

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 7-1**

November 13, 2014

A meeting of the Committee on Outreach, Development, and Community Relations was held on November 13, 2014, in Room 206 of the Penn Stater Conference Center Hotel, University Park, PA, beginning at 10:00 a.m.

The following committee members, constituting a quorum, were present: Chair Paul Silvis, Vice Chair Ryan McCombie, Ted Brown, Bob Jubelirer, and Todd Rucci. Emeriti Trustees David Jones and Joel Myers were also in attendance.

The following staff members, constituent representatives, or invitees were also present: Michael DiRaimo, Rod Kirsch, Lawrence Lokman, Kay Salvino, Jim Strauss, Jeremy Warner and Craig Weidemann.

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

Chair Silvis opened the meeting by going around the room requesting good news, either personal or professional, from each individual seated at the table.

Michael DiRaimo gave an update regarding the recent federal and state elections. He also updated the committee on the appropriation bills, and how a new governor and new agenda will affect Penn State funding. (See Appendix I)

Lawrence Lokman discussed the crisis communication planning process and operating principles. He went into further detail discussing monitoring and information sharing groups around campus, communications channels available (media, email, PSUTXT, etc.), and best practices in crisis communications. A follow-up discussion by the committee was held regarding sexual assault reporting. (See Appendix II)

Craig Weidemann gave an update on student engagement and outreach, Global Entrepreneurship week, Shaver's Creek Environmental Center, and showed a short clip from the "As Long As We Dance" American Indian Pow Wow documentary. (See Appendix III)

Kay Salvino provided an update on the Alumni Association events. (See Appendix IV)

Rod Kirsch reviewed progress toward the implementation of review recommendations of his office, including various staff and management changes, along with volunteer engagement. (See Appendix V)

Chair Silvis adjourned the meeting at 11:54 a.m.

Respectfully submitted,

Holly N. Kruggel
Administrative Support Assistant
Board of Trustees

State Election Results

Pennsylvania Senate

Currently

27 Republicans

23 Democrats



January 2015

30 Republicans

20 Democrats



7 New Senators in 2015

6 Republicans

1 Democrats

Leadership as of January 2015

President Pro Tem – Sen. Joe Scarnati (R-25)

Majority Leader – Sen. Jake Corman (R-34)*

Appropriations Comm. Chair – Sen. Pat Browne (R-16)*

Dem. Leader – Sen. Jay Costa (D-43)

Dem. Whip – Sen. Anthony Williams (D-8)

Dem. Appropriations Comm. Chair – Sen. Vincent Hughes (D-7)

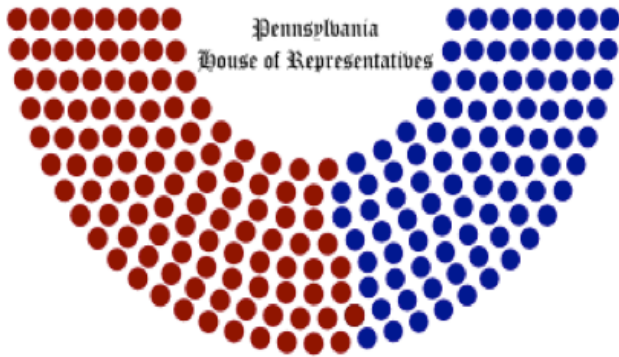
State Election Results

Pennsylvania House of Representatives

Currently

111 Republicans

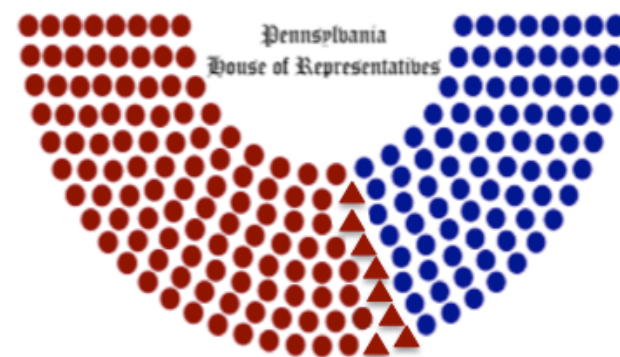
92 Democrats



January 2015

119 Republicans

84 Democrats



28 New Representatives in 2015

23 Republicans

5 Democrats

Leadership as of January 2015

Speaker of the House – Rep. Mike Turzai (R-28)*

Majority Leader – Rep. Dave Reed (R-62)*

Appropriations Comm. Chair – Rep. Bill Adolph (R-165)

