

**THE PENNSYLVANIA STATE UNIVERSITY  
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS  
MINUTES OF MEETING  
VOLUME ODCR 13**

**February 15, 2016**

A meeting of the Committee on Outreach, Development, and Community Relations was held on February 25, in room Empire A/B of the Hershey Lodge, Hershey, PA, at 10:00 a.m.

The following committee members, constituting a quorum, were present: Chair Ryan McCombie, Vice Chair Daniel Mead, Betsy Huber, Bob Jubelirer, Anthony Lubrano, Luke Metaxas, Russell Redding, Kay Salvino, Paul Silvis, and Robert Tribeck. Emeriti committee member David Jones was also present.

The following staff members, constituent representatives, or invitees were also present: Eric Barron, Paul Clifford, Lawrence Lokman, and Craig Weidemann. The meeting was called to order by Chair McCombie, and roll was taken. The *Minutes* from the previous committee meeting were approved unanimously.

Elise Vitalo and Kelsey Cohen of StrategyOne presented the results of the annual Alumni Survey to the committee. (See Appendix I)

Craig Weidemann briefed the committee on the continuing success of the World Campus and ongoing Outreach efforts. Penn State's World Campus is seeing faster growth than the national average, and the primary foci are on student retention and leveraging Penn State alumni. (See Appendix II)

Lawrence Lokman gave a report on Proactive Media and the Enrollment Campaign within Strategic Communications. (See Appendix III)

Chair McCombie and Anthony Lubrano facilitated a discussion surrounding the proposed *Bylaws* of the Outreach, Development, and Community Relations Committee, and have asked committee members to submit their feedback by April 1, 2016.

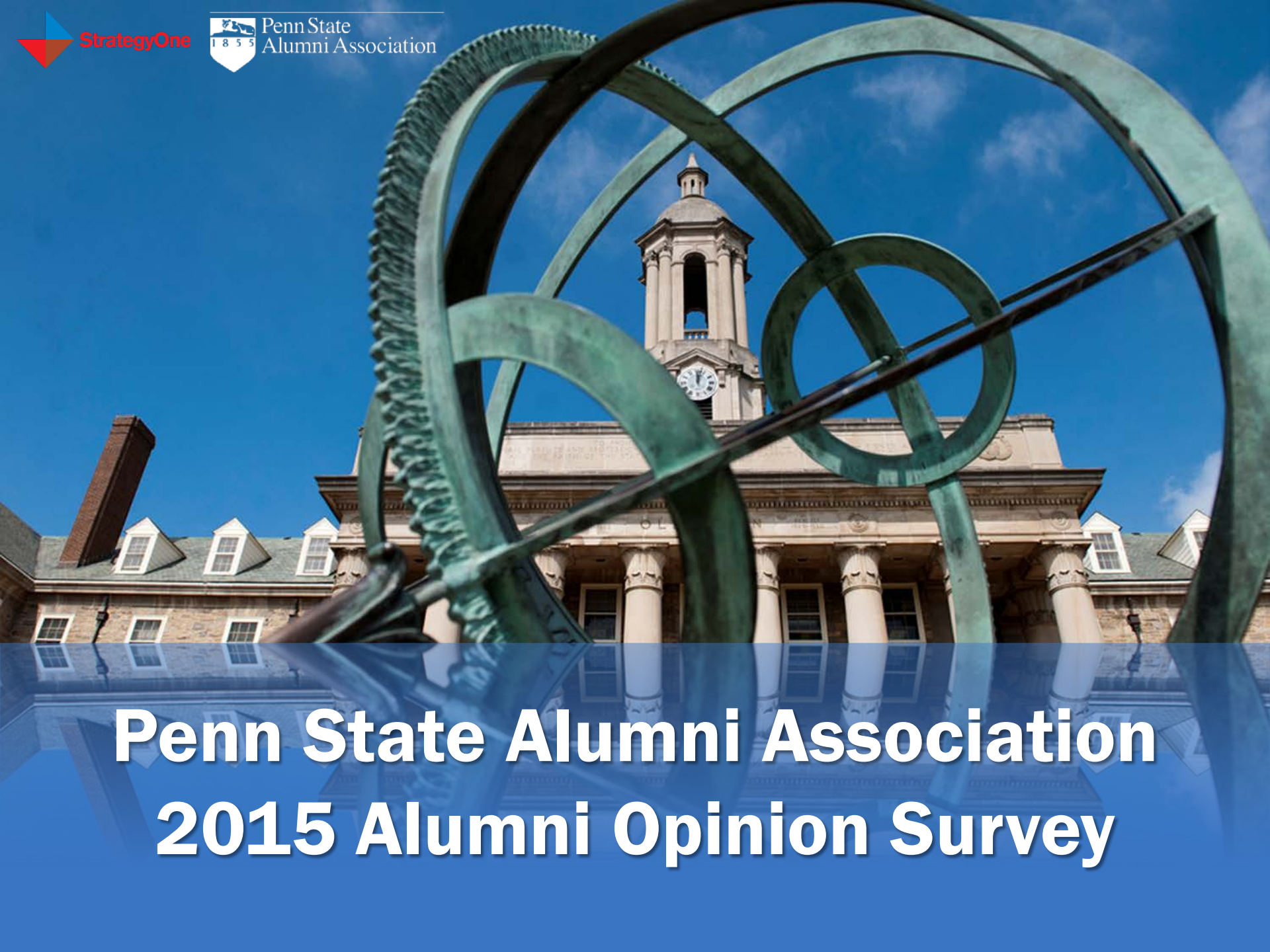
Madlyn Hanes, Vice President for Commonwealth Campuses, facilitated a panel discussion on the new Invent Penn State Initiative. Neil Sharkey, Vice President for Research, explained the overall goals of Invent Penn State, as well as the competitive Seed Grant Program used to incentivize entrepreneurship among the Commonwealth Campuses. Penn State Harrisburg Chancellor Mukund Kulkarni discussed the expansion of business partnerships with the campus, as well as partnerships with Dickinson Law and Hershey Medical students. Penn State Hershey Chief Executive Officer and Dean of the Medical School, Craig Hillemeier, and Interim Dean of the Dickinson School of Law, Gary Gildin, discussed the collaborations between law, medical, and business students, and how these partnerships create an optimum entrepreneurial environment for students looking to start businesses. Community partners Kevin Harter and David Black discussed how the community as a whole can benefit from the Invent Penn State Initiative in Harrisburg. President Eric Barron discussed the expansion of Invent Penn State, and plans to open innovation hubs at six more campuses this year.

ODCR 12-2

Chair McCombie adjourned the meeting at 11:54 a.m.

Respectfully submitted,

Holly N. Brown  
Administrative Support Assistant  
Office of the Board of Trustees

