

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 14**

July 21, 2016

A meeting of the Committee on Outreach, Development, and Community Relations was held on July 21 in room 109 of the Nesbitt Academic Commons, Penn State Wilkes-Barre, at 10:00 a.m.

The following committee members, constituting a quorum, were present: Chair Ryan McCombie, Vice Chair Kay Salvino, Bob Jubelirer, and Paul Silvis.

The following staff members, constituent representatives, or invitees were also present: Eric Barron, Paul Clifford, Mike DiRaimo, Rod Kirsch, Lawrence Lokman, Zack Moore, Kevin Steele, Ann Taylor, and Craig Weidemann.

Chair McCombie called the meeting to order. The minutes of the previous meeting were approved unanimously.

Kevin Steele and Paul Clifford provided an update on the Penn State Alumni Association and its various activities, including Alumni Weekend and an overview of the individuals selected as Honorary Alumni. Paul Clifford briefed the committee on the strategic plan of the Alumni Association, including their program pillars, core priorities, and methods they will be implementing to improve alumni engagement. Kevin Steele gave a presentation about the Blue White Society, and the steps that are being taken to engage freshman and faculty in Alumni Association events. (See Appendix I)

Mike DiRaimo and Zack Moore provided an update on the budget and current legislative initiatives involving the University. Mike DiRaimo presented a breakdown of state budgets from 2014 to the present, and noted that Penn State has received more state funding than in previous years. Zack Moore provided a further breakdown of the federal budget and funding in terms of student aid and research dollars. It was also noted that Charlie Dent was the recipient of the Friends of Penn State award. (See Appendix II)

Rod Kirsch provided an update on Campaign Planning Task Forces that have been created in the wake of the latest Capital Campaign, which began July 1, as well as changes to current processes including bequest expectancies, endowment standards, and prospect management protocols. (See Appendix III)

Craig Weidemann provided a presentation about the expansion and renovation of Shaver's Creek Environmental Center, and the plan for the new Student Engagement Center that will be located there. Craig also presented a preview of a new documentary by WPSU called 'Time to Heal', a feature film about the Vietnam War which will feature Penn State alumni who also served in the war. The documentary will premiere on PBS in the Fall of 2017. An update on the World Campus shows that undergraduate applications were up 20% in the Summer semester and up 21% for the Fall semester. (See Appendix IV)

Chair McCombie adjourned the meeting at 11:33 a.m., at which time the committee went into executive session.

Respectfully submitted,

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

Alumni Association Update

Kevin R. Steele '92g
President

Report to Committee on Outreach, Development and Community Relations
July 21, 2016



PennState
Alumni Association



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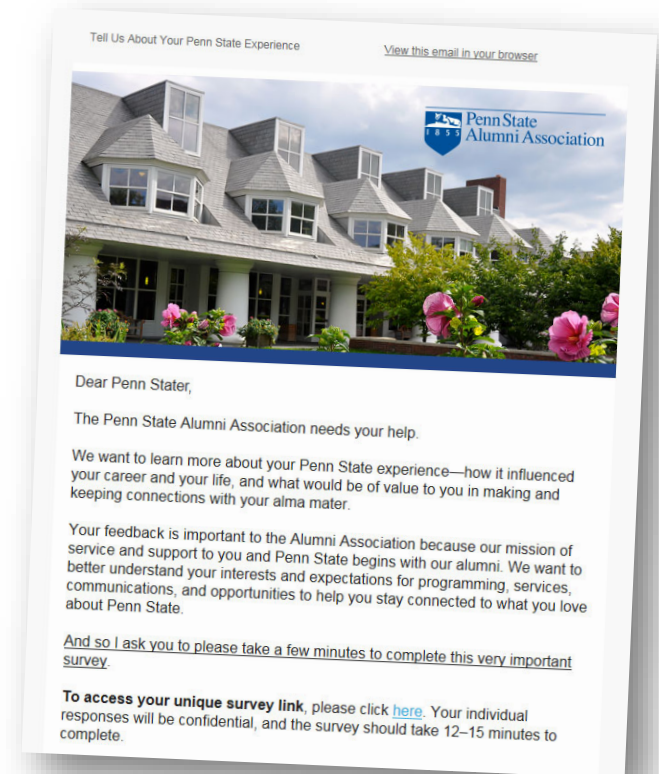
Alumni Leadership Connections