Dem. Leader – Rep. Frank Dermody (D-33)

Dem. Whip – Rep. Mike Hanna (D-76)

Dem. Appropriations Comm. Chair – Rep. Joe Markosek (D-25)

Federal Election Results

United States Senate

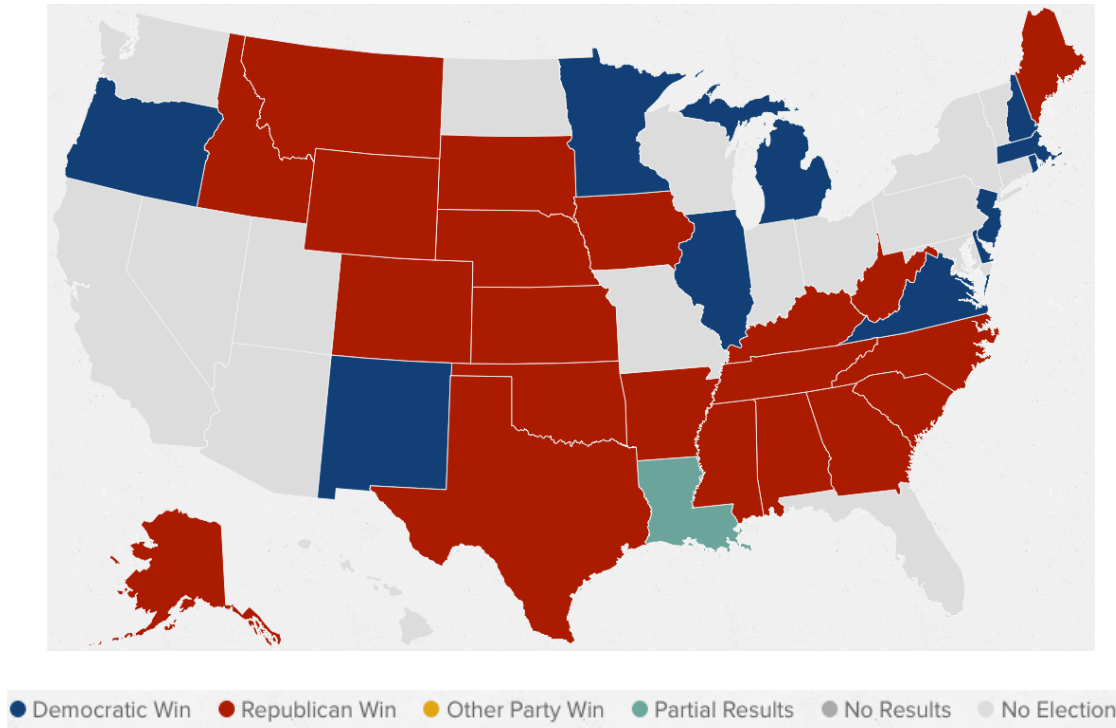
Currently

53 Democrats, 45 Republicans, 2 Independents

January 2015

53 Republicans, 44 Democrats, 2 Independents

(Louisiana Senator to be decided in December 6 runoff election)



Flipped to Republican Seat:

- Alaska
- Arkansas
- Colorado
- Iowa
- North Carolina
- South Dakota
- West Virginia

Source: Politico, 2014

Pennsylvania Senators

Neither up for reelection (Senators Pat Toomey (R) and Bob Casey (D) up for reelection in 2016 and 2018, respectively)

