

The Pennsylvania State University
Board of Trustees

Committee on Outreach, Development, and Community Relations
Minutes of Meeting
Volume OCCR 20

July 20, 2017

A meeting of the Committee on Outreach, Development, and Community Relations was held on July 20, 2017 in room W132 of the Olmstead Building at Penn State Harrisburg at 1:00 p.m.

The following committee members were present: Bob Jubelirer, David Kleppinger, Ira Lubert, and Russell Redding.

The following staff members, constituent representatives, or invitees were also present: Eric Barron, Rich Bundy, Paul Clifford, Tracey Huston, JeanMarie Jacob, Lawrence Lokman, Zack Moore, Zak Taylor, and Steve Wagman.

Committee member David Kleppinger facilitated the meeting in Chair McCombie's absence. A quorum was not present to approve the May minutes, so the vote is deferred to September.

David Kleppinger extended a welcome to Steve Wagman, the new President of the Alumni Association, and JeanMarie Jacob, new Chair of the Staff Advisory Council, as seated constituent representatives on the Committee. David also expressed his appreciation for John Ilie, past chair of the Staff Advisory Council, and Holly Brown in the Board office, for their service to the Committee and the Board.

Tracey Huston provided an Outreach update to the Committee, including achievements and priorities for the coming year. She reported that 68,000 community members and 8,000 students were engaged in their programs in the last year, and had a \$28 million economic impact.
(See Appendix I)

Paul Clifford gave a presentation on the Alumni Association's Affiliate Group Programs. There are 317 groups and over 3,000 volunteers engaging 65,000 alumni. These groups contribute to students and the University via endowments, THON, admissions, athletics, and social connections. (See Appendix II)

Zack Moore provided an update on the State Budget Appropriations, and distributed a handout comparing 2016-17 funding numbers to the proposed numbers for 2017-18. Representatives from Penn State have been lobbying in Harrisburg for state funding, and Zack stressed the importance of remaining engaged with lawmakers until the budget is passed.
(See Appendix III)

Rich Bundy gave an update on the 'A Greater Penn State' campaign, mentioning that all areas are above 20% ahead of pace. One of Rich's goals this next year is to achieve back-to-back \$300+ million fundraising years, which has never been done before at Penn State.
(See Appendix IV)

Lawrence Lokman provided the Committee with a final report of the subcommittee reviewing Public Comment guidelines. The subcommittee recommended that Public Comment take place at the end of the Executive Session of the Board on Friday morning, at a time determined by the Board chair. They also recommended that recordings of comments be archived with the exception comments that are not in accordance with the Board's *Standing Orders*. The Committee could not formally vote to recommend these changes to the full Board because a quorum was not present; therefore the vote will take place at the September meeting.

The meeting adjourned at 2:32 p.m.

Respectfully Submitted,

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

**July 2017 Board of Trustees Committee on Outreach,
Development, and Community Relations**

“State” of Outreach

Tracey Huston

Interim Vice President for Outreach



PennState
Outreach and Online Education

Where we started...



PennState

Outreach and Online Education

**Prospects, Applicants, Students, Learners, Listeners,
Viewers, Clients, Customers, University Partners**

World Campus

Academic Affairs, Program Planning, Learning Design, Student Affairs, Academic Advising & Disability Services, Academic Enrollment and Support Services, Faculty Development

Adult Learner Advocacy

The Commission for Adult Learners

Professional and Community Education

Conferences and Institutes, Engaged Scholarship and Community Engagement, Urban Centers (Pittsburgh & Philadelphia), Shavers Creek Environmental Center, PennTAP, Small Business Development Center, Justice & Safety Institute, Osher Lifelong Learning Institute

WPSU Penn State

OOE Leadership Team: Marketing, Operations, HR, IT, Administration, Development

Interim Vice Provost (Engel)

Interim Vice President (Huston)



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Outreach and Online Education

Outreach

- Conduct "discovery" meetings
- Investigate ways to leverage digital technologies, storytelling, and traditional and emerging distribution channels to redefine University Outreach
- Align Public Media Production capabilities and Outreach expertise with the five University strategic priorities

WPSU Penn State

Professional and Community Education
Conferences and Institutes, Engaged
Scholarship and Community Engagement,
Urban Centers (Pittsburgh & Philadelphia),
Shavers Creek Environmental Center,
PennTAP, Small Business Development
Center, Justice & Safety Institute, Osher
Lifelong Learning Institute

Liaison to the President



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Professional and Community Education



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**Engaged
over
68K
Community
Members**





**Engaged
over
8K
Students**



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**Had Over
\$28M
in Economic
Impact**



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**Offered
443
Sustainability-
related
Programs**





**Offered
73
Health-
related
Programs**



Shaver's Creek



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**Looking
ahead to our
new Shaver's
Creek facility
following its
February
approval**



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We are breaking ground and making progress

You can follow the
progress on social media
using #creekchange



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The Camp Must Go On!

