

Blue-White Game, April 18, 2015



Media Coverage of Axalta Event



The screenshot shows the top portion of a New York Times article. At the top left is a hamburger menu icon. The page title "The New York Times" is centered, with a search icon to its right. Below the title, the word "Sports" is on the left and "SUBSCRIBE | LOG IN" is on the right. The main headline reads "Jeff Gordon Takes Tour of Penn State in Special Axalta Car". Below the headline, it says "By THE ASSOCIATED PRESS" and "APRIL 15, 2015". The first paragraph of the article is: "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." The second paragraph begins: "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



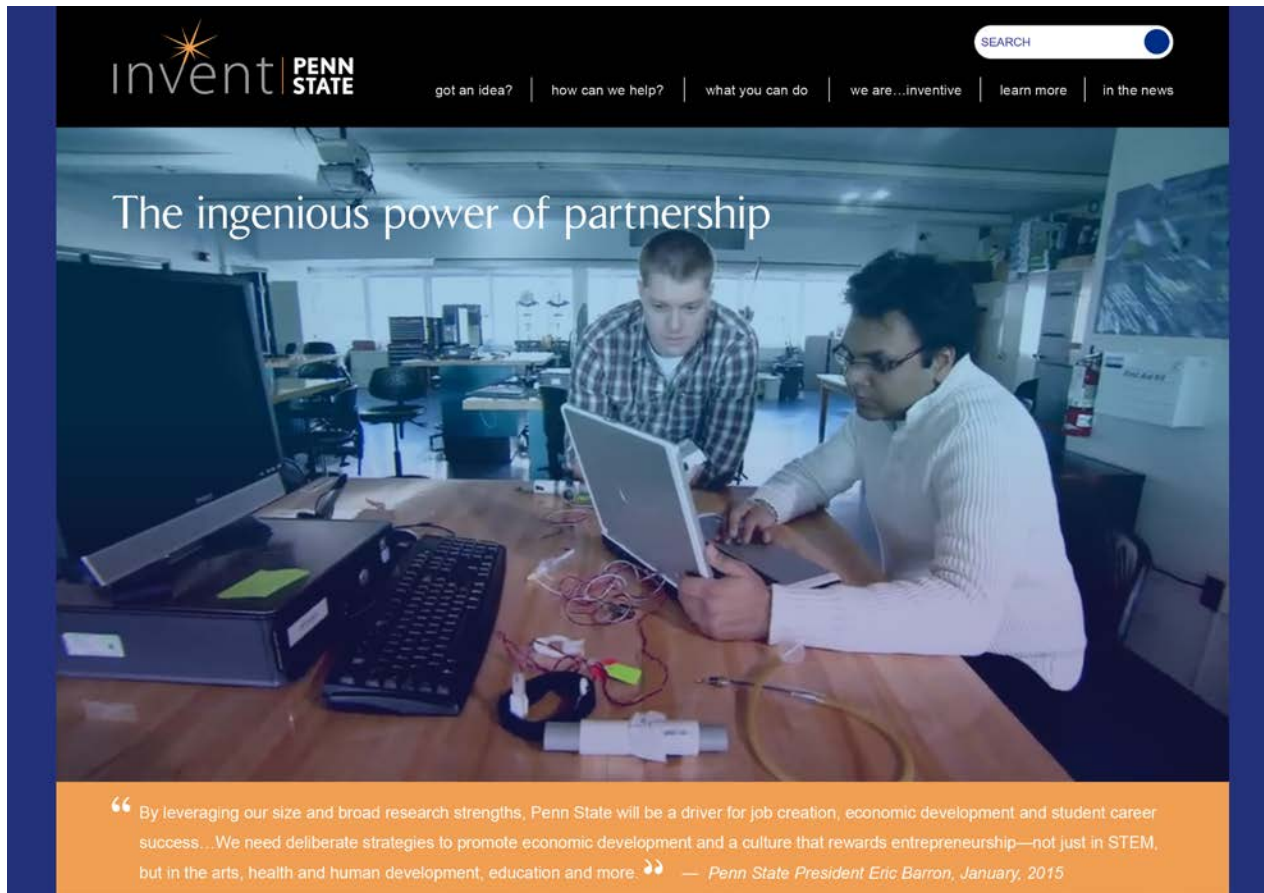
The ingenious power of partnership

Invent Penn State Initiative



PHOTO: PATRICK MANSELL

Invent Penn State Microsite in Development - May 2015 Launch



University Identity System Refresh

PENNSTATE



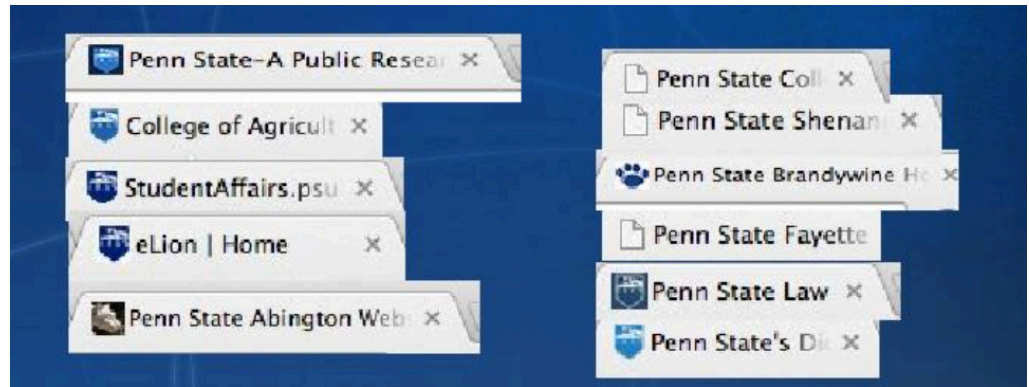
