Blue-White Game, April 18, 2015
Jeff Gordon Takes Tour of Penn State in Special Axalta Car

By THE ASSOCIATED PRESS
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STATE COLLEGE, Pa. — Jeff Gordon slid into a street-legal version of his race car and set out for a slow cruise with a passenger who had no idea what kind of ride the four-time NASCAR champion had in store for her.

There was nothing ordinary about this drive in the No. 24 Chevrolet. Gordon revved his engine and peeled away as he put on a show for a large crowd of fans chasing him as he drove through the Penn State campus. He ended the ride in front of Penn State's Berkey Creamery, and even led the enthusiastic crowd on a "We Are! Penn State!" cheer.
June 7, 2015, Pocono Raceway

This two-day event will focus on a visit from 100 Penn State engineering and business students to Pocono Raceway in Long Pond, Pennsylvania.
Invent Penn State Initiative

The ingenious power of partnership
Invent Penn State Initiative

PHOTO: PATRICK MANSELL
Invent Penn State Microsite in Development - May 2015 Launch
University Identity System Refresh
Inconsistent Use of Current Identity
Usage Challenges in Digital Space

Favicons
- No campus consistency
- Difficulty discerning designs
- Some missing a favicon
Usage Challenges Across Various Advertising Channels

Billboard Designs

YOU ARE CONNECTED FOR LIFE.

600,000+ ALUMNI NETWORK

ABINGTON • BRANDYWINE • GREAT VALLEY

PHILLY.PSU.EDU

NEW SCHOLARSHIP MONEY

PENN STATE LEHIGH VALLEY

PSU.EDU/VisitLehighValley
Collaboration with University Stakeholders

Identity Refresh Advisory Group:
Smeal College of Business
Hershey Medical Center
Outreach
Alumni Association
Altoona Campus
Undergraduate Student, Ad Major
Collaboration with University Stakeholders

Sample of Representatives on Users Group:
Office of Physical Plant
University Licensing
College of Agricultural Sciences
College of Engineering
Multimedia and Print Center
Commonwealth College

University Marketing graphic designers and web developers
Identity Refresh - Jerry Kuyper Partners
Thank You!
Office of Governmental Affairs
Overview of Commonwealth Relations
May 7, 2015

Michael DiRaimo, VP Governmental Affairs
Zack Moore, Asst. VP Governmental Affairs
State Government’s Role and Impact

• **Mission**: Land Grant Designation (1863)

• **Operating Environment**: Nonprofit Corp. Law (1874) and Instrumentality of Commonwealth (various)

• **Core of Funding**: Appropriation and Grants (annual)
Non-Preferred Appropriation

PA Constitution (1968), Article III, Section 30:

No appropriation shall be made to any charitable or educational institution not under the absolute control of the Commonwealth… except by a vote of two-thirds of all the members elected to each House.
State Financial Support

• More than $325 million in Education and General, and Capital Support
  – Approximately $7.5 billion in unrestricted endowment
PA Political Landscape

• New Democratic Governor
• Expanded Republican Majorities in the State House and State Senate
• Multi-Billion Dollar Structural Budget Deficit
• Continued revenue challenges
Election Results: PA State Senate

2014
27 Republicans
23 Democrats

Currently
30 Republicans
20 Democrats

• 7 New Senators in 2015 (6 Republicans, 1 Democrat)
• New Senate Leadership
  • President Pro Tem: Sen. Joe Scarnati (R-25)
  • Majority Leader: Sen. Jake Corman (R-34)
  • Appropriations Committee Chair: Sen. Pat Browne (R-16)
  • Democratic Leader: Sen. Jay Costa (D-43)
  • Democratic Whip: Sen. Anthony Williams (D-8)
  • Democratic Appropriations Chair: Sen. Vincent Hughes (D-7)
Election Results: PA State House

2014
111 Republicans
92 Democrats

Currently
120 Republicans
83 Democrats

• 27 New Representatives in 2015 (23 R’s, 4 D’s)
• New House Leadership
  • Speaker of the House: Rep. Mike Turzai (R-28)
  • Majority Leader: Rep. Dave Reed (R-62)
  • Appropriations Committee Chair: Rep. Bill Adolph (R-165)
  • Democratic Leader: Rep. Frank Dermody (D-33)
  • Democratic Whip: Rep. Mike Hanna (D-76)
  • Democratic Appropriations Chair: Rep. Joe Markosek (D-25)
PA Political Priority Issues

• Governor Wolf
  – Economic Development
  – Funding for Education
  – Restoring Trust in Government
  – Medicaid Expansion
  – Increasing Revenues
PA Political Priority Issues

- General Assembly
  - Pension Reform
  - Liquor Modernization
  - Balancing the Budget
- Controlling Spending
- Limiting Tax Increases
Governor’s Budget Proposal

