

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 9**

May 7, 2015

A meeting of the Committee on Outreach, Development, and Community Relations was held on May 7, 2015, in Room 105 of The Penn Stater Conference Center Hotel, at 10:00 a.m.

The following committee members, constituting a quorum, were present: Chair Paul Silvis, Vice Chair Ryan McCombie, Ted Brown, Betsy Huber, Bob Jubelirer, and Todd Rucci. Emeriti committee member David Jones was also present.

The following staff members, constituent representatives, or invitees were also present: Michael DiRaimo, Rod Kirsch, Lawrence Lokman, Laura Pauley, Kay Salvino, Jeremy Warner and Craig Weidemann. Guest speakers were Zack Moore, Megan Renaut, and Katie Mailey.

The meeting was called to order by Chairman Silvis, and roll was taken. The minutes from the previous committee meeting were approved unanimously.

Lawrence Lokman reviewed the Axalta/Nascar relationship, and showed video and slides of the press conference, and discussed the news coverage that accompanied the event. He also discussed the Invent Penn State logo and the program was reviewed. Another topic of discussion was the current identity refresh project and how the University logo will be updated so it will work in digital applications. There were a few questions making sure the Lion logo used in Athletics was not being altered. (See Appendix I)

Megan Renaut and Katie Mailey are two of the senior directors of THON. They reviewed the 2015 campaign, the finances, and how relationships were managed. They discussed the challenge of turnover of volunteers and how they have a transition process that takes place before previous years staff are gone.

Mike DiRaimo and Zack Moore provided an in-depth discussion of Commonwealth relations. Zack Moore reviewed the current political landscape and the changes in the House and Senate make up. Priorities for Governor Wolf include economic development, funding for education, restoring trust in government, Medicaid expansion, and increasing revenues. (See Appendix II)

Kay Salvino provided an update of events organized by the Penn State Alumni Association, and provided an update on the search for the next Executive Director of the Alumni Association. (See Appendix III)

Rod Kirsch provided an update on the efforts of the Office of Development in working toward a new For the Future Campaign. The tentative public launch of the new Campaign is April 2019 through June 2024. (See Appendix IV)

Chair Silvis adjourned the meeting at 11:33 a.m.

Respectfully submitted,

Jeffrey T. Hermann
Director of Administrative Services
Office of Strategic Communications

Board of Trustees Meeting

Committee on Outreach, Development
and Community Relations

May 7, 2015

PENNSSTATE



DEPARTMENT OF UNIVERSITY MARKETING

Penn State-Axalta Educational Partnership Promotes STEM and Business Education

PENNSTATE



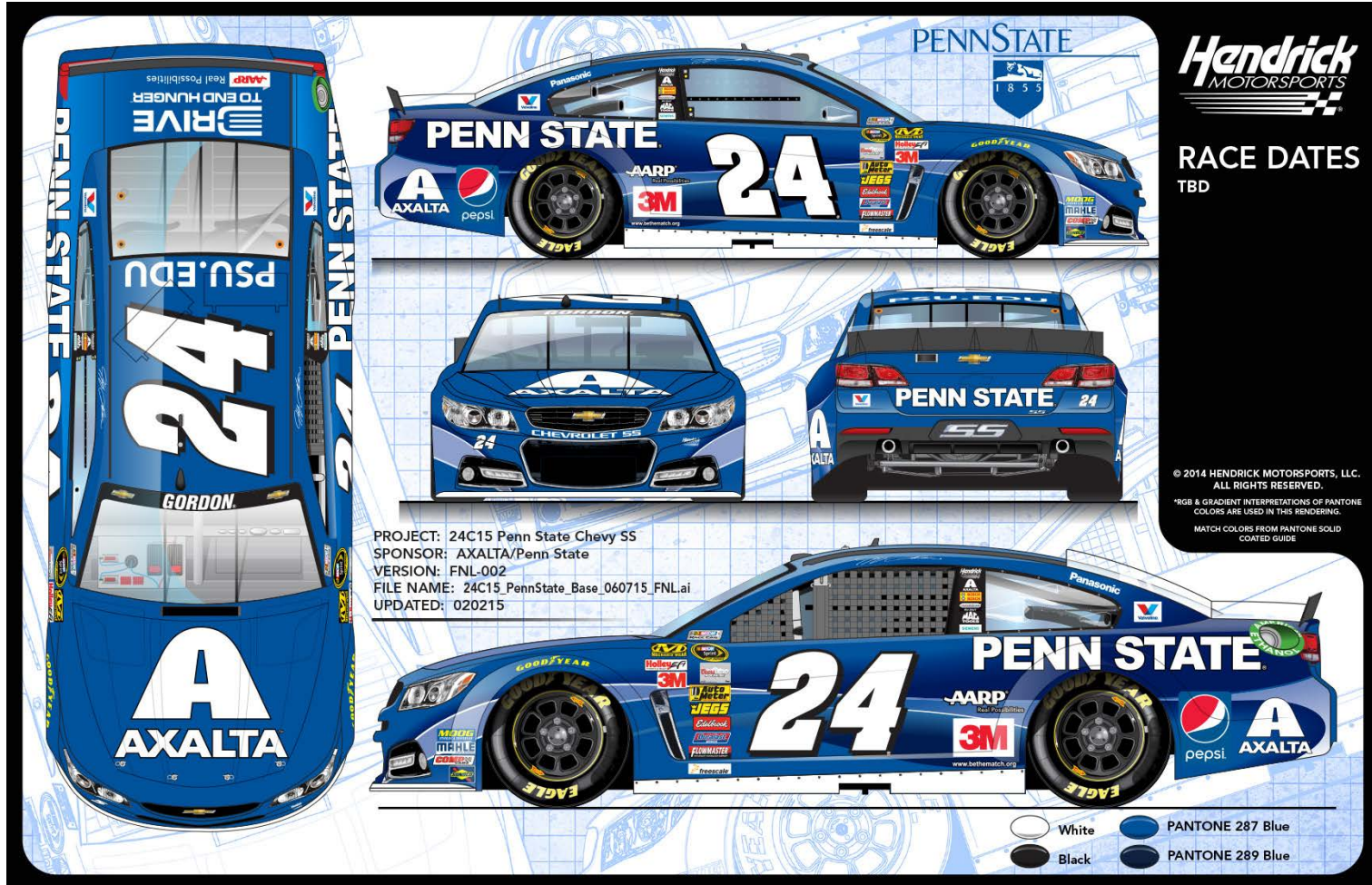
Press Conference and Creamery Event, April 14, 2015



