

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 8-1**

January 15, 2015

A meeting of the Committee on Outreach, Development, and Community Relations was held on January 15, 2015, in Room 206 of the Penn Stater Conference Center Hotel, University Park, PA, beginning at 10:00 a.m.

The following committee members, constituting a quorum, were present: Chair Paul Silvis, Vice Chair Ryan McCombie, Ted Brown, Betsy Huber, Bob Jubelirer, and Todd Rucci. Trustees Eric Barron and Keith Masser attended the meeting as Ex officio members.

The following staff members, constituent representatives, or invitees were also present: Michael DiRaimo, Rod Kirsch, David LaTorre, Lawrence Lokman, Kay Salvino, John Shaffer, Jeremy Warner and Craig Weidemann.

The meeting was called to order by Chairman Silvis, roll was taken, and minutes from the previous committee meeting were unanimously approved.

Chair Silvis opened the meeting by going around the room requesting good news, either personal or professional, from each individual seated at the table. He then discussed President Barron's six initiatives, and ways the committee can assist him in achieving the initiatives.

Lawrence Lokman gave a presentation titled 'Brand Storytelling', which spotlights inspired Penn State students. Lawrence also discussed a new webpage for promoting research initiatives and features stories of individual research accomplishments. Two videos were shown highlighting exceptional Penn State students and their stories. (See Appendix I)

Michael DiRaimo gave a presentation regarding federal relations with Penn State. He also discussed federal research and development, and explained the current status of federal student aid and where these funds are coming from. (See Appendix II)

Craig Weidemann gave an update on outreach, community engagement, and the World Campus, including their recent Fall 2014 commencement ceremony. (See Appendix III)

Kay Salvino provided an update on the Penn State Alumni Association events and accomplishments.
(See Appendix IV)

Rod Kirsch discussed the creation of the Campaign Planning task forces, including the Volunteer Engagement Task Force. (See Appendix V)

Chair Silvis adjourned the meeting at 11:56 a.m.

Respectfully submitted,

Holly N. Kruggel
Administrative Support Assistant
Board of Trustees

Brand Storybook

Committee on Outreach, Development
and Community Relations

January 15, 2015

PENNSTATE



DEPARTMENT OF UNIVERSITY MARKETING

Penn State Positioning: Inspired Doers

Penn Staters are not only high academic achievers, they're *doers*—nurtured by a culture that encourages setting lofty goals and investing the effort to achieve them. They are molded in an environment that values **success, teamwork, and service to others**, and are intent upon living inspired, purposeful lives.

Universities talk about producing leaders, but ask employers where they go to find **individuals who inspire others, know the value of hard work, and lead by example**. They go to Penn State.

PENN STATE SUPPORTING MESSAGES

Penn State **graduates are highly sought after by companies** for their academic achievement, team-oriented attitude, and strong work ethic.

Penn State makes **important contributions to society** through education, research, and stimulating economic development.



Penn State **excels across a wide range of academic disciplines and is recognized as one of the world's elite universities.**

Penn State is known for having a **strong feeling of lifelong family, community, and unity.**



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Saving the Honey Bees >



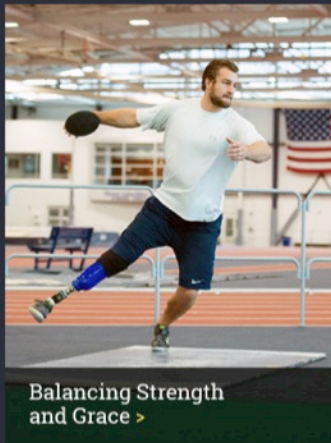
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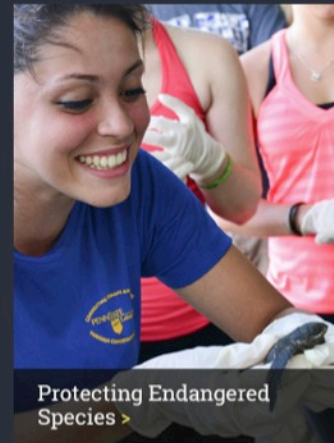
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Bringing Clean Water Home >



Balancing Strength and Grace >



Protecting Endangered Species >



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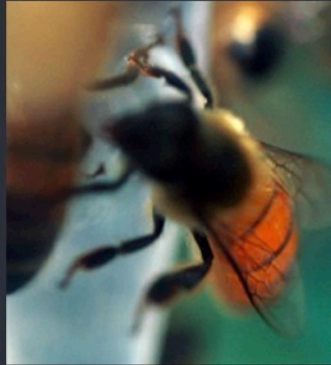
- Run dates: Feb. 1 through March 1, 2015
- Social Media: Facebook and Twitter newsfeed banner ads
- Homepage banner ads: papers of record
 - Philadelphia Inquirer (philly.com)
 - Pittsburgh Post-Gazette (post-gazette.com)
 - Harrisburg Patriot News (pennlive.com)



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We're Going to the Moon >



Saving the Honey Bees >



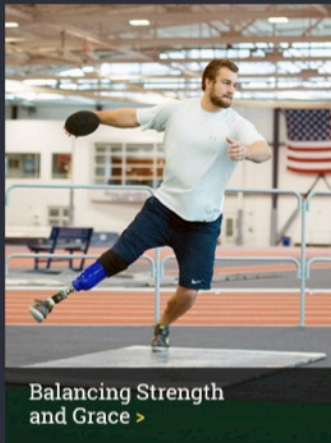
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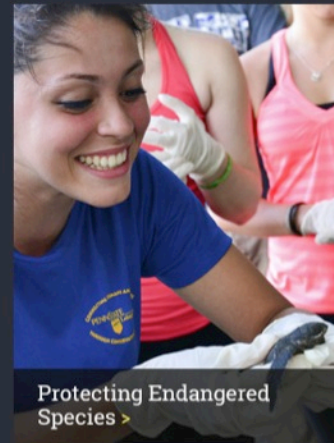
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DEPARTMENT OF UNIVERSITY MARKETING

THANK YOU

Lawrence Lokman

Vice President for Strategic Communications

llokman@psu.edu

Clair Poletti

Assistant Director for Digital Media Marketing

cmp23@psu.edu

Federal Funding Landscape: Penn State's Key Interests in Research and Student Aid



**Presented to the Penn State University Board of Trustees
Committee on Outreach, Development and Community Relations**

**Michael J. DiRaimo, Special Assistant to the President for Governmental Affairs
Amanda M. Wintersteen, Assistant Director of Federal Relations**