Penn State Alumni Association Strategic Plan: Vision 2020

- Grenzebach, Glier and Associates Assessment
- Alumni Attitude Study
- Alumni Council Strategic Planning Committee
- Staff Planning Sessions

Alumni Attitude
STUDY 
Data Driven. Results.



Penn State Alumni Association Strategic Plan

Program Pillars

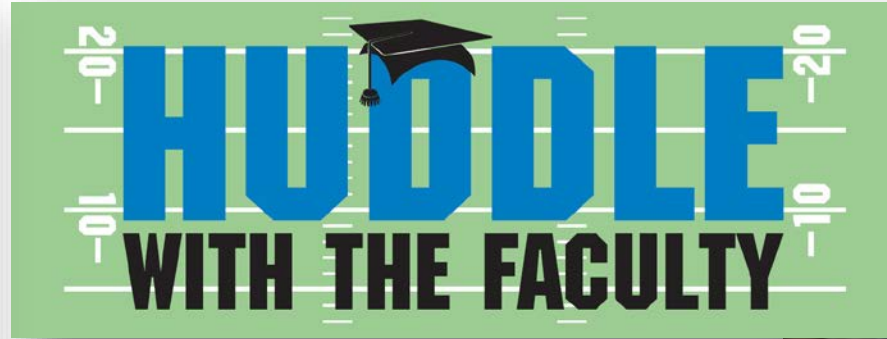
- Spread the good news of Penn State and her alumni
- Building and Sustaining Lifelong Relationships
- Connecting Alumni to the resources of the Penn State Network
- Supporting and Enhancing the Student Experience
- Celebrating Academic Achievement
- Tradition Keepers

Core Priorities

- For Penn State
Foster Loyalty to Penn State
- For Pennsylvania
Keep Higher Education Strong in PA
- For Penn Staters
Provide Avenues for Personalized Engagement
- For LOVE
Leaders of Volunteer Engagement
- For the Future
Ensure the Continued Success of the Association



You're Invited ...



... We hope to see you there!



PennState
Alumni Association

Alumni Association Update

Kevin R. Steele '92g
President

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Alumni Association

	<u>2014-15</u>	<u>2015-16</u>	<u>2016-17 (proposed by Governor)</u>	<u>2016-17 Actual</u>
Education and General	\$214.110 million	\$224.816 million (\$10.706 million or 5% increase over 14-15)	\$236.057 million (\$11.2 million or 5% increase over 15-16)	\$230.436 million (\$5.62 million or 2.5% increase over 15-16)
Penn College	\$17.584 million	\$19.584 million (\$2 million or 11.3% increase over 14-15)	\$20.563 million (\$.979 million or 5% increase over 15-16)	\$20.074 million (\$.49 million or 2.5% increase over 15-16)
Land Scrip Fund (Ag Research & Extension)	\$46.237 million	\$50.549 million (\$4.312 million or 9.3% increase over 14-15; 5% increase + \$2 million for Avian Flu)	\$50.976 million (\$.397 million increase over 15-16)	\$51.813 million (\$1.264 million or 2.5% increase over 15-16)
Hershey Medical Center	\$11.4 million	\$11.4 million (level from 14-15)	\$11.6 million (\$.2 million increase over 15-16)	\$13.4 million (\$2 million increase over 15-16)
Total	\$289.331 million	\$306.349 million (5.9% increase over 14-15)		\$315.723 million (\$9.374 million or 3% increase over 15-16)

