

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 10**

July 16, 2015

A meeting of the Committee on Outreach, Development, and Community Relations was held on July 16, 2015, in Room 118 of the Classroom Building, Penn State Beaver, at 10:00 a.m.

The following committee members, constituting a quorum, were present: Vice Chair Dan Mead, Betsy Huber, Bob Jubelirer, Anthony Lubrano, Luke Metaxas, Kay Salvino, and Paul Silvis. Emeriti committee member Joel Myers was also present.

The following staff members, constituent representatives, or invitees were also present: Jennifer Blew, Michael DiRaimo, Rod Kirsch, Shawn Lichvar, Lawrence Lokman, and Kevin Steele. The meeting was called to order by Vice Chair Mead, and roll was taken. The minutes from the previous committee meeting were approved unanimously.

The committee discussed new ideas and initiatives, as well as important topics to think about for the upcoming academic year. The scope of responsibility for Trustees and administrators was discussed as well. Past Chair of the committee, Joel Myers, offered some ideas of initiatives that should be addressed. Lawrence Lokman read an excerpt from the Board's Bylaws, highlighting the committee's core mission.

Mike DiRaimo presented an unofficial schedule of focused discussions for each committee meeting throughout the year, along with in-depth discussions of specific major topic areas within the scope of the Office of Governmental Affairs.

Rod Kirsch gave a presentation of University Development's year-end report for the fiscal year 2014-2015. Statistics from previous campaigns show significant commitment growth since 1984. Rod also outlined annual receipts and commitments received from alumni and staff, and highlighted the fact that campaigns do matter in terms of receiving large gifts. A time table was displayed, showing the schedule for the next campaign. It has been shown that University priorities also drive donor giving and staff productivity. (See Appendix I)

Mike DiRaimo gave a report on the 2015-2016 legislative budgets. He reassured the committee that even though the appropriation did not pass, that it is a very common occurrence. The State Senate passed the Child Protective Services Act, but remains divided on the Marcellus-Shale Extraction Tax. On the Federal level, appropriations and research budgets were still on the table, and Michael reflected on President Barron's successful interactions with federal officials throughout the budget process.

Kevin Steele, President of the Penn State Alumni Association, gave an update on the Alumni Association's activities, as well as an impact report. Kevin also reported on three major endowments for the Alumni Association and Lion Ambassadors program, and President Barron's outreach to Alumni Association chapters across the country. The Penn State Alumni Association has added five new affiliate groups nationwide, and they are currently conducting a search for their new Executive Director.
(See Appendix II)

Lawrence Lokman gave a presentation about the recent marketing efforts behind the 150th anniversary of the Berkey Creamery, as part of a brand messaging initiative. A video short created by Strategic Communications was shown showcasing the newest Creamery ice cream flavor, Birthday Cake. Lawrence mentioned that their team in Strategic Communications teamed up with the College of Agricultural Sciences, hoping that the media attention will help promote food science research at Penn State. (See Appendix III)

Vice Chair Mead adjourned the meeting at 11:39 a.m., and the committee went into Executive Session for a Strategic Communications update.

Respectfully submitted,

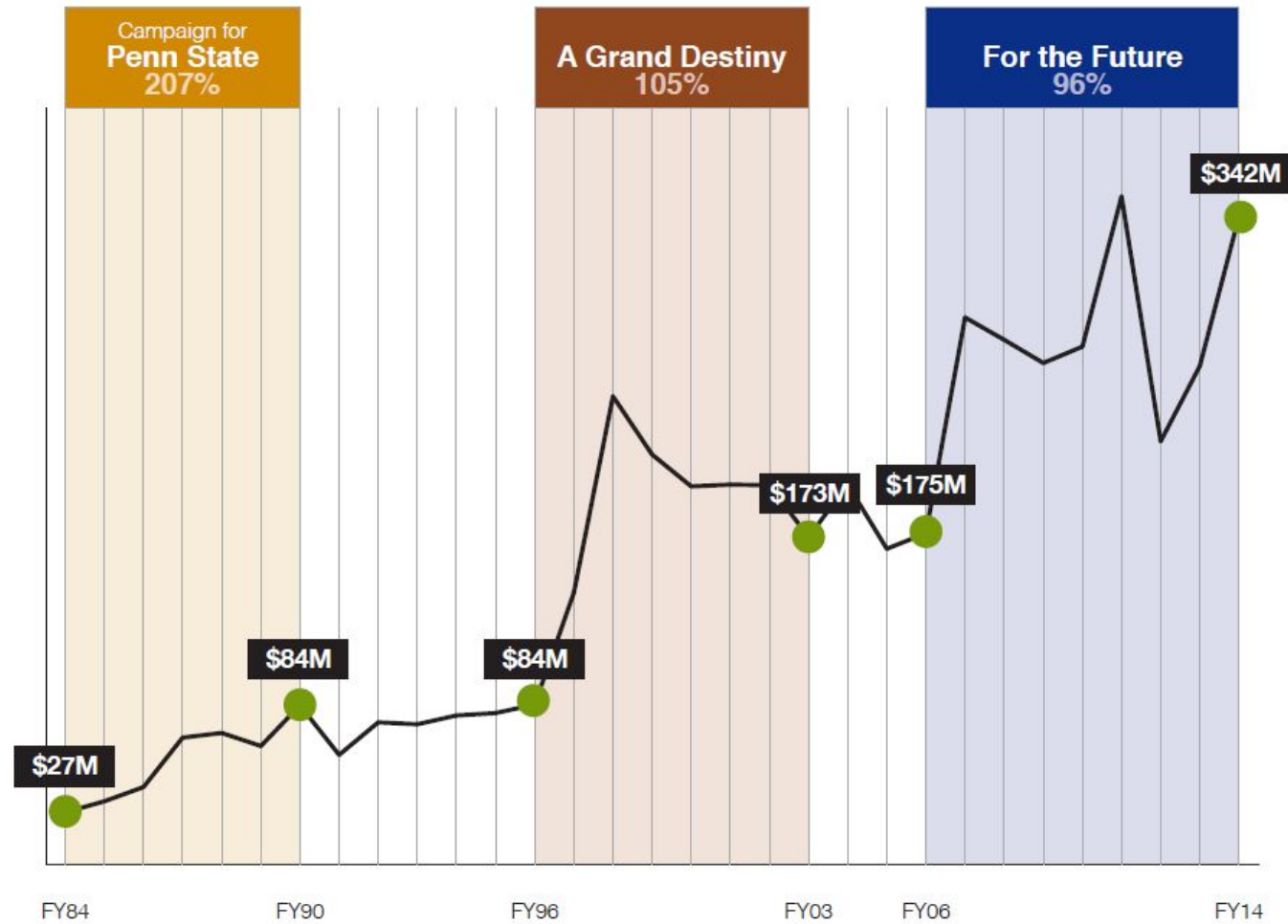
Holly N. Brown
Administrative Support Assistant
Office of the Board of Trustees

Office of University Development Year End Report Fiscal Year 2014–2015

Rod Kirsch
Senior Vice President for
Development and Alumni Relations
July 16, 2015