January 15, 2015

Federal Funding Landscape

- **Federal Research and Development**
- **Federal Student Aid**



Federal R&D Funding to Penn State

Agency

2014

Defense

\$198,383,000

Health & Human Services

\$117,296,000

National Science Foundation

\$66,930,000

Energy

\$40,157,000

Agriculture

\$26,948,000

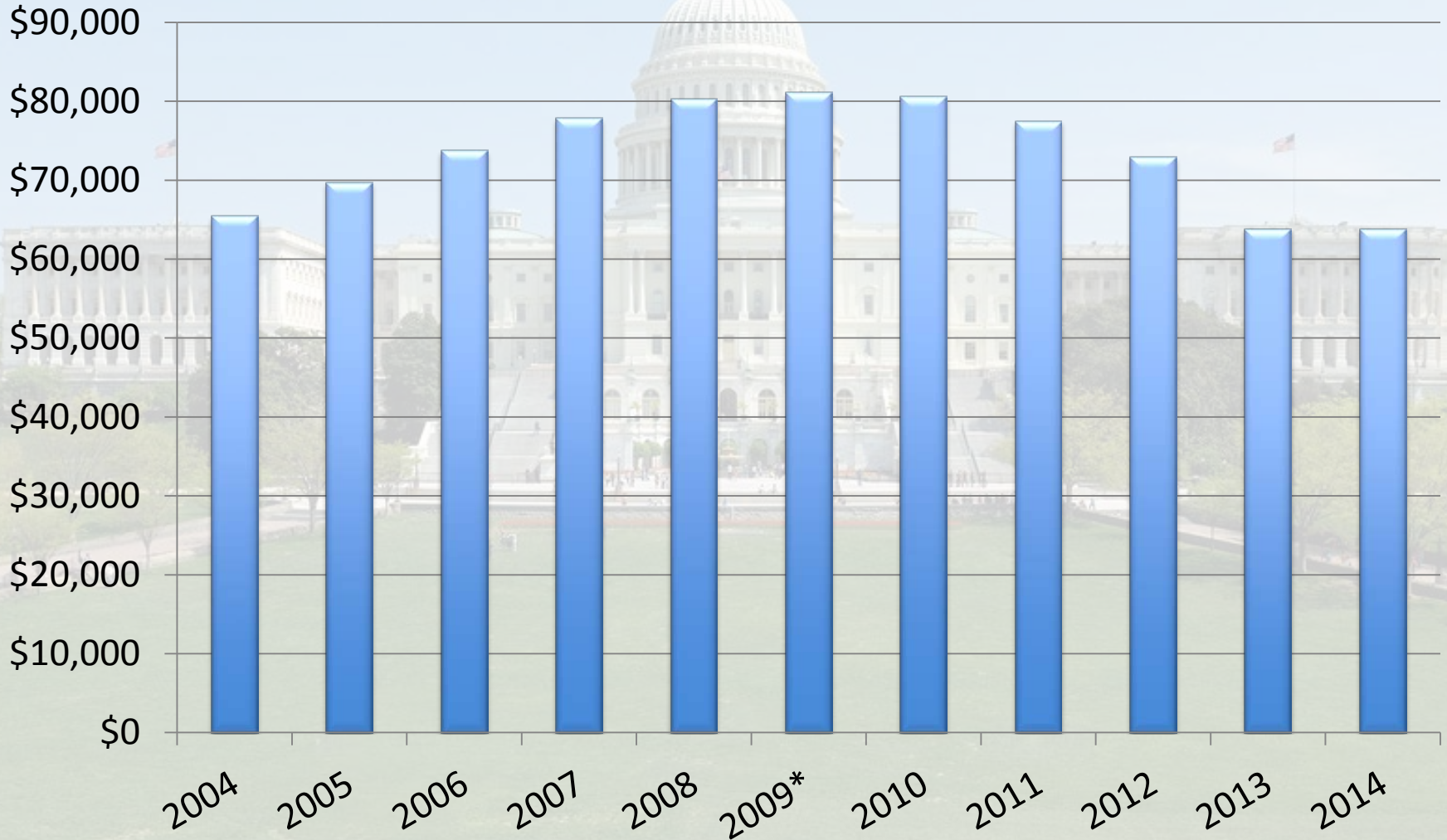
NASA

\$11,912,000

These agencies represent the sources of funding for more than 92% of the University's \$501 million in 2014 federal research expenditures.

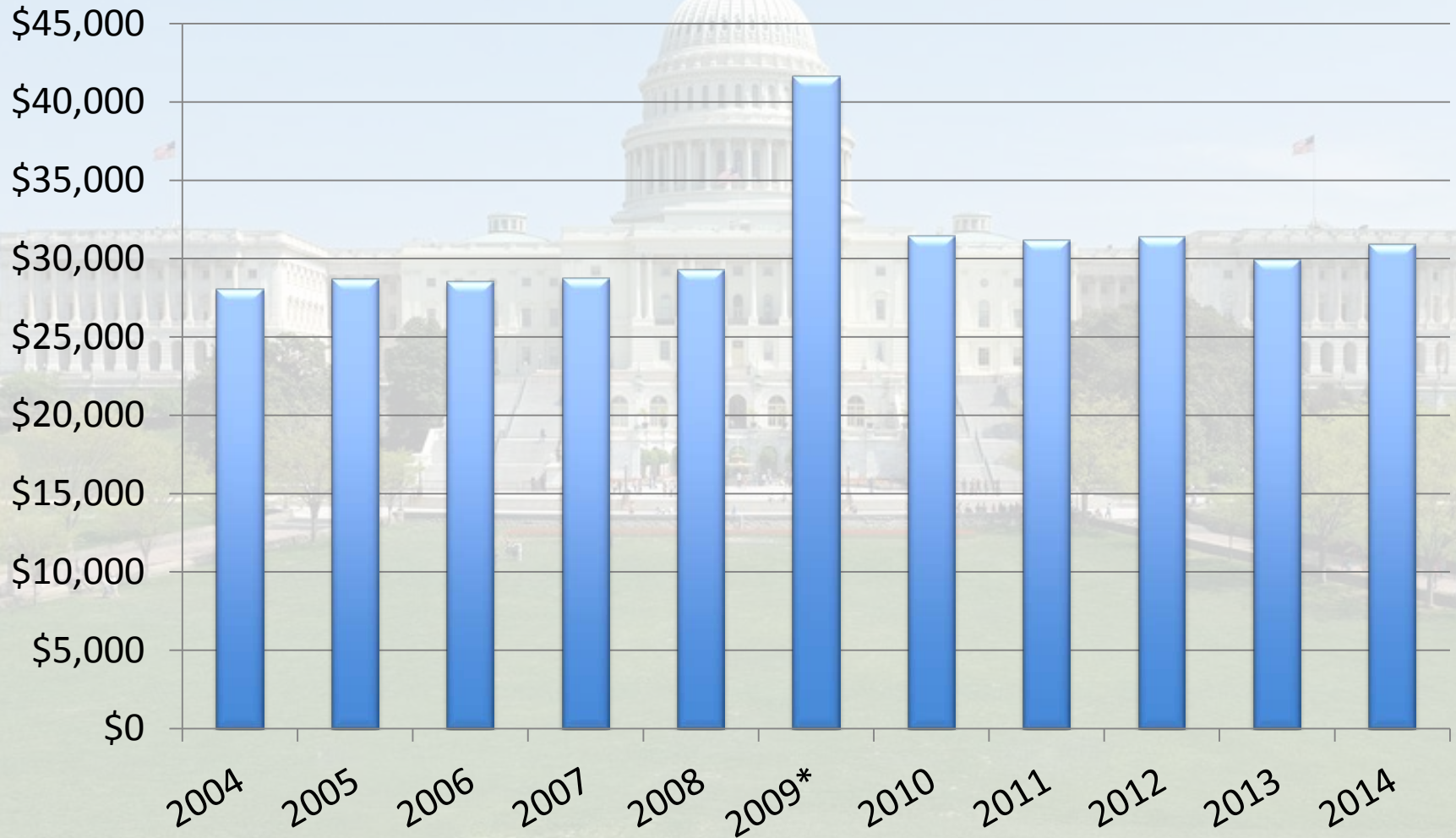
Federal R&D Funding

Department of Defense
(in millions)