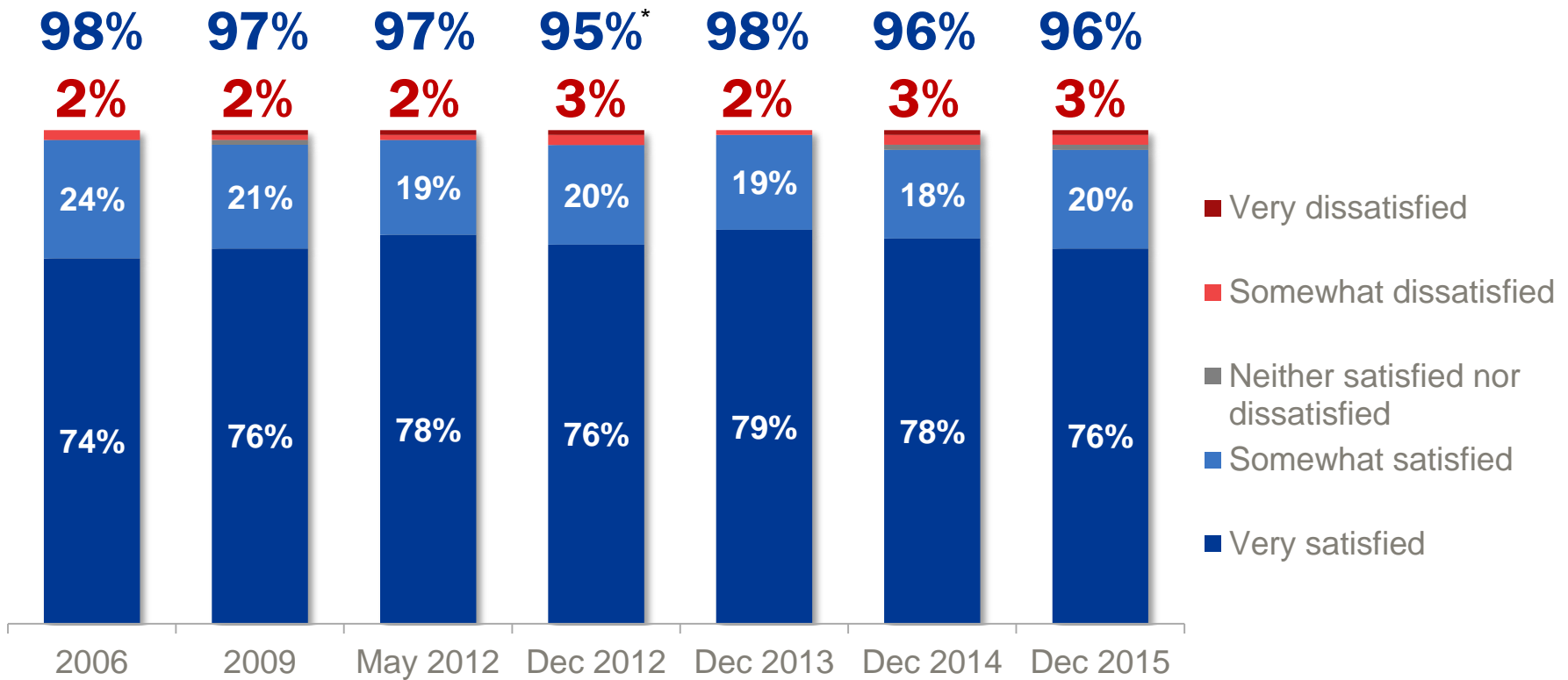


# **Penn State Alumni Association 2015 Alumni Opinion Survey**

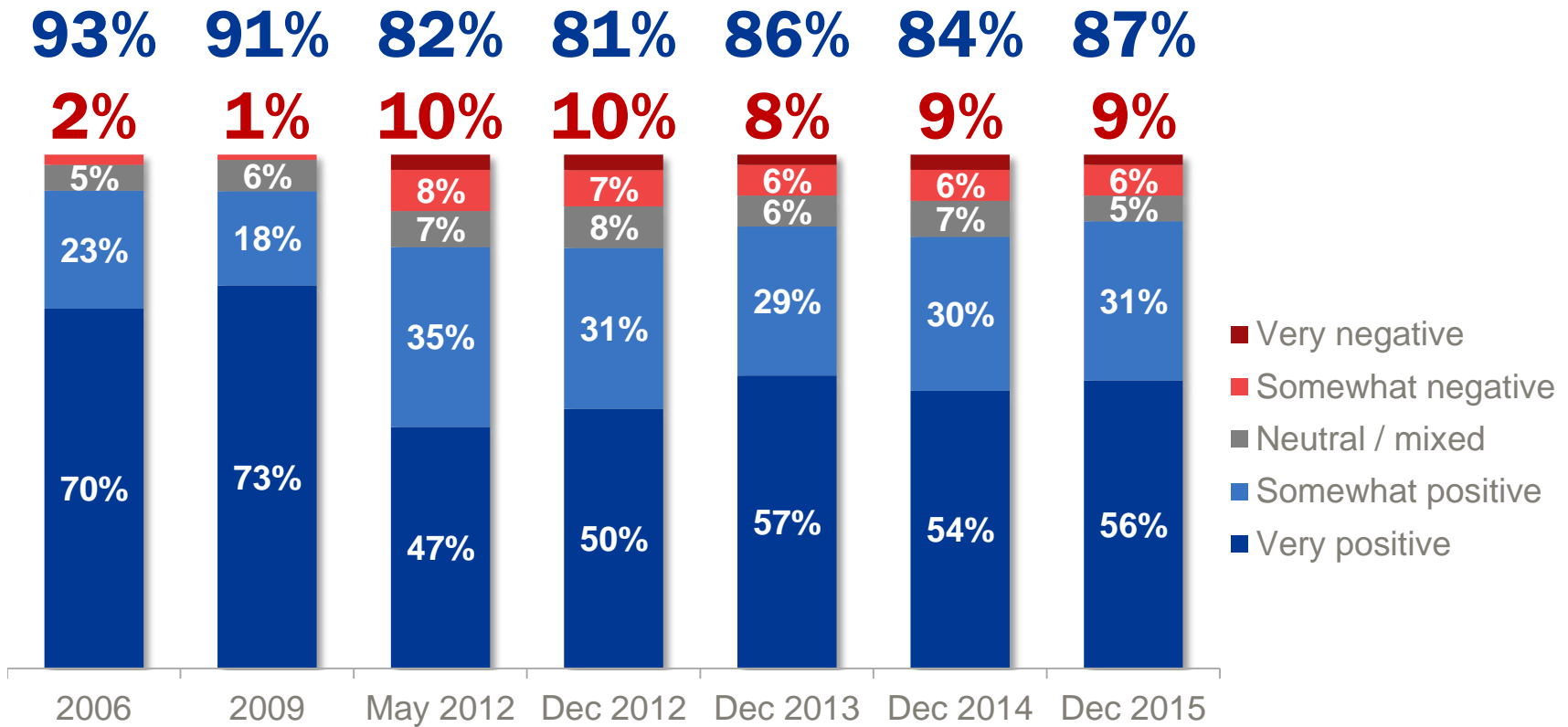
# Methodology

WHO	HOW MANY	WHEN	HOW
Penn State Alumni	n=1,294 (936 online, 358 phone)  MOE: $\pm 2.72\%$ in 95 out of 100 cases	December 4-28, 2015	Mixed mode: online and telephone

# Alumni remain very satisfied with their student experience at Penn State



# Total positivity has improved, but intense positivity has been slower to rebound

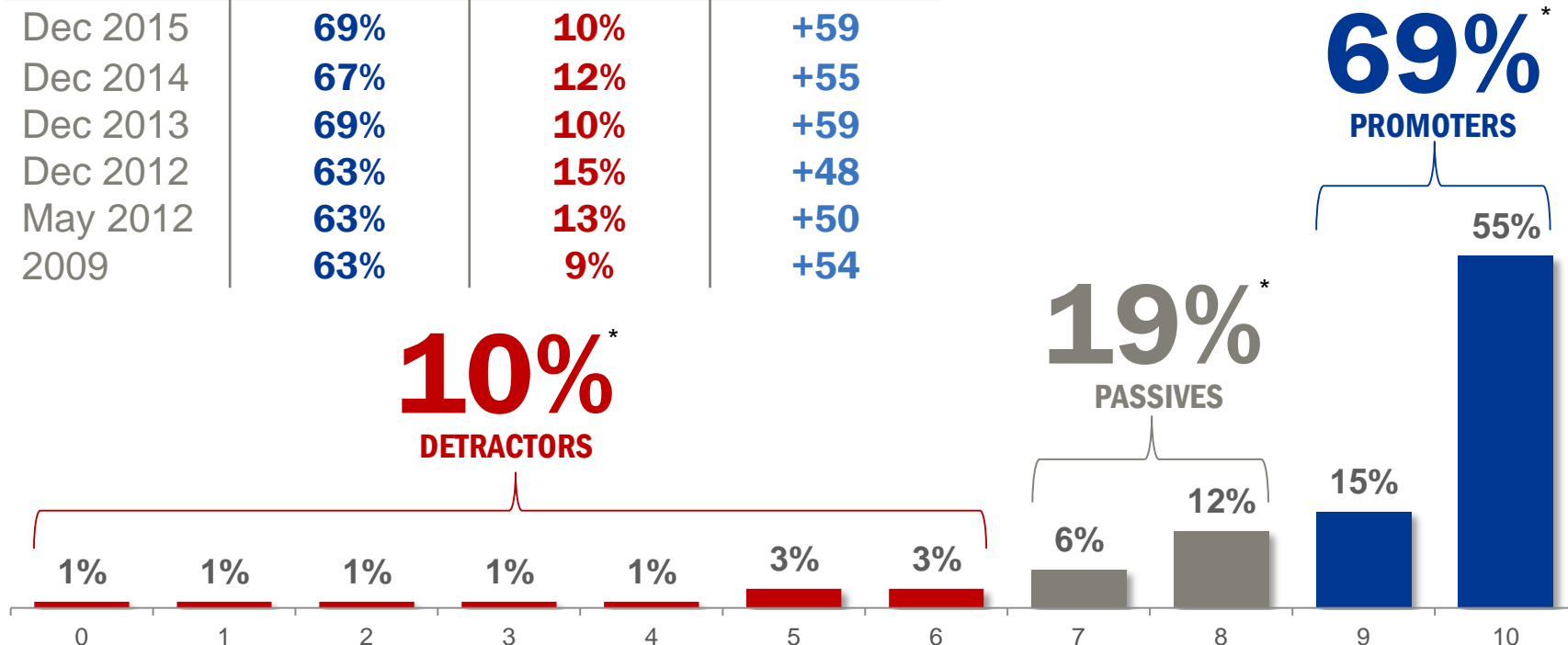


# Penn State's Net Promoter Score among alumni is exceptionally strong

## +59 NET PROMOTER SCORE

Net Promoter Score Trend

	Promoter	Detractor	NPS
Dec 2015	69%	10%	+59
Dec 2014	67%	12%	+55
Dec 2013	69%	10%	+59
Dec 2012	63%	15%	+48
May 2012	63%	13%	+50
2009	63%	9%	+54