Despite the renovations, Shaver's Creek is hosting all of its summer camps as usual. They are being offered at the Penn State Ag Research Farm and Museum, in partnership with the Pasto Agricultural Museum

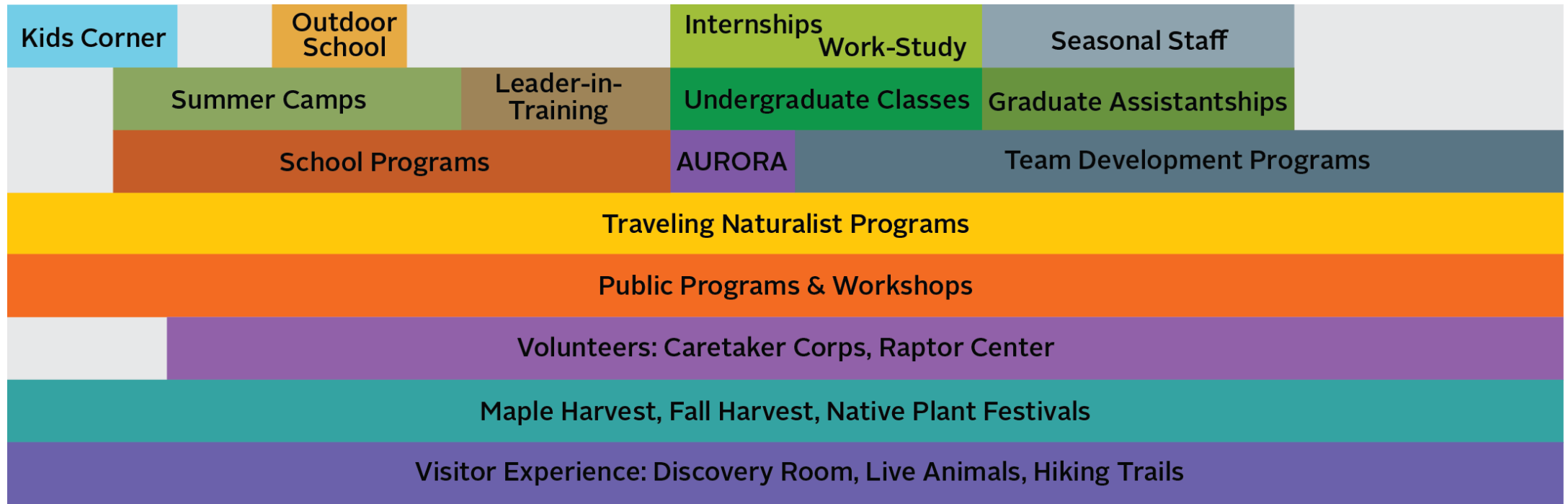


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Shaver's Creek is for all ages

— Pre-K — Elementary — High School — College — Adult —





Engaged over

54K

**Community
Members**

A photograph of a wooden boardwalk winding through a forest. In the foreground, there are large, vibrant green plants with broad leaves. The boardwalk is made of weathered wooden planks and leads into a dense forest of tall, thin trees. In the distance, a group of people, including children and adults, are standing on the boardwalk, looking towards the camera. The overall scene is lush and green, suggesting a park or nature trail.

Worked with
49
Community
Partners



**Engaged
over
1,400
Students**



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”I just wanted to say, I have never felt more included, loved and respected for my differences in the United States as I did this week... I learned much more about myself than I could have imagined possible—not only about my ability to lead, but also about my feelings towards my culture, country and heritage.”