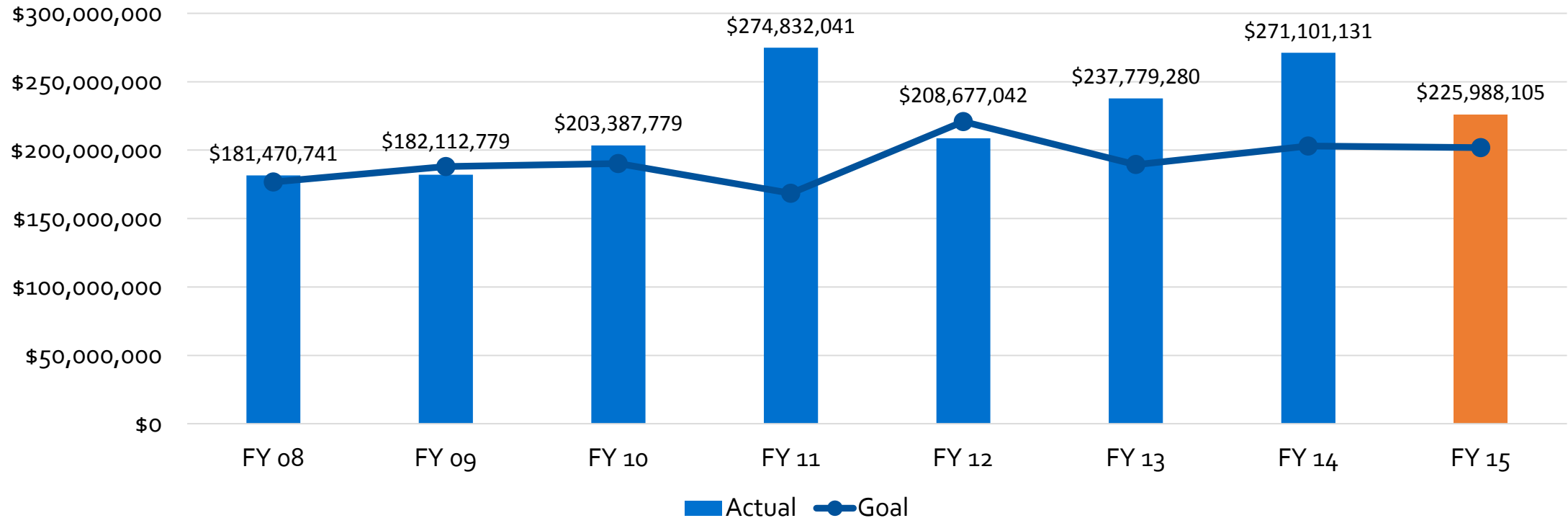


Commitment Growth Over Three Campaigns



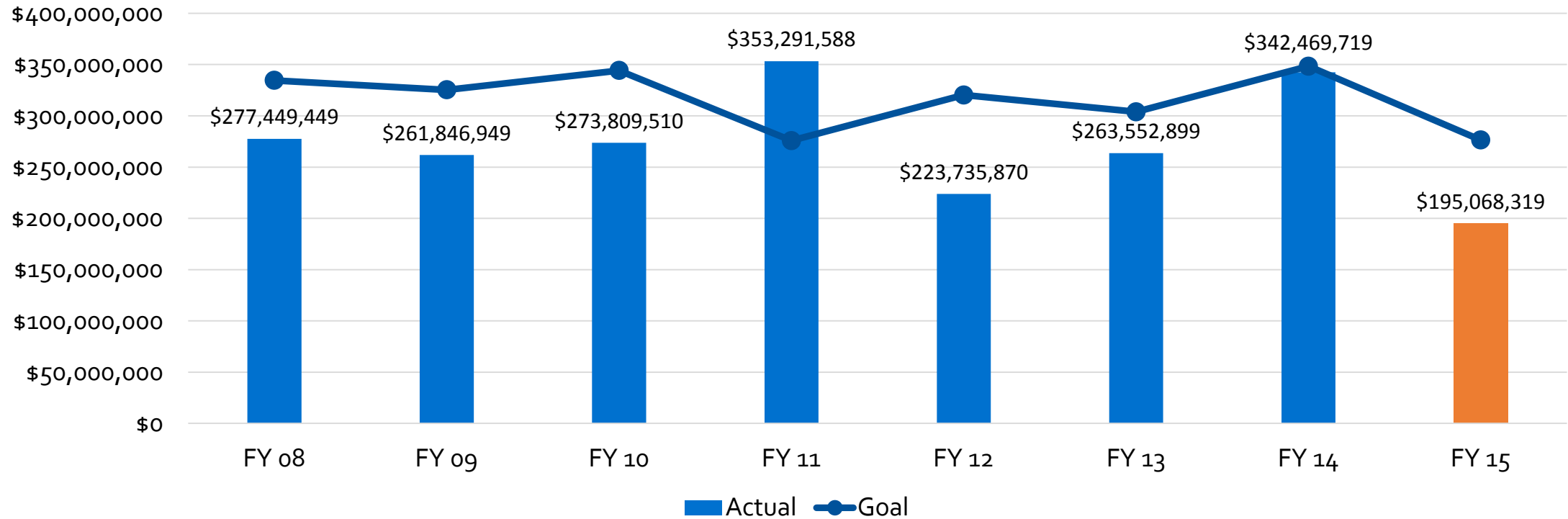
Annual Receipts

Outright gifts and pledge payments- "cash in the door"