Inconsistent Use of Current Identity



Usage Challenges in Digital Space

Favicons

- No campus consistency
- Difficulty discerning designs
- Some missing a favicon



Twitter



Google



Usage Challenges Across Various Advertising Channels

Billboard Designs



**YOU ARE
CONNECTED
FOR LIFE.**

600,000+
ALUMNI
NETWORK

ABINGTON • BRANDYWINE • GREAT VALLEY

PHILLY.PSU.EDU

PENNSTATE
1855



PENNSTATE
1855

**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)

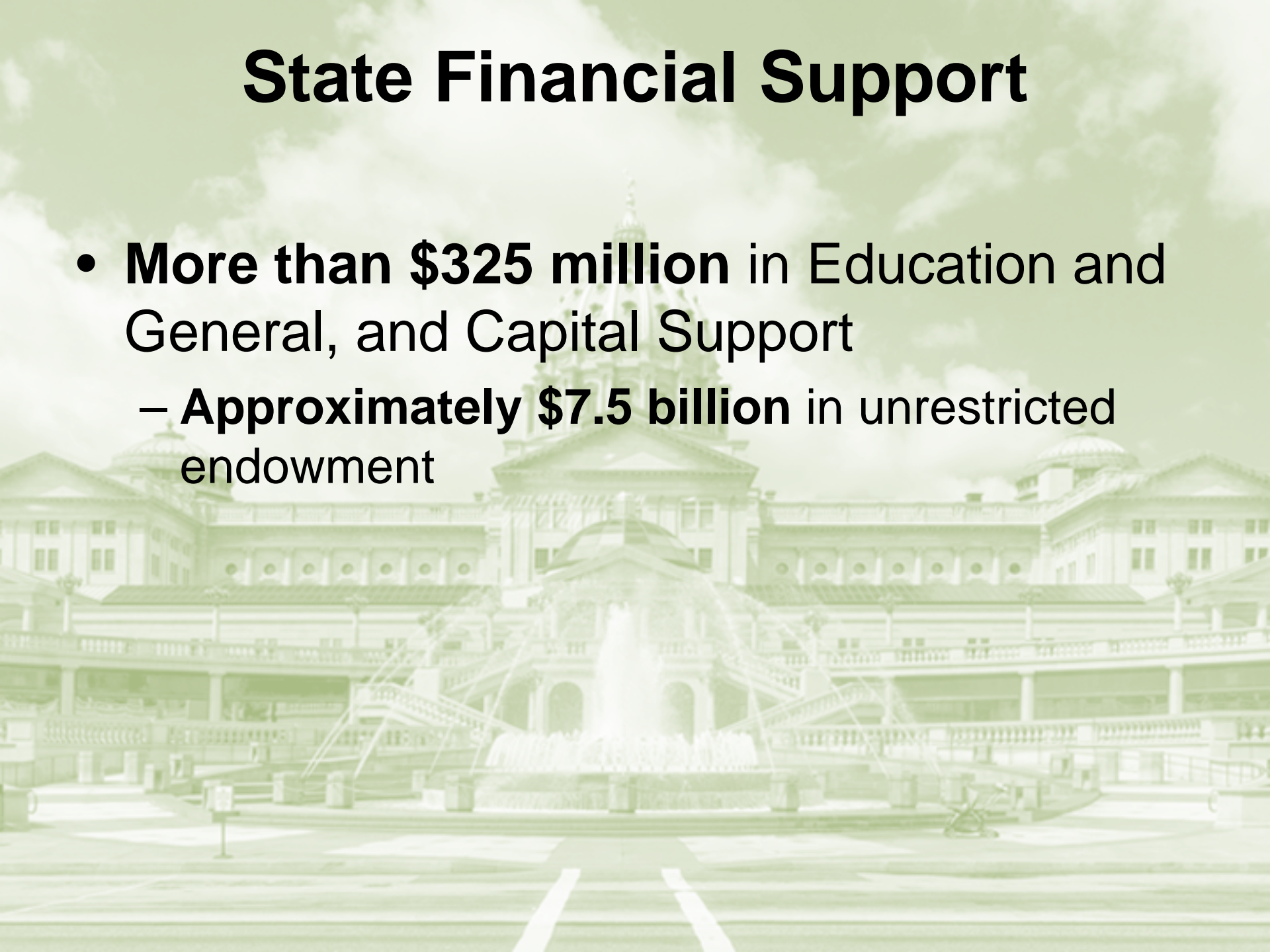
Non-Preferred Appropriation

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



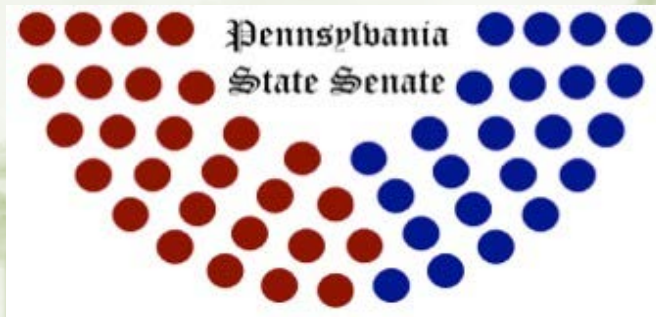
- New Democratic Governor
- Expanded Republican Majorities in the State House and State Senate
- Multi-Billion Dollar Structural Budget Deficit
- Continued revenue challenges

Election Results: PA State Senate

2014

27 Republicans

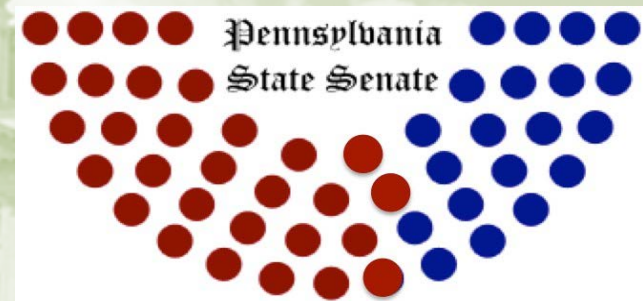
23 Democrats



Currently

30 Republicans

20 Democrats



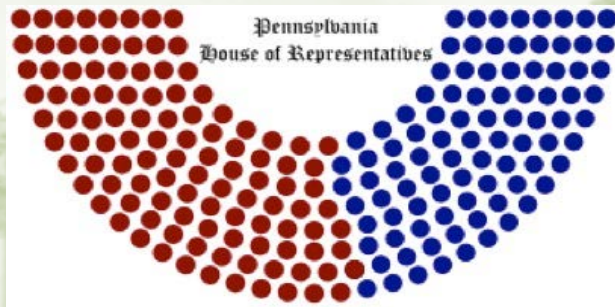
