

Committee on Outreach, Development and Community Relations Operating Guidelines

Purpose:

As set forth in the Bylaws, the Committee on Outreach, Development and Community Relations shall:

Consider and report or recommend to the Board of Trustees on matters pertaining to outreach, development and community relations, including, but not limited to:

- (1) Short and long-term communications plans and initiatives that support University priorities and protect and advance its reputation;
- (2) Key outreach programs, such as extension and “Invent Penn State” that advance community and economic development priorities;
- (3) Fundraising priorities and campaigns, including those that promote access and affordability and ensure academic excellence;
- (4) Community and governmental relations activities that help ensure budget and policy decisions meet University needs;
- (5) Major alumni association activities;
- (6) Opportunities to showcase the accomplishments of faculty, staff, students and others that merit public recognition; and
- (7) Assume such additional responsibility as may, from time to time, be assigned by the Chair of the Board of Trustees with the approval of the Board of Trustees.

Composition:

The Committee will consist of not less than five (5) members appointed by the Chair of the Board of Trustees in accordance with the University’s Bylaws, together with any *ex officio* members. The Secretary of the Board of Trustees, or the Secretary’s designee, will serve as staff support to the Committee. In addition, in accordance with the Board’s Standing Orders, the Chair of the Board of Trustees is authorized to invite non-voting faculty and student representatives or other constituent representatives to attend and participate in the meetings of the Committee (other than Executive Sessions).

Meetings:

The Committee shall meet at least five (5) times each calendar year, or more frequently as needed at the discretion of the Chair of the Committee. Meetings shall take place during regularly scheduled sessions of the Board Committees and on an *ad hoc* basis as determined by the Chair of the Committee. Executive Sessions may take place at the discretion of the Chair of the Committee.

Authority/Responsibilities:

In addition to the responsibilities set forth in the Bylaws, the Committee's specific responsibilities will be to:

A. Outreach:

- (1) Receive and review reports on faculty, staff, student accomplishments and recognition and recommend appropriate recognition thereof.
- (2) Receive and review reports regarding the University's short and long-term communication plans and initiatives which highlight the University's priorities and protect and advance its reputation and make recommendations for modifications thereof.
- (3) Receive and review reports on key outreach programs advancing community and economic development priorities and recommend modifications thereto.
- (4) Receive updates from the Vice President for Outreach and Vice President for Online Education regarding integration of digital learning initiatives and success, including the World Campus, integration of the classroom and hybrid learning.
- (5) Review the University's Crisis Plans and Activities from a public relations and reputation perspective, and recommend modifications thereto.
- (6) Receive reports on significant research activities in progress and their beneficial impact on society.

B. Development:

- (1) Receive and review fundraising priorities and campaigns and suggest modifications thereto in order to properly promote access and affordability and ensure academic excellence.

C. Community Relations:

- (1) Receive and review reports regarding community and government relations activities at the state, county, and local levels, including reports on activities from the Commonwealth Campuses, and recommend modifications thereto.
- (2) Make recommendations regarding scope and content of community and government relations communications in order to ensure that budget and policy decisions are meeting the University's needs.
- (3) Receive regular updates on Town and Gown Relations and make recommendations on modifications and improvements thereto.
- (4) Receive and review reports specifically related to Greek life activities and the impact of those activities on University reputation and Town and Gown Relations.
- (5) Receive and review reports regarding alumni association activities and successes and critique how such activities can advance the University's reputation.

The Committee will carry out any additional responsibilities outlined in the Bylaws or Standing Orders and assignments directed by the Chair of the Board of Trustees.