

Board of Trustees
Committee on Outreach, Development, and Community Relations
Minutes of Meeting
Volume ODCR 3
March 6, 2014

A meeting of the Committee on Outreach, Development, and Community Relations was held on March 6, 2014, in Magnolia Room A of The Hershey Lodge, in Hershey, PA, beginning at 3:00 p.m.

The following committee members, constituting a quorum, were present: Vice Chair Marianne Alexander, Edward “Ted” Brown III, Abraham Harpster, Ryan McCombie, and Chair Joel Myers.

Student Representative John Shaffer was in attendance; Constituent Representatives Kay Salvino and Jeremy Warner were present, and the following staff members were also present: Michael DiRaimo, Cindy Hall, Rod Kirsch, David LaTorre, Fred Volkmann, and Craig Weidemann.

The meeting was called to order by Chairman Myers, and roll was taken.

Fred Volkmann, Cindy Hall, and Michael Bezilla gave an update on the progress and role of Strategic Communications and Branding Awareness, as well as regional advertising campaigns promoting the University.

Michael Bezilla discussed Research Communications Goals and the audiences they would like to reach. He also mentioned the new “Research” news tab on the Penn State Newswire site.

Michael DiRaimo provided an overview of Governor Corbett’s proposed appropriation. He also provided the committee with an update on the progress of Military Appreciation Week occurring in November 2014. Mr. DiRaimo also touched on Federal issues, including the Obama Administration’s budget in relation to Pell Grants.

Craig Weidemann gave an update on Outreach within the World Campus, as well as Penn State’s current Massive Open Online Courses (MOOCs). Craig reported a dramatic increase in admissions and applications to the World Campus over last year, as well as new branding initiatives and growth strategies for the coming academic year. The new online Clery Act Training Program was also announced, as well as an update on project LionPath.

Jennifer Myers gave a presentation of the results of the 2013 Alumni Survey, revealing that Alumni satisfaction with the University is higher than last year.

Kay Salvino provided an update from the Alumni Association, mentioning many upcoming events such as the Coaches Caravan, marketing tours for the Croke Park Classic, and City Lights productions.

Rodney Kirsch provided the committee with an update regarding For the Future: The Campaign for Penn State Students, and the upcoming Campaign Closing weekend on April 12-13, 2014.

Joel Myers then adjourned the meeting at 4:25 p.m.