- 7 New Senators in 2015 (6 Republicans, 1 Democrat)
- New Senate Leadership
 - President Pro Tem: Sen. Joe Scarnati (R-25)
 - Majority Leader: Sen. Jake Corman (R-34)
 - Appropriations Committee Chair: Sen. Pat Browne (R-16)
 - Democratic Leader: Sen. Jay Costa (D-43)
 - Democratic Whip: Sen. Anthony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

Election Results: PA State House

2014

111 Republicans

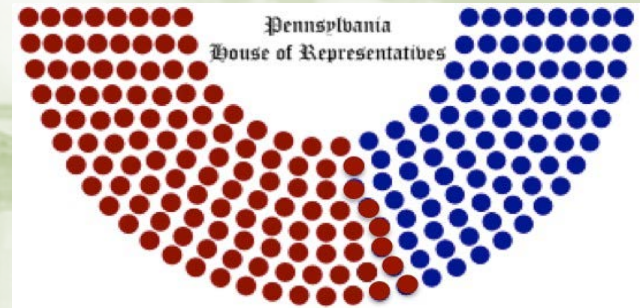
92 Democrats



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

The background of the slide is a green-tinted photograph of a grand, classical-style government building, likely a state capitol. The building features a prominent central dome and multiple wings with arched windows. In the foreground, there is a large, ornate fountain with several water jets. The sky is filled with soft, white clouds. The overall aesthetic is clean and professional, with the green tint providing a subtle, thematic background.

