



Board of Trustees  
The Pennsylvania State University

Committee on Outreach, Development and Community Relations

**Meeting Agenda**

Thursday, March 14, 2013  
3:00 p.m.

Tea House Room  
The Hotel Hershey, Hershey, PA

1. University Branding Update
2. University Ad Campaign
3. Jobs Panel
4. Web Site Update
5. Advisory Board Visits
6. Edelman Contract Update
7. FAQ Update
8. Penn State Alumni Association Activity Report (See Appendix I)

REPORT FROM THE PENN STATE ALUMNI ASSOCIATION TO THE BOARD OF TRUSTEES COMMITTEE ON OUTREACH,  
DEVELOPMENT, AND COMMUNITY RELATIONS

KATIE SMARILLI, PRESIDENT, PENN STATE ALUMNI ASSOCIATION

THE ALUMNI ASSOCIATION'S VITAL SIGNS REMAIN STRONG:

- As of March 1, Alumni Association Membership is up, at 169,834. That's running more than 3,000 members – or 2 percent -- ahead of last year, same week. Can't predict where we will end the year, but optimistic at this point that we will be up over last year's (June 30, 2012) total of 169,209.
- Sustaining Life Member Program doing well -- This annual fund program, aimed at our more than 100,000 life members, helps to sustain our basic operations. As of February 28, we are running 25 percent ahead of last year same week in total revenue.
- Alumni Courtyard also doing very well. We launched softly in January 2012, with modest expectations. As of February 20, 2013, we are 86 percent sold out with \$756,000 in total sales of our 2,460 bricks and stones. These proceeds will be used for our student program endowment, which supports Lion Ambassadors, Blue and White Society, and our FastStart mentoring program for underrepresented students.
- Event attendance for winter 2013 is also doing well. For our first three events of the new calendar, we sold out every event – 125 for our first City Lights event of the spring at the new Barnes Foundation Museum in Philadelphia on Feb. 2; 220 for our reception before the President's Concert at the National Presbyterian Church in Washington DC on February 8; and 100 for our second City Lights event at the Phipps Conservatory and Botanical Garden in Pittsburgh on Feb. 21.
- BOTTOM LINE: Our members continue to stay with us and support our programs, and new members are joining as well. We take nothing for granted, but so far the new calendar year is off to a good start.

BOT AND ALUMNI COUNCIL ELECTION ACTIVITIES:

- For the Board of Trustee elections this spring, we will not be doing a Meet-and-Greet event for the candidates as we did last year during the morning of the Blue and White Game. The intramural building is off line for major renovations, the time of the kick-off has been moved up till noon, and the major competing event – the Nittany Lion Club's Blue White event with Coach O'Brien on April 20 has been moved up to 8:30 a.m. And last year, our Meet-and-Greet attracted only 250 alumni in addition to the candidates – a sparse turnout far below our expectations.
- We will, however, be doing our "Three Questions for the Candidates" online initiative, through *The Penn Stater* magazine blog, as we did last year, with 72 of the 86 candidates responding. This, we believe, is an effective service that enables our alumni to learn about the candidates' views on critical issues. This spring, the three questions will address what the candidates think about the qualities Penn State should be looking for in its next president, what changes or reforms the Board of Trustees needs to consider in the wake of the events of 2011 and 2012, and how they would define the role of a trustee elected by alumni. The "Three Questions" website will go live on April 4, giving alumni several days to read up on the candidates before voting begins on April 10.
- Our own Alumni Council election begins on Tuesday, May 7, shortly after the Board of Trustees election concludes, and will run until midnight Friday, May 31. We have 21 candidates running for 10 seats.

MAJOR PRIORITIES:

- The Alumni Association is making good progress on its new two-year strategic plan to guide us from July 1, 2013, to June 30, 2015. The plan will contain some major changes from the current 5-year plan, which

expires on June 30. We expect to have the new plan completed and approved by our Executive Board over the next six weeks.

- We also continue with our end-stage negotiations with Bank of America on what will be a new five-year credit card and financial services agreement. This provides a significant part of our operational funding, and so it is uppermost on our radar right now. We have retained the law firm of Stradley-Ronon of Philadelphia to assist us in this process.

#### SPRING 2013 EVENTS:

- Our City Lights program continues this spring, with four remaining events: tonight (March 14), we'll be at the Adler Planetarium in Chicago, in an event co-sponsored with the Eberly College of Science; at the Newseum in Washington DC on April 13, with the program co-sponsored by the College of Communications; at Chip Kidd's Manhattan Penthouse on May 9, in an evening co-sponsored by the College of Arts and Architecture; and at the Mural Arts Program in Philadelphia on May 25, in a program co-sponsored by Penn State Abington.
- Our Capital Day in Harrisburg will be held on Tuesday, April 9. In this annual effort, we enlist students from across the University, particularly at campuses beyond University Park, to join with alumni in bringing Penn State's case for its state appropriation request to every legislative office in the Capital. We also stage an exciting noon-time rally in the Capitol Rotunda. Last year, 500 Penn Staters registered for Capital Day and we hope to do even better this year.
- And at a recognition dinner on Friday evening, April 12, we'll induct the ninth class of Alumni Achievement Award recipients. This is an Alumni Fellows-type program for super achievers under the age of 35. It's amazing to hear their success stories as they declare their love for Penn State. We hope that members of this committee and the Board of Trustees join with us for this very special evening.
- Finally, the 2013 Coaches Caravan. Building on Penn State's "One Team" inaugural year momentum, highlighting the highly successful first season under football Coach Bill O'Brien and looking ahead to 2013, the Penn State Coaches Caravan tour begins another road trip April 30 with visits to 12 locations during two weeks this spring. Jointly sponsored by the Penn State Alumni Association and the Nittany Lion Club, the Coaches Caravan provides positive outreach to our alumni and friends across Pennsylvania and the mid-Atlantic states. Last year's Caravan drew nearly 5,000 attendees, and we know interest already is running very high in the 2013 edition.

The 2013 Coaches Caravan stops are:

April 30 Reading, Pa. (lunch)  
Philadelphia (evening reception)  
May 1 Baltimore (lunch)  
Washington, D.C. (evening reception)  
May 2 Lancaster, Pa. (lunch)  
Harrisburg, Pa. (evening reception)  
May 7 Williamsport, Pa. (lunch)  
Allentown, Pa. (evening reception)  
May 8 New York City (lunch)  
Scranton, Pa. (evening event)  
May 9 DuBois, Pa. (lunch)  
Pittsburgh (evening reception)

Complete details on locations and registration information for each stop on the tour will be available soon. Registration for Penn State Alumni Association and Nittany Lion Club members opens March 12 and registration for the general public begins March 15.