Federal Election Results

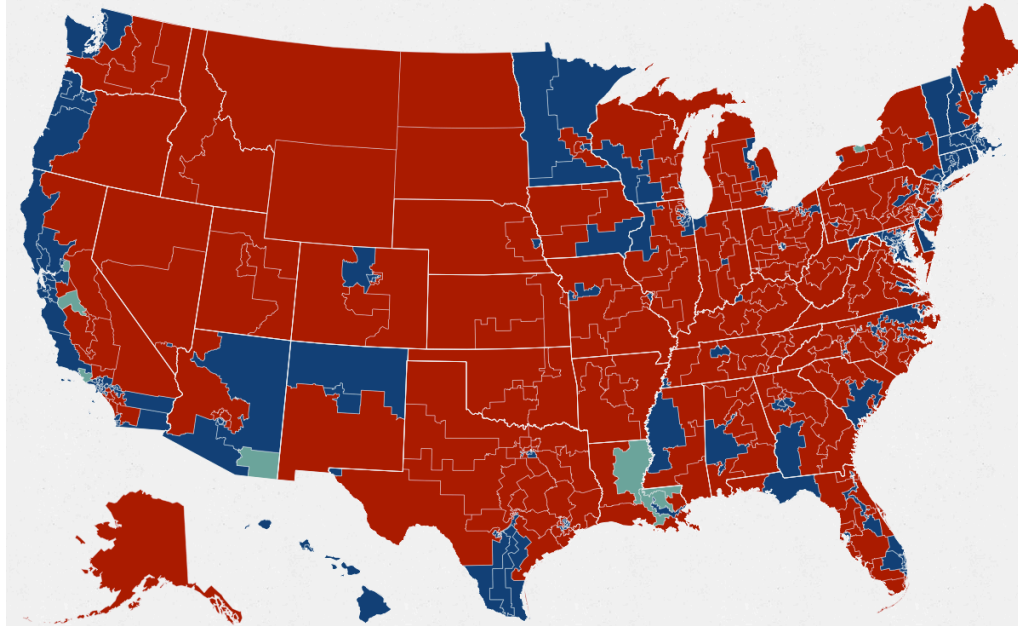
United States House of Representatives

Currently

233 Republicans, 199 Democrats, 3 vacancies

January 2015

244 Republicans, 184 Democrats (7 seats undecided yet)



Source: Politico, 2014

Pennsylvania Delegation

Remains 13 Republicans and 5 Democrats

2 New PA Members (retirements)

Ryan Costello (R)

- Seat held by Rep. Jim Gerlach (R-PA-06)
 - Current Chester County Commissioner
 - District includes Penn State Berks and Penn State Great Valley
- Brendan Boyle (D)

- Seat held by Rep. Allyson Schwartz (D-PA-13)
- Current Member of the PA House of Representatives
- District includes Penn State Abington

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Crisis Communications Planning Process

Office of Strategic Communications

Team Training and Preparedness

- National Incident Management System (NIMS) certification
- Federal Emergency Management Agency and Pennsylvania Emergency Management Agency trainings
- National Center for Spectator Sports Safety and Security courses
- Internal protocols & templates
- Tabletop exercises multiple times/year
- Post-crisis assessment



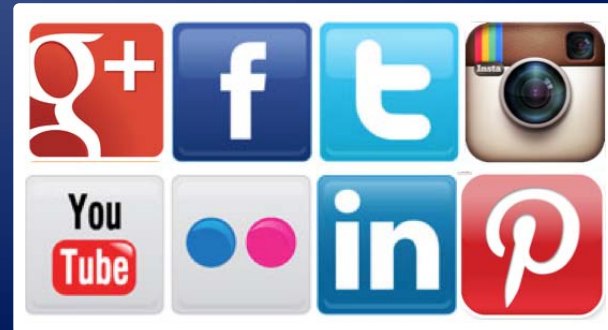
Monitoring and Information-Sharing Groups

- Airport Emergency Management Team
- Infectious Hazards Planning Group
- Intercollegiate Athletics Prevention and Safety (ICAPS)
- Animal Issues Response Team (AIRT)
- Emergency Management Group
- Emergency Core Group
- Football Game Day Emergency Group
- President's Council
- Intercollegiate Athletics Monitoring Group



Communications Channels Available

- PSUAlert
- Social media channels
- Web sites
- Mass e-mails
- Emergency Phone Bank
- WPSU FM, WPSU TV
- MEDIA
- Reader boards/Digital signage in buildings



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Be First. Be Right. Be Credible

Best Practices in Crisis Communications

- Public safety is the No. 1 priority. Communicate with compassion, concern and empathy.
- Public relations and legal counsel have equal weight.
- Coordinate communications efforts with multiple sectors.
- Use all available communication channels. Redundancy is required.
- NEVER speculate.
- Provide regular updates of information. Keep messages clear, consistent and meaningful.
- Meet the needs of the media and remain accessible
- Correct rumors and inaccuracies



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QUESTIONS?

