

ODCR 4-1

Board of Trustees Committee on Outreach, Development, and Community Relations Minutes of Meeting VOLUME ODCR 4

May 8, 2014

A meeting of the Committee on Outreach, Development, and Community Relations was held on May 8, 2014 in room 106 of the Penn Stater Conference Center Hotel, in University Park, PA, beginning at 9:00 a.m.

The following committee members were present: Brown, Harpster, Masser, Myers (chair), Rucci.

Also present were: DiRamo, Hall, Kirsch, LaTorre, Poole, Salvino, Shaffer, Powers, Morooney, Langsdale.

The meeting was called to order by Chairman Myers at 9:05.
Todd Rucci was welcomed as a new member, and Chairman Myers made opening remarks.

Gary Langsdale gave a presentation on the Risks for Board Oversight and Recent Communications, and provided a reminder of the process. The one risk assigned to the ODCR committee is for responding to negative publicity related to events such as a scandal, loss of funds or other adverse events. Langsdale recommended that sometime during this year the committee should hear a presentation on the broader challenges and plans of the risk, followed by a report to the full BOT. His office stands ready to assist.

Lisa Powers presented information on the dissemination of information to the press and public. News and Media Relations use the PSU News web site which includes articles and photos, and through pushes to the 35 Newswires reaching a wide variety of audiences. A new internal communications vehicle, Penn State Today, will reach all students and employees daily. Powers reported that they are engaged in a search for a national news marketer to contact media to the news about the great things happening at Penn State. Kay Salvino asked if anyone can sign up to receive Penn State Today, and the answer is yes. Trustee Brown raised the issue of how are questions from alumni to the Board answered. What is policy for responding? Tom Poole responded that Board office replies to every email.

Michael DiRaimo provided a report on Government Relations. He introduced two of his staff, Zack Moore (state and Federal) and Amanda Winterstein (Federal). A discussion occurred regarding the budget, with the state expecting substantial deficit of \$500-800 million. Feedback is that they will do what they can to not cut higher education. Expectation is for level funding next year. There was a successful Capitol Day event in Harrisburg with alumni and students visiting legislators in Harrisburg. DiRaimo shared information funding priorities in Washington for next year. Also noted was the upcoming Friend of Penn State award with Senator Casey being honored. Government Relations will lead a military appreciation effort. Suggest a more comprehensive report be made in the future to the board. Effort will be much larger than just the football game. DiRaimo reported on a major issue of the State retirement program (SERS) facing Penn State and the State. PSU part of SERS and has 6300 active employees enrolled.

Trustee Brown noted that our per student appropriation has dropped. DiRamo stated the appropriation has never been per student and the state doesn't want to give us more just because our enrollment has increased at a greater rate than Pitt and Temple. Trustee Brown says we need to have some way of increasing appropriation to mitigate tuition which is the highest. We need to help new president with making a priority of "fixing" tuition.

Kevin Morooney reported on Risk Management and IT Security. He discussed the current "landscape" of IT at Penn State, an overview of the IT infrastructure, and the resilience of data centers and back-up sites. DiRaimo asked if higher education requires a greater investment in IT than other industries. Morooney said it was hard to measure but did agree.

Rodney Kirsch gave a status report on "For the Future" Campaign. The campaign still runs to June 30 and gifts are still coming. He reviewed gains over Grand Destiny campaign. Number of donors increased dramatically. Alumni giving is up. There were 91,000 privately funded scholarships given during the 7 years of campaign. Campaign celebration in April was a success and survey indicated attendees were happy with weekend.

Development is going to survey alumni and donors regarding satisfaction of campaign solicitations in general, trying to find out why someone may not have made a major gift and what other adjustments can be made for next campaign. Trustee Brown asked if people who say negative things on social media tracked to see if they ever give. Kirsch said they have looked into giving history of some. Most of the very negative people do not have a high level of giving. Most people who really care about PSU do not withhold their gifts.

Meeting adjourned at 11:05 a.m.