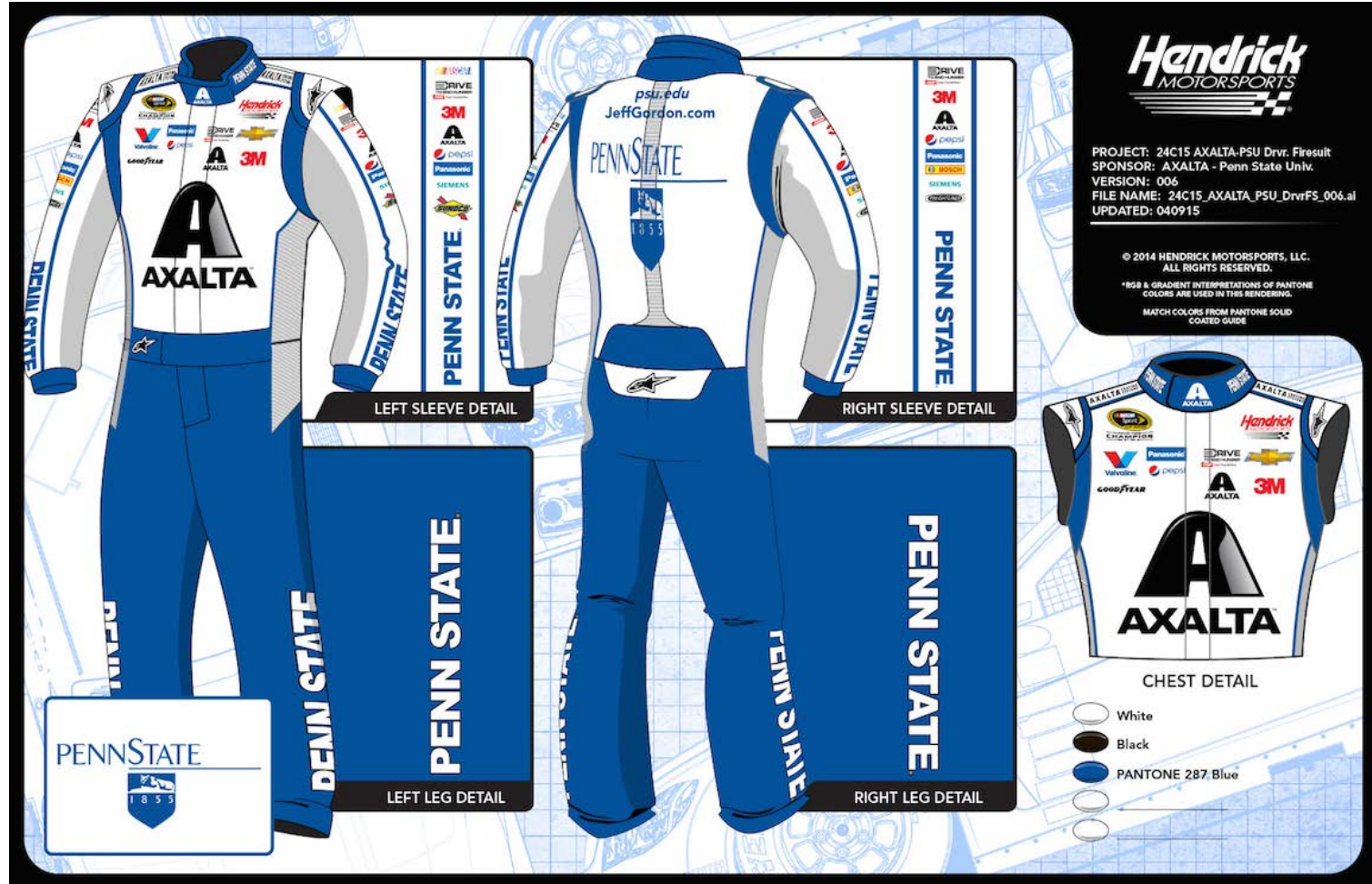
Unveiling the Penn State Car



Penn State-Axalta Car



Penn State-Axalta Suit

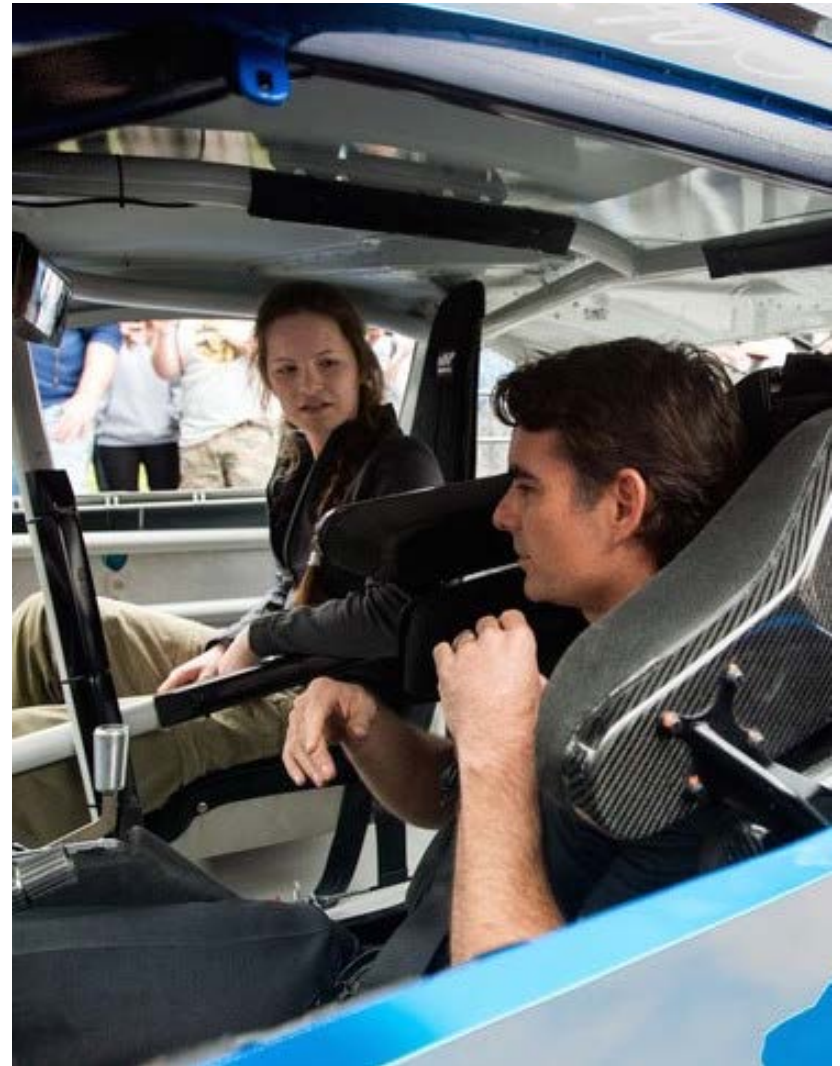


Penn State-Axalta Helmet



“I was not expecting to feel how much power that car has. It’s one thing seeing them race, but it’s completely different being inside one. I don’t think I’ll ever have another experience like this again, so my smile was large enough for all of Penn State.”

– Olga Vinogradova,
Chemical Engineering junior
and Schreyer Scholar



Penn State-Axalta Car Unveiling