— **Outdoor School Counselor**



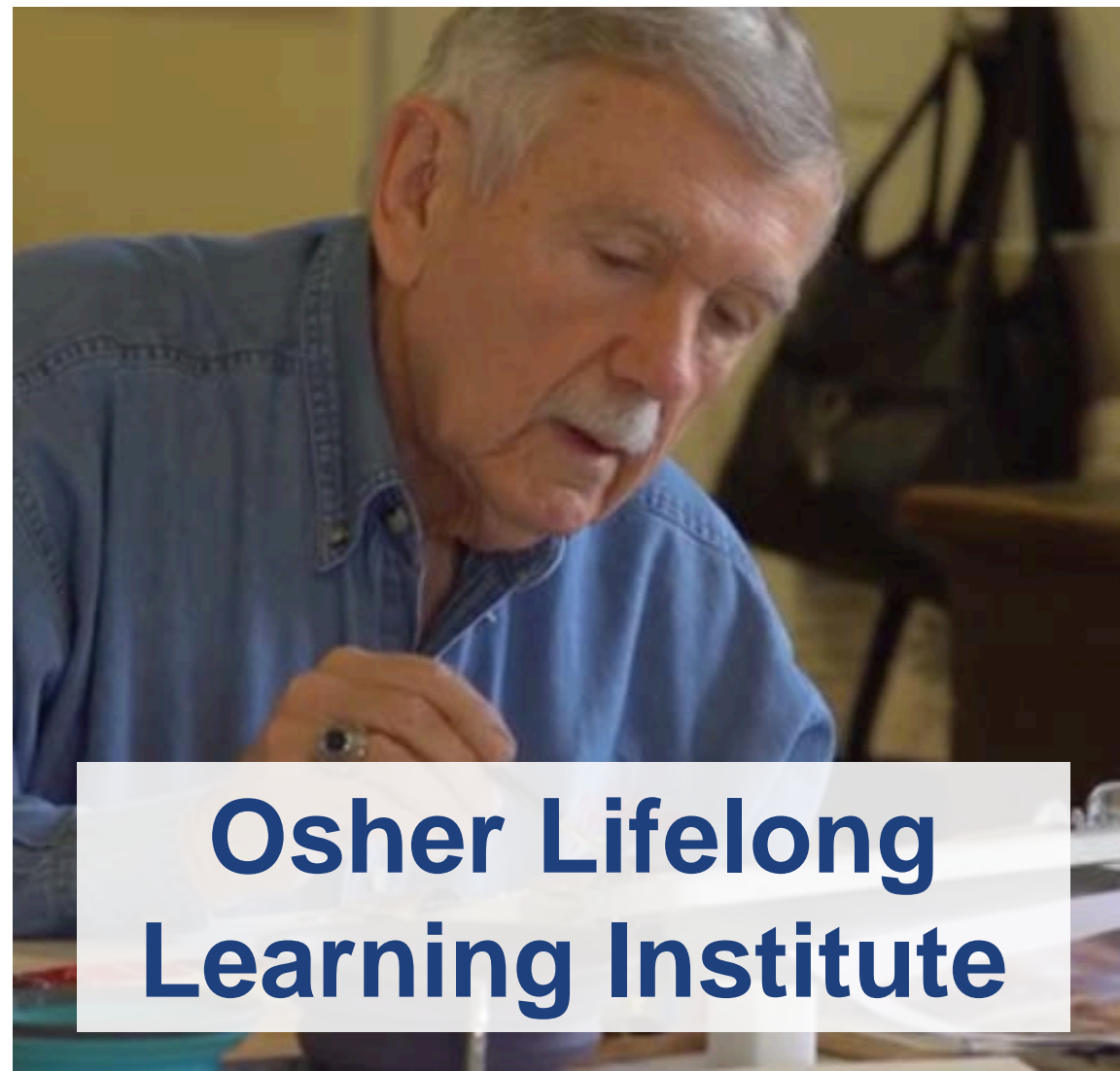
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Osher Lifelong Learning Institute (OLLI)



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Osher Lifelong Learning Institute



Osher Lifelong Learning Institute 20th Anniversary

Celebrating 20 years of adult learning in partnership with Penn State





**Engaged
Almost
2K
Community
Members**



Conferences and Institutes



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The success of this Academy led to the creation of the Summer Academy for the Deaf and Hard of Hearing which is currently in its first year.

Planning and managing more than 90 conferences and programs each year for Penn State's academic colleges, including:

- Penn State Weather Campus
- Off-site RI courses
- **Summer Academy for Students who are Blind and Visually Impaired**
- SOLAR Conference
- Transportation Engineering and Safety Conference
- National Autism Conference





“I want to help other participants after seeing myself and how independently I was able to care for myself during my freshman year of college. A lot of participants come in very insecure, but when you leave, between the bonds and friendships you make and the amount of expertise and knowledge you gain, you are empowered.”

--India Scott



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**Engaged over
6K
Community
Members**



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**Engaged over
640
Students**





**Created
\$8.7M
In Economic
Impact**



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Justice and Safety Institute (JASI)



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JASI was formed in 1971 to meet the professional development needs of law enforcement and public safety professionals





**Trained
334
Sheriffs
and
Deputy
Sheriffs**





Trained over
2,600
Child Support
Enforcement
Case Workers



Small Business Development Center (SBDC)



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**32 businesses
started**

**5 businesses
purchased**





**Engaged
over
1,800
Community
Members**





**Had Over
\$13.6M
in Economic
Impact**



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143 events held at 15 locations, including 74 events at University Park



GEW
Penn State 2016
Reengineered to focus on our thriving
entrepreneurial community



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4,509 student, faculty,
staff, and community
partners engaged



GEW
Penn State 2016
Reengineered to focus on our thriving
entrepreneurial community



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Pennsylvania Technical Assistance Program (PennTAP)



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Helping PA businesses
with a focus on
entrepreneurship,
innovation, and
economic development



Pennsylvania Technical
Assistance Program



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A large graphic for a workshop. It features a central blue circle with a green, gear-like border. The text is centered within the blue circle. The background is decorated with various icons related to facility operations, such as handheld devices, fans, and sensors.

