

**THE PENNSYLVANIA STATE UNIVERSITY  
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS  
MINUTES OF MEETING  
VOLUME ODCR 12**

**November 19, 2015**

A meeting of the Committee on Outreach, Development, and Community Relations was held on November 19, 2015, in Room 106 of the Penn Stater Conference Center Hotel, University Park, at 10:00 a.m.

The following committee members, constituting a quorum, were present: Chair Ryan McCombie, Vice Chair Daniel Mead, Betsy Huber, Bob Jubelirer, Anthony Lubrano, Luke Metaxas, Kay Salvino, Paul Silvis, and Robert Tribeck. Emeriti committee member Joel Myers was also present.

The following staff members, constituent representatives, or invitees were also present: Jennifer Blew, Michael DiRaimo, Rod Kirsch, David LaTorre, Lawrence Lokman, Laura Pauley, Kevin Steele, and Craig Weidemann. The meeting was called to order by Chair McCombie, and roll was taken. The *Minutes* from the previous committee meeting were approved unanimously.

Glen Jack, Assistant Vice President for Principle Gifts, provided a presentation on Principle Gifts Strategy and the Engagement Process. He discussed methods used to identify and engage with potential large donors. (See Appendix I)

Mike DiRaimo provided an update on State and Federal relations. Todd Bacastow provided a review of Military Appreciation Day, which was held in conjunction with the Penn State vs Army football game on October 3, 2015. (See Appendix II)

Craig Weidemann provided an update on Outreach and Online Education, and discussed the EdTech Network Summit and the Engagement Scholarship Consortium. (See Appendix III)

Kevin Steele, President of the Penn State Alumni Association, gave an update on the Alumni Association's activities. (See Appendix IV)

Lawrence Lokman gave a presentation on Crisis Communications and Gap Analysis within the University. He then discussed goals for Strategic Communications in terms of marketing academic achievements, recognition, and support. (See Appendix V)

Chair McCombie opened up a discussion regarding the Outreach, Development, and Community Relations Committee's operating guidelines. Anthony Lubrano, along with the task force charged to review the committee guidelines, brought up a discussion regarding whether or not the committee is meeting the objectives set forth in the *Bylaws*, and whether these objectives are appropriately aligned with the duties of the Trustees. The consensus of the group was that the committee is not meeting the current objectives, and must conduct further reviews to address the questions raised by this discussion.


Overall, the various administrative areas that report to the committee were still open to maintaining the current committee structure, and concluded that presenting ideas and receiving feedback from the committee is very valuable. Committee members were asked to review the *Bylaws* as they currently stand, and will reach out to Trustee Lubrano with their feedback to take into consideration moving forward.

ODCR 12-2

Chair McCombie adjourned the meeting at 12:11 p.m.

Respectfully submitted,

Holly N. Brown  
Administrative Support Assistant  
Office of the Board of Trustees