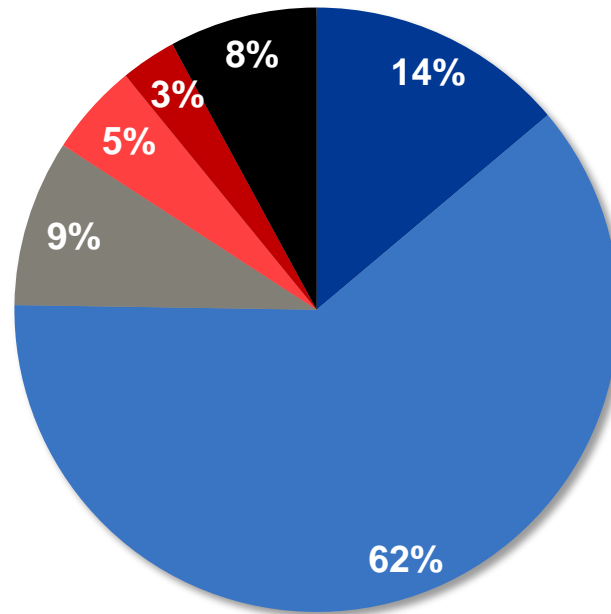


# Alumni overwhelmingly feel that Penn State is headed in the right direction

## University Direction Trend

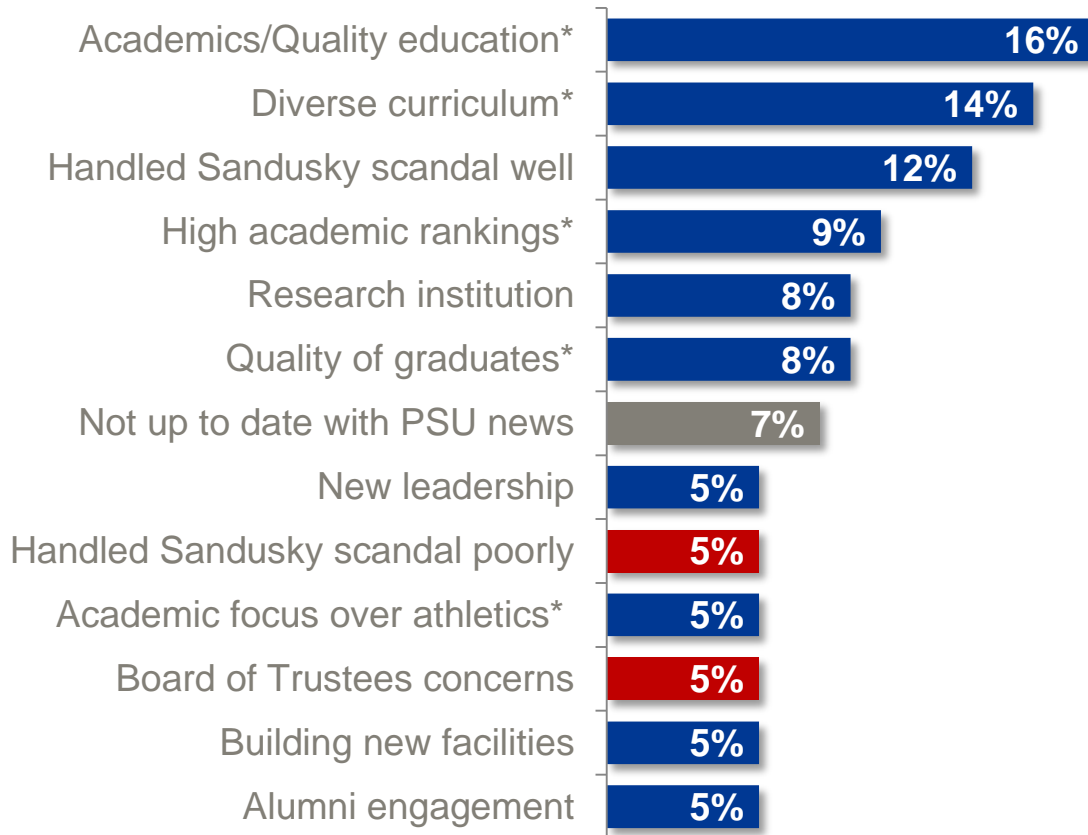
	Right Direction	Wrong Track
Dec 2015	<b>76%</b>	<b>7%*</b>
Dec 2014	<b>71%</b>	<b>9%</b>
Dec 2013	<b>74%</b>	<b>6%</b>

- Completely right direction
- Mostly right direction
- Mixed
- Mostly wrong track
- Completely wrong track





# Academic excellence and properly addressing the scandal are moving Penn State forward

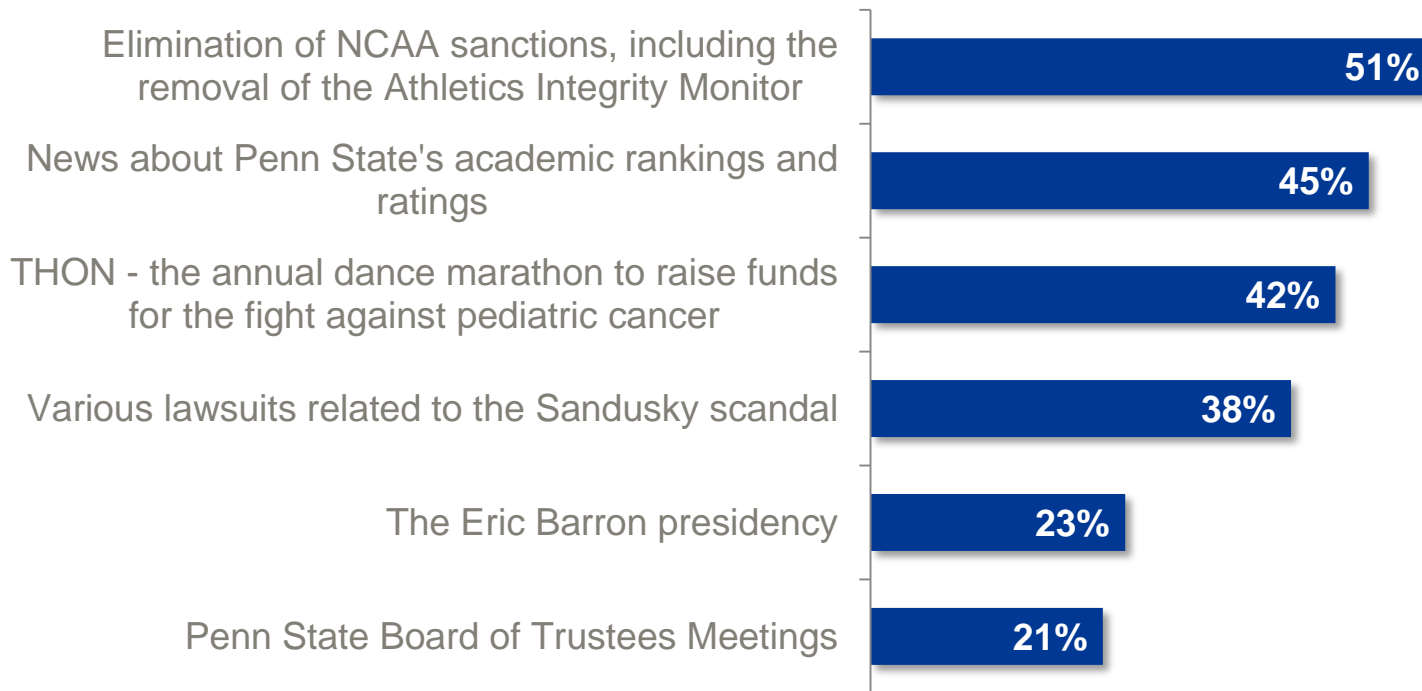


TOTAL ACADEMICS*	
2014	2015
37%	50%

What are some of the reasons you indicated Penn State is [going in the right direction/off on the wrong track]? (Open-ended question; Coded verbatim responses; Results shown off total base)

# Half of alumni have been following news related to the elimination of NCAA sanctions

**Following Very Closely**  
*(Shown: % 8-10 on 0-10 scale)*



# Most alumni that follow news about the NCAA sanctions feel more positively toward Penn State

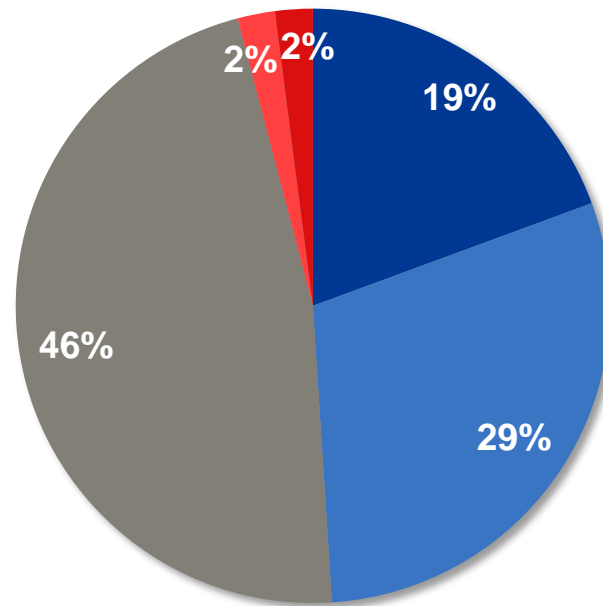
Feel More  
Positively about  
the University