Facility Operations Workshop

*Building Re-Tuning
Building Operator Certification*

**March 14, 2017, 8 AM - 4:30 PM
The Penn Stater Hotel & Conference Center**

LEARN MORE AT

[HTTP://PENNTAP.PSU.EDU/EVENTS/FACILITY-OPERATOR-CERTIFICATION/](http://penntap.psu.edu/events/facility-operator-certification/)

**179 Businesses
assisted**

**14 Businesses
created**



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**Engaged over
900
Students**



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**Created
\$5.7M
In Economic
Impact**

Philadelphia Urban Center



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- Transitioned to new leadership
- Increasing focus on engaging faculty, students, and community partners in research and program development
- Exploring options to leverage the Naval Yard





**82 students
engaged**

**30 community
partners
engaged**



Pittsburgh Urban Center



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Launching the Pittsburgh Study Away Program in Fall 2017

Providing an affordable,
transformative, urban,
educational experience for
3rd and 4th year Penn State
students



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CITY Program in Pittsburgh





**Engaged
16
Community
Partners**



Engaged
170
Students



Image Credit: Darrell Sapp/Post-Gazette

Engaging in High Impact Projects:

The Pittsburgh Center helped lead the construction of a 1,100-foot bioswale in Highland Park that will intercept and absorb some of the 600,000 gallons of run-off water annually. It is the neighborhood's first 'green' stormwater system



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Outreach and Online Education



“The Negley Run bioswale — along Highland Park’s eastern valley — became the priority as a high-impact site... an August 2011 flood there killed four people.”

—Pittsburgh Post Gazette





Penn State Center Pittsburgh added 7 new photos.

June 16 · 🌐

Penn State Alumni Association hosted a Resume Workshop and Alumni Networking Event last night at Penn State Center Pittsburgh. Director, Tom Barnik, introduced everyone to the Center. #PennStatePGH



Penn State Center Pittsburgh

added 2 new photos.

7 hrs · 🌐

Today, we are hosting an Essay Writing Workshop, which is co-sponsored by Penn State Schreyer Honors College and Penn State Admissions - Pittsburgh. #PennStatePGH #PennStatePittsburgh



Penn State Center Pittsburgh

June 2 · 🌐

The summer interns and our Sustainable Environment Manager, Lisa Vavro, replanted the Four Mile Run bioswale in Greenfield this week. Due to some problems with maintenance, the green infrastructure system was overrun by weeds. The area was restored and will continue to reduce excess storm water in the area.



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“We are excited to partner with Penn State to share the challenges cities and towns across the country are facing as a result of our changing climate. As we prepare to release Pittsburgh’s Climate Action Plan in the coming weeks, it’s important to elevate the local, national and global impacts of climate change that affect our lives every day.”


—Grant Ervin, chief resilience officer, city of Pittsburgh




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
Outreach and Online Education