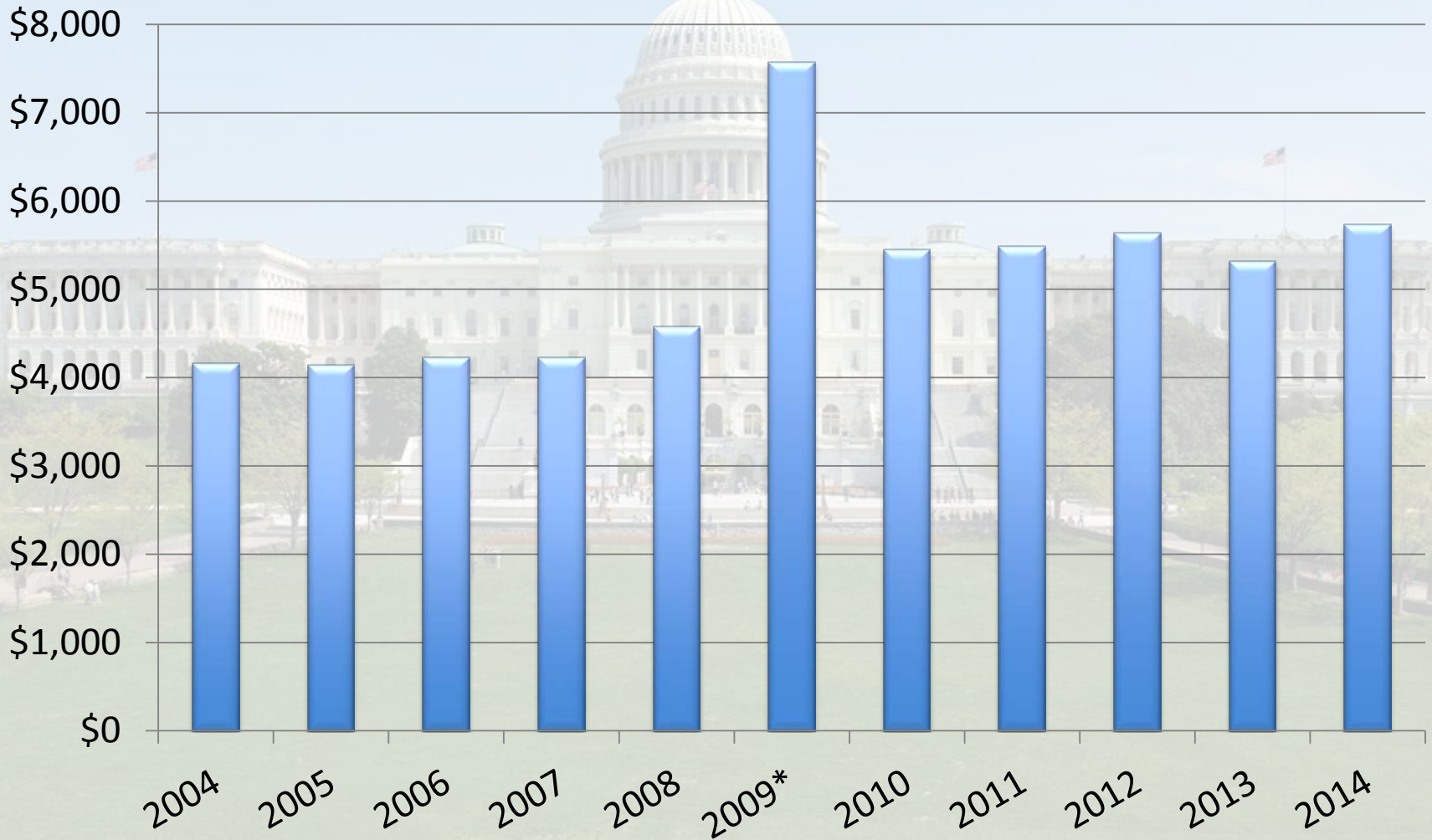
Federal R&D Funding

Department of Health & Human Services (in millions)



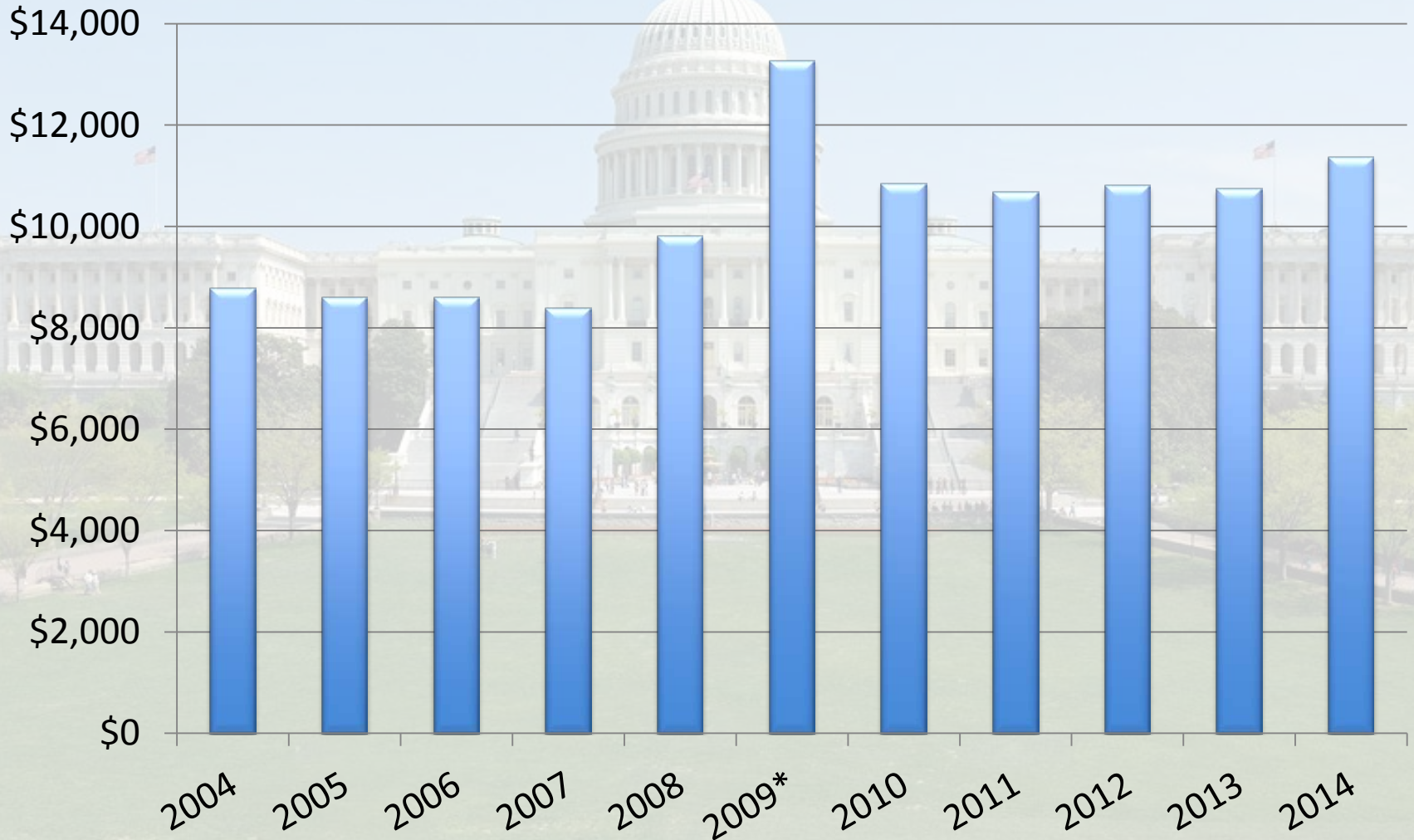
Federal R&D Funding

National Science Foundation (in millions)



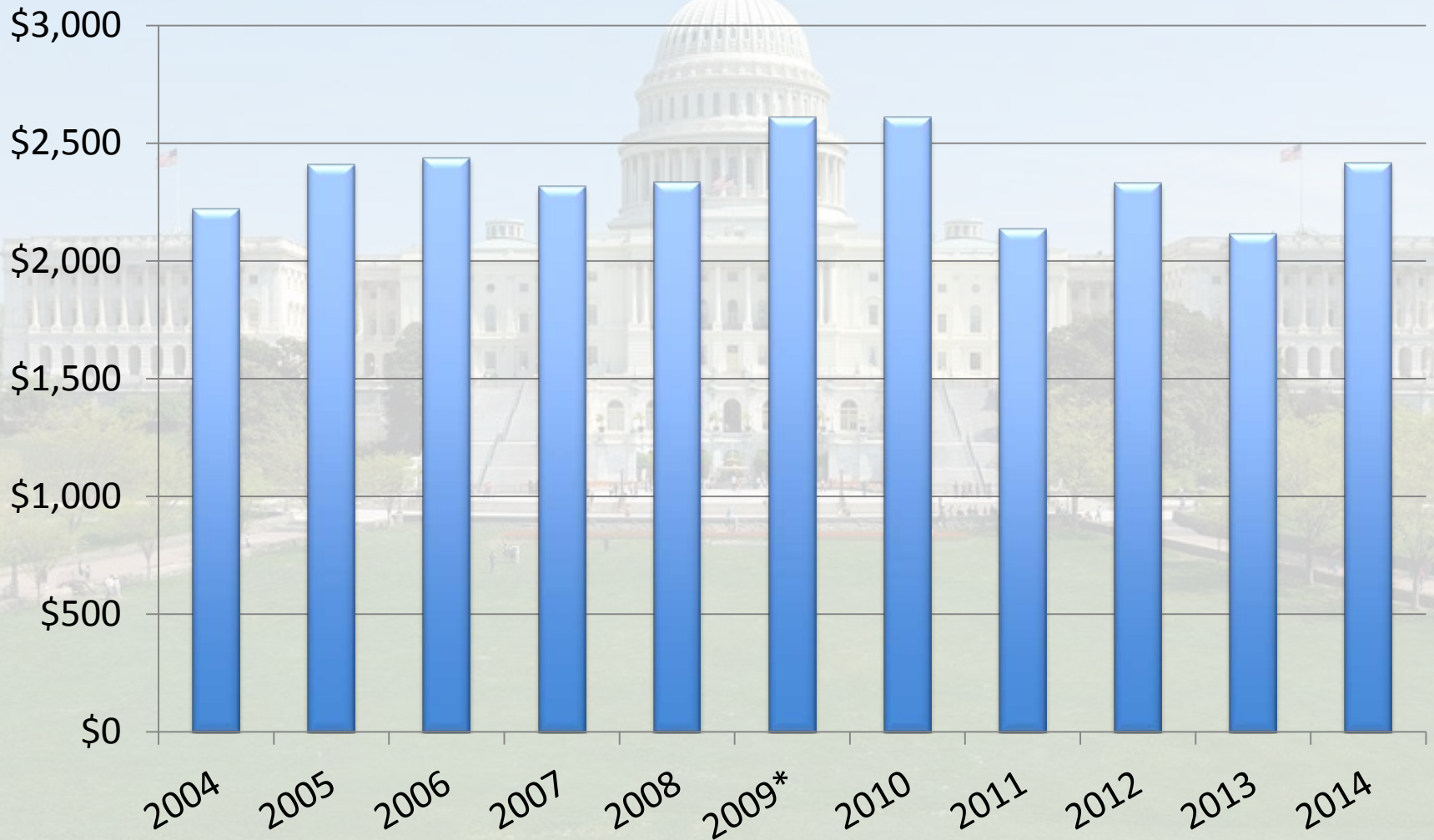
Federal R&D Funding

Department of Energy (in millions)