Lawrence Lokman
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Penn State Outreach and Online Education

Update for Committee on Outreach, Development, and Community Relations

Craig Weidemann, Vice President for Outreach, Vice Provost for Online Education

November 13, 2014

Today's Update

Student Engagement and Outreach

ON CAMPUS

Global Entrepreneurship Week

IN THE FIELD

Stone Valley Recreation Area

THROUGHOUT THE COUNTRY

Documentary: As Long As We Dance



Global Entrepreneurship Week

AT PENN STATE NOV 16–20

2009

- Small Business Development Center brings GEW to Penn State
- Involvement of student organizations and faculty teaching in **Entrepreneurship and Innovation minor**

2014

- Penn State GEW currently ranked **#1** in U.S.



Global Entrepreneurship Week

AT PENN STATE NOV 16–20

12

Student organizations

18

Colleges & programs

20

Centre region partners

3,000

Est. student attendance



Global Entrepreneurship Week

AT PENN STATE NOV 16–20

1000
PITCHES

**MDX + PSU
Innovation
Challenge**

Shaver's Creek Environmental Center^{OD&CR}

Outdoor education field lab and nature center

- Located within Penn State's 7,000 acre experimental forest
- Instruction, research, experiential learning
- Team Development Center
- Raptor Center
- Public programs, festivals, summer camps
- 27,000+ visitors per year



Shaver's Creek Environmental Center^{OD&CR}

Outdoor education field lab and nature center

Connecting community outreach and service with undergraduate and graduate teaching and research