Annual Commitments

New pledges and outright gifts

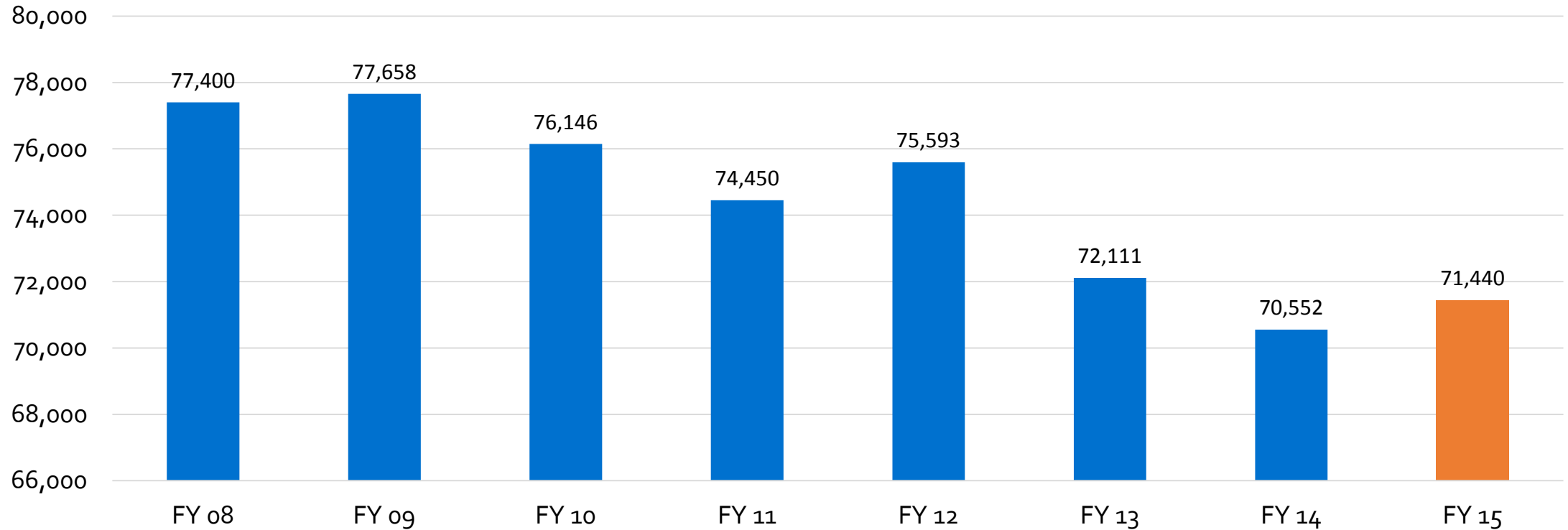


Gift Commitment Table Comparison

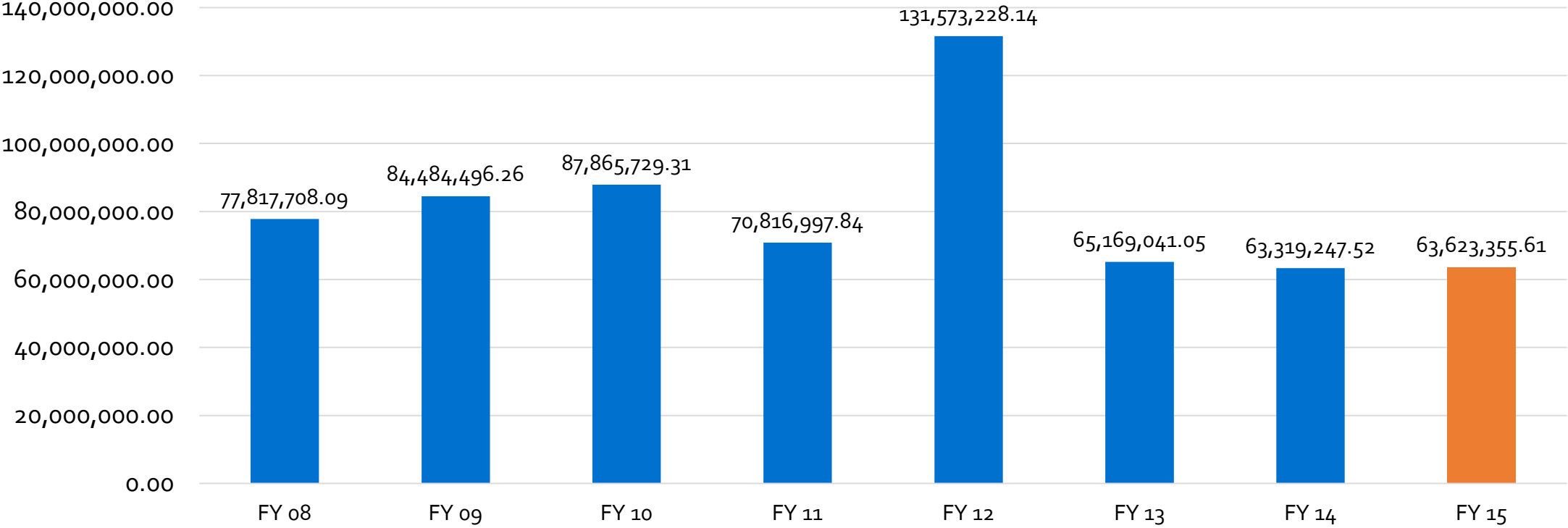
| Range | 2014 | | 2015 | |
|---------------|---------|----------------|---------|----------------|
| | Donors | Dollars | Donors | Dollars |
| \$ 10,000,000 | 3 | \$ 32,780,177 | — | — |
| \$ 5,000,000 | 9 | \$ 56,835,540 | 3 | \$ 21,333,730 |
| \$ 2,500,000 | 6 | \$ 20,169,173 | 2 | \$ 8,166,419 |
| \$ 1,000,000 | 45 | \$ 64,154,400 | 20 | \$ 28,272,948 |
| \$ 500,000 | 46 | \$ 29,570,209 | 26 | \$ 16,509,141 |
| \$ 250,000 | 68 | \$ 22,663,236 | 56 | \$ 17,756,377 |
| \$ 100,000 | 188 | \$ 26,694,734 | 154 | \$ 21,166,674 |
| \$ 50,000 | 372 | \$ 22,144,186 | 240 | \$ 14,721,030 |
| \$ 1–49,999 | 190,849 | \$ 67,142,000 | 184,951 | \$ 67,458,063 |
| Total | 191,586 | \$ 342,469,718 | 185,452 | \$ 195,068,319 |