Campaign Planning Task Forces Update

Rod Kirsch
Senior Vice President, Development and Alumni Relations
July 21, 2016



PennState
University Development

Campaign Planning Task Forces

- Business Practices/Campaign Counting Guidelines
- Campaign Resources
- Case Statement and Featured Objectives
- Development Technology/Infrastructure
- Endowment Standards and Gift Strategies
- Prospect Management Protocols
- Volunteer Engagement

Business Practices/Campaign Counting

- Create a University Gift Acceptance Committee to review policies and procedures related to both non-standard and standard gifts.
- Recommend a \$5 million ceiling for software gifts.
- Count bequest expectancies at face value for age 60+ older.



Campaign Resources

- Considering an investment of approximately 50 new staff positions (similar to *For the Future*)
- New investments based on ROI, retention strategies, and marketplace conditions
- Final meeting scheduled for 7/26; will then submit a resolution to recommend a budget and staffing plan for the campaign



Case Statement and Featured Objectives

- Four task force meetings held; reviewed themes and multiple drafts
- Recommended focus on three major imperatives:
 - Open Doors
 - Create Transformative Experiences
 - Impact the World
- As of 7/14, 19 briefings held with more than 400 attendees
- BOT focus group discussion 7/22
- Final draft, revised to reflect outreach input, will be presented to Philanthropy Advisory Council on October 7

Development Technology/Infrastructure

- Developed three subcommittees to assess the following:
 - Analytics and Data; Integrating Systems and Data; User Experience
- Recommendations include:
 - Optimize prospecting efficiencies through better use of business intelligence systems
 - Enhance data integrity and create a data integrity committee
 - Redesign the online giving site to become more donor-centric and user-friendly
 - Implement mobile platforms for development applications
 - Determine minimum technology and training needs for all staff to increase productivity



Endowment Standards and Gift Strategies

- Recommendations include:
 - Revising Early Career Professorship program to lower University match from \$166,000 to \$100,000, support an additional 30 endowments at this level, and expand length and eligibility for ECP appointments
 - Revising Trustee Matching Scholarship program to change match from “in perpetuity” to 5 years and rebrand program
 - Creating opportunity for multi-year, annually funded term appointments for graduate fellowships and select faculty endowments



Prospect Management Protocols

- Reviewing prospect management protocols with a goal to create greater flexibility and ease in building relationships with donors and prospects
- Recommendations to include:
 - Encouraging development officers to provide greater access to visiting prospects and donors
 - Allowing greater latitude for immediate engagement of “grateful patients” by Penn State Hershey
 - Recognizing the relevance and importance of cross-unit collaboration in dean and chancellor performance evaluations, monthly unit campaign counting reports, and other measures of progress, i.e. joint solicitations



Volunteer Engagement

- Recommendations include:
 - Creating a public access volunteer website
 - Creating a Director of Volunteer Engagement position
 - Instituting a Volunteer Engagement Program Committee
 - Developing a formal process for recruiting, training, and recognizing volunteers
 - Training staff around effectively engaging with volunteers, including onboarding and orienting



Brief Update on Summer Initiatives in Outreach and Online Education

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

Craig Weidemann
Vice President for Outreach
Vice Provost for Online Education
July 21, 2016



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Outreach and Online Education

1. Shaver's Creek Environmental Center Expansion and Renovation
2. WPSU Vietnam War Production: A Time to Heal
3. World Campus Growth Update



