



Board of Trustees  
The Pennsylvania State University

Committee on Outreach, Development and Community Relations

**Meeting Agenda**

Thursday, May 2, 2013  
2:30 p.m.

Room 218, The Penn Stater Conference Center Hotel  
University Park, PA

1. University Branding Update
2. Data/Evaluation of Pittsburgh/Philadelphia Ad Campaigns
3. Preview of President's Video
4. Topics for Next Report Out to Larger Data Base (governance changes and admissions)
5. Penn State Research
6. Jobs Panel
7. Board of Trustees Email Addresses