\$116.2 million in difference from FY 14 to FY15 – 80% of decline between years

Total Alumni Donors



Total Alumni Giving



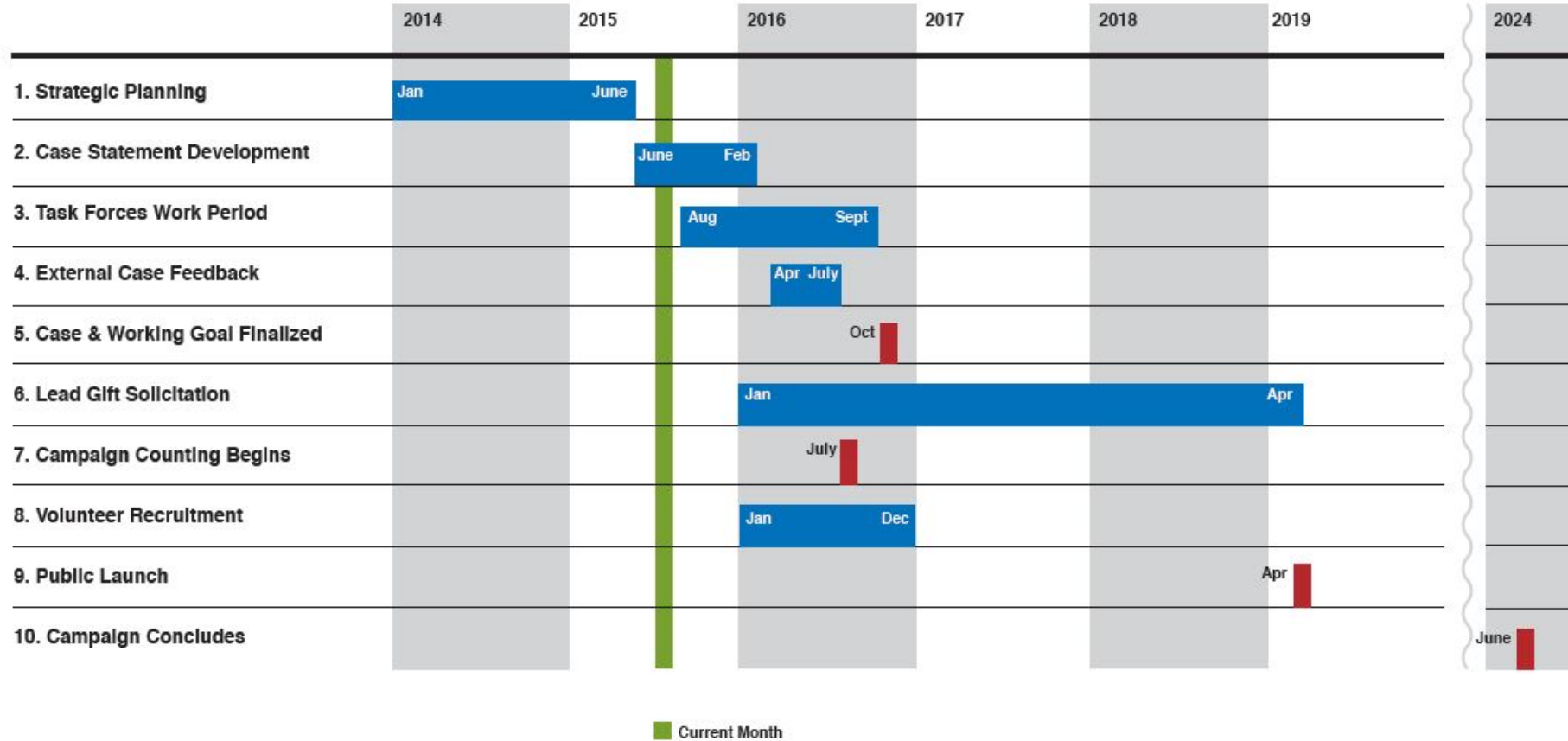
Staff Production Metrics

| Metric | 2014 | 2015 |
|--------------------------------------|-----------------|-----------------|
| Number of visits | 14,023 | 15,154 |
| Value of solicitations in \$ | \$430.6 million | \$225.2 million |
| Number of \$100k+ solicitations | 590 | 551 |
| Value of \$100k+ solicitations in \$ | \$382.7 million | \$195.0 million |

Conclusions

- Campaigns matter
- Big gifts (\$1 million+) move the needle
- University-articulated priorities drive staff productivity and donor giving

Campaign IV Tentative Timetable



Thank you



Annual Update and Impact Report FY2014–15





June 30, 2015

For the Penn State Alumni Association, service to and support of our alma mater have never been stronger. We see that reflected in the indicators presented in this annual update as well as in countless examples from members and volunteers each day.

Tens of thousands of dedicated Alumni Association members lead our chapters, alumni interest groups, college and campus alumni societies, and alumni program groups doing service work in their communities across the country and throughout the world. Legions of members step up each year to help recruit students to Penn State through our National Alumni Admissions Program. Thousands more members mentor students, come back to campuses to speak to classes, and raise scholarship support for every facet of Penn State. And still others support our athletic teams at home and on the road, participate in networking events, attend cultural activities featuring faculty and alumni experts, and keep the blue-and-white pride alive wherever they live and work.

This “Annual Update and Impact Report FY2014-15” outlines some of the highlights, milestones, and mission-focused work undertaken by the Alumni Association this year. It reflects the service work of our growing membership of 177,307 and the more than 645,000 alumni worldwide.

Everything we do is made possible through the support of alumni, students, parents and other friends who have an enduring passion for Penn State. Thank you. We simply couldn't do this work or have these results in support of our beloved alma mater without you.

For the Future,

Kay Salvino '69
President

Kevin R. Steele '92g
Vice President

Katie Smarilli '71
Immediate Past President

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

Mission and Overview

The mission of the Penn State Alumni Association is to connect alumni to the University and to each other; to provide valued services to members; and to support the University's mission of teaching, research, and service. Its vision is to be known as the biggest, best, and most ambitious organization of its kind, and to become the national exemplar of how such an entity contributes to the betterment of its alma mater.

Founded in 1870, the Alumni Association currently stands as the largest dues-paying alumni association in the world, with 177,307 members as of June 30, 2015. Organizationally, the Alumni Association is both a Pennsylvania corporation with recognition as a 501(c)(3) non-profit— governed by its 86-member Alumni Council and 18-member executive board— and an organic part of the University, part of the Division of Development and Alumni Relations.

Strategic Plan 2013–15

The Alumni Association is guided by a two-year Strategic Plan 2013–15. The plan provides a roadmap for the future focused on enhanced membership service, organizational growth, crisis impact management, strengthened alumni engagement, relationship development with key constituencies, and financial security. A copy of the plan in its entirety can be accessed online at alumni.psu.edu/about_us/strategic-plan-2013-15.



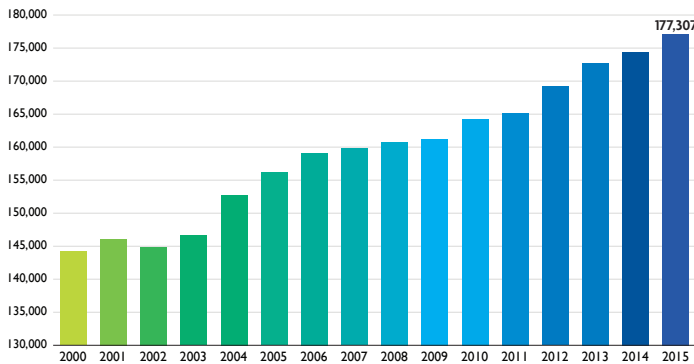
STRATEGIC PLAN 2013–15 GOALS:

1. Accelerate membership growth;
2. Manage crisis impacts in concert with our mission;
3. Strengthen revenue streams;
4. Clarify the Alumni Association's relationship with the University;
5. Enhance diversity at the Alumni Association and the larger University;
6. Strengthen alumni engagement; and
7. Sustain and strengthen relationships with other key constituencies/stakeholders.

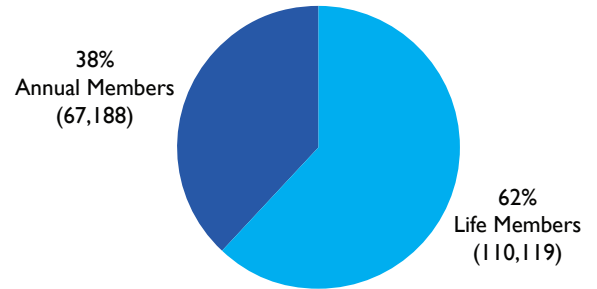
Membership Milestones

As of the close of the fiscal year on June 30, the Penn State Alumni Association's annual snapshot of membership showed another year of growth—its 13th consecutive—increasing from 174,379 to **177,307 members**. This represents a gain of 2,928 members or 1.7 percent.

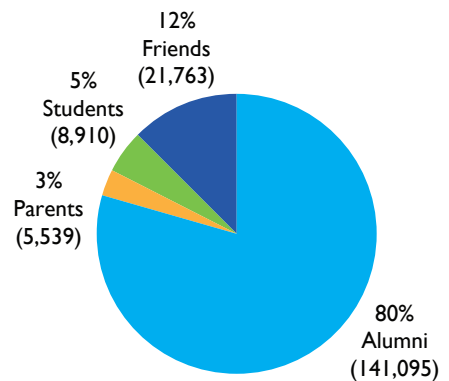
Membership 2003-2015



Membership Type



Membership by Category



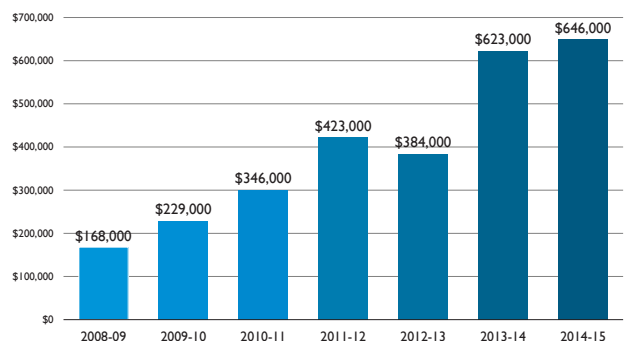
Student Membership

8,910 students, or one in every eight currently enrolled, belong to the Blue & White Society, the Alumni Association's student contingent. BWS members are on every campus and at every college across Penn State. In 2015, the Blue & White Society marks its 20th anniversary.