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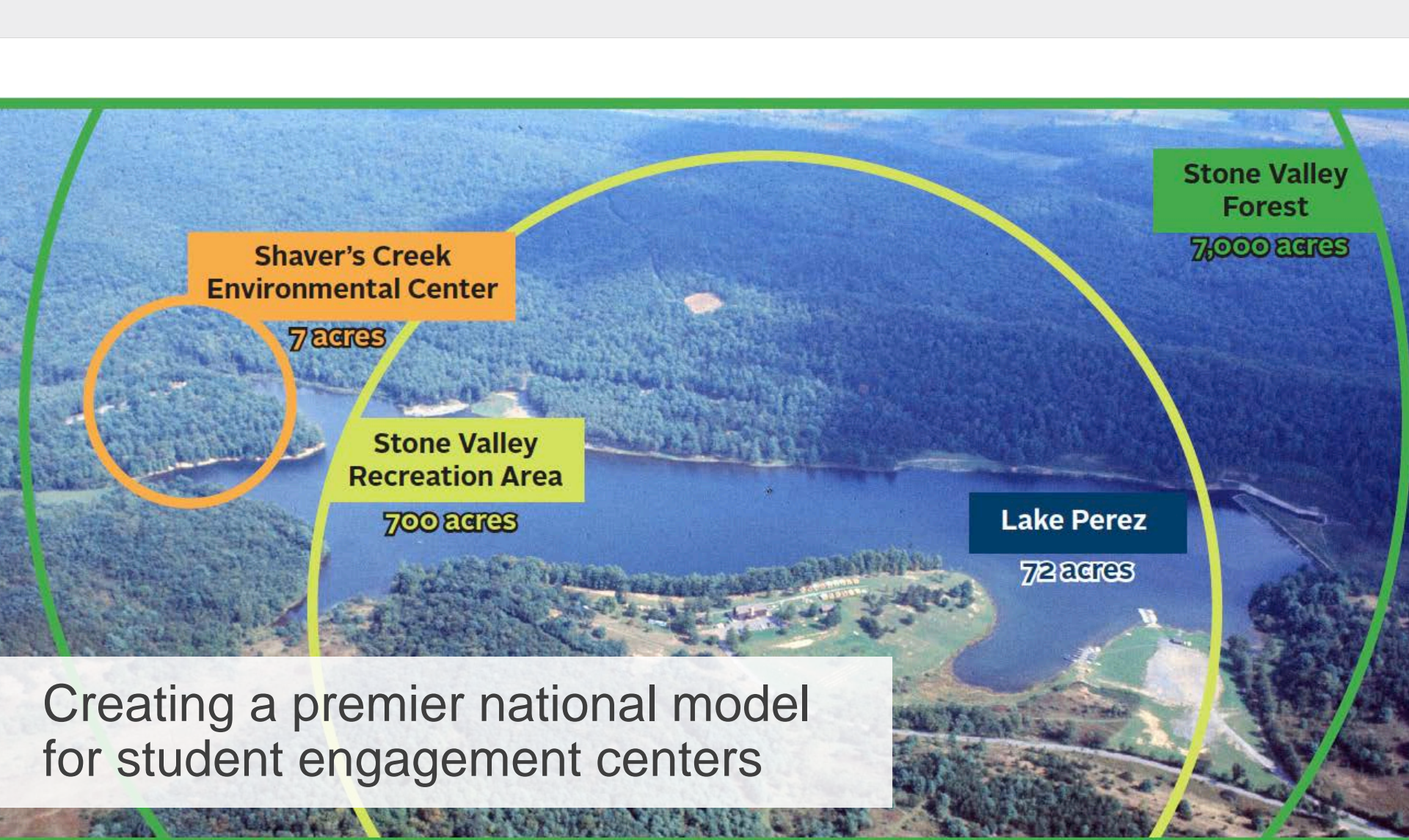
Outreach and Online Education

Shaver's Creek Environmental Center Expansion and Renovation



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Outreach and Online Education