**48%**

Feel More  
Negatively about  
the University

**4%**

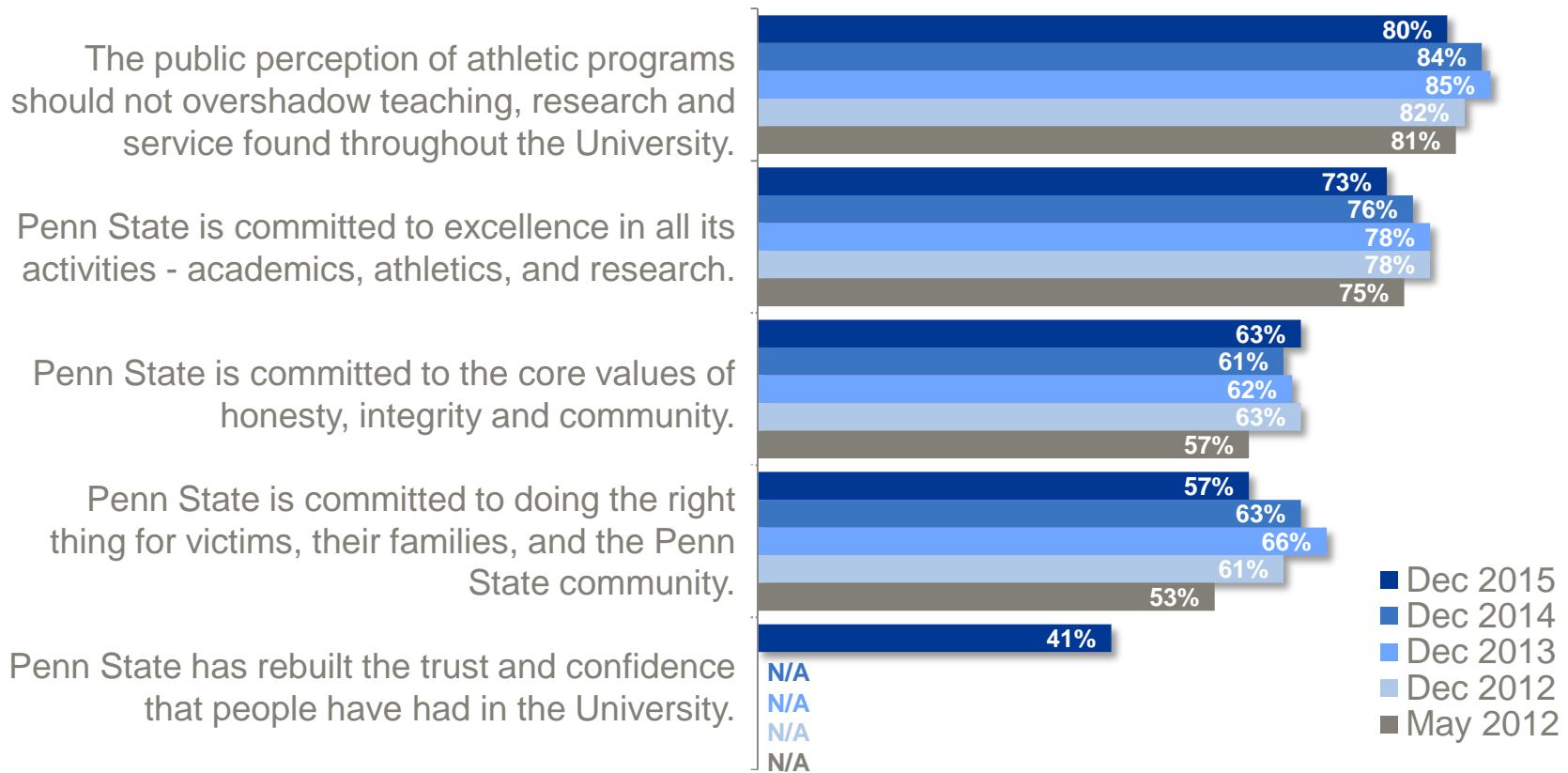
- Much more positively
- Somewhat more positively
- Has not changed my feelings
- Somewhat more negatively
- Much more negatively



You mentioned that you have been following recent events related to the elimination of NCAA sanctions, including the removal of the Athletics Integrity Monitor. How, if at all, have these recent events affected your general feelings toward Penn State? [Asked if following recent events related to the elimination of NCAA sanctions, n=1,141]

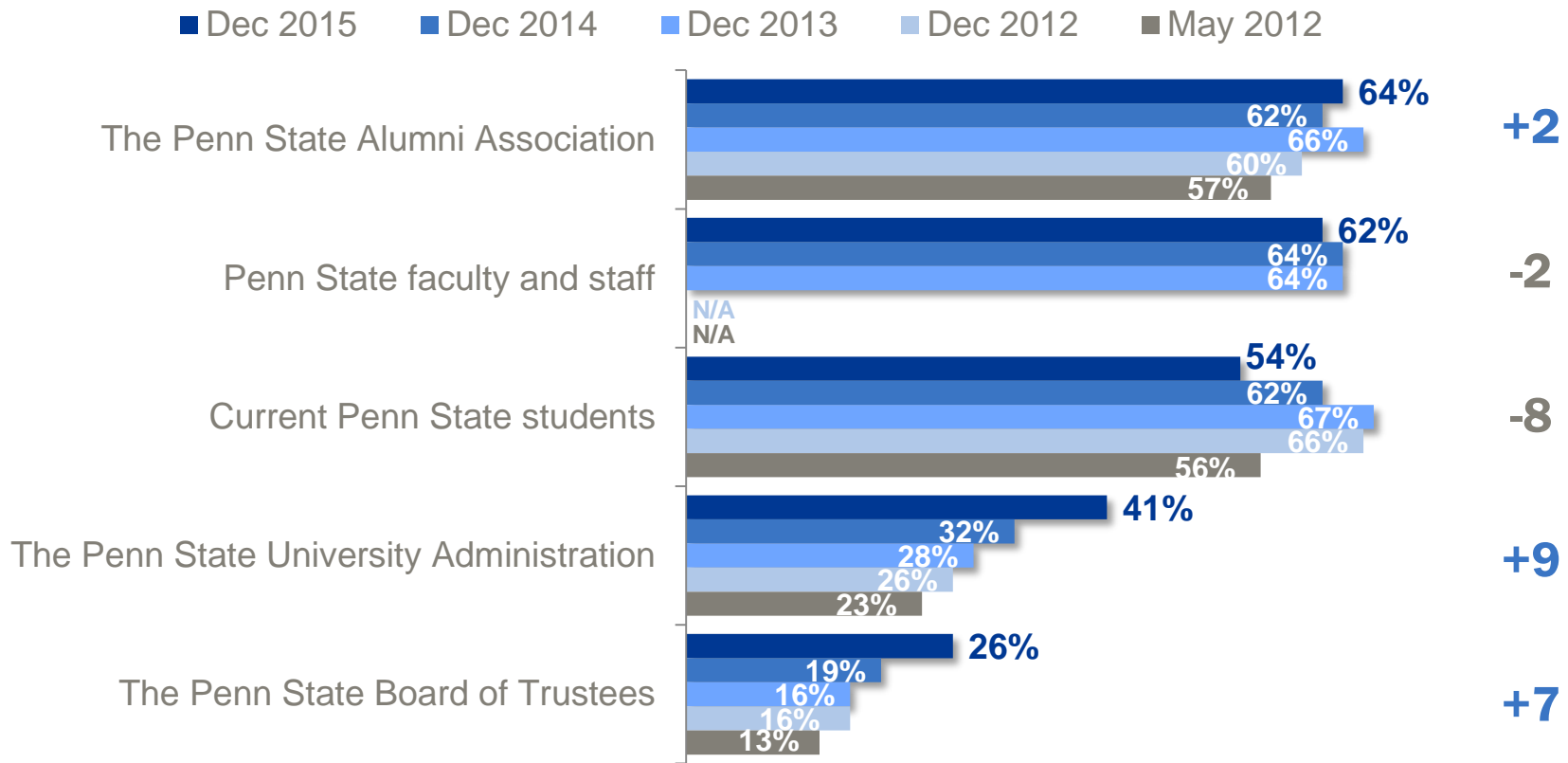
# Alumni believe Penn State is committed to excellence and is on track to rebuilding trust

**Completely Agree**  
 (Shown: % 8-10 on 0-10 scale)



# Trust in the Alumni Association, University Administration and BOT continues to climb

**Trust a Great Deal**  
(Shown: % 8-10 on 0-10 scale)



# Alumni following the Barron Presidency are most apt to recall excellence and affordability priorities

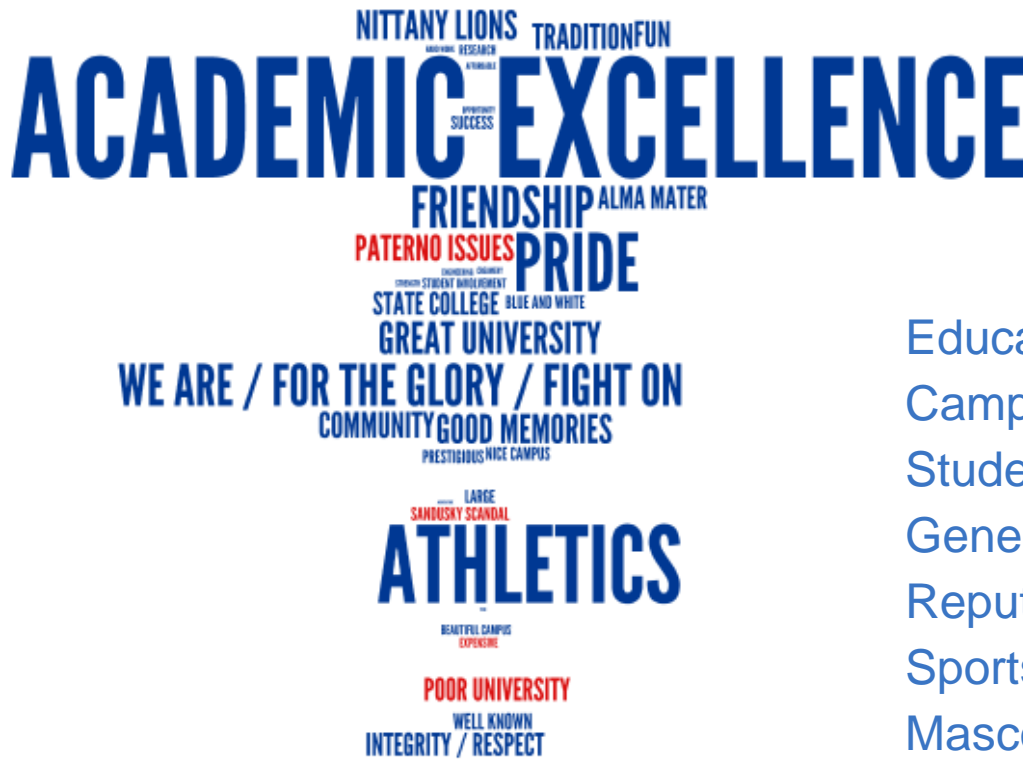


## PRESIDENT BARRON'S ESTABLISHED PRIORITIES **33%**

Excellence	20%
Accessibility / Affordability	13%
Student engagement	6%
Diversity & Demographics	5%
Economic Development	3%
Technology / Online Learning	1%