**Office of Principal Gifts  
Presentation to  
ODCR Committee Meeting  
November 19, 2015**

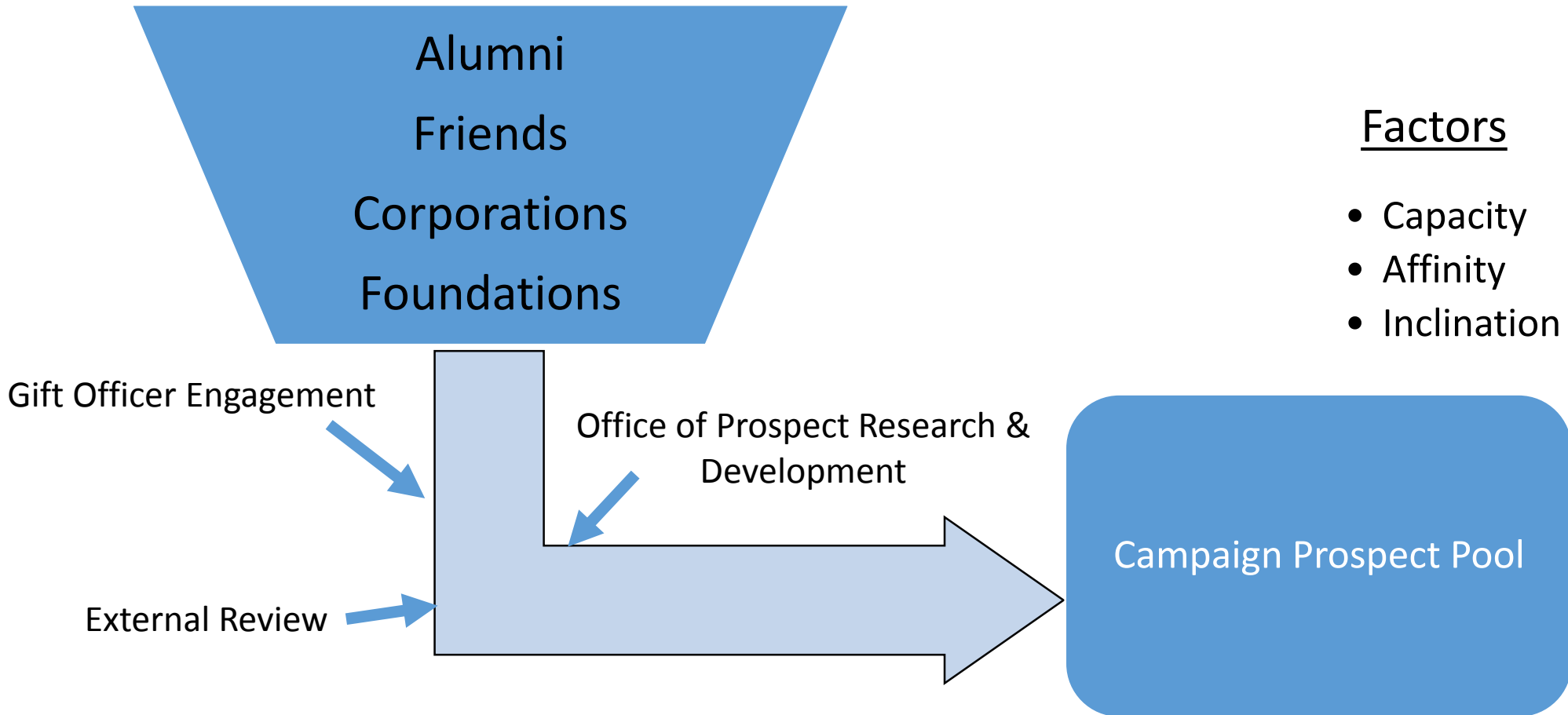
**Glen W. Jack  
Assistant Vice President  
for Principal Gifts**

# Office of Principal Gifts Strategy and Engagement Process for Top Prospects

## Key Elements of the Process

1. Pipeline Development Process
2. Principal Gifts Strategy
3. Presidential Prospect Engagement

# Creating the Campaign Prospect Pool



# Pipeline Development Process

➤ Prospects at all levels are being identified for the next Campaign.

1. Newly Identified Prospects from Research
2. Academic Unit/Athletics Top Prospects
3. Nucleus Fund of Top Prospects University-Wide
4. Presidential Level Prospects

# The Bigger Pool – Beyond Principal Gifts

## External Review

- Outside partner Grenzebach Glier and Associates identified:
  - 48,302 Alumni with a household net worth >\$2 million.
  - 563 prospects with a gift capacity >\$1 million.
  - 1,481 prospects at C Level or with High Job Titles at Fortune 500/S&P 500 Companies

## Gift Officer Activity

- A majority of units also have identified their Top 40 prospects (over 1,300 prospects identified; 260 rated by gift officers \$1M+).
- Gift officers across all units also have rated 150 prospects with an estimated gift capacity >\$2.5 million.

