

Board of Trustees
Committee on Outreach, Development, and Community Relations
Minutes of Meeting
Volume ODCR 5
July 10, 2014

A meeting of the Committee on Outreach, Development, and Community Relations was held on July 10, 2014, in Room 119 of the Classroom Building on the Penn State Schuylkill campus, Schuylkill Haven, PA, beginning at 10:00 a.m.

The following committee members, constituting a quorum, were present: Chair Paul Silvis, Vice Chair Ryan McCombie, Edward “Ted” Brown III, Betsy E. Huber, Robert C. Jubelirer, and Todd L. Rucci.

Student Representative John Shaffer was in attendance; Constituent Representative Kay Salvino was present, and the following staff members were also present: Brian Bittner, Michael DiRaimo, Cindy Hall, Reidar Jensen, Rod Kirsch, Tom Poole, Pam Soule, 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.

Reidar Jensen gave a presentation on *Penn State Today* as well as statistics about user traffic to the website. *Penn State Today* replaces the *Penn State Newswire* with a fresh approach and broader appeal to a wider audience.

Reidar Jensen gave an overview of Penn State’s new Emergency Alert System, “PSUAlert”, which replaces “PSUTXT”. He discussed the transition from the old system to the new. The Committee discussed various processes involved in pushing out emergency alerts to the Penn State Community.

Craig Weidemann gave an update on Outreach and Student Engagement, and discussed acknowledgements and recognitions for student engagement. Craig also updated the committee on various new programs on the World Campus and Massive Open Online Courses.

A discussion occurred about allowing non-committee member Trustees to ask questions during committee session. Chair Silvis ruled that it would be allowed on a per-question basis.

Mike DiRaimo gave a Governmental Affairs update; mentioned that Governor Corbett was likely to sign the Penn State Appropriation Budget. He also discussed increased pension costs, as well as Senator Yudichak’s Board Reduction Bill. Discussion followed regarding Penn State’s stance on governance reform.

Kay Salvino provided an update from the Alumni Association, mentioning that the World Campus is developing an Alumni Society Board, and suggested improved communication of the Outreach committee meeting topics and presentations.

Rodney Kirsch gave an update on University Development and *For the Future: The Campaign for Penn State Students*. A breakdown of donor statistics and demographics were given. Rod also discussed the Penn State Advisory Council on Philanthropy, and more opportunities for outreach in different donor demographics.

Chair Paul Silvis then adjourned the meeting at 11:45 a.m.