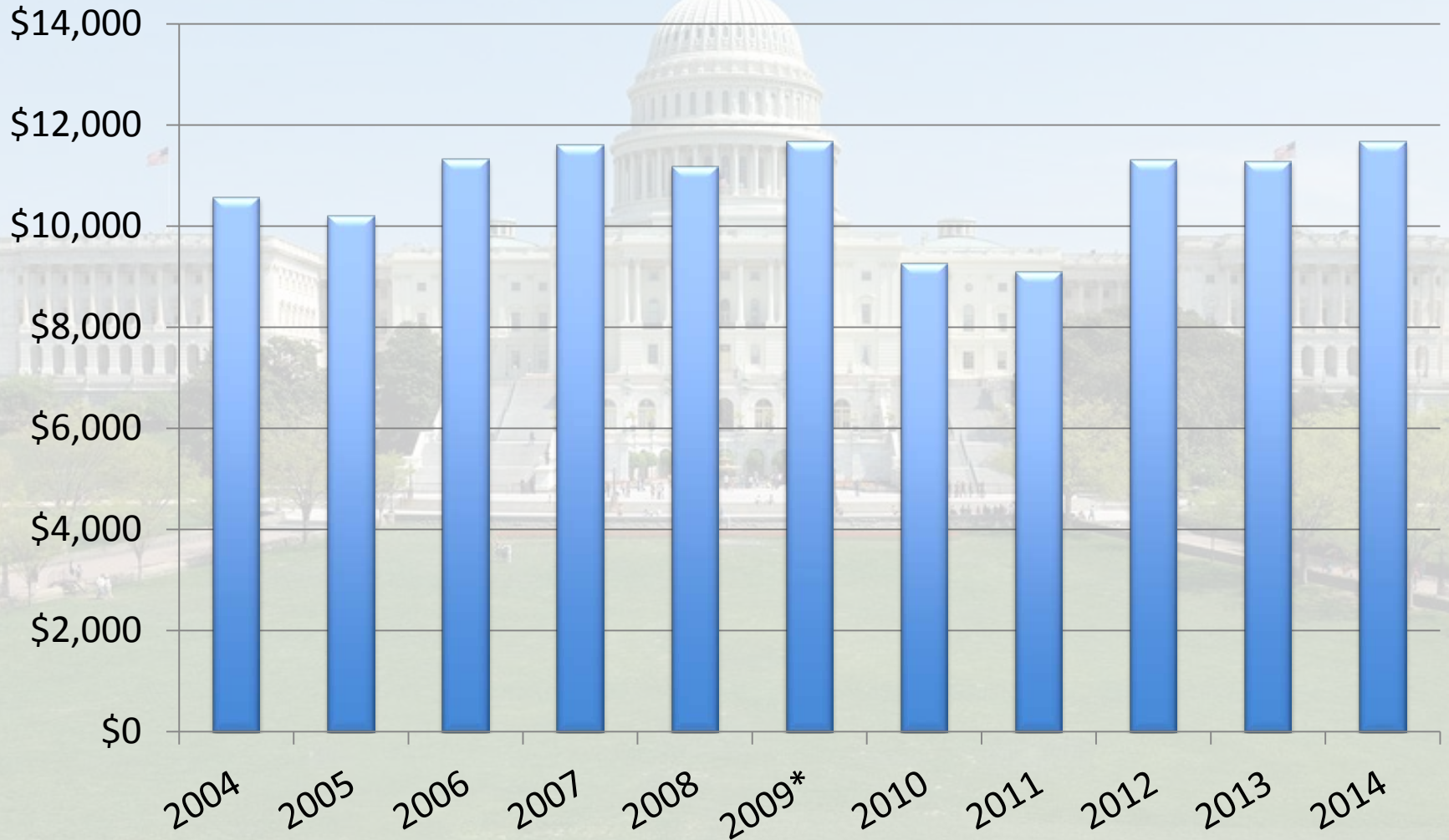
Federal R&D Funding

Agriculture
(in millions)



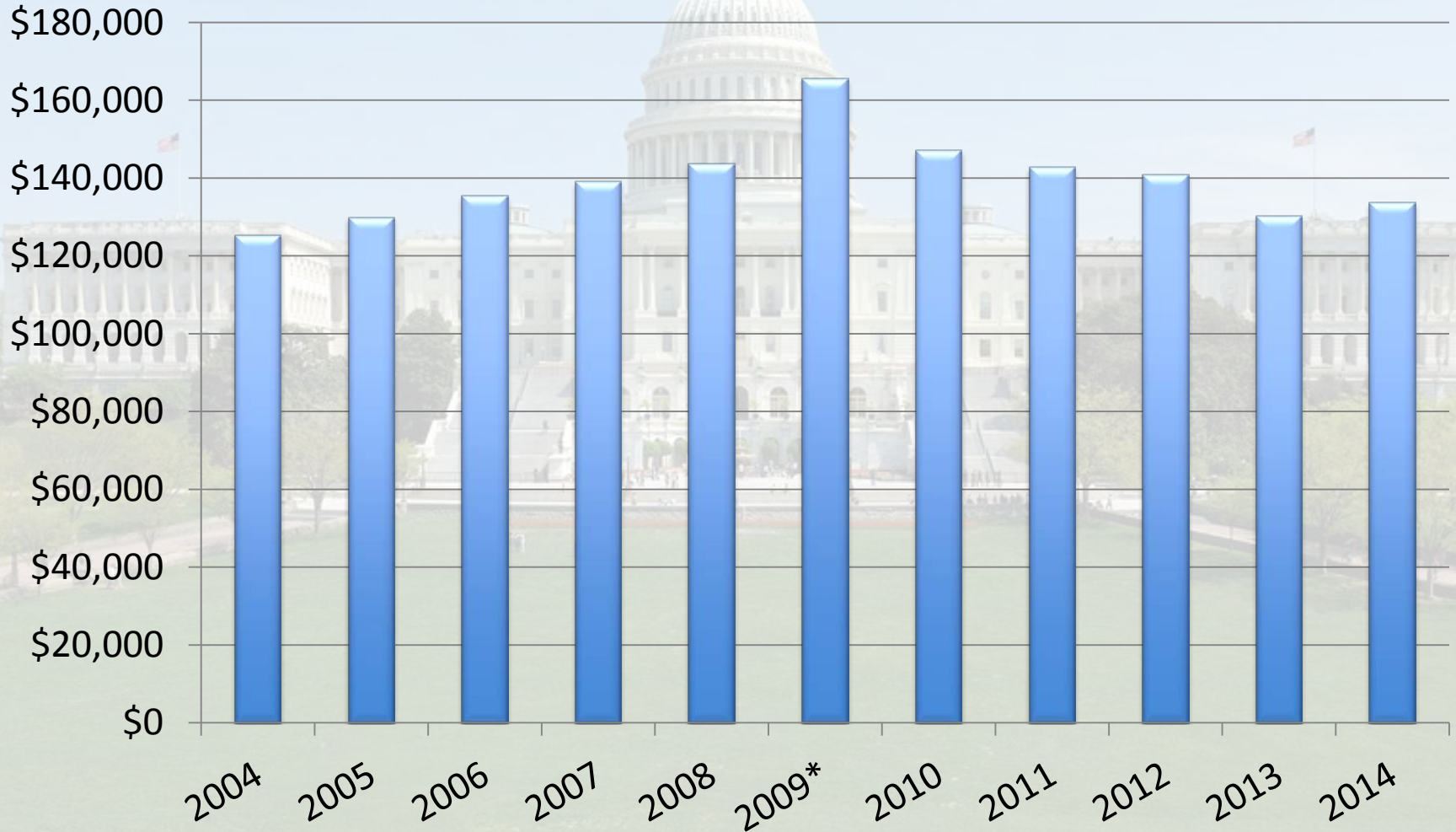
Federal R&D Funding

NASA
(in millions)