**Shaver's Creek
Environmental Center**

7 acres

**Stone Valley
Recreation Area**

700 acres

Lake Perez

72 acres

**Stone Valley
Forest**

7,000 acres

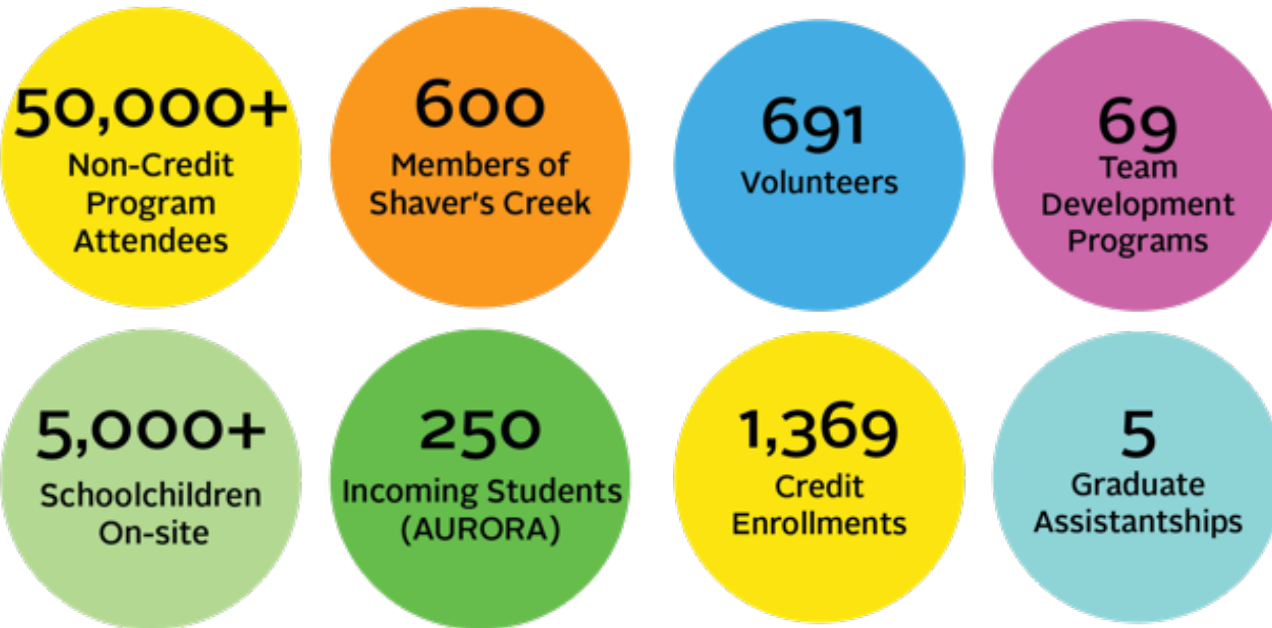
Creating a premier national model
for student engagement centers



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Shaver's Creek Environmental Center



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Before...



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After.



Same beloved character with new possibilities for student and faculty engagement



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Outreach and Online Education

- ▶ 3,200 square feet of new, technology-enhanced classroom with the ability to accommodate over 100 people
- ▶ Expanded and redesigned interior exhibit room space
- ▶ Improved visitor entrance, bookstore, and convenient restrooms
- ▶ Improved parking areas and footpaths
- ▶ New and more sustainable mechanical, electrical, and HVAC systems



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Outreach and Online Education

New lower classroom building to expand opportunities for teaching, research, and collaboration.



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WPSU Vietnam War Production: A Time to Heal



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WPSU
PENN STATE

A Time to Heal



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Outreach and Online Education



Focused on those from PA and Penn State who served, who protested, and who prayed for their loved ones to come home safely.

Penn State University 1969



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Outreach and Online Education

A Time to Heal

- ▶ Will include a 60 minute TV documentary; a radio program on "The Soundtrack of the Vietnam War;" live call-in program; detailed website; and community events, including hosting the traveling Vietnam Memorial Wall at Innovation Park in October 2017.
- ▶ The documentary will air on WPSU Penn State in fall 2017, prior to the PBS premiere of the hour Ken Burns series "The Vietnam War."
- ▶ Zippo Manufacturing Company of Bradford, PA is the exclusive corporate sponsor.