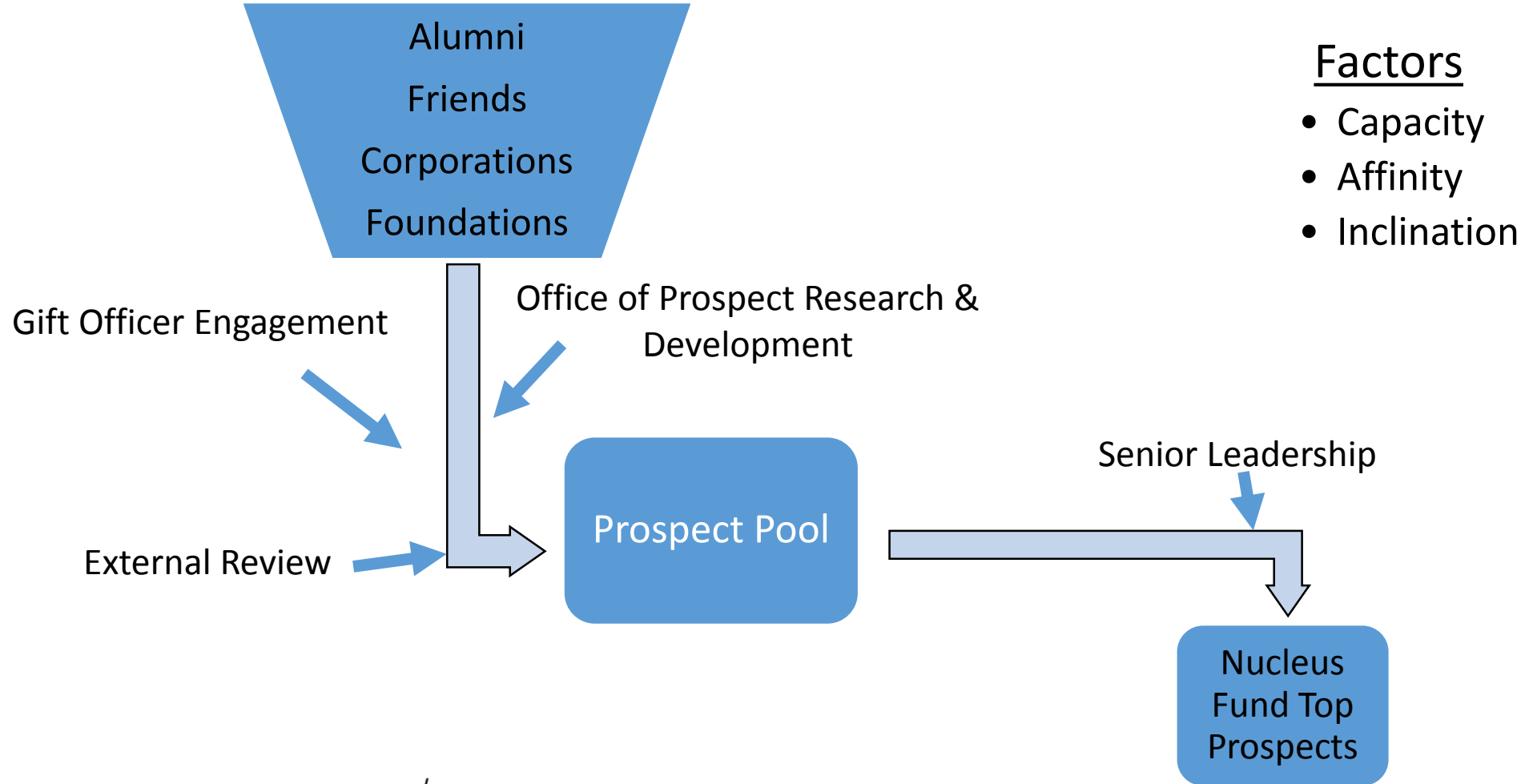
# The Bigger Pool, cont.

## Office of Research and Prospect Development

- Research Identified through statistic modeling based on past donor behavior:
  - Major Gift Pipeline- 28,414 individuals
  - Planned Giving Pipeline- 17,242 individuals
- In fiscal year 2015 Research and Prospect Development referred 443 new prospects to Development staff members. This group of new prospects has over \$1.3 billion in known assets.
- Research Office has been building depth in our prospect pool by identifying 2,142 assets valued at over \$10 billion help by individuals in our prospect pool.



# Creating the Nucleus Fund Prospect Pool



# Nucleus Fund Top Prospect Identification Process

- Directors of Development submitted the Top 5 prospects for their unit
- Senior Development Leadership reviewed several lists and selected prospects
  - Top prospects from FTF Campaign
  - High asset prospects with low affinity to Penn State
  - C Suite level prospects
- Identified approximately 177 prospects

# Nucleus Fund Top Prospect Profile

- Currently 177 prospects identified for early gifts in next campaign
- 114 prospects with estimated wealth >\$10 million (based on Prospect Research findings)
- 69 prospects with estimated gift capacity >\$2.5 million (based on gift officer rating)
- 90 prospects have given >\$1 million (Household Commitment)
- Regional concentrations of Nucleus Fund prospects
  - PA=67, NYC=23, FL=15, CA=14, DC=11, TX=8

# What's Next: Principal Gifts Strategy Meetings with Academic Units

- Quarterly/Biannual meetings with academic units and Athletics to discuss top prospects (typically \$1M+).
- Meeting participants include, Director of Development, Dave Lieb, Todd Sloan, Ken Hall, Mike Degenhart (or OGP staff), Glen Jack, Peggy McMullin, other academic unit staff as required.
- Work with units to develop strategies for over 90 principal gift level prospects.

# Principal Gifts Strategy Meetings, cont.

➤ PG Strategy Meeting format is as follows:

1. Discuss Top Five Prospects (as previously identified by unit).
2. Discuss Dean/Academic Leadership engagement.
3. Identify/discuss President Barron engagement possibilities.
4. Identify/discuss new \$1M+ gift opportunities since previous meeting.