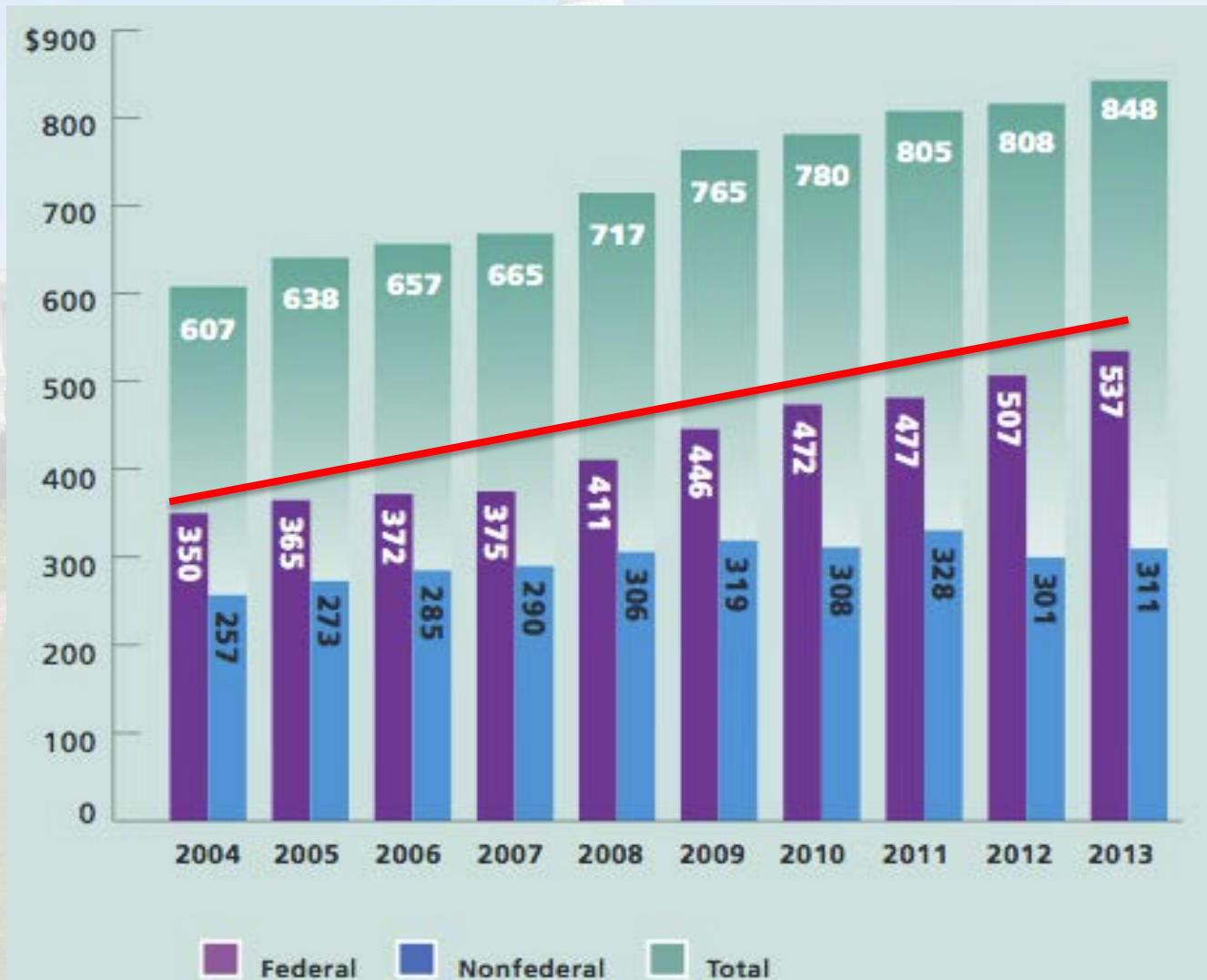
Federal R&D Funding

**Total All Agencies
(in millions)**



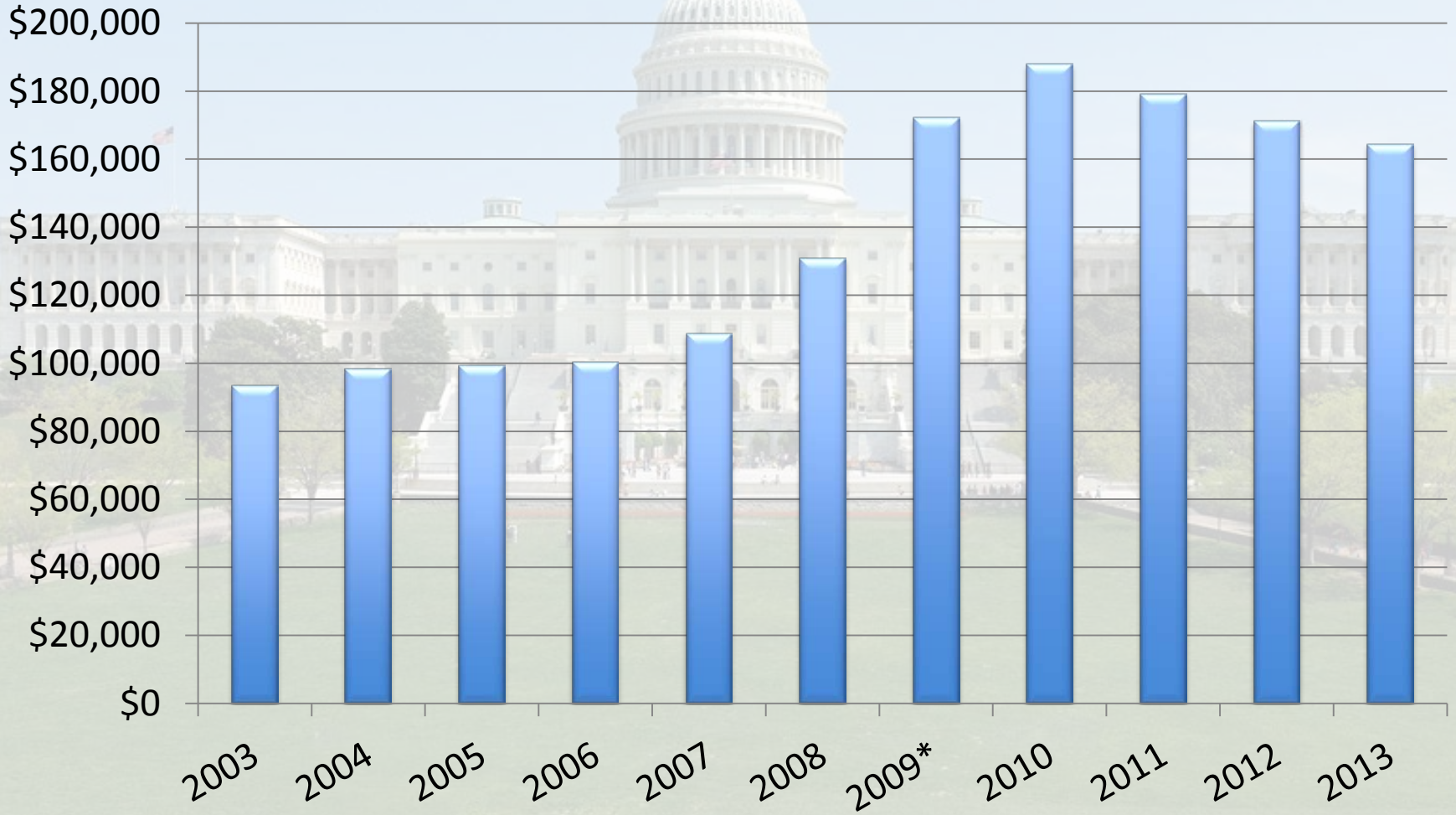
Federal R&D Funding

Penn State Total Research Expenditures (in millions)