Managing **Risk** in a Changing **Climate**



Peter Coyote


IN PARTNERSHIP WITH


 **PennState Center**
Pittsburgh

 **CLIMA** | Center for Climate Risk Management

 PittsburghGateways

 **wpsu**
PENN STATE

 CITY OF PITTSBURGH
OFFICE OF THE MAYOR

 ENERGY INNOVATION CENTER
- INSTITUTE -

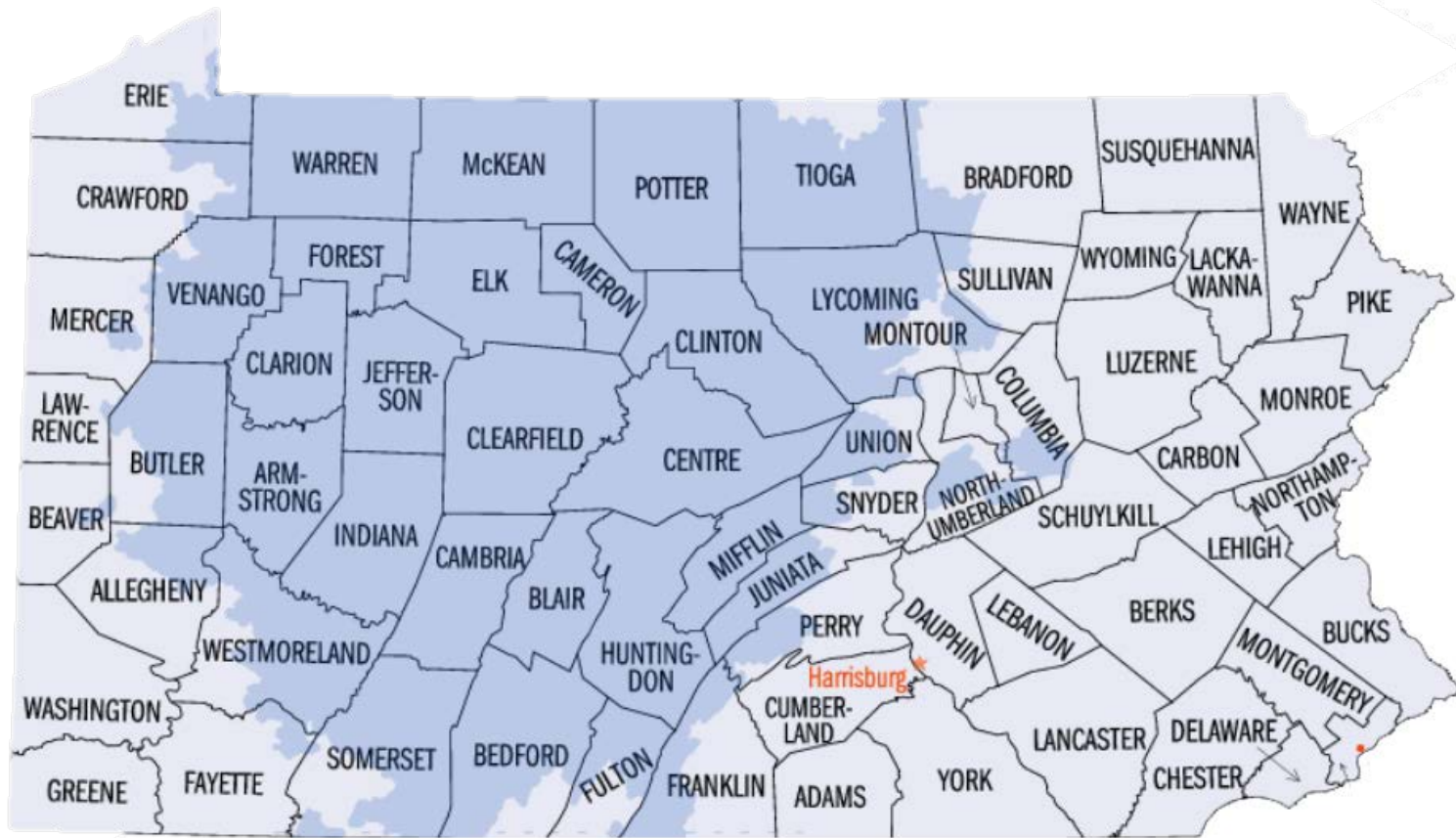


WPSU



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WPSU-TV reaches a population of 1.9 million across 24 counties in central Pennsylvania.

WPSU-FM reaches 13 counties with additional listenership from three online streams.



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Zena Cardman, NASA Astronaut Class of '17

On June 7th, NASA announced the largest astronaut class in 17 years, 12 men and women. One of them, Zena Cardman, is a Research Fellow at Penn State. She sat down with SciTech Now to talk about science and her future in the space program.

Produced 86 in-house television programs ranging from sports programming to gun violence town halls



**Provided
39 student
internships
and engaged
over 200
additional
students**



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**Received
multiple
industry
awards for TV
and FM**



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WPSU TV



PennState
Outreach and Online Education



TV and Digital Programming:

- The Investment
- 18 Sci Tech segments
- 4 Our Towns
- 2 political debates
- 9 episodes of Digging Deeper
- Managing Risk in a Changing Climate
- 5 WiSci Files
- 9 Unrivaled episodes
- **And more!**



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Short stories, big impact.

The WiSci Files: A WPSU example



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Women in Science Profiles: Erica Smithwick



Erica Smithwick

Inspiring young women to enter science careers through the WiSci files

Combining video profiles with online video chats to engage with women across the WPSU area and beyond



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Reaching:

- Over 200 local elementary, middle school, high school, and university students
- Over 200 young women through local events
- Hundreds more viewers through Facebook Live for the video chats



WPSU FM



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TAKE NOTE

wpsu
PENN STATE



Produced roughly 250 radio projects:

Daily - Morning Edition local news

Weekly - Friday Night Jazz, Take Note

Periodically - In Performance at Penn State, WPSU's This I Believe, WPSU's Story Corps, BookMark, Jazz at the Palmer, The Folk Show Road Show, Reasons to Stay

And more!



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**Outreach is doing great work, but
the good deed is not enough...**



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**We need to make sure people
know about it.**



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Abby Drey - adrey@centredaily.com

COMMUNITY

ADVERTISEMENT
SAVE UP TO 20%
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 LEARN MORE
 GRAINGER



Menu

Veteran and mother of 2 shares inspirational story of going back to school

By DANIELLE GENET
 May 10, 2017, 9:03 AM ET



Learning

) Rising

continue to expand their online course and degree-program
 e graduate level. But fierce competition has tamped down the
 vth.

7

Compare Acceptance Rates at Online, On-Campus Colleges

Prospective students might think getting into an online college is easy, but that's not always true, U.S. News data show.