35+

Credit courses
in six colleges

1,300

PSU students in
credit programs

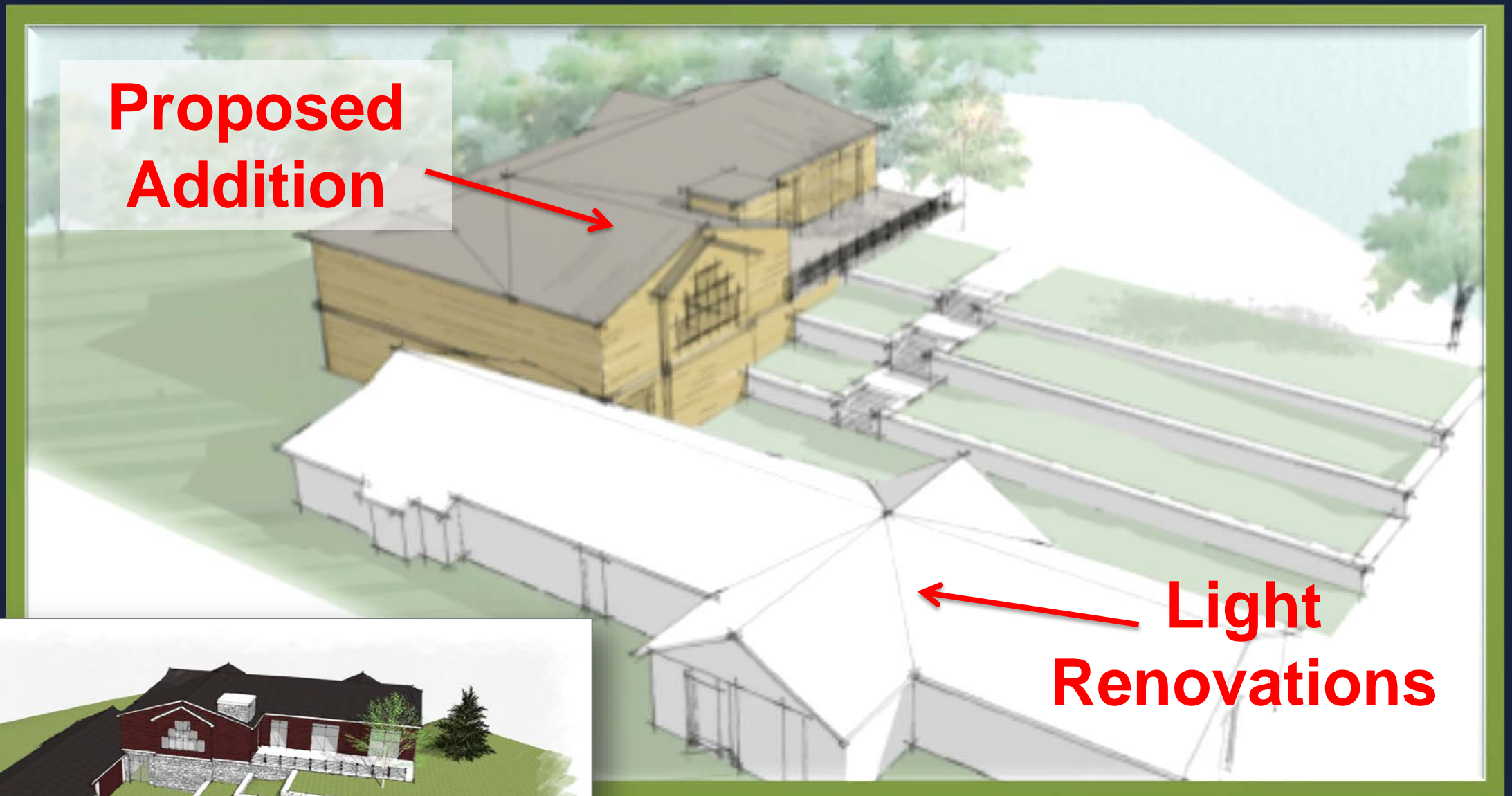
400%

Increase in
enrollments
(01/02 to 13/14)

1,000 PSU students in non-credit programs

Shaver's Creek Environmental Center^{OD&CR}

Outdoor education field lab and nature center



“As Long As We Dance”

The New Faces of An Ancient People
Traditional American Indian Powwow



- Penn State Public Media documentary
- Powwow's impact on participants, students, surrounding area



Thank you

www.outreach.psu.edu

UPDATE FROM THE PENN STATE ALUMNI ASSOCIATION

FOR THE BOARD OF TRUSTEES' COMMITTEE

ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS

NOVEMBER 13, 2014

KAY SALVINO, PRESIDENT, PENN STATE ALUMNI ASSOCIATION

- The Alumni Association held its annual fall dinner in late August to celebrate the induction of the newest Penn State Alumni Association Teaching Fellows -- Lynette Kvasny, Associate Professor, College of Information Sciences and Technology; Laura Rotunno, Associate Professor of English, Penn State Altoona; and Jennifer Wood, Associate Professor of Communication Arts and Sciences, Penn State New Kensington. Since 1986, the Alumni Association has honored 52 Penn State Teaching Fellows for their exceptional contributions to undergraduate education.
- The Alumni Association's many Homecoming events in late September attracted one of the largest Homecoming crowds in recent years -- including 548 alumni and friends who attended the Alumni Association's A-Zone at the Multisports Complex after the Northwestern game. The event featured appearances by alumni celebrities Lara Spencer '91 of ABV-TV's Good Morning America and John Colaneri '03 of HGTV as well as cameo appearances by 10 Penn State head coaches, the Alumni Blue Band, cheerleaders, and majorettes.
- On October 8, the Alumni Association inducted its newest class of Alumni Fellows, honoring 21 outstanding alumni at a gala dinner at the Nittany Lion Inn. With this newest class, 750 Alumni Fellows have received the Alumni Association's highest award since 1973.
- The Alumni Association's Executive Board unanimously approved the process for an externally-conducted financial audit of the Penn State Alumni Association. The audit will cover the 2013-14 fiscal year and be conducted according to Generally Accepted Accounting Principles (GAAP). The Alumni Association has retained the services of SF & Co., a CPA firm based in State College, Harrisburg, and York, to do the preliminary work that would lead to the issuance of a RFP to conduct the audit. Among other activities, SF & Co. will be documenting procedures related to internal controls; preparing financial statement using GAAP; and preparing supporting work-papers. SF& Co. would also serve as liaison with the auditing firm that is eventually chosen to conduct the audit. Using a qualified CPA firm to prepare the financial statements and all accompanying supporting work-papers should result in less time being needed by the auditing firm.
- The Alumni Association through its bylaws review committee, is in the process of reviewing and revising its bylaws, last revised 10 years ago. Circumstances and conditions surrounding the Alumni Association and the University have changed dramatically since the events of November 2011. The need for bylaws review and revisions was recognized when the Alumni Association's Executive Board adopted the current 2013-15 Strategic Plan in April 2013, nearly 18 months ago. That need was incorporated under Goal #4: Clarify the Alumni Association's relationship with

the University, strategic measure #2, “Re-craft Alumni Association bylaws, policies, and procedures to reflect the contours of the formalized relationship with the University.” The goal is to present the bylaws revisions to Alumni Council at its spring 2015 meeting.