- 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.
 - Washington, D.C.—Thursday, May 21, “From Vine to Wine,” Mayflower Renaissance Hotel, with Denise Gardiner ’07, Penn State Extension Enologist.
 - 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

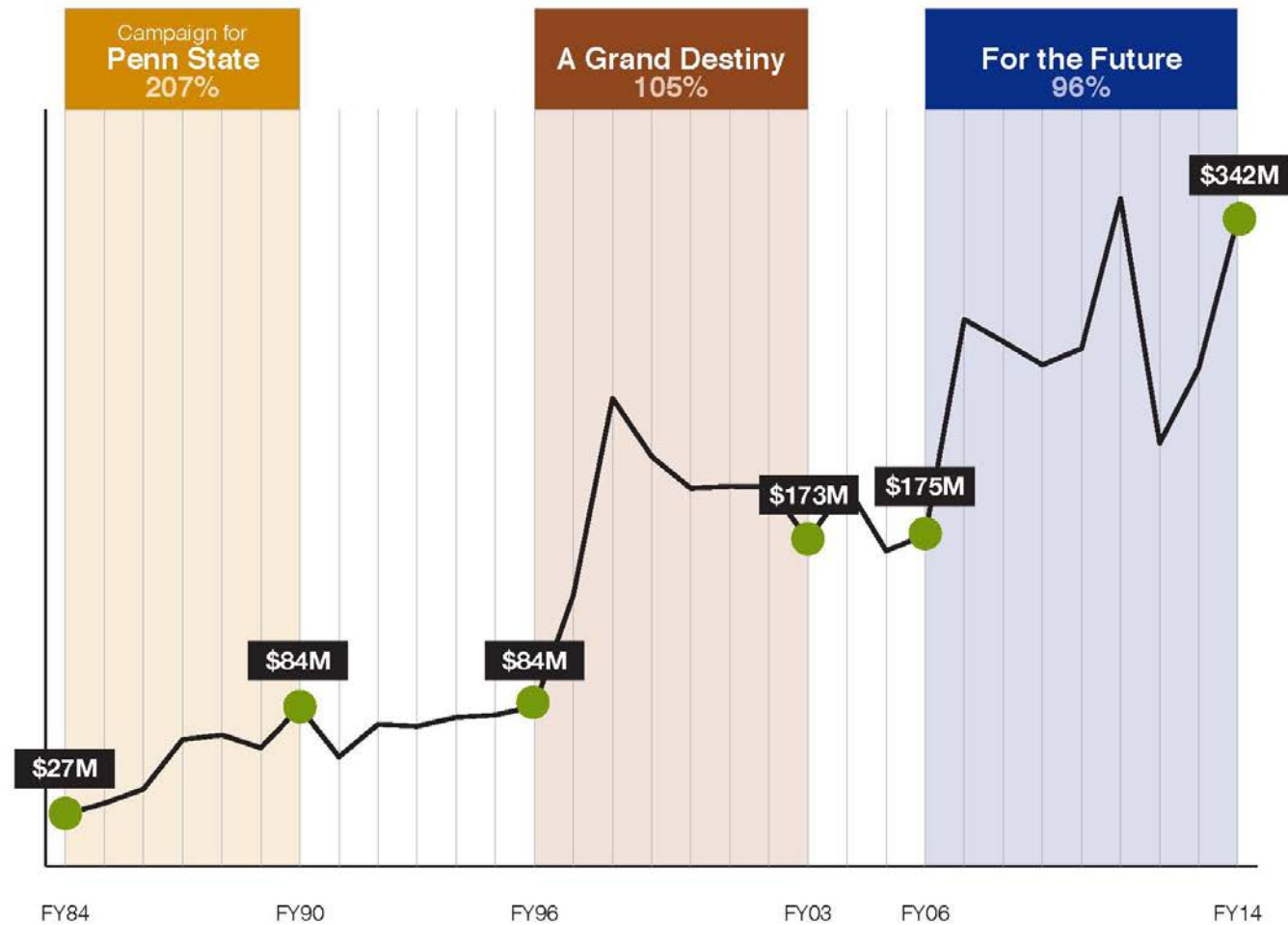
Come enjoy wines from around the world as well as alcohol-free Nittany Lion Roaring Punch.

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.

Commitment Growth Over Three Campaigns



Campaign IV Tentative Timetable