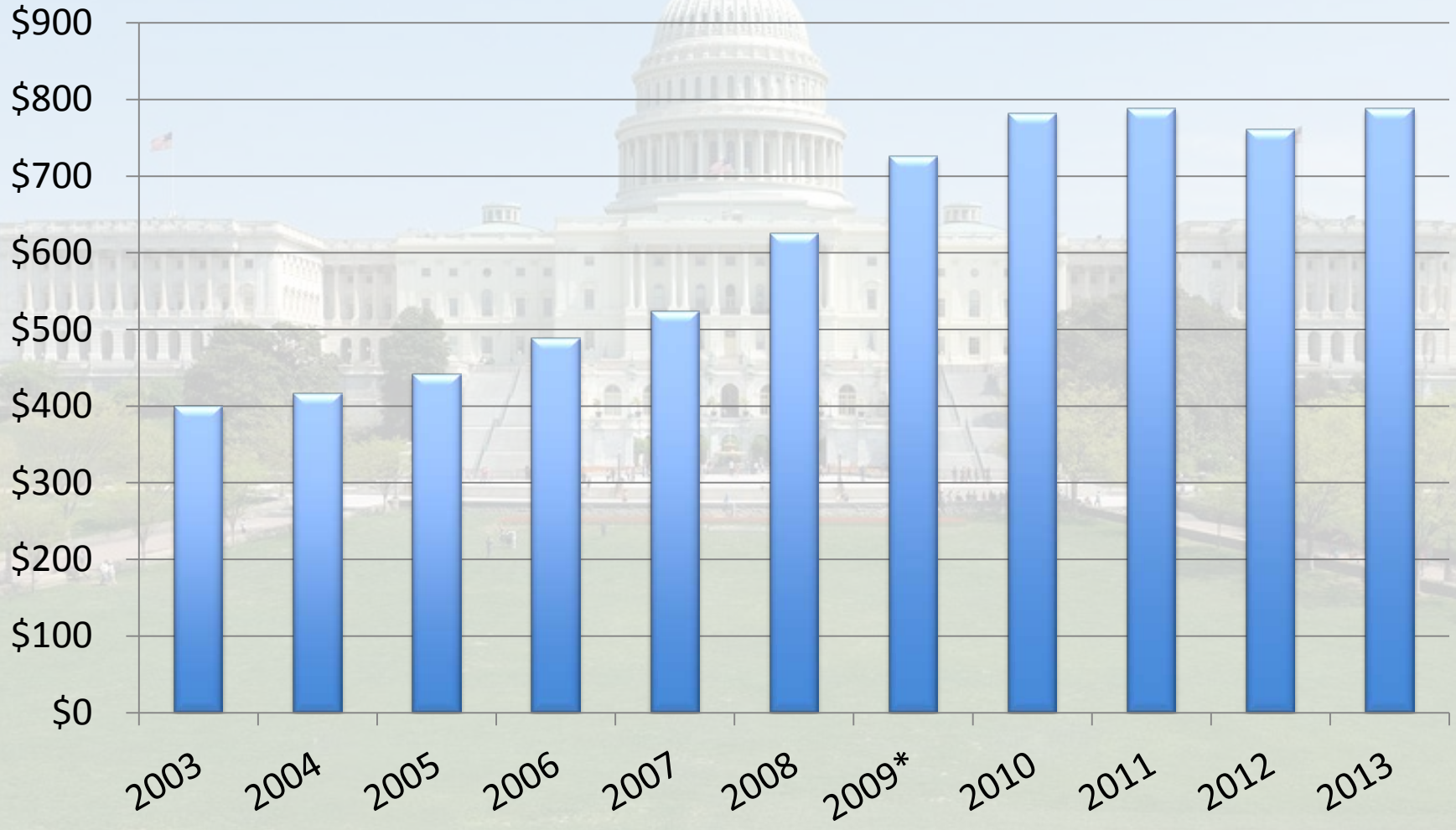
Federal Student Aid Funding

Total
(in millions)



Federal Student Aid Funding

Total to Penn State
(in millions)



Federal Priorities in 2015



- Fiscal Year 2016 budget and appropriations
- Energy legislation
- Patent legislation
- Campus sexual assault legislation
- Higher Education Act reauthorization

Thank You



**Update for Committee on
Outreach, Development, and
Community Relations**

Craig Weidemann, Vice President for Outreach, Vice Provost for Online Education

January 15, 2015

Community Engagement Classification

from the Carnegie Foundation



“The classification recognizes excellent alignment among campus mission, culture, leadership, resources, and practices that support dynamic and noteworthy engagement.”

~ Carnegie Foundation

World Campus: U.S. News & World Report 2015 Best Online Programs

No. 1 bachelor's programs

No. 4 graduate education

No. 4 graduate computer information technology

No. 5 graduate business

No. 5 graduate engineering

No. 7 graduate MBA



World Campus: U.S. News & World Report 2015 Best Online Programs

Ranking Categories

1. Student engagement
2. Faculty credentials and training
3. Peer reputation
4. Student services and technology
5. Admissions selectivity

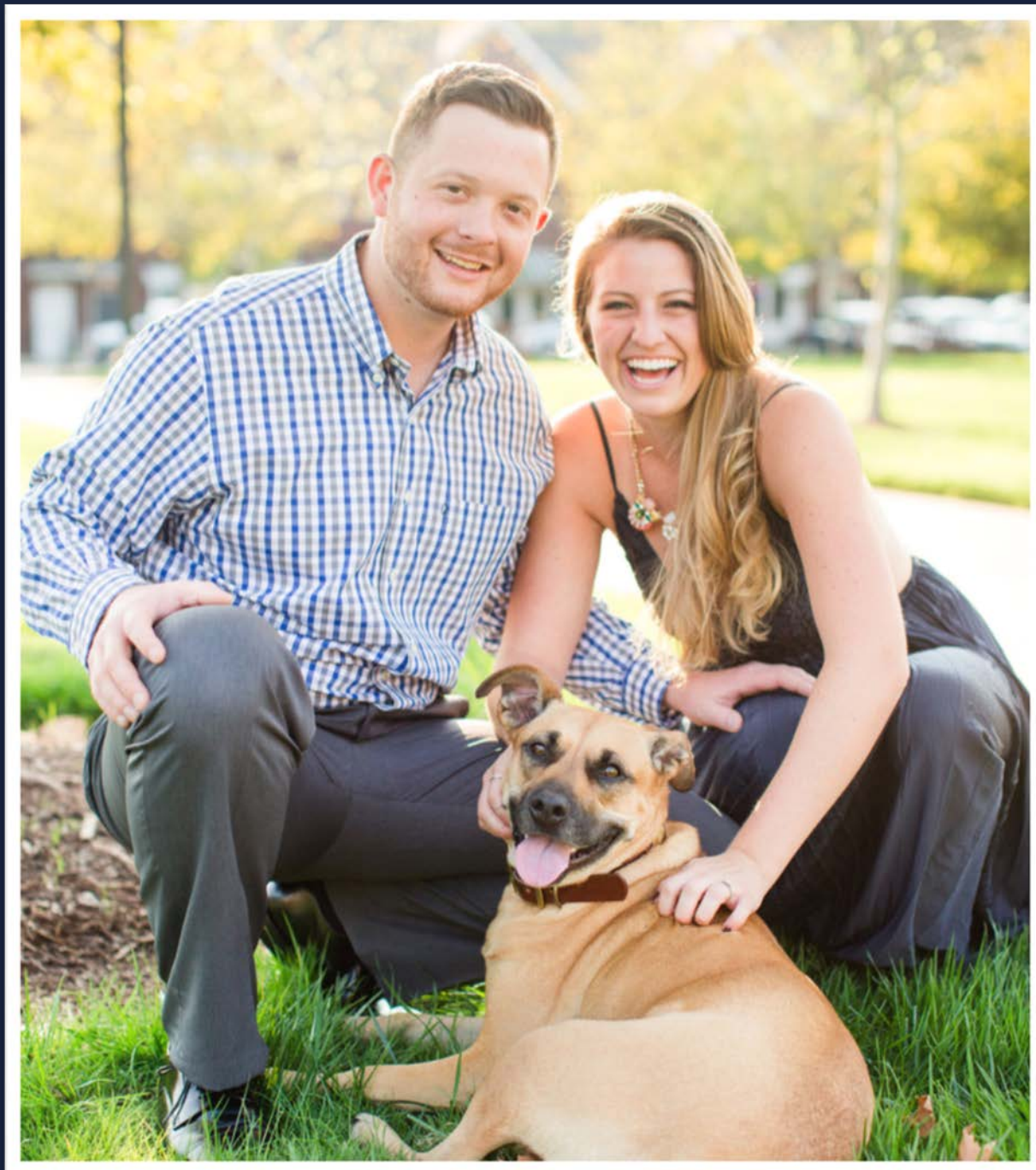
World Campus Fall 2014 Graduation



878 graduates

400 students and
guests celebrated
at University Park --
1st time on campus
and from as far
away as China