By Jordan Friedman, Editor
 April 3, 2017, at 9:30 a.m.



a.m. to 1:30 p.m. on Thursday at the
 Remond Conference Center, State

Academy for Blind, Visually Impaired Students

ORDER FOOD ONLINE

StateCollege.com

Follow @scnewsdesk
 on July 08, 2017 5:00 AM
 Print | Comments(2) | Email | ShareThis | Like 50

Looking Ahead: Priorities for the Coming Year



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Refine the strategic vision and KPIs for WPSU TV, FM, Digital and solidify a sustainable business model to:

- 1) align with University priorities,
- 2) increase University partnerships and community collaborations,
- 3) generate new sources of revenue,
- 4) identify opportunities for greater efficiencies,
- 5) and deliver compelling content through traditional and digital channels.



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Beginning Strategic Planning with Juan Sepúlveda

- Initial “Big Questions” session with Juan and WPSU staff on April 10
- Juan met with key stakeholders across WPSU and Penn State to better understand the longer term vision
- Conducted a planning retreat at the end of May and will be receiving the report for next steps this week



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Outreach and Online Education

Execute on the strategic vision for Professional and Community Engagement with an emphasis on student/community engagement, lifelong learning, knowledge transfer, and economic development—aligned with the University core.

Successfully complete construction of the new Shaver's Creek building and the upper classroom building and move forward with a strategy to grow the engagement and revenue-generating opportunities with University partners.



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Outreach and Online Education

Refine the strategic vision and KPIs for the Urban Centers and confirm alignment with University priorities and policies. Redefine the CITY program vision and roadmap for greater University alignment and stronger program efficacy. Launch, grow, and evaluate the Urban Study Away program. Clearly articulate the roles for Outreach and the academic partners who are collaborating/residing in the centers.

Achieve development goals, in collaboration with the Interim Vice Provost, by acquiring over \$6 million in receipts and \$9 million in commitments to advance OOE priorities.



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Outreach and Online Education

Thank you!



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Outreach and Online Education