In his budget, the Governor proposes the following for Penn State:

• $46.237 million for Ag Research and Extension, flat funded from last year
• $263.734 million for our General Support line, a $49.624 million (23.2%) increase from last year
• $18.815 million for Penn College, a $1.231 million (7%) increase from last year

• By comparison, Pitt and Temple received 11% increases
Interaction with Elected Officials

- One-on-one meetings
- Small group meetings
- Meetings with staff
- Informational meetings
- Host numerous campus visits, tours, and briefings
Legislative Agenda

• Use of tools and relationships to monitor issues

• Work in ad hoc coalitions
  – Other PA Universities
  – Business Community
  – Healthcare Community
Legislative Issues

• Budget
• Capital Spending
• Research Funding
• Operational Impact
• Regulatory Environment
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Update from the Penn State Alumni Association
Kay Salvino, President

To: Board of Trustees Committee on Outreach, Development, and Community Relations
May 7, 2015

• **Wagman elected vice president; Steele to become president**—At the April 16-17 semi-annual business meeting of Alumni Council, Steve Wagman ’82 was elected unanimously as vice president of the Penn State Alumni Association for a two-year term commencing July 1, 2015. On that same day, current vice president Kevin Steele ‘92g will assume the presidency, also for a two-year term.

A graduate of the College of Health and Human Development, Wagman currently serves on the Alumni Association’s executive board and is chair of the Alumni Council Diversity and Inclusion Committee. He was elected to Alumni Council in 2012, appointed to the executive board in 2013, and also sits on the Membership Committee.

Professionally, Wagman is a vice president for Siemens USA, overseeing the Enterprise Solutions Implementation at Siemens Healthcare and serving as chair of its Diversity and Inclusion Council. In 2012, he was appointed to the Advisory Board for the National Science Foundation Center for Health Care Organization Transformation. Wagman serves as Siemens USA corporate relationship executive for Penn State, with which Siemens continues to develop a long-term strategic relationship.

Steele began his service on Alumni Council in 2005, representing Penn State’s Graduate School in his role as president of the Graduate School Alumni Society. He became an appointed member of council in 2007 and was elected as a member by alumni in 2010. Steele has served in a leadership position with the council’s Grassroots Network Committee since 2006, becoming chair in 2011 and joining the Executive Board.

A graduate of the Dickinson School of Law, Steele serves as Montgomery County’s (Pa.) first assistant district attorney. He supervises a staff of 145 attorneys, detectives and administrative staff. Steele maintains a caseload of serious cases that he prosecutes personally, including capital murder cases.

• **Search Progressing for New Executive Director**—The search process is moving along for the 11th executive director of the Penn State Alumni Association. The search committee
conducted airport interviews with seven candidates the weekend of May 2-3, and will be bringing finalists to University Park for interviews and presentations later in May. The expectation is to have a new executive director identified by July 1, to succeed Roger Williams, who will retire on June 30 after 12 years in the post.

- **New Affiliate Groups**—At its April 16-17 meeting, Alumni Council approved the chartering of three new affiliate groups of the Penn State Alumni Association, all of which successfully passed their probationary periods:
  - Laurel Highlands (Pa.) Chapter, centered in Johnstown–Ebensburg;
  - Nebraska Chapter, centered in Lincoln–Omaha;
  - Penn State Marines Alumni Interest Group, with 450 active members.

- **Creating Inclusive Chapter Events**—The Volunteer Support Committee of Alumni Council, in conjunction with council’s Diversity and Inclusion Committee, has introduced a new planning document for geographically based chapters: *Creating Inclusive Chapter Events: Important Considerations When Planning Your Alumni Events*. The document (attached) is intended to help chapter volunteer leaders create and plan events that reflect a commitment to diversity and foster an environment of inclusiveness. The document will be added to the *Chapter Leaders’ Resource Guide*, produced in 2014.

- **Connecticut Valley Chapter and its Endowed Scholarships**—At the Connecticut Valley Chapter’s annual spring dinner on April 23, Penn State Alumni Association President Kay Salvino, who served as guest speaker, was presented with a check for $20,000, which will be deposited in the chapter’s endowed Trustee Scholarship fund. Coupled with its original endowed scholarship, the Connecticut Valley Chapter now has more than $205,000 in book value contributed to these two scholarships, ranking it No. 1 among all Alumni Association chapters.

- **Upcoming Chapter Speaking Events**—Upcoming chapter guest speaking engagements include Roger Williams to the Central Virginia Chapter (Richmond) on May 29; University President Eric Barron to the New York City Chapter on June 15; Roger Williams to the Laurel Highlands (Pa.) Chapter on June 18 and to the Dayton (Ohio) Chapter on June 20.