First Recipient of Military Scholarship Honoring Capt. Ryan J. McCombie



Steven Smith —
completed Navy service
in 2012

Pursuing business
administration degree
through World Campus

Employed full-time as
maintenance supervisor

**Thank you
& discussion**

Update from the Penn State Alumni Association

Kay Salvino, President

To: Board of Trustees Committee on Outreach, Development, and Community Relations
January 15, 2015

- **Introducing Alumni to President Barron and his Six Imperatives**—In conjunction with Chair Paul Silvis’s interests in putting a spotlight on President Barron’s initiatives, the Penn State Alumni Association has been doing exactly that, in concert with our colleagues in the Office of University Development. Since September, we have sponsored six receptions in major cities featuring President Barron. We will be sponsoring six more similar events in February. In these talks, President Barron speaks to several of his six imperatives for Penn State and invites questions and comments on these and any other topics alumni wish to raise. He has been very well received by our alumni. The venues visited thus far include: Philadelphia, Washington, Los Angeles, San Francisco, Pittsburgh, and New York, reaching 1,564 registrants in these locations. Going forward, President Barron will speak in Houston on Feb. 9, Dallas on Feb. 11, Hilton Head, S.C., on Feb. 23, Tampa on Feb. 24, Naples on Feb. 25, and Boca Raton on Feb. 26. In the December issue of our e-newsletter, *AlumniInsider*—which reaches 120,000 members by email—Executive Director Roger Williams focused his column on President Barron’s initiatives and the tour. A copy is attached.
- **Alumni Opinion Survey 2014**—The Alumni Association, in concert with Strategy One, has completed its fourth Alumni Opinion Survey since the spring of 2012. Responses from 1,300 alumni were gathered in December. The analysis and final report are now being compiled. The Alumni Association will post the results on its website before the end of January in a format that offers easy response comparison across the four surveys.
- **Publicizing Penn State’s Culture of Academic Excellence**—The Alumni Association has issued its fourth edition of “Penn State’s Culture of Academic Excellence,” which features Penn State’s rankings and ratings as a Top 100 global university among some 17,000 institutions of higher learning worldwide. This was included in the January/February issue of *The Penn Stater* magazine, which circulates to 137,000 Alumni Association member households. It will appear in the March-April issue as well. It also is posted on our website. A copy is attached to this report.

- **Ninth Annual President’s Concert**—On March 3, the Alumni Association, in conjunction with the Office of the President and the School of Music, will sponsor the ninth annual President’s Concert at the Kimmel Center in Philadelphia. This event features Penn State’s premier instrumental and choral ensembles, offering students and faculty the opportunity to perform in a world-class concert hall. The Alumni Association also sponsors a pre-concert reception that provides a preview of what concert-goers will hear later in the evening. This is an event that will swell your Penn State pride like nothing else. We invite all of you to join us.
- **Alumni Engagement: City Lights**—Also on tap is our tenth annual City Lights series, in which we showcase faculty and alumni experts on topics of intellectual, scientific, and cultural importance. These are held in metro areas with large concentrations of Penn State alumni. A flyer with the complete schedule is attached to this report.
- **Alumni Achievement Awards**—On March 27, the Alumni Association will induct 12 alumni (under age 35) as recipients of the 2015 Alumni Achievement Awards. This award is given to young professionals who have distinguished themselves at an early age. They return to campus to speak to students, faculty, and staff, which adds a dimension of professional practice not otherwise available in the academic curriculum. This will be the 11th class honored since the Alumni Achievement Awards were established in 2005. This year’s class will bring the total awardees to more than 125.
- **Graduate School Support**—On March 28, the Alumni Association again will sponsor the Graduate School’s annual Alumni Reunion Weekend, recognizing those who earned their doctorates 50, 25, and 10 years ago. Also, in conjunction with the Graduate School Alumni Society, the Alumni Association presents its dissertation awards to 13 outstanding doctoral students. Each awardee receives a \$5,000 stipend—\$65,000 in all.
- **Trustee Scholarship Support**—This spring, the Alumni Association will make its final pledge payment of its \$2.1 million gift to *For the Future: the Campaign for Penn State Students*. This gift has established Trustee Scholarships in every college and campus of the University, including some academic support units. The \$300,000 pledge will be disbursed as follows:

 - \$50,000 for the Smeal College of Business
 - \$50,000 for the Schreyer Honors College
 - \$100,000 for the Alumni Association Scholarship for The Graduate School
 - \$100,000 for the Alumni Association Scholarship for the College of Medicine.

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The Football Letter

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Road and Looking
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A President On the Road and Looking Under the Hood

Tonight, Penn State President Eric Barron will hold his fifth Alumni Association-sponsored speaking event for alumni and their guests, this one taking place in Pittsburgh at the Sheraton Station Square. This fall, he's spoken to audiences in Philadelphia, Washington, D.C., Los Angeles and San Francisco. He'll be in New York City on December 11, and more events are scheduled for later this winter.



Six months into his presidency, Barron tells his listeners, "I've got one job—and that's to make a great University even greater."

So here's a man who spent 20 years at Penn State, recruited in 1986 as founding director of the new Earth System Science Center and worked his way up to dean of the College of Earth and Mineral Sciences. He left for challenges elsewhere, the last of which was serving as president of his undergraduate alma mater, Florida State University, for four years. His leadership there was quite successful, building that institution's quality, reputation and financial resources—and seeing FSU win a national championship in football last year.

Why did he give this up to come back to Penn State, an institution still grappling with a profound, persistent crisis?

"I came back because of the culture of excellence at this institution," he says. He then relates a conversation with a student who was part of last April's gala celebration of *For the Future: The Campaign for Penn State Students*. The student told Barron he was so grateful to be at Penn State that he got up every day asking himself, "What can I do more of? What can I do better?" Barron looked at his wife, Molly, and said, "That's why we're here. That's why we came back."



Barron's talks with alumni are game-changers. He's introducing a set of concepts built around issues confronting American higher education in general, but Penn State in particular. These are his "six imperatives" to which he invites comments and questions in an effort to further refine his thinking. And what's truly impressive is that he introduces each imperative in terms of the

FOUR DIAMONDS
— Comparing Childhood Cancer —

The Penn State Tradition of THON Lives on in Mini-THON



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[February 2014](#)

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“bragging points” that demonstrates Penn State’s success, but then drills deeper and finds aspects where Penn State can do “more of” and “do better.” Make no mistake: this data-driven president is looking “under the hood” of the shiny blue-and-white sports car that is Penn State. He’s road testing his early thinking about Penn State with alumni audiences. Alumni and friends are engaged and responsive, and Barron says he’s very happy with the way these events have been going.

His six imperatives are: 1) excellence; 2) student engagement and engaged scholarship; 3) economic development and student career success; 4) diversity and demographics; 5) accessibility and affordability; and 6) technology. All of these are national issues, of course, but with particular relevance for Penn State if it is to continue leading and serving its constituencies effectively in the years ahead.

Take “economic development and student career success.” As hallmarks of excellence, Barron talks about the fact that Penn State has kept its external research funding above \$800 million per year over each of the last three years—a remarkable accomplishment in the face of cuts from the federal agencies. This ranks Penn State 17th or 18th every year among all private and public universities in America. In addition, an economic impact study conducted in 2009 found that Penn State’s impact on the commonwealth was \$16 billion annually—which made the University the biggest economic actor in Pennsylvania. Further, Penn State had a record 543 companies on campus this fall at Career Fair, interviewing students for internships and jobs.

But Barron thinks we can do more and do better. Despite the University’s high rank in research funding, it doesn’t do nearly so well in patents and licensing. In fact, Penn State ranks 62nd in getting its intellectual products into the marketplace. “Here’s room to make a great university even greater,” he says. “Let’s talk about Penn State driving the economy of the state and nation.”

So how do you do that?

Barron’s ideas center on building an entrepreneurial ecosystem around the University—in all colleges and on all campuses. He’s talking about a program of entrepreneurs-in-residence to help faculty and students get their ideas and intellectual property into the marketplace. He’s excited about the possibilities of a large-scale Intellectual Property Fair, where Penn State faculty and students can strut their research-and-development stuff for investors and businesspeople, and where, perhaps, a number of \$50,000 prizes are awarded for the best products. He’s thinking about a Penn State-branded Intellectual Property platform, emanating from a business plan to attract investment worldwide.

The endgame, Barron says, would be for Penn State to emerge as an economic engine so as to keep more of our graduates from leaving the state for better opportunities elsewhere. Creating start-ups, attracting companies to relocate near our campuses, or to put at least a piece of their companies here, and otherwise creating new employment opportunities as Penn State does its part to transform the state’s economy into one based more on knowledge and technology—these



are just a few of the ideas he's vetting with alumni and the entire University community.