You mentioned that you have been following the Eric Barron presidency. To the best of your knowledge, what are some of President Eric Barron's top priorities? *[Open-ended question asked if following the Eric Barron Presidency, n=919; Coded verbatim responses]*

# Alumni's top-of-mind associations with Penn State are quality education, athletics and pride



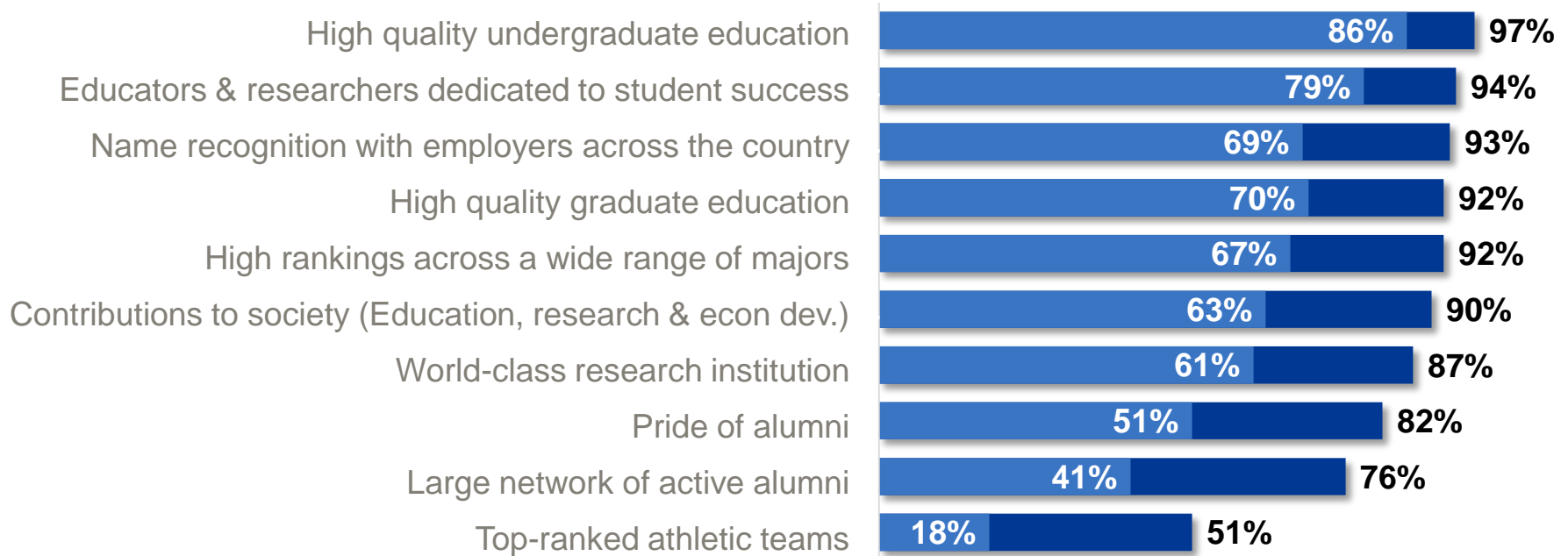
## Net Categories

Education / Academics	<b>43%</b>
Campus Environment	<b>34%</b>
Student Involvement	<b>29%</b>
General Positive Comments	<b>26%</b>
Reputation	<b>26%</b>
Sports / Athletics	<b>24%</b>
Mascot / Colors / Slogan	<b>22%</b>
Scandal / Sandusky	<b>11%</b>

# Quality education and dedicated faculty are the top reputation drivers for colleges and universities

## Important to a University's Reputation (Shown: % 4-5 on 1-5 scale)

■ 5 - Extremely Important ■ 4-5 - Very Important

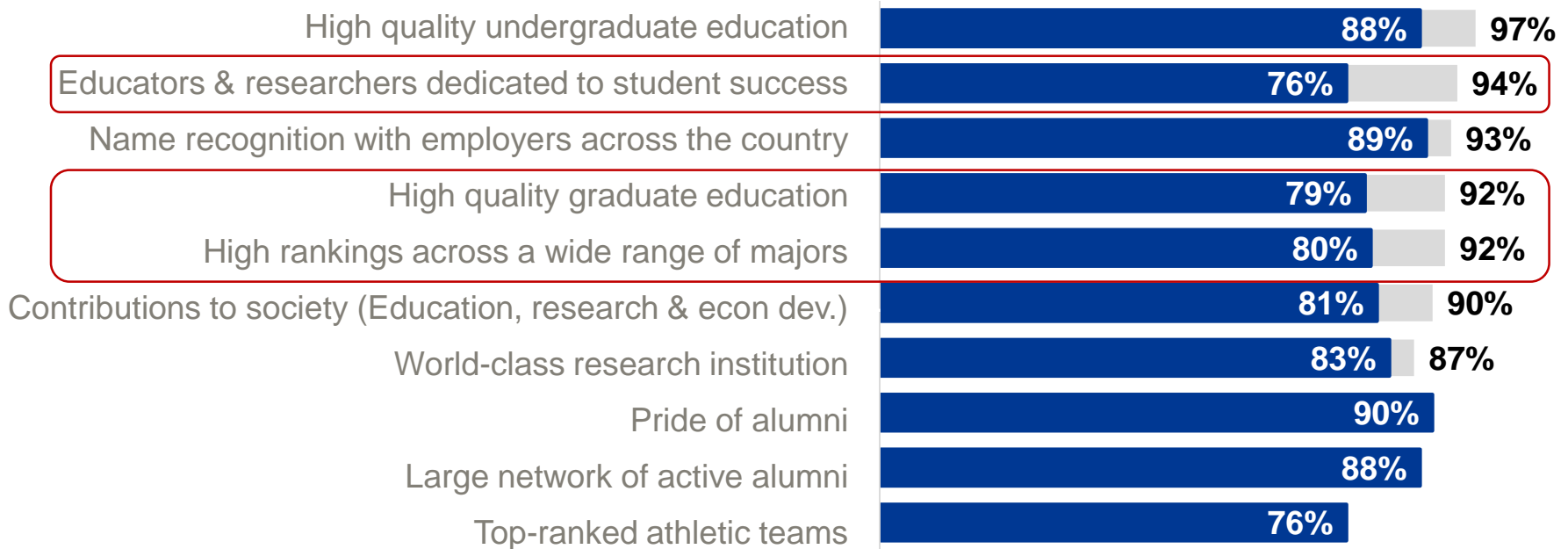




# There is an opportunity to strengthen perceptions of Penn State's faculty and programs

**Describes Penn State**  
*(Shown: % 4-5 on 1-5 scale)*

■ Important to University's Reputation   ■ Describes Penn State



How important are each of the following to a college or university's reputation?  
 [% 4-5 Important]

Next, please tell me how well each attribute describes Penn State. [% 4-5 Describes Penn State]

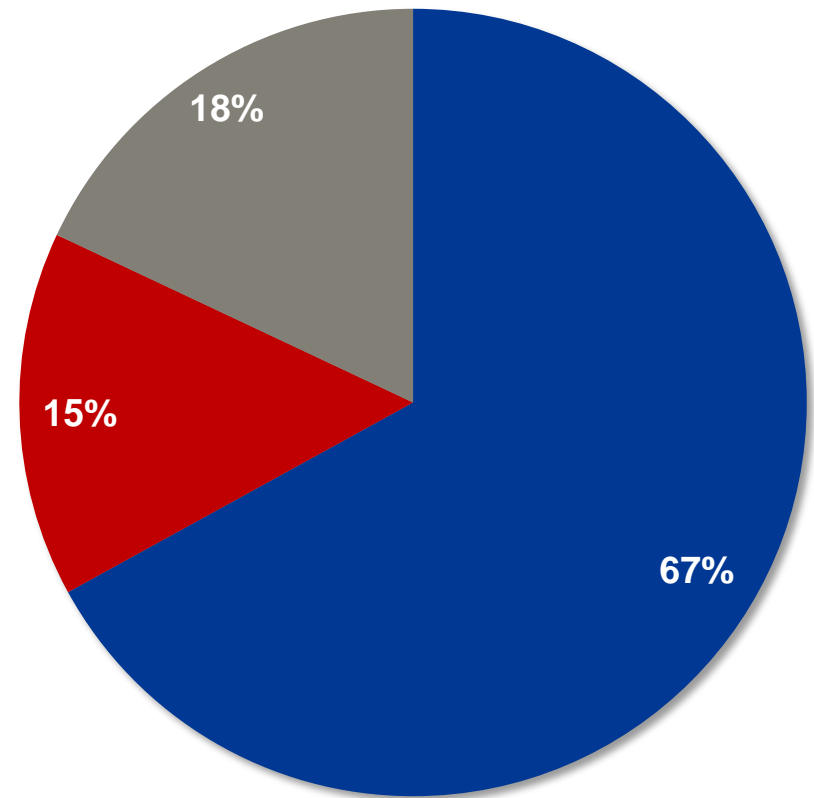
# Alumni want Penn State to maintain its academic excellence – even if it requires tuition increases

Which of the following statements comes closest to your view?