- **Coaches Caravan**—The fourth annual Coaches Caravan, co-sponsored by the Penn State Alumni Association and the Nittany Lion Club, is completing its first week today. The caravan will have reached more than 1,500 alumni and friends in six cities this week—Harrisburg, Lancaster, Washington, D.C., Baltimore, Altoona, and Pittsburgh. The Caravan resumes on May 19-21, traveling to six more cities.
• **City Lights to Complete 11th Season**—The Alumni Association’s 11th annual City Lights series will conclude with three more events this spring. City Lights offers cultural and intellectual presentations by Penn State faculty and alumni experts in the metro areas where large numbers of Penn Staters live. Remaining events for this year include:
  - New York City—Saturday, May 9, “Historical Perspectives on the USS Intrepid,” Intrepid Sea, Air & Space Museum, with Charles D. Kupfer, associate professor of American studies and history, Penn State Harrisburg.
  - Philadelphia—Saturday, June 13, “Foods of Philly,” 9th Street Italian Market, with Peter Bordi ’76, ’81g, ’96g, associate professor, School of Hospitality Management, and director of the Center for Food Innovation.

• **Alumni Reunion Weekend**—More than 700 alumni and guests are expected to return for the annual Alumni Reunion Weekend, June 4-7, at which the Class of 1965 will celebrate its 50th anniversary and be inducted as Penn State Pioneers. Activities will include the welcome reception, Pioneer induction dinner, college open houses, Alumni Institute educational offerings, the All-Class Luncheon and Sunday farewell breakfast, as well as unique tours with Penn State experts at facilities across campus—the Equine Science Lab, 3-D Printing Lab, Turfgrass Management Lab, *The Daily Collegian* offices, and the Lunar Lion Lab.

• **Friend of Penn State Award**—The Friend of Penn State legislative award, presented annually since 2006, recognizes sitting members of the Pennsylvania legislature and the U.S. Congress who have played a significant role in the continued improvement of Penn State. Nominations are sought from across the University and Alumni Association communities. Award recipients are named by Alumni Council’s Legislative Education and Advocacy Committee.

  The recipient of the award this year is Pennsylvania State Senator Patricia (Pat) Vance, R-31st District. She represents part of Cumberland County and part of York County. She will be honored at a luncheon Friday, June 19, at the Hintz Family Alumni Center, with President Eric Barron making the presentation.

  In choosing Sen. Vance to receive the award, committee members noted her consistent and long-time support of both the education and general appropriation to the University, as well as targeted programmatic funding for Penn State’s Hershey Medical Center. She also has worked to advance the Penn State Dickinson School of Law within the Carlisle community, which is located in her district.
Creating Inclusive Chapter Events: Important Considerations When Planning Your Alumni Events

Chapter leaders are encouraged to create events and activities that reflect a commitment to diversity and that make individuals feel included and welcomed.

It is not possible to design a single event that will be of interest to everyone – that’s not the goal of inclusive programming. The goal is to plan events that are free from the barriers that would make any interested individual feel excluded, uninvited, or unwelcome at your programs. Reaching across physical, social, and cultural differences will enhance the experience for everyone. Below are some tips to consider when planning your event.

**It begins behind the scenes.**
- Before selecting the date of your event, consult with an interfaith calendar and research community events that may conflict. Sample calendar: timeanddate.com/holidays/us/
- If serving food, consider the dietary limitations of your attendees by allowing attendees to alert you to any dietary restrictions or food allergies
- Have a plan to provide disability access and accommodations if necessary
- Have you chosen a time that make it feasible for everyone we hope will attend
- Is the venue one that has messages of welcome – for example if the venue is a country club that historically limited membership to certain races or religions
- If planning to serve alcohol, has the event been designed so that drinking alcohol does not feel like the only option? Offer non-alcohol alternatives and present them with at least as much style as the alcohol bar

To allow guests to inform you of needs related to special concerns, information should be included in flyers, advertisements, or other materials that are distributed before an event.

**Sample statements that could be used on event invitations:**

This facility is handicapped accessible.

Should you have any dietary restrictions, we will do our best to accommodate them, please contact _____________ at ________________.

This facility has handicap accessibility and a transcript of the speech may be made available for the hearing impaired, please contact _____________ at ________________.

If you are a person with a disability and need accommodations for this event, please contact the event coordinator to discuss your specific needs: Jane Doe, number, email

Come enjoy wines from around the world as well as alcohol-free Nittany Lion Roaring Punch.

**Publicizing Your Event**

After an event is thoughtfully designed behind the scenes, give similar attention to how you convey the messages to your audience. Checking your messages (name, subtitles, images and descriptions) against a small “test audiences” is a smart strategy.

Smartly designed inclusive publicity lets your potential audience know they have been invited. The last step is to make sure they feel the same sense of belonging once they are at your event.