The Alumni Association also annually tracks the number of living Penn State alumni. As of June 30, 2015, that number is **645,095**, with “active, addressable alumni”—those for whom some contact information is available—at 601,757.

In addition to overall membership growth and alumni statistics, the Alumni Association provides data on its Sustaining Life Member Program, an annual giving initiative for members that supports Alumni Association programs. In FY2014–15, the program raised **\$646,027**, an increase over 2014 of 3.6 percent. More than 9,500 gifts were contributed this year to the Sustaining Life Member Program.

Sustaining Life Member Program



Philanthropy in Action

Philanthropic gifts to the Penn State Alumni Association make tangible differences in helping us realize our commitment to our members, alumni, and University. In 2014–15, in addition to other major gifts, the Alumni Association received three \$1 million endowments, a reflection of the success of its five-year-old major gifts program, as follows:

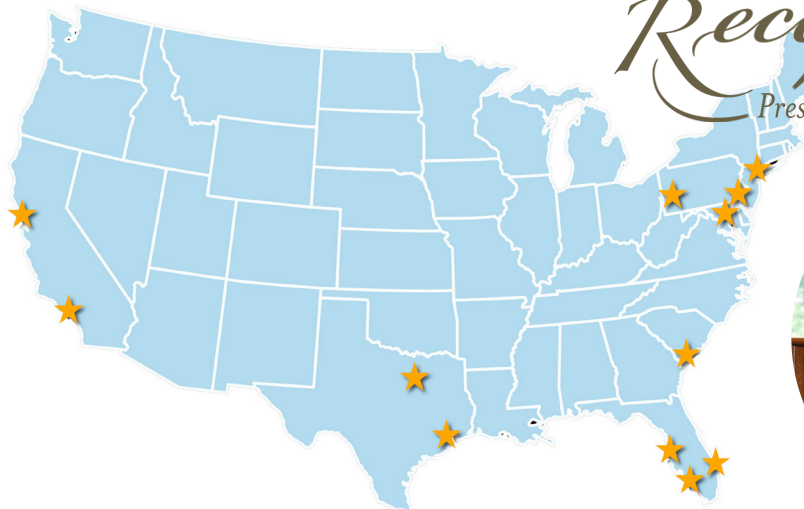
- **Schuyler Family Lion Ambassador Program Endowment**—This gift from Matthew and Anne Schuyler of McLean, Va., endows the Alumni Association’s Lion Ambassador program, which strengthens University traditions, provides leadership opportunities, and instills Penn State pride in current and future students, alumni, and friends of the University.
- **Stengel Family Endowment for Excellence in Alumni Volunteer Leadership**—Established by Jim and Kathleen Stengel of Cincinnati, Ohio, and Coronado, Calif., and their family, this endowment will fund innovative programs that support Penn State alumni volunteer leaders across the nation.
- **American Insurance Administrators**—This gift from AIA supports alumni research, marketing, strategic communications, development of new benefits, and other activities and programs that promote Alumni Association membership growth.

Engagement Highlights

PROMOTING PRESIDENT BARRON AND HIS VISION FOR PENN STATE

To help introduce President Eric Barron to the Penn State community and to spotlight his strategic imperatives, the Alumni Association collaborated with the Office of University Development this academic year to sponsor 12 alumni receptions around the country. The events attracted more than 2,500 alumni and friends in the following locations:

Philadelphia
Washington, D.C.
Los Angeles
San Francisco
Pittsburgh
New York City
Dallas
Houston
Hilton Head
Tampa
Naples
Boca Raton



Reception
with Penn State
President Eric Barron





ENGAGING ALUMNI IN MAJOR METROS: CITY LIGHTS

For the tenth year, the Alumni Association's **City Lights series** brought faculty and alumni experts to our major metropolitan areas where the majority of alumni live and work. In spring 2015, the series—which features faculty and alumni experts on topics of intellectual, scientific, and cultural importance—attracted more than 630 Penn Staters as it traveled to Philadelphia for two programs, *Swan Lake: An Evening of Ballet*, and *Foods of Philly* at the 9th Street Italian Market; Atlanta's CNN Center for *Penn Staters in News and Weather Careers*; Pittsburgh for *The Life and Art of Andy Warhol*; New York City for *Historical Perspectives on the USS Intrepid*; and Washington, D.C., for *From Vine to Wine*.

COACHES CARAVAN

In May 2015, the fourth **annual Coaches Caravan**—co-sponsored by the Penn State Alumni Association and the Nittany Lion Club/Intercollegiate Athletics—showcased Penn State's 31-sport athletic program during its 12-stop tour across Pennsylvania and in Baltimore, New York City, Washington, D.C. and New Jersey. Nearly 2,800 Penn Staters turned out to hear from Athletic Director Sandy Barbour, head football Coach James Franklin, and a variety of other head coaches during lunchtime and evening events.

5 NEW AFFILIATE GROUPS CHARTERED

As a primary means of engagement, the Alumni Association charters and supports 315 affiliate groups. This includes subsidiary alumni societies in every academic college and campus; geographically-based chapters across the nation; alumni interest groups; and affiliate program groups sponsored by the college and campus societies. In FY 2014–15, the Alumni Association chartered **five new affiliate groups** to serve alumni:

- Land of Enchantment Chapter (Albuquerque, N.M.)
- Laurel Highlands Chapter (Cambria County, Pa.)
- Penn State Marines Alumni Interest Group
- Nebraska Chapter
- World Campus Alumni Society

Financial Matters

In line with our strategic plan, the Alumni Association achieved several important milestones aimed at strengthening its revenue streams in FY2014–15. The organization’s annual operating budget ending on June 30, 2015, was \$11.7 million; however, the Alumni Association was successful in realizing **total revenues of \$12.5 million** during that time period. The Alumni Association derives its funds through membership dues, endowment earnings, entrepreneurial activities, and corporate partnerships. Specific initiatives for FYE2015 included:

- **An independent audit** of the Alumni Association’s consolidated financial statements for FY2013–14 was conducted by Schneider Downs & Co., Inc. of Pittsburgh, Pa. In the opinion of the auditors, the Alumni Association’s financial statements presented fairly the financial position and results of the operation and cash flow of the organization for the year ending June 30, 2014. As is standard industry practice, the Alumni Association signed a three-year contract with the firm, which will conduct similar audits for 2014–15 and 2015–16.
- The Alumni Association completed a **new partnership contract** with American Insurance Administrators/Collegiate Insurance Resources, the firm that administers the Alumni Association’s 16 insurance programs. The new 10-year agreement provides guaranteed revenue totaling \$10.4 million, including a gift of \$1.5 million. This represents a substantial increase over the previous seven-year partnership (\$3.1 million in guaranteed income) and provides a firm financial footing for the future.

