

Board of Trustees
Committee on Outreach, Development, and Community Relations
Minutes of Meeting
Volume ODCR 2
November 21, 2013

A meeting of the Committee on Outreach, Development, and Community Relations was held in on November 21, 2013, in Room 204 of The Penn Stater Conference Center Hotel, The Pennsylvania State University, University Park, PA, beginning at 3:00 p.m.

The following committee members, constituting a quorum, were present: Vice Chair Marianne Alexander, Edward “Ted” Brown III, Ellen M. Ferretti, M. Abraham Harpster, Keith Masser, Ryan McCombie, and Chair Joel Myers.

Student Representative Jalon Alexander was in attendance; Constituent Representatives Kay Salvino and Jeremy Warner were present, and the following staff members were also present: Michael DiRaimo, Cindy Hall, Rod Kirsch, Tom Poole, Jeff Surrell, Fred Volkmann, and Craig Weidemann.

The meeting was called to order by Chairman Myers, and roll was taken.

Ted Brown called to amend the minutes from the previous meeting to reflect the fact that the consensus was made to not restructure the public comment process.

Chairman Myers opened by talking about positive things happening at the University. Applications to Penn State went up 18% from last year, and the University is doing substantially better in gaining research grants than most other major Universities in the country. Chairman Myers also spoke about Moody’s raising Penn State’s financial standpoints, as well as more positive Penn State mentions in the media.

Fred Volkmann gave comments about his role and discussed the prospect of a better outlook with a new President, and would like to see expansion in positive media exposure nationally and internationally. Trustee McCombie inquired to Fred about utilizing Penn State Communications faculty rather than outside counsel to expand media coverage. Fred stated he will plan to utilize internal sources as much as it is practical to do so.

Jeff Surrell, a representative from Edelman, spoke about media training that has been done for key faculty and administration, and that any of the Trustees may also participate in this training.

Michael DiRaimo gave a governmental affairs update. He discussed the U.S. Congress and the Government shutdown that occurred in October. He also discussed State budget cuts affecting Higher Education, Penn State Hershey’s \$2.5 million grant for underserved populations to receive medical care, and the sequestration. Jalon Alexander discussed Commonwealth Campus student responses to the budget appropriation.

Rod Kirsch gave an update about the Development Strategic Review that was focused on staffing, structure, and management; Institutional Planning; Volunteer Engagement; and Future Investment in Programs.

Kay Salvino gave an update about the Alumni Association, and major events that took place in October. She also discussed the Alumni Fellows, a new branding program, and that they received their first \$1 million gift commitment.

Denise Wardrop gave a presentation about the Sustainability Program and the expansion that has taken place since its creation in March 2011.

Nancy Franklin discussed Community Sustainability and how to overcome challenges associated with that.

Craig Weidemann then gave an update on online education and the World Campus. He mentioned that there will be a Symposium for the 15th anniversary of the World Campus at Penn State. Other notable mentions were that Penn State has completed their 3rd Massive Open Online Course (MOOC); there has been heightened military support in the World Campus; and a video was shown regarding the Humanitarian Engineering Social Entrepreneurship.

Cindy Hall gave an update about the feedback on the 'Penn State Lives Here' campaign, and discussed expansion and exposure that has happened in Philadelphia.

Joel Myers then adjourned the public session at 4:55 p.m., and the Committee continued into Executive Session.