It is more important for Penn State to maintain the quality of a Penn State education, even if that requires tuition increases of 1-2% to keep up with inflation.

It is more important for Penn State to limit tuition increases, even if that reduces the quality of a Penn State education.

- Maintain the quality of a Penn State education
- Limit tuition increases
- Don't know



# THANK YOU



Penn State  
Alumni Association

# Demographics

Demographics		% Total
Gender	Men	61%
	Women	39%
Age	30 or Younger	12%
	31-40	14%
	41-50	15%
	51-60	25%
	61+	34%
	Ethnicity	White
Other		5%
Unknown		30%
Region	North	72%
	South	15%
	Midwest	6%
	West	7%
	Pennsylvania	54%

Demographics		% Total
Class Year	2010s	12%
	2000s	15%
	1990s	15%
	1980s	21%
	1970s	21%
	1960s or Earlier	16%
Donor Status	Recent Donor	55%
	Non-Donor	45%
Pref Campus	University Park	55%
	Other	45%
Member Status	Member	54%
	Non-Member	46%
Survey Type	Online	72%
	Phone	28%

Board of Trustees Committee on Outreach,  
Development, and Community Relations

# Outreach and Online Education Update

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**Craig Weidemann**

Vice President for Outreach | Vice Provost for Online Education  
February 25, 2016



# 2016 US News and World Report—#1 Best Online Bachelor's Programs

- #4 Graduate Engineering
- #4 Graduate Computer Information Technology
- #6 Graduate Education
- #7 MBA
- #7 Graduate Business



# Continuing Growth

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- Student headcount grew by 14% to over 17,500 students.
- Military student headcount grew by 21% to over 3,200 students. 18% of all World Campus enrollments are military.
- Our Corporate Alliance Program grew to 40 corporate partners, representing almost 3.6M employees.



# Online Learning Consortium's Online Report Card

	Nationally	World Campus (13/14)	World Campus (15/16)
Percent growth—online only	6%	14%	14%
Online students in same state	53%	37%	35%
Institutions with over 10,000 students	80 out of 3,324	Over 13,800 students	Over 17,500 students





# Strategic Responses

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Concentrate on retention

Focus on growing channels:  
Corporate Alliance Program  
(B2B) and military

Enhance delivery and quality  
through EdTech partnerships as  
a part of Invent Penn State

Leverage Penn State alumni



# Alumni Strategy

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**Goal 1:** Leverage Penn State Alumni to become advocates

**Goal 2:** Improve World Campus student retention and success

**Goal 3:** Utilize alumni (and alumni base) to recruit prospects



# Connecting with Alumni

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Graduation Celebrations

All University Day

World Campus Alumni Society

Alumni Ambassadors

Online Networking Events  
and Career Fairs

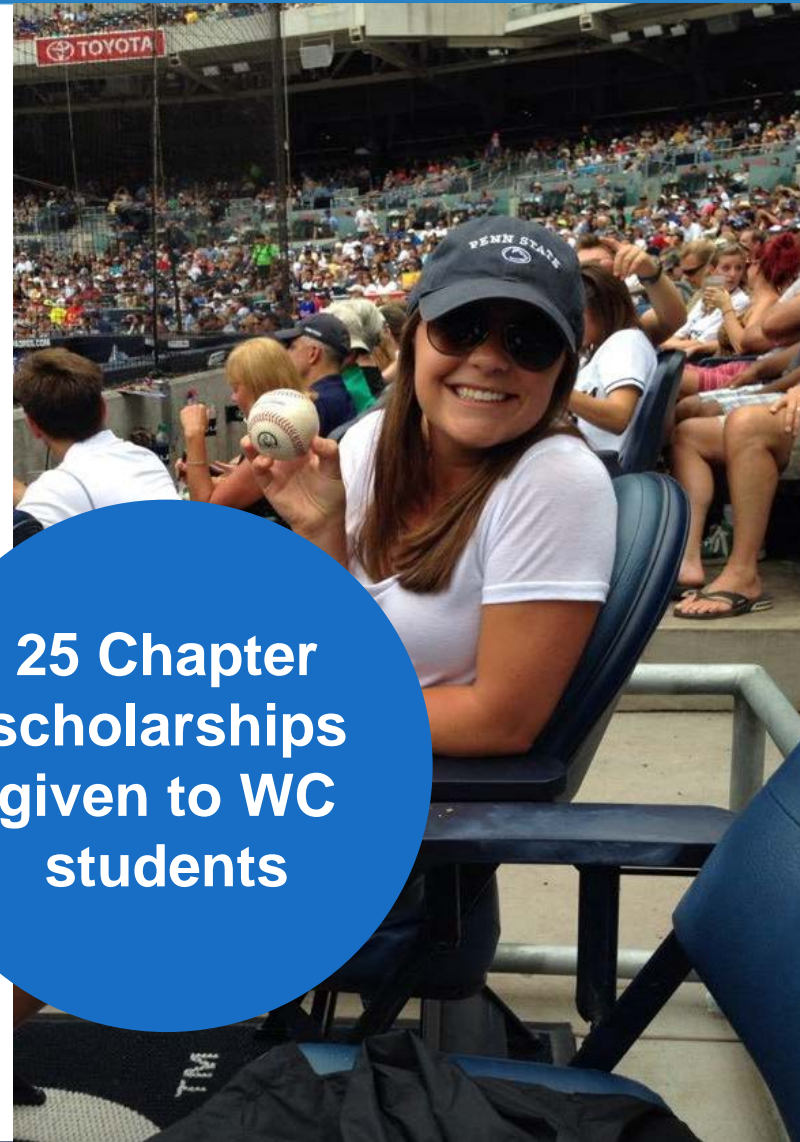
New Alumni Website



# Connecting with Alumni

**Pilot—San Diego Adoption:**  
Networking Kickoff event,  
Student Sendoff at a Padres  
game, encouragement letters,  
end-of-term celebration,  
and scholarships

**Additional Chapters:**  
Baltimore, DC, Orange County,  
Northern Texas



**25 Chapter  
scholarships  
given to WC  
students**

# Ending Credit in Lewistown

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- Credit courses began at the Lewistown Center in 2000
- Ending credit courses due to decreasing enrollments and financials, increasing course cancellations, and concerns about student experience
- SBDC and Extension will remain open
- All current students will be able to finish their degrees
- We have met with the advisory board and community leaders to work through the transition



