

**THE PENNSYLVANIA STATE UNIVERSITY  
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT AND COMMUNITY RELATIONS  
MINUTES OF MEETING  
VOLUME ODCR 26**

**November 8, 2018**

A meeting of the Committee on Outreach, Development and Community Relations was held on November 8, 2018, in Room 205 of The Penn Stater Conference Center Hotel at 2:00 p.m.

The following committee members were present: Chair Abe Harpster, Vice Chair Kevin Steele, Lynn Dietrich, Bob Jubelirer, Jay Paterno, Laurie Stanell; Trustee Emeriti members Dave Jones and Joel Myers were also present.

The following staff members, constituent representatives, or invitees were also present: Eric Barron, Richard Bundy, Paul Clifford, Steve Dunham, Tracy Huston, Lawrence Lokman, Zack Moore and Steve Wagman.

Chair Harpster called the meeting to order. As a quorum was present, he asked for approval of the *Minutes* of the July 19, 2018 meeting; the motion passed unanimously.

Lawrence Lokman introduced Maureen Riedel who directs the Penn State licensing program. She provided an overview of retail trends in collegiate licensing, and the University's market strategies and product lines, as well as its work to protect the University's image through trademark enforcement. Damon Sims commented on Riedel's work with the Fair Labor Association (FLA) and Workers Rights Consortium (WRC) in relationship to the social responsibility standards required of its licensees and its importance to student interest in the topic.

Chair Harpster introduced Lawrence Lokman to provide an overview of the Penn State Crisis Communications Plan, as part of the Committee's annual oversight discussion of this risk area. Lokman reviewed University protocols and processes for assessing and responding to crises and reevaluating its crisis communications readiness. Strategic Communications' investment in social listening and processes for quick response times have helped to mitigate negative impacts.

Zack Moore shared an overview about Advocate Penn State. The mission of the program being to educate, integrate, and activate Penn State constituents into advocating for Penn State with their elected officials. The importance of advocacy through community stakeholders is especially important given the higher education funding concerns in Harrisburg and Washington DC. Events like Capital Day in March are one of the ways to further the mission of Advocate Penn State.

Tracey Huston and Christina Chambers presented the Committee with the Emmy trophy that was won by WPSU. The Committee was pleased to learn of the honorific achievement bestowed upon WPSU. The station won top honor taking the coveted Overall Station Excellence Emmy Award. Christina Chambers was a recent intern at WPSU and spoke about the valuable lessons she learned from the top-notch program.

The meeting adjourned at 3:23 p.m.

Respectfully submitted,  
Shelly Zeigler-Byers  
Administrative Support Assistant  
Office of the Board of Trustees