There's more, much more to Barron's talks, and alumni are not shy about chiming in and adding their comments and observations. These evening events are free for alumni (and their guests) and we'd love to see you there. The schedule through the end of February is as follows,

Pittsburgh: Tuesday, Dec. 2

New York City: Thursday, Dec. 11

Dallas: Monday, Feb. 9

Houston: Wednesday, Feb. 11

Hilton Head Island, S.C.: Monday, Feb. 23

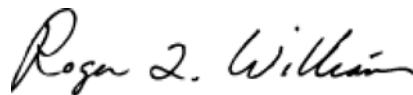
Tampa, Fla.: Tuesday, Feb. 24

Naples, Fla.: Wednesday, Feb. 25

Boca Raton, Fla.: Thursday, Feb. 26

Register [here](#) for President Barron's next stop at the Park Central Hotel New York on December 11. Email invites will be sent to all alumni living in the New York City region for whom we have email addresses, and thereafter, to all alumni living in the other six listed locales. All alumni are welcome to attend any of Barron's talks. Online registration will also be available on our [website](#) a few weeks before each event—please continue to check the site throughout early 2015.

For the Future,



Roger L. Williams '73, '75g, '88g
Executive Director

PENN STATE'S Culture of Academic Excellence

PENN STATE RANKS AMONG THE TOP 100 UNIVERSITIES IN THE WORLD

39th in the world—The *Times Higher Education* World Reputation Rankings, 2014

46th in the world—Center for World University Rankings, 2014-15

48th among national U.S. universities—*U.S. News & World Report*, "America's Best Colleges," 2014-15

52nd in the world—*U.S. News and World Report*, "Best Global Universities," 2014-15

58th in the world—The *Times Higher Education* World University Rankings, 2014-15

58th in the world—Academic Ranking of World Universities, 2014-15

PENN STATE IS A LEADER IN GLOBAL HIGHER EDUCATION

No. 10 in international student enrollment, with 6,693 in 2012-13—Institute of International Education

No. 30 in U.S. Fulbright students, with 11 students in 2013-14—Institute for International Education

PENN STATE IS A TOP-RANKED U.S. RESEARCH UNIVERSITY

Since 1958, Penn State has been a member of the Association of American Universities, an association of 62 leading research universities in the U.S. and Canada. Membership in the AAU is invited on the basis of excellence in research and education programs.

No. 9 in Library Investment Index, with \$52.1 million in 2012-13—Association of Research Libraries

No. 13 in production of doctorate recipients, with 651 in 2012—National Science Foundation

No. 18 in total research and development expenditures, \$798 million in FY 2012—National Science Foundation

14 graduate school disciplines ranked within the top 10 in the nation—*U.S. News and World Report's* "Best Graduate Schools," 2014

32 of Penn State's doctoral programs ranked within the top 10 percent of programs in their field—National Research Council, 2010

PENN STATE IS TOP RANKED IN A VARIETY OF OTHER WAYS

No. 1 for college graduates best suited for the world of work—*Wall Street Journal* survey of corporate recruiters, 2010

No. 1 with the world's largest student-run philanthropy, THON™, raising \$114 million to fight childhood cancer since 1977

No. 1 with the world's largest dues-paying alumni association, with 174,379 members in 2014—Council for Alumni Association Executives

No. 1 for the best online bachelor's degree programs in the country—*U.S. News & World Report's* 2015 "Best Online Programs"

No. 2 among America's brainiest cities—Lumosity, 2013

No. 4 in awarding the most science and engineering doctorates to African American males, with 64 from 2002-12—National Science Foundation

No. 5 in the nation in granting the most bachelor's degrees, 10,970—U.S. Dept. of Education, 2012

No. 8 in the nation—*Business Insider*, "The 20 Best College Campuses in the U.S.," 2014-15

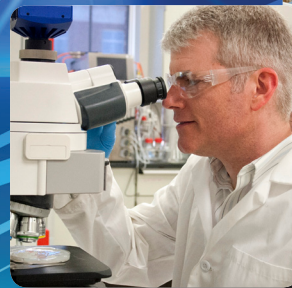
No. 8 in the nation—Best College Reviews, "The 50 Best College Towns in America," 2014-15

No. 17 in the nation in most private donations, with \$217.6 million in 2013—Council for Aid to Education



To download, go to:
alumni.psu.edu/academics

JANUARY 2015



THE PENNSYLVANIA STATE UNIVERSITY

CITY LIGHTS

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Experience Penn State through inspiring performances, engaging cultural events, and enlightening educational programs hosted in metro areas where many Penn Staters live and work. City Lights events include an alumni reception or meal.

SNEAK PREVIEW OF THE 2015 SEASON

- MARCH 14** **SWAN LAKE: AN EVENING OF BALLET**
Academy of Music, Philadelphia
- APRIL 2** **PENN STATERS IN NEWS AND WEATHER CAREERS**
Omni Hotel at CNN Center, Atlanta
- APRIL 23** **THE LIFE AND ART OF ANDY WARHOL**
Warhol Museum, Pittsburgh
- MAY 9** **HISTORICAL PERSPECTIVES ON THE USS INTREPID**
Intrepid Sea, Air & Space Museum, New York City
- MAY 21** **FROM VINE TO WINE**
Mayflower Renaissance, Washington, D.C.
- JUNE 13** **FOODS OF PHILLY**
9th Street Italian Market, Philadelphia

Registration begins in mid-January. Alumni Association members pay a discounted fee.



City Lights is presented by the Penn State Alumni Association and sponsored by The Village at Penn State.



Call: 800-548-LION (5466) option 5, option 1 | **Email:** alumnitravel@psu.edu | **Web:** alumni.psu.edu/events



A. Craig Hillemeier, M.D.
Chief Executive Officer
Senior Vice President for Health Affairs, and Dean



December 4, 2014

Mrs. Kay Salvino
President, Penn State Alumni Association
520 Amherst Drive
State College, PA 16801-7990

Dear Kay,

Thank you. With the Penn State Alumni Association's recent commitment to endow a scholarship, you've made an inspiring promise to future students at the College of Medicine.

The Penn State Alumni Association Scholarship will support the next generation of health care leaders who are already a part of the Penn State family. These students know the value of a Penn State education, and your gift will help them to pursue their medical and scientific ambitions at full speed.

Gifts from organizations like yours—that are so closely tied to our mission—ensure that our students are equipped to succeed. Because you've chosen to endow a scholarship, your generosity will continue to grow and give back to students who need assistance, year after year.

Thank you for showing me, and our entire institution, what it means to *inspire it forward*. I admire and commend your partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "Craig".

A. Craig Hillemeier, M.D.

ACH/smm

cc: Kelly Altland

Office of University Development
University Park, PA 16802

**Board of Trustees
Outreach Committee
Development Update
January 15, 2015**

Campaign Planning Task Forces 2015 and 2016*

1. Volunteer Engagement
2. Prospect Management and Campaign Counting
3. Endowment Standards and Strategies
4. Case Statement and Featured Objectives
5. Financial and Staff Resources

Attached: charge to Volunteer Engagement Task Force

*These are task and time specific groups composed of volunteers, donors, development staff and academic leaders. Their work would be complete before July 1, 2016. These groups are in addition to standing central development volunteer committees.

Volunteer Engagement Task Force



The Penn State Development Volunteer Engagement Task Force will assess current practices and develop and promote new practices, stimulate the expansion of volunteer involvement in philanthropy across the University, and increase expectations and standards of volunteer management in advance of Penn State's next University-wide campaign.

Major Responsibilities/Tasks

1. Conduct a census of volunteer engagement practices across the University.
2. Create a volunteer handbook that will clearly define the expectations, roles, and responsibilities of our volunteers as well as the ways our development staff will provide support for these volunteers.
3. Document best practices for the volunteer program to ensure consistency across the University.
4. Create a volunteer pipeline experience that will enable recruitment of new volunteers and allow seasoned volunteers to transition as continued donors and University supporters.
5. Establish practices which will identify and track new volunteer candidates.
6. Develop programmatic topics on which volunteer task forces can provide guidance.
7. Act as an ambassador of Penn State and be an advocate for enhancing the culture of philanthropy both within and outside of the University.
8. Create a list of professional education and development topics which would benefit volunteers and staff.
9. Assist staff in planning, delivery, and follow-up for volunteer training programs.
10. Create a feedback loop to ensure that volunteers are being utilized and engaged.