**Thank you!**



OUTREACH AND ONLINE EDUCATION



**PennState**

# Strategic Communications Update

## Committee on Outreach, Development, and Community Relations

Lawrence H. Lokman

Vice President for Strategic Communications

February 26, 2016



**PennState**

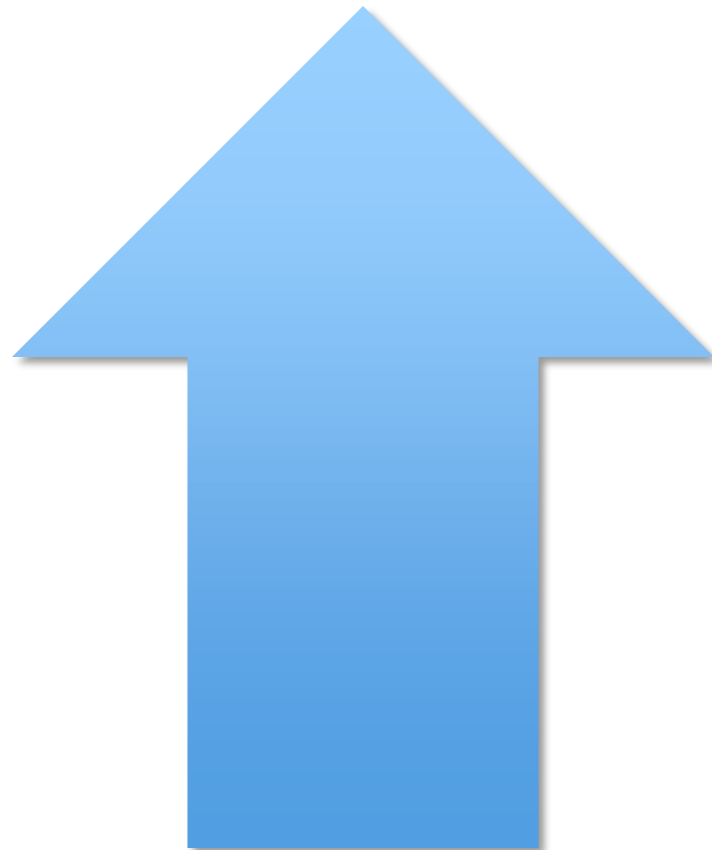
Strategic Communications

# ENROLLMENT ADVERTISING CAMPAIGN

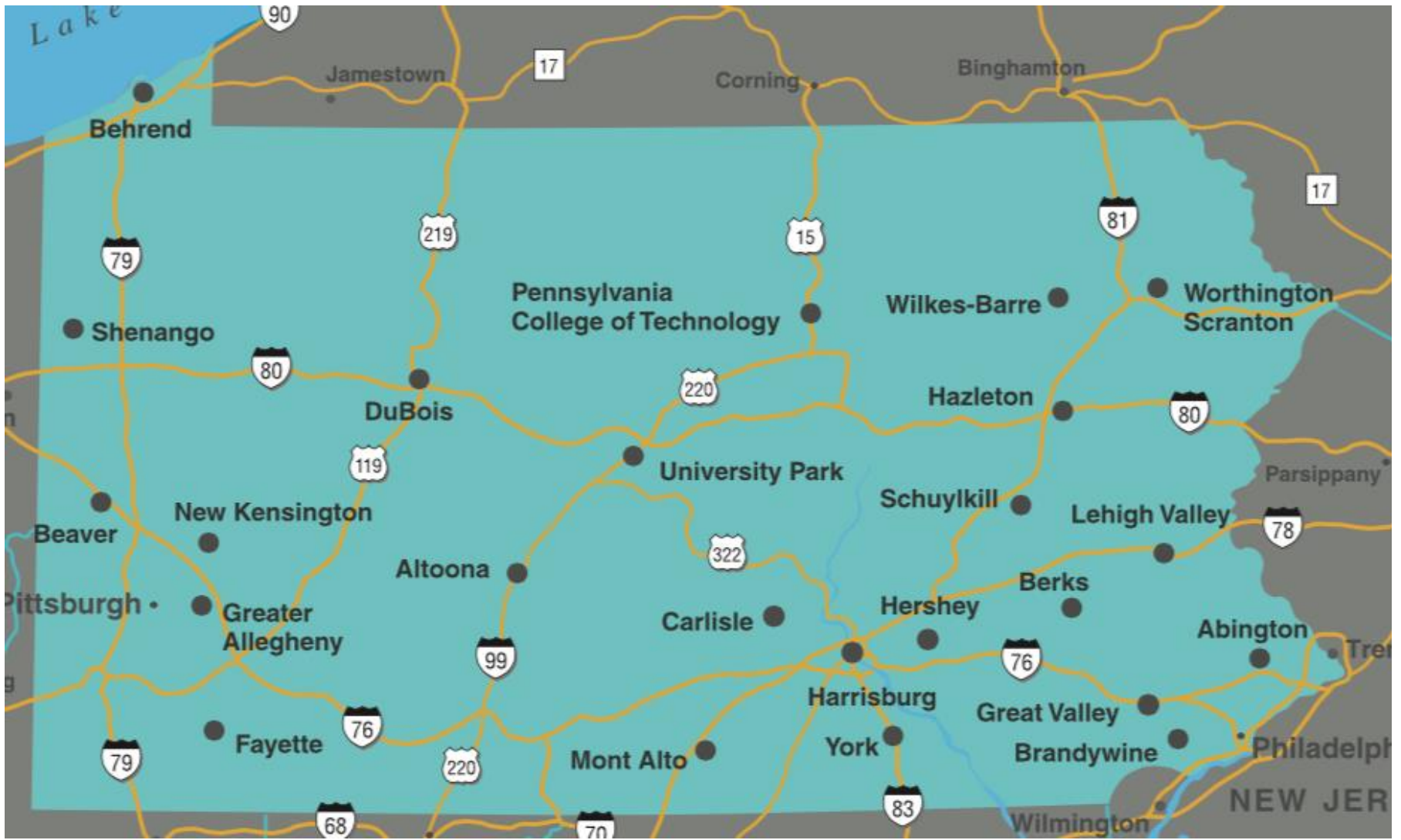




# DEMOGRAPHICS



# COMPETITION



# Research and Metrics

- Biennial teen poll that looks at advertising awareness and reputation
- Yearly focus groups to test messaging, concepts, creative
- Real-time digital measurements



# Brand Pillars

## VALUE

**Internships**

**Jobs**

**Corporate Recruiters**

## FAMILY

**Alumni Network**

**Pride**

## OPPORTUNITY

**Study Abroad Opportunities**

**Clubs**

**2+2**

## QUALITY & BREADTH

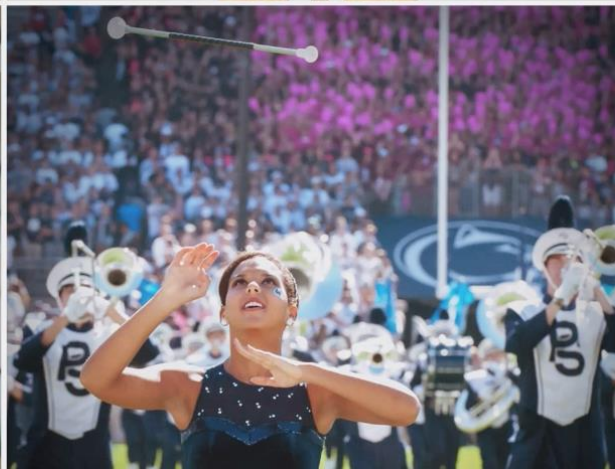
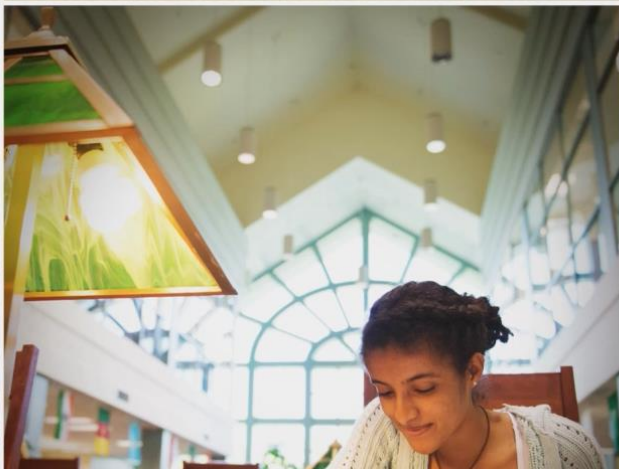
**Majors**



# Media Strategy



# Campaign Video



Q | Search for a hashtag

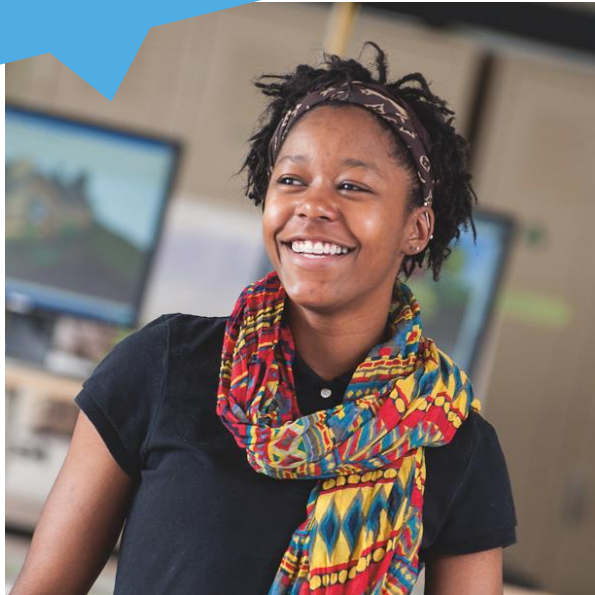
Cancel

PEOPLE

HASHTAGS



“Penn State gets it.”



“There is something for everyone at Penn State.”





# Digital Channels



**PENNSTATE**  
Admissions  
Home  
Visit  
Apply  
Close  
Tour  
Find  
Degree  
Rankings  
Campus  
Shenango  
York  
Altoona  
GreatValley  
Abington  
Beaver  
NewKensington  
WorthingtonScranton  
LehighValley  
MontAlto  
Harrisburg  
GreaterAllegheny  
Dubois  
WilkesBarre  
Behrend  
Berks  
Hazleton  
Brandwine  
Fayette  
Schuylkill  
NewKensington  
WorthingtonScranton





The view is incredible.  
#milesfromhome  
#futurestartshere



300+  
STUDY ABROAD  
PROGRAMS



Big future, bigger family.  
#pennstatefamily  
#futurestartshere



600,000+  
ALUMNI  
NETWORK



No chalkboards needed.  
#nextbigthing  
#futurestartshere



160+  
MAJORS



Some feelings last forever.  
#thon #findyourpassion  
#futurestartshere



1200+  
CLUBS  
@PSU



So ready for this.  
#firstinternship  
#futurestartshere



TOP 3  
RANKED  
CAREER  
SERVICES





**PennState**  
Strategic Communications

# Measures of Awareness

Awareness of **television** advertising  
is up 32%.  
(71% in 2014, up from 39% in 2010)



# NEWS & MEDIA POSITIONING



# Elevating Penn State Media Profile

- News and Media Relations taking new approach to external media outreach
- Increased visual and web-based presence
- Digital content creation
- Journalist relationship building
- Media training program in partnership with College of Communications faculty and dean



# On-line Media Center


**PennState** ONLINE MEDIA CENTER - PENN STATE UNIVERSITY

HOME CONTACT US ABOUT PENN STATE FAQs GETTING AROUND CAMPUS EXPERTS

You are here: Home

## Media For Journalists

### Creamery celebrates 150th anniversary with special ice cream flavor



Nick Grove filling the Flavor Vat with Re-Work, the creamy and smooth foundation for all of the ice cream flavors at Penn State's Berkey Creamery. Grove was working with a production team on the

**TOP NEWS**

- [The art of medicine: Medical students learn communication from the masters](#) February 9, 2016
- [First dairy MOOC, offered by Penn State, drawing international attention](#) February 9, 2016
- [Travelers urged to take precautions against mosquito-borne illnesses](#) February 8, 2016
- [Collaboration, research key to managing invasive species](#) February 8, 2016
- [Penn State harnessing research muscle to fight infectious diseases](#) February 8, 2016

**RESEARCH NEWS**

- [NSF supports new global partnerships in research and education through PIRE program](#)

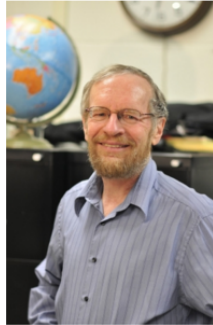
- Central resource for journalists seeking news or academic expertise
- Story ideas and featured faculty experts
- Insight and analysis of world and national news
- Photo and video content to supplement story coverage



# University Experts Database

- Launch  
March 2016
- Showcase  
faculty experts at  
all campuses
- For media, the  
public, and our  
internal community

## Richard Alley



**Evan Pugh Professor, EMS Environment Institute, Geosciences**

[rba6@psu.edu](mailto:rba6@psu.edu)

814 863 1700

[Personal Website](#)



Dr. Richard Alley is the Evan Pugh Professor of the Department of Geosciences and EMS Environment Institute at Pennsylvania State University, State College, Pa. His current research interests include glaciology; ice sheet stability; paleoclimates from ice cores; physical properties of ice cores; and erosion and sedimentation by ice sheets. Along with his many teaching accomplishments, Dr. Alley has authored many publications, chaired the National Academy of Sciences' and National Council's panel on abrupt climate change, has been involved with advisory groups to improve national and international research, and has been active with media outreach translate research findings to a broad audience with appearances on television, radio and print outlets.

