellence* campaign. Bundy reported the six-year campaign will wrap up in June and is closing in on its target of \$ 2.1 billion. Statistics to date for this campaign show that the average number of transactions, unique donors, unique alumni donors, and dollars raised have gone up in all four categories for *A Greater Penn State* campaign, with a 26% increase in dollars raised on an annual basis over the last campaign. The public campaign closing weekend will be April 22-24, during Blue White Weekend, with the feature celebration event on Friday, April 22 at the Bryce Jordan Center to celebrate with potential donors who will be on campus for Blue White weekend and to celebrate the conclusion with President Barron before his last day since this was a signature achievement of his presidency. Bundy also outlined post campaign planning, which will include implementing recommendations from the campaign consultant's assessment report on ways to leverage the success of this campaign to continue the growth in the next campaign.

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.

There being no further business and no public commenters, the meeting was adjourned at 11:22 a.m.

Respectfully submitted,

Susan Stevens
Administrative Support Coordinator
Office of the Board of Trustees