STATEMENT OF FINANCIAL POSITION

Fiscal Year 2014-2015 | June 30, 2015

Assets

| | |
|---------------------------------|-----------|
| Cash | 1,825,000 |
| Life Membership Dues Receivable | 181,000 |

Investments

| | |
|----------------------|------------|
| Life Membership | 47,404,000 |
| Margin of Excellence | 5,541,000 |
| Operating Reserve | 4,569,000 |
| Student Program | 2,305,000 |
| Other Assets | 122,000 |

Total Assets **\$61,947,000**

Liabilities and Net Assets

Liabilities

| | |
|-----------------------|---------|
| Accounts Payable | 377,900 |
| Sponsorship Agreement | 132,615 |

Total Liabilities **\$510,515**

Net Assets

| | |
|---------------------------|------------|
| Board Designated | |
| Life Membership | 47,404,000 |
| Margin of Excellence Fund | 5,541,000 |

Total Net Assets **\$52,945,000**

Undesignated **8,491,485**

Total Liabilities and Net Assets **\$61,947,000**

STATEMENT OF REVENUE AND EXPENDITURES

Fiscal Year 2014-2015 | June 30, 2015

Revenue

| | |
|------------------------------|-----------|
| Membership Dues | 2,288,618 |
| Withdrawals from Investments | 2,273,385 |
| University Support | 4,085,067 |
| Partner Programs | 2,880,314 |
| Other | 1,002,410 |

Total Revenue **\$12,529,794**

Salaries and Benefits 5,079,320

Total Salaries and Benefits **\$5,079,320**

Program Expenditures

| | |
|-------------------------------------|-----------|
| Communications | 989,510 |
| Volunteer Services | 582,719 |
| Recognition | 193,663 |
| Alumni and Student Engagement | 1,526,909 |
| Grassroots | 41,573 |
| Diversity Initiatives | 12,613 |
| Membership and Business Development | 960,344 |
| Research | 18,987 |
| Information Systems | 515,257 |
| General and Administrative | 1,063,383 |
| Hintz Alumni Center | 164,749 |

Total Program Expenditures **\$6,069,707**

Non-Operating Expenditures and Transfers

| | |
|----------------------------|---------|
| Philanthropy | 300,000 |
| Non-Operating Expenditures | 230,519 |
| Transfers | 831,011 |

Total Non-Operating Expenditures and Transfers **\$1,361,530**

Total Revenues less All Expenditures and Transfers **\$19,237**

Leadership Notes

- After a 12-year tenure, Alumni Association Executive Director **Roger L. Williams '73, '75g, '88g** announced his retirement effective June 30, 2015. A national search for the organization's 11th executive director is underway and is being led by Rod Kirsch, Penn State's senior vice president for Development and Alumni Relations.
- A request from the Alumni Association's executive board in September 2013 for a seat for the organization as a full voting member of the University's Board of Trustees was granted as part of the BOT's governance reform package passed in November 2014. The **ex-officio seat** (with full voting rights) will be held by the Alumni Association's immediate past president for a two-year term.
- By a vote of 55–8 with two abstentions, Alumni Council passed the **Amended and Restated Bylaws of the Penn State Alumni Association**, effective April 17, 2015. As prescribed in the Alumni Association's current strategic plan and, after a comprehensive review by the Bylaws Committee, the new bylaws enact far-reaching changes from the nominations process for Alumni Council elections, to the new relationship with the Board of Trustees, to new provisions regarding fiduciary responsibilities. The bylaws are available on the Alumni Association's website at **alumni.psu.edu**.



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U.Ed. ALU 16-01

Board of Trustees Meeting

Penn State Creamery 150th Anniversary

July 16-17, 2015

PENNSSTATE



DEPARTMENT OF UNIVERSITY MARKETING

Celebrating the 150th Anniversary of the Penn State Creamery



Dairy work began at Penn State as early as 1865. The Creamery was originally known as the State College Dairy.

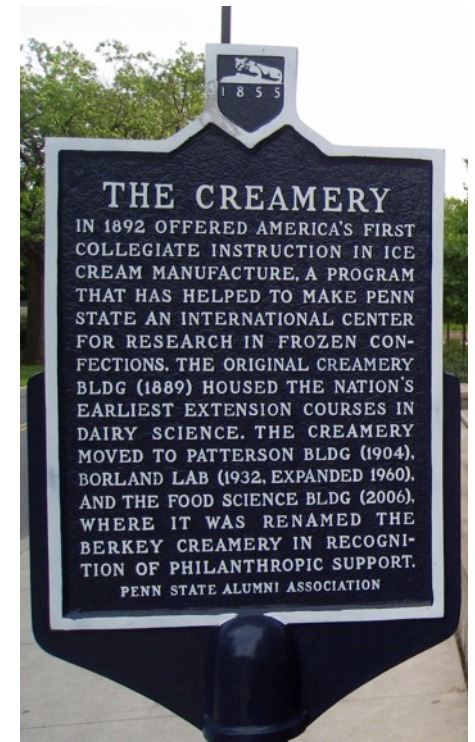
Collaborative Effort



Effort involved staff from a number of units, including the **Creamery, College of Agricultural Sciences, Alumni Association and Office of Strategic Communications.**

Goals Established

- Promote food science research in Agricultural Sciences
- Increase awareness of the Penn State Berkey Creamery and its service beyond the Penn State community (faculty, staff, students, alumni)
- Allow the Penn State and local community to participate in celebrating the Creamery milestone



Increased Awareness of Creamery

Glenn Thompson recognizes Berkey Creamery's 150th anniversary



Congressman and Penn State alumnus Glenn Thompson spoke June 4 on the House floor to recognize Berkey Creamery's 150th Anniversary.

New Mark Created

CELEBRATING
150
YEARS



New window
decals have
been added to
the Creamery
windows



New packaging
for half-gallon
containers

New 150th Anniversary Flavor



The screenshot shows the Penn State Creamery website. The header includes the Penn State logo, the College of Agricultural Sciences, and the Penn State Creamery name. A navigation bar contains links for Home, Celebrating 150 Years, Ice Cream Flavors, Our Products, and Purchase Items Online. The main content area features the title "The New 150th Anniversary Flavor" and the announcement "And the winner is...Birthday Cake!". Below this, there are two images: one of a worker in a white lab coat and hairnet holding a large cardboard container labeled "BIRTHDAY CAKE", and another of a round birthday cake with white frosting, colorful sprinkles, and the words "Happy Birthday" written in blue icing. A social media share button is visible to the right of the title. At the bottom of the page, there is a section titled "Name the New Flavor" with the text "Now that Birthday Cake has been selected as the new flavor, stay tuned for the next contest to name it!".

PENNSTATE
College of Agricultural Sciences
Penn State Creamery

Home Celebrating 150 Years Ice Cream Flavors Our Products Purchase Items Online

AgSci » Food Science » Penn State Creamery » Celebrating 150 Years » The New 150th Anniversary Flavor

The New 150th Anniversary Flavor

And the winner is...Birthday Cake!



Share
f t +1 ✉

Name the New Flavor

Now that Birthday Cake has been selected as the new flavor, stay tuned for the next contest to name it!

Birthday Cake is the new flavor created especially for the 150th anniversary. An official name will be created in the near future. The flavor was officially introduced at Arts Fest, July 8-12.

Penn State Media

The screenshot shows the top navigation bar of the Penn State website with links for President, Find a Campus, Calendars, Apply now, Give now, and Search Penn State. Below this is the Penn State logo and a navigation menu for information for prospective students, visitors, current students, business & industry, alumni, and faculty & staff. A secondary menu includes links for This is Penn State, Academics, Admission, Tuition & Financial Aid, Global, Research, Athletics, and Healthcare. The main content area features a large photo of a woman at a counter interacting with a person in a Nittany Lion mascot costume. To the right of the photo is the article title 'Sweet Old State' and a short introductory paragraph. Below the photo is a sub-headline and a paragraph of text. To the right of the text are social media sharing options and a 'CONNECT WITH THE CREAMERY' section with links to the Penn State Berkey Creamery page, Facebook, and Twitter.