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Outreach and Online Education

World Campus Growth Update



PennState

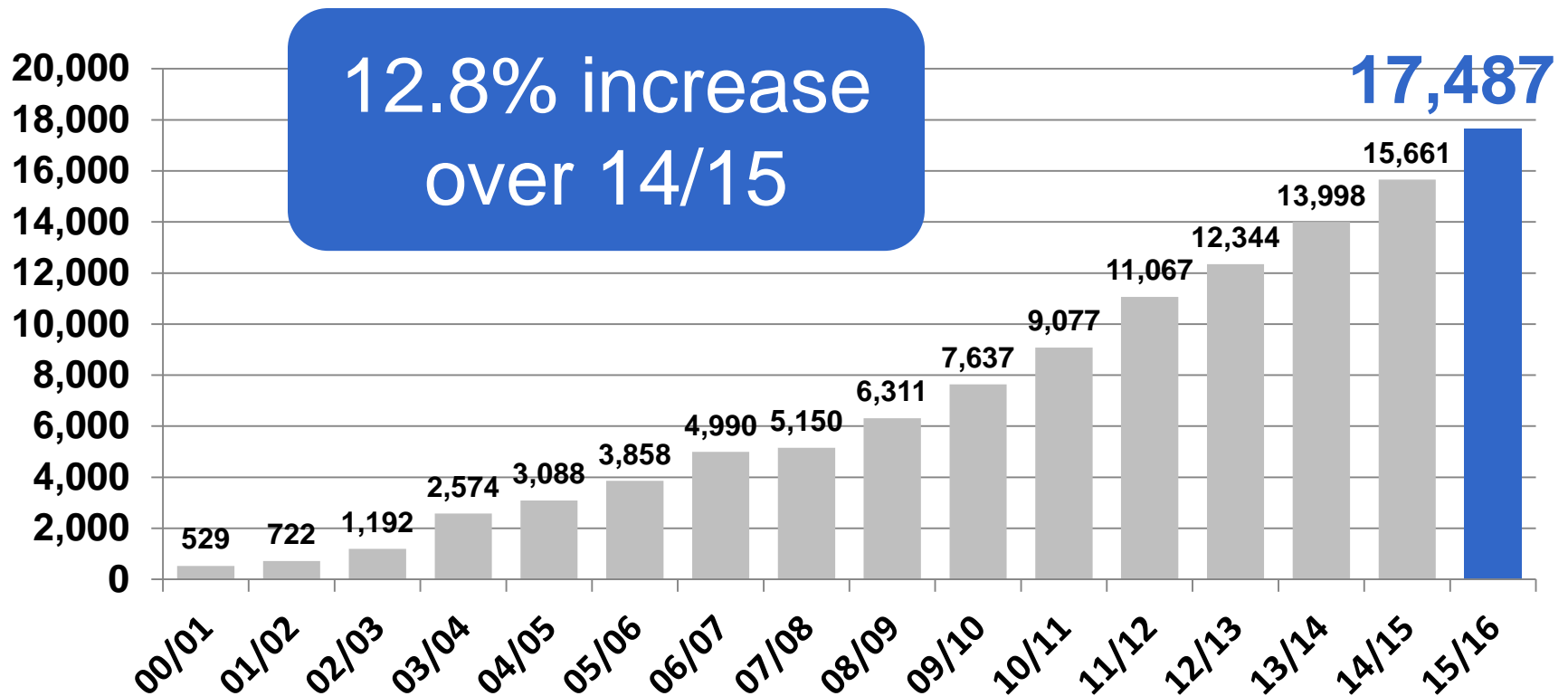
Outreach and Online Education

World Campus: Then and Now

	1998		2015
Programs	5	➔	130+
Student headcount	41	➔	17,487
Faculty	10	➔	1098



World Campus Student Headcount



Significant Application Increases

Undergrad degree applications,
summer 2016: **+20%**

Undergrad degree applications,
fall 2016: **+21%**



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Outreach and Online Education

Partnered with OPM to offer
1.8 million federal employees, their
spouses, and their dependents tuition
reduction through World Campus



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Outreach and Online Education

Thank you!



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