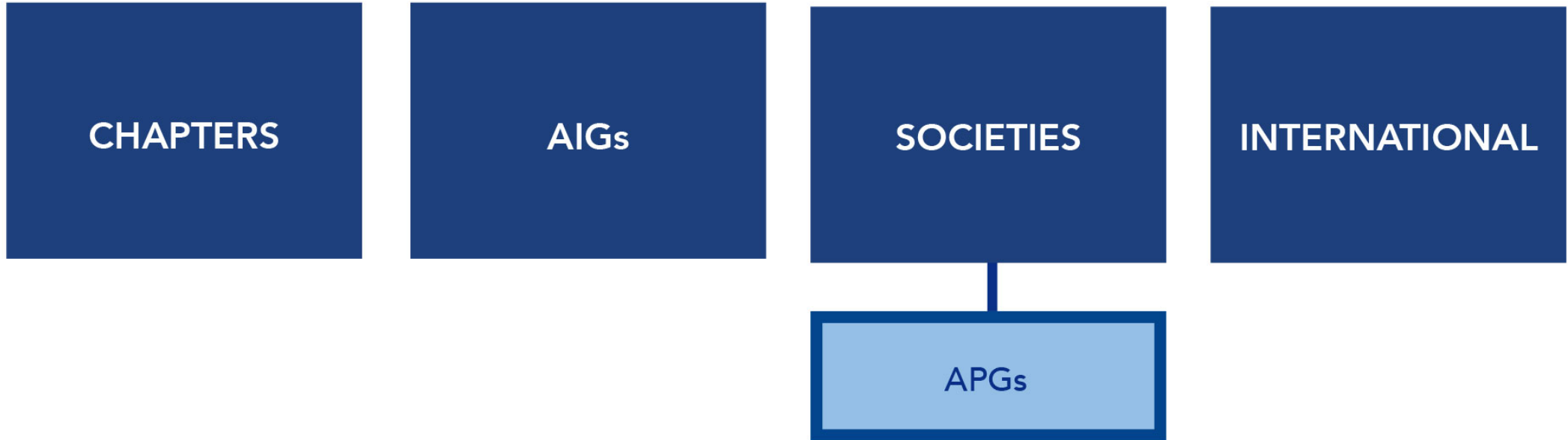
A Collective Impact

Alumni Association Affiliate Groups

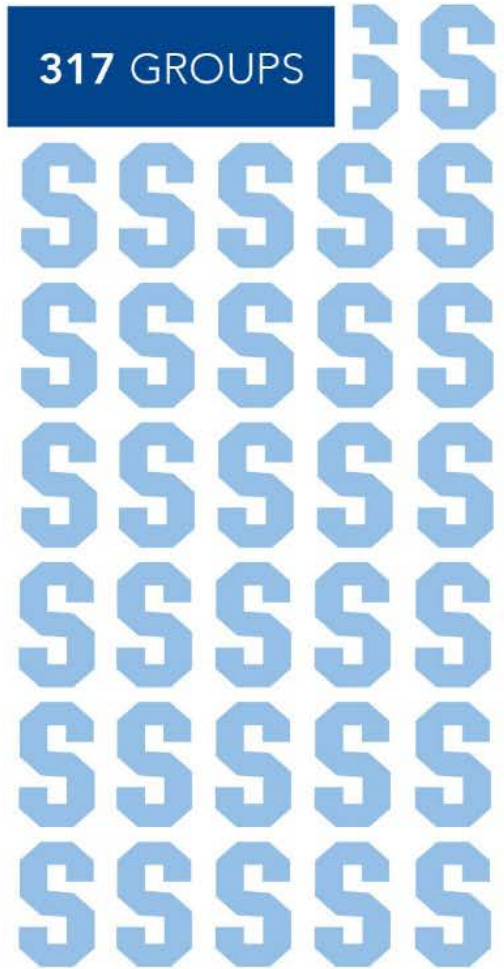
Paul Clifford

CEO, Penn State Alumni Association

Group Snapshot



Reach



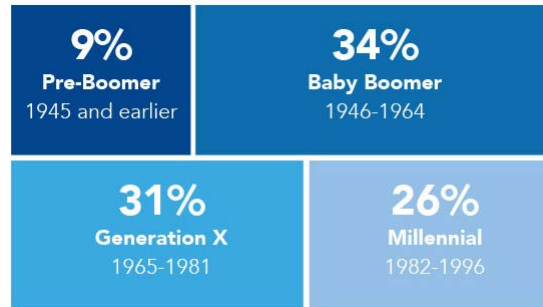
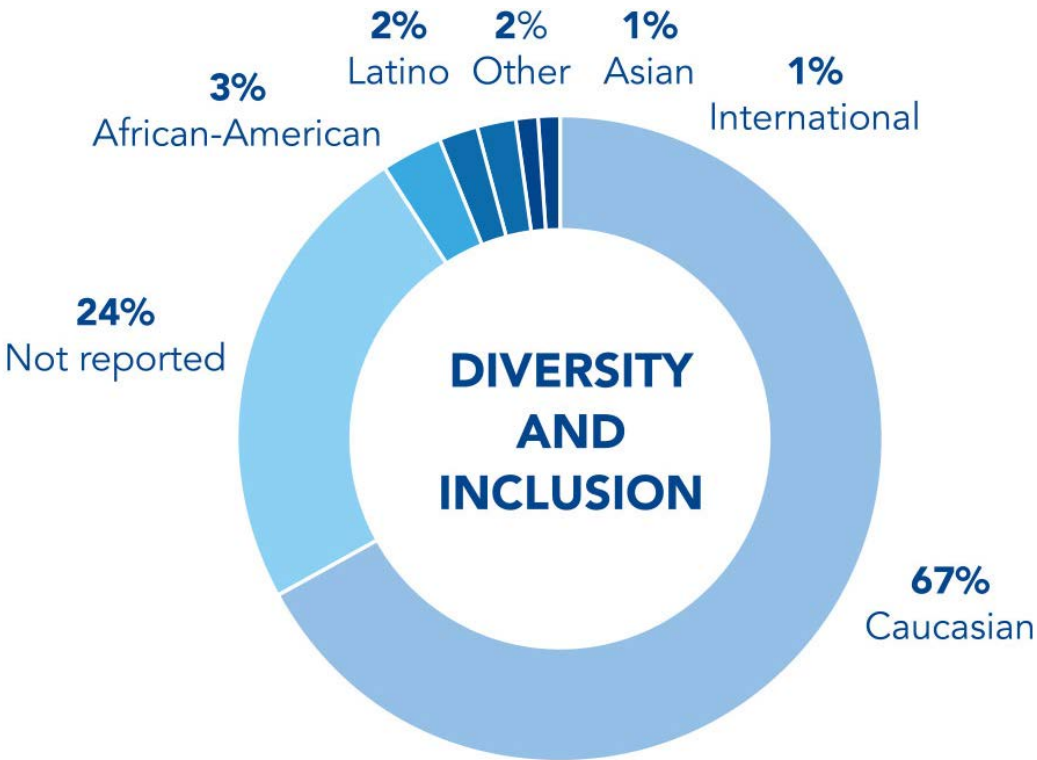
3,000+ VOLUNTEER LEADERS



65,000+ ENGAGED ALUMNI



Leadership Community



GROUPS DIRECTLY SERVING DIVERSE ALUMNI

- African American AO of Atlanta AIG
- African American AO of New York AIG
- African American AO of Philadelphia AIG
- African American AO of Pittsburgh AIG
- African American AO of Washington, D.C. AIG
- Cru (formerly Campus Crusade for Christ) AIG
- Essence of Joy Alumni Singers AIG
- Grey Lions of Elizabethtown AIG
- Latino AIG
- Army ROTC AIG
- Marines AIG
- Naval ROTC AIG
- Professional Women's Network of D.C. AIG
- International Chapters
- Puerto Rico Chapter
- Tri-County Chapter of Central Florida (The Villages)
- Hawaii Chapter