- Playing its part in Penn State’s Military Appreciation efforts this year, Alumni Council meeting in late October featured a talk by Capt. Bob Clark, commander of Pen State’s Naval ROTC unit, who gave an inspiring look at Penn State’s ROTC programs across the board as well as insights into his dynamic leadership style. Capt. Clark came to Penn State in 2013 after serving as commandant of the midshipmen at the U.S. Naval Academy.
- At the same fall meeting, Alumni Council approved the chartering of two new affiliate groups – the Land of Enchantment Chapter in Albuquerque, New Mexico, and the Penn State World Campus Alumni Society. More than 6,000 World Campus graduates are members of the Penn State Alumni Association!
- The Alumni Association is also working to launch its fourth Alumni Opinion Survey since the spring of 2012. The intention is to get this scientifically solid random-sample survey of all alumni into the field in December, with results being available in January. The survey firm retained for this project is the same firm that executed the three previous surveys.

Progress Towards Implementation of Development Program Review Recommendations

OD&CR

Rodney P. Kirsch
Senior Vice President for Development and
Alumni Relations
November 14, 2014

Development Strategic Review

- In January 2013, Grenzenbach, Glier & Associates was contracted to conduct a Development Program Review.
- Purposes included:
 - Ensuring best practices in all areas
 - Sustaining and increasing growth after For the Future
 - Positioning Penn State for the next campaign
 - Informing FY2015–2019 Strategic Plan

Strategic Review – Areas of Focus

- Staffing, structure, and management
- Institutional planning
- Volunteer engagement
- Future investment in the program

Recommendations: Staffing

- Expand Leadership Gifts program into expanded Principal Gifts program led by the Associate Vice President
 - Hired Glen Jack, Assistant Vice President for Principal Gifts who reports to Dave Lieb, Sr. Associate Vice President for Development
- Reorganize and reduce the number of collegiate units reporting to Sr. AVP and add seasoned major gift talent to coach others
 - Reorganization complete
 - Two Executive Director positions created and posted

Recommendations: Staffing

- Commonwealth College reorganization
 - Kept five largest campus programs intact
 - Redefined responsibilities for 15 other campuses to focus on gift levels more common in their prospect pipeline
- Create four frontline Annual Leadership Giving officers focusing on \$2,500–\$10,000 annual donors
 - Four Annual Leadership Gift officers have been hired and have begun conducting visits
- Create Parent Philanthropy Program
 - Offer outstanding to full time Director, Parent Philanthropy

Recommendations: Staffing

- Add one foundations relations officer
 - Position has been posted
- Expand Talent Management Office
 - Hired Cheryl Kaplan, Director of Talent Management and Drew Kovacs, Associate Director, Talent Acquisition
- Elevate communications by creating an AVP level position to supervise Development Communications and Donor Relations
 - Created the Core Communications Council within Division to coordinate communications activities

Recommendations: Management

- Increase Major Gifts threshold to \$100,000
 - Completed
- Implement Performance Based Incentive Program
 - Concepts are being explored with Office of Human Resources
- Encourage Major Gift Officers to incorporate longer range planning and inclusion of new prospects into their portfolios
 - Will be encouraged through enhanced coaching
- Establish performance metrics for collaborative activity
 - New metrics developed

Recommendations: Volunteer Engagement

- Build a pipeline of younger volunteers
 - Ongoing
- Create Volunteer Road Map by encouraging more frequent shifts in volunteer assignment
 - All central development volunteer chairs transitioned post-campaign
- Encourage opportunities for project-based and task specific volunteer engagement, and long-term committee service
 - Ongoing
- Develop more frequent volunteer training opportunities
 - Volunteer Engagement Task Force established
 - Lee Beard will chair and additional members are being recruited