**Education:** Ph.D., 1987, University of Wisconsin (Geology, Minor Materials Science)  
M.Sc. 1983, B.Sc. 1989 (With Honors, With Distinction, Summa cum Laude)  
Ohio State University (Geology and Mineralogy)

**Research Interests:** Glaciology  
Ice and Climate  
Sea Level Change  
Abrupt Climate Change

### AREAS OF EXPERTISE

[Climate change](#)

### LOCATIONS

[Earth and Mineral Sciences, University Park](#)

### PENN STATE NEWS

[Richard Alley to discuss global warming issues at lecture](#)

### MEDIA HIGHLIGHTS

NPR: January 06, 2016

[Scientists see U.N. climate accord as a good start](#)

Penn State's Richard Alley spoke to NPR about the U.N. climate accord.



# University Experts Database

PENN STATE NEWS

Home Research Academics Impact Campus Life Athletics Administration Arts and Entertainment

## Experts

A C H I J K M P

**A**

**Richard Alley**  
Expertise: Climate change Campus: University Park College: Earth and Mineral Sciences

**Charles Ammon**  
Expertise: Climate change Campus: University Park College: Schreyer Honors College, Earth and Mineral Sciences

**C**

**Curtis Chan**  
Expertise: Bioenergy / biofuels, Biotechnology, Infectious disease / pathogens Campus: Abington College: Eberly College of Science, Engineering, Medicine

**H**

**Heather Hottle Robbins**  
Expertise: Climate change Campus: Greater Allegheny College: Medicine Unit: Intercollegiate Athletics

**I**

**Joshua Ingram**  
Expertise: Agriculture Campus: Abington

**J**

**Gordon Lee Jensen**  
Expertise: Arts and humanities, Comic Books Campus: World Campus College: Penn State Law Unit: Graduate School

Filter your results by:

**Expertise**

- Agriculture
- Arts and humanities
- Bioenergy / biofuels
- Biotechnology
- Business and economics
- Climate change
- Comic Books
- Infectious disease / pathogens

**Campus**

- Abington
- Altoona
- Beaver
- Berks
- Brandywine
- DuBois
- Behrend
- Fayette
- Great Valley
- Greater Allegheny
- Harrisburg
- Hazleton
- Hershey
- Lehigh Valley
- Mont Alto
- New Kensington
- Penn College
- Schuylkill
- Shenango
- University Park
- Wilkes-Barre
- World Campus

- Easily searchable by name, expertise, campus location, college or academic unit



# Video: Probing Questions

- To be published monthly on *PennLive.com*
- Will live on our Experts Database pages for faculty members who are participants

The screenshot shows a PennLive article page. At the top right is the 'PA PENN LIVE' logo. The main headline is 'Is Donald Trump's plan to ban all Muslims immigrants from the U.S. legal?' with a '107' comment icon. Below the headline is a video player showing a woman, Shoba Sivaprasad Wadhia, with the text 'Is it legal to ban all Muslims immigrants from America?'. To the left of the video are social media sharing icons for Facebook, Twitter, Email, and a '1 share' indicator. To the right is a 'PENNLIVE ON SOCIAL MEDIA' section with icons for Facebook, Twitter, Instagram, Pinterest, and Tumblr. Below the video is the author information: 'By Julia Hatmaker | jhatmaker@pennlive.com' with links to 'Email the author' and 'Follow on Twitter', and a 'Print' and 'Email' icon. The article text begins with 'Donald Trump has called for a ban of all Muslims wanting to enter the USA. Penn State's Shoba Sivaprasad Wadhia, director of the center for Immigrants' Rights Clinic at the law school, weighs in on the legality of such action.' It includes a sub-headline 'Significant number of Americans support Trump proposal to ban entry to Muslims: Poll' with a small image of Donald Trump, and a paragraph 'But how legal is it?' followed by a paragraph about Shoba Sivaprasad Wadhia. At the bottom, it states 'This is part of the college's Probing Questions video series, which has experts tackling important questions of the day.' On the right side, there are two sections: 'MOST READ' with three items, and 'ACTIVE DISCUSSIONS' with three items.

**107** Is Donald Trump's plan to ban all Muslims immigrants from the U.S. legal?

Is it legal to ban all Muslims immigrants from America?

**Shoba Sivaprasad Wadhia**  
Dir., Center for Immigrants' Rights Clinic  
Penn State Law

By Julia Hatmaker | jhatmaker@pennlive.com  
Email the author | Follow on Twitter  
on February 09, 2016 at 11:02 AM, updated February 09, 2016 at 11:19 AM

Print  
Email

Is it legal to ban all Muslims immigrants from America?  
Donald Trump has called for a ban of all Muslims wanting to enter the USA. Penn State's Shoba Sivaprasad Wadhia, director of the center for Immigrants' Rights Clinic at the law school, weighs in on the legality of such action.

Back in December 2015, [Donald Trump called for an outright ban on all Muslims wanting to enter the U.S.](#)

The move is supported by a 46 percent of American voters, according to one poll.

**Significant number of Americans support Trump proposal to ban entry to Muslims: Poll**  
A new poll out Thursday finds that a plurality of Americans support the proposal by GOP presidential frontrunner Donald Trump to temporary ban entry to Muslims.

But how legal is it?

Penn State's [Shoba Sivaprasad Wadhia](#), director of the center for Immigrants' Rights Clinic at the law school, weighs in on the legality of such action in the video above.

This is part of the college's [Probing Questions video series](#), which has experts tackling important questions of the day.

**PENNLIVE ON SOCIAL MEDIA**

**MOST READ**

- Remains of missing Perry County man found in river
- Cause of death ruled for woman found stuffed in recycling bin
- Police: Dauphin County girl, 13, charged with lying about being abused by mother

**ACTIVE DISCUSSIONS**

- Gas tax won't destroy economy: PennLive letters (116 comments)
- Prototype gun stolen from NRA's outdoor show in Harrisburg (180 comments)
- 'We have marched into hell,' says AG Kathleen Kane as she abandons reelection bid (523 comments)



# Partnership with The Conversation US

- Penn State published 113 articles on *The Conversation*, gaining 9.97 million readers
- Penn State is a founding member of the U.S. edition (2014), along with 18 other top-tier research universities
- After 1 year, Penn State is the top producer of content for the site



The screenshot shows the website 'THE CONVERSATION US PILOT' with the tagline 'Academic rigor, journalistic flair'. The article title is 'Limiting global warming to 2°C: the philosophy and the science', dated October 21, 2014. The main image is a satellite view of a glacier melting into the ocean. The article text discusses the need for industrial civilization to become technologically, economically, politically, and morally sustainable to hold the earth's temperature below 2°C (3.6°F) higher than its preindustrial average. The problem is described as 'not insurmountable'. It is possible, then, that we'll benefit in the long run from having to deal with human-caused global warming, by being forced to mature politically and ethically. The text concludes that as yet, however, the world has largely failed to move beyond moral, political, and economic parochialism. Our continued failure will supplant the promise of sustainability with a legacy of collapse.

**Authors:**

- Lawrence Torcello**  
Assistant Professor of Philosophy, Rochester Institute of Technology
- Michael E Mann**  
Director, Earth System Science Center, Pennsylvania State University

**Disclosure statement:**

Michael E Mann does not receive relevant external funding. His other affiliations and research funding are listed here: [http://www.meteo.psu.edu/holocene/public\\_html/Mann/about/cv.php](http://www.meteo.psu.edu/holocene/public_html/Mann/about/cv.php).

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# Media Visits - Spring 2016

## **Purpose:**

- To make face-to-face contact with reporters, producers and other key contacts at influential media outlets
- Leverage built-in relationships with Penn State alumni who are members of the media



# Media Visits - Spring 2016

## New York

- The New York Times
- The Wall Street Journal
- Bloomberg News
- Voice of America
- CNN
- Fox News
- ABC
  - Good Morning America
  - World News Tonight
  - Nightline
- NBC
  - The Today Show
  - Nightly News
- CBS
  - This Morning
  - Innovation Nation



# Media Visits - Spring 2016

## Washington, D.C.

- CCTV
- CSPAN
- The Huffington Post
- NPR
- Politico
- USA Today
- Salon.com
- The Washington Post
- WNET

## Atlanta, GA

- CNN
- CNN International



# Thank You