PENNSTATE
1853

President Find a Campus Calendars Apply now Give now Search Penn State

Information for: > PROSPECTIVE STUDENTS > VISITORS & NEIGHBORS > CURRENT STUDENTS > BUSINESS & INDUSTRY > ALUMNI > FACULTY & STAFF

This is Penn State Academics Admission Tuition & Financial Aid Global Research Athletics Healthcare

Sweet Old State

As the Penn State Berkey Creamery celebrates its 150th anniversary, we look back with fond memories on its rich history. Join us in the #Creamery150 celebration!

By Victoria Fryer

The Penn State Berkey Creamery celebrates 150 years of delicious dairy products—including the rich, creamy ice cream that keeps students, alumni, and the community coming back for more.

A visit to the Berkey Creamery, on Penn State's University Park campus, is a must-do for so many students, alumni, and visitors. Well known for its rich ice cream desserts, the Creamery is a sweet hub for fun, friendship, and enduring memories.

"It is a place of nostalgia," says Tom Palchak, manager of the Berkey Creamery since 1986. "People keep coming back to relive that experience and share it with others."

SHARE THIS STORY

Like Tweet +1

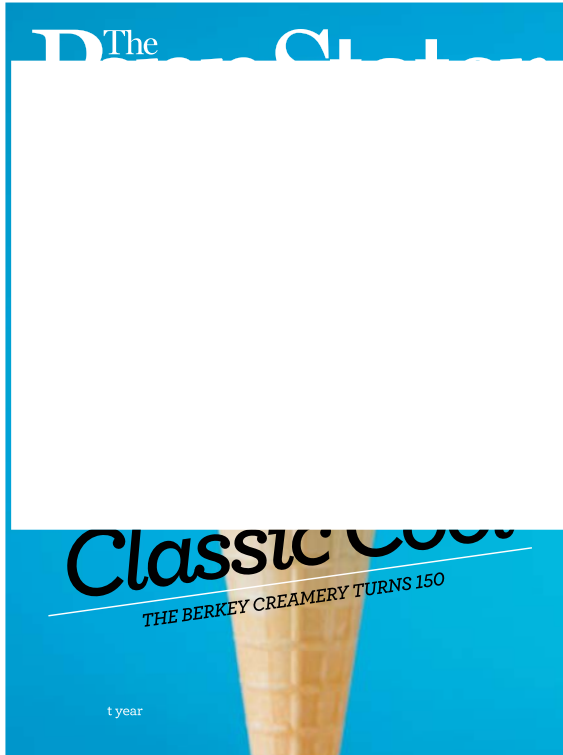
in

CONNECT WITH THE CREAMERY

- > Penn State Berkey Creamery
- > Like the Creamery on Facebook
- > Follow the Creamery on Twitter

“Sweet Old State” (psu.edu homepage) article by Victoria Fryer had **2,400** views from July 7-13. Article was featured during Arts Fest week and weekend.

Penn State Media



(continued from page 33)
pered to me, "Don't tell anyone, but my favorite flavor is actually strawberry." Then he started to laugh."

MOST CUSTOMERS HAVE ONLY VISITED the store. In fact, when I went to interview Palkchik, I realized I had walked right by his office—just off the storefront—many times without noticing. He introduces me to a woman wearing a white lab coat and bouffant cap; Palkchik explains that she is from a major beverage corporation and is using the quality-control lab on premises to test a new product. I ask her what she's working on, but she's hesitant to say "Use whatever you need," Palkchik tells her as we leave to find another room to conduct the interview.

There are spaces like these that, behind the scenes, are as much a part of the Creamery as a Bittersweet Mint cone. Another example is Berkey's production facility that receives tanks of milk daily from 10 p.m. to midnight—about 5 million pounds of milk annually. "We do most of our production when people are sleeping," says Brown. "Things are so integrated and complex that you need dedicated guys who are willing to get up there early in the morning and late at night to produce the milk."

Since its early days, the Creamery believed in building the dairy industry—not competing with it—and it still firmly practices the values of a public university. In that spirit, the Creamery readily shares its famous formula for ice cream online. And for more than 120 years, Penn State has hosted an ice cream short course every August, when 100-some students fly in from all over the world to spend a week learning about the latest techniques and technologies in the commercial ice cream industry. The course, believed to be the oldest continuing education course in the country, has been attended by reps from Baskin-Robbins, Breyers, Haagen-Dasz, and Hershey's. Research and teaching are the hallmarks of many involved in the Food Science department, but particularly Phil Keeney PhD '85 Agg, an expert in ocean chemistry,



who developed and led the short course for 30 years. Keeney is one of two professors for whom a Creamery flavor is named. *People* magazine once called him the "Emperor of Ice Cream." Today, the short course is more popular than ever—there's already a waitlist of 60 people for the class next year.

It was Penn State's correspondence course in making ice cream, which cost just \$6, that gave Ben Cohen and Jerry Greenfield the acronym to launch Ben & Jerry's in 1978. Greenfield couldn't speak highly enough about the experience and had this to say at a Penn State Alumni lecture back in 2009: "The Penn State Creamery ice cream is legendary and deservedly so. Our ice cream isn't really classic ice cream. Creamery ice cream is."

During my interview with Palkchik, a line forms in the store and extends out the front door. It's the Friday of graduation weekend and the temperature reaches the 80s by noon, but, surprisingly, this isn't a line for the cones. Instead, it's a line for *half-gallons*—customers mostly made up of recent grads, just waiting—and wanting—to take a taste of the Creamery home. "More than the ice cream, this is a place to enjoy Penn State," says Brown. "People being people in the Creamery to show them Penn State." #

Additional Creamery Advertisements



Town & Gown July 2015



Creamery Banners

Outside Media Coverage

CENTRE DAILY TIMES www.centredaily.com

HOME NEWS SPORTS PSU FOOTBALL LIVING AND ENTERTAINMENT OPINION OBITUARIES

Business

Business Q&A: Tom Palchak loves his job, even as Penn State's Berkey Creamery gets busier

BY SHAWN ANNARELLI
sannarelli@centredaily.com May 23, 2015



Tom Palchak has been the manager of the Penn State Berkey Creamery since 1986. NABIL K. MARK — File photo

Facebook icon
Twitter icon
Google+ icon
More icon

Centre Daily
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0 comments Penn State Berkey Creamery celebrates 150th anniversary



Sofia Filko, 5 enjoys a vanilla cone at the Penn State University Berkey Creamery. Joe Hermitt, PennLive

Joe.Hermitt@pennlive.com

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Email the author
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The **Penn State Berkey Creamery** is celebrating its 150th anniversary.

The party kicks off May 24 with a social media contest to help the Creamery select an anniversary ice cream flavor.