Social Connections



Student Assistance

- Scholarship
- Student Sendoffs
- Mentorship and Coaching
- Care Packages

\$10.2M
Endowments

60+
Sendoffs

University Support

- THON
- Athletics
- Admissions
- Alumni Association & University Events
- Faculty Support

\$300K+
THON

88 Groups
Admissions

Collective Impact

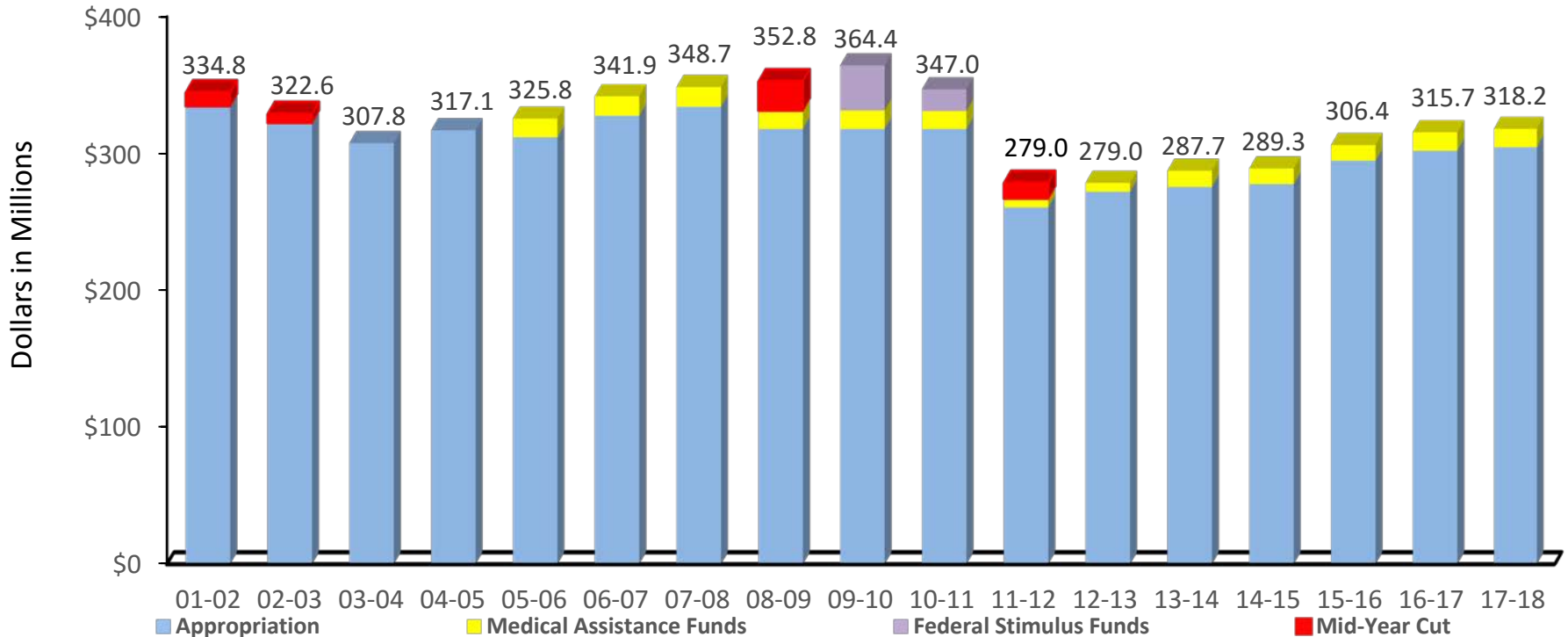


Inclusive Community
Social Connections
Student Assistance
University Support



Thank You.

Summary of State Appropriations 2001-02 through 2017-18





A GREATER PENN STATE CAMPAIGN UPDATE

O. Richard Bundy, III
Vice President, Development & Alumni
Relations
Board of Trustees Outreach Committee
July 20, 2017

A GREATER PENN STATE

Time Elapsed: 20% (as of June 30, 2017)

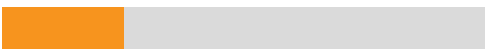
Open Doors – Goal: \$500M

Current Progress: \$123.3M (24.6%)



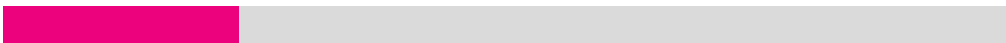
Create Transformative Experiences – Goal: \$225M

Current Progress: \$61.2M (27.2%)



Impact the World – Goal: \$475M

Current Progress: \$119.2M (25.1%)



TOTAL FUNDRAISING PROGRESS – Goal: \$1.6B

Current Progress: \$350.4M (21.9%)



QUESTIONS?