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Creamery Microsite



The screenshot shows the Penn State Creamery website microsite. At the top, the Penn State logo and "College of Agricultural Sciences" are visible, along with a search bar. The main navigation bar includes "Home", "Celebrating 150 Years", "Ice Cream Flavors", "Our Products", and "Purchase Items Online". The main content area features a large banner image of a Nittany Lion mascot holding an ice cream container, with the text "CELEBRATING 150 YEARS". Below the banner, the heading "Celebrating 150 Years" is followed by a paragraph: "The Penn State Berkey Creamery is celebrating 150 years of excellence with exciting contests, events, and of course...ice cream!". To the right of this text are social media sharing icons for Facebook, Twitter, Google+, Email, and Print. Below the text is a large image of a green ice cream scoop. Further down, there are two more paragraphs of text: "If you know Penn State, you know the Berkey Creamery. The taste of tangy-sweet Peachy Paterno or rich, decadent Death by Chocolate brings a flood of special memories for our students, alumni, and the rest of the Penn State community." and "This year, the Creamery marks 150 years of dairy milestones. To celebrate, there will be a variety of fun events in Happy Valley and beyond. We'll also be sharing assorted stories online and through social media." The final paragraph says: "Visit this page, follow the [Creamery on Facebook](#) or [Twitter](#), or connect with Penn State's social media to stay on top of everything we have planned. And check back this summer to see the **Creamery's all-new website**, where you can order ice cream online and ship anywhere in the U.S."

The Creamery updated their website design (creamery.psu.edu) to reflect the 150th anniversary. Upcoming events celebrating the anniversary are listed as well as current flavors.

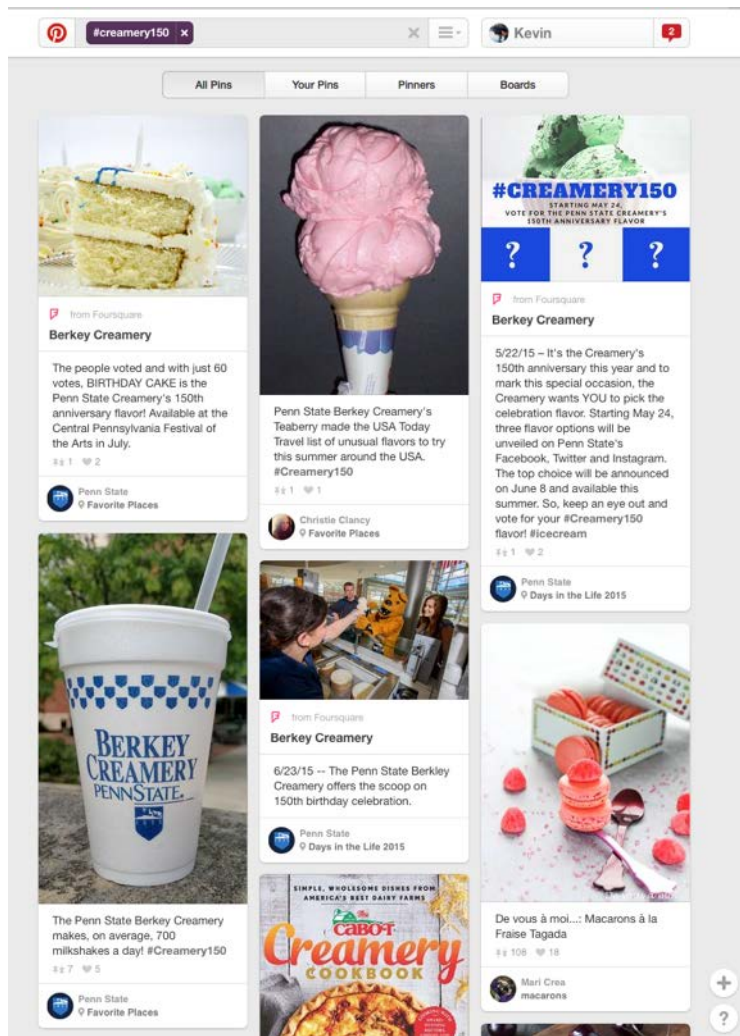
Social Media Efforts

The Office of Strategic Communications spearheaded the social media efforts for the Creamery anniversary celebration. An all-staff brainstorming session was held in February to generate ideas to engage the Penn State community, Alumni, and the general public:

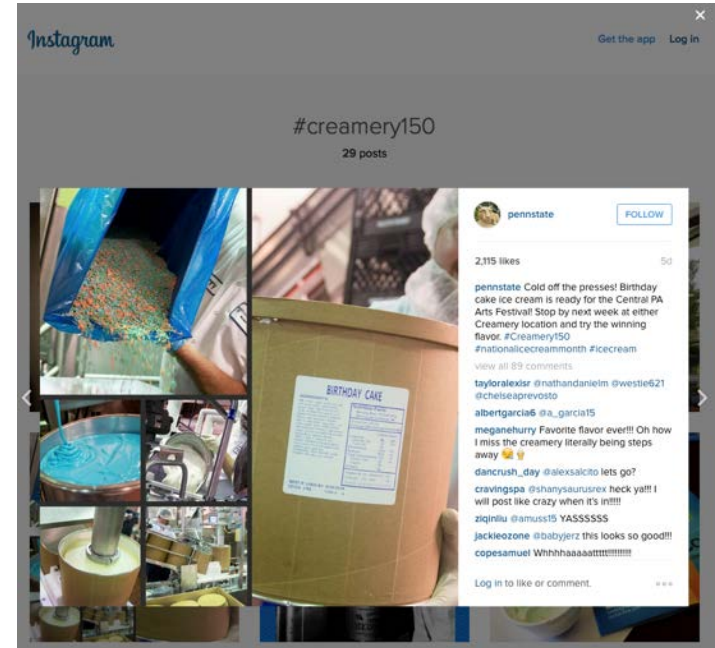


- Contest was held to choose anniversary flavor, via social media
- **Birthday Cake** chosen over Strawberry Cheesecake and Red Velvet Cake
- **MORE THAN 5,300 VOTES SUBMITTED!!!**
- Official naming of **Birthday Cake** flavor will take place via suggestions through social media and voting box at Creamery

Social Media Efforts (Hashtag)



#creamery150 created to engage audiences about the Creamery anniversary



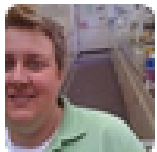
Vine, Instagram, Pinterest, Twitter, Facebook all have **#creamery150** postings with pictures, video, trivia, and anniversary event information.

Social Media Efforts (Twitter)



Krystle @krisd804 · Jun 8

yay for birthday cake winning the #Creamery150. Now how will they incorporate the buttercream icing? Gotta be buttercream



Jennifer Colvin @jencolvin · Jun 7

How can it not be Birthday Cake? Anything less than white (and blue) just won't do. #Creamery150 #Fortheglory



Matthew Spiegel @MSpiegel10 · Jul 11

The new flavor should be called "Fight On Cake!" #Creamery150



Marissa Zollner @meesa_10 · Jun 5

I would DIE if the Creamery got Birthday Cake ice cream 😍 #Creamery150



Social Media Efforts (Instagram)

 hsemanchick

2d



♥ 24 likes

hsemanchick #creamery150 🍦🍦🍦

 mshaffer8586

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♥ _muhairi, leecary623, edmostel2, vay105, rtomeza147, rach_ward, kellylynnrhondda
mshaffer8586 Wouldn't be Arts Fest without some Creamery ice cream! #cpartsfestival #creamery150 #birthdaycake

 corbinreno
Central Pennsylvania Festival of the...

3d



♥ 59 likes

corbinreno The new creamery flavor is incredible! #BirthdayCake is life-changing. You need it. @pennstate #Creamery150

“This Is Penn State” Video



“This Is Penn State” video segment on the new Birthday Cake flavor