# Principal Gifts Strategy Meetings, cont.

- Strategies developed during the PG Strategy meetings are entered into database and tracked by necessary staff until completion.
- Strategies/Next Steps are discussed and updated at ensuing strategy meetings to demonstrate progress with prospect.
- Follow-up Tasks/Next Steps are provided to supervisors (Dave Lieb/Todd Sloan/Ken Hall) for ongoing discussion with Directors of Development during planning meetings with academic units.

# Principal Gifts Strategy Meetings, cont.

## Additional Meetings Related to Principal Gifts Strategy Development

- Lead staff for Principal Gifts and Gift Planning (Glen Jack and Mike Degenhart) meet with units periodically to identify/discuss strategies for key principal gift prospects.
- Multi-interest prospect discussions are held quarterly with senior leadership of development. **Focus is on prospects rated \$5M+.**

# Recent Activity

- 152 proposals >\$1 million through the end of FY2016 (various stages)
- 54 of the proposals are pending (delivered to prospect) with a total ask amount of \$110 million (close date varies)
- Some examples of the most substantial proposals currently underway are:
  - \$20 million- Economic Development/Commonwealth Campus
  - \$2-10 million- Social Entrepreneurship/Commonwealth Campus
  - \$10 million- Deans Chair and an Intercollegiate Athletics portion



# Presidential Prospect Engagement

## Key Components:

1. Strategy Development
2. Event/Travel/Weekend Activity
3. Individual Prospect/Donor Meetings

# Presidential Prospect Engagement, cont.

## Strategy Development

- Hold quarterly meetings with Dr. Barron to have in-depth discussion on strategies for top prospects with Rod Kirsch, Dave Lieb, Glen Jack, and others as needed.
- Hold biannual meetings with Dr. Barron to discuss travel and events to include Rod Kirsch, Dave Lieb, Glen Jack, Tom Poole, and Carmella Degenhart.

# Presidential Prospect Engagement, cont.

## Event/Travel/Weekend Activity

- Collaborate with Office of the President, Donor Relations, Alumni Association and others to identify large and small group engagement opportunities for Dr. Barron (includes football weekends).
- A protocol has been established to debrief Dr. Barron following weekend activities and meetings/discussions to communicate next steps – Glen Jack debriefs and records (ROC).
- **FY 2015 Over 90 events with attendance approximately 10,000 people.**

# Presidential Prospect Engagement, cont.

## Individual Prospect/Donor Meetings with Dr. Barron

- PG Office solicits referrals for President Barron visits. Referrals should include a clear strategy for presidential level engagement. Rod Kirsch and Glen Jack sign off on visits.
- Gift Officers assist in preparation of briefing document including current gift conversations and talking points for meeting. PG Office provides background support.

# Presidential Prospect Engagement, cont.


## Individual Prospect/Donor Meetings with Dr. Barron, cont.

- Attending gift officer, typically Glen Jack or Rod Kirsch, file ROC on Barron/prospect meeting including notation of next steps.
- Dave Lieb/Glen Jack call or email gift officer to discuss meeting feedback/next steps.
- Rod Kirsch/Dave Lieb/Glen Jack work with gift officer to determine strategy for future engagement with Dr. Barron and the prospect (to develop relationship as deemed appropriate).
- **FY 2015 Visited over 80 individuals/couples and 8 corporations/foundations.**



THANK YOU!

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**Penn State  
Military Appreciation Day  
Penn State vs. Army West Point  
October 3, 2015**

“This was my first visit to Penn State, and I was thoroughly impressed.

I have three children in college, and served on the Education Committee in the North Carolina House of Representatives for six years and have visited nearly all the schools in the UNC system.

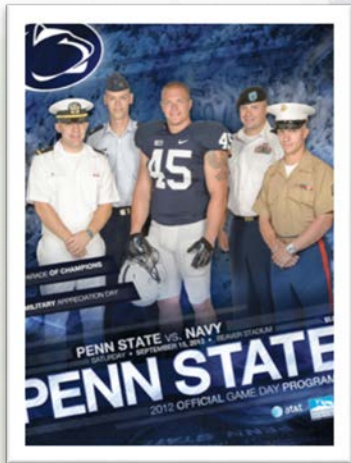
**Simply put, this is a place that I would be proud to be affiliated with.”**

Colonel Ric Killian



# 4<sup>th</sup> Year

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2012  
Penn State vs. Navy



2013  
Penn State vs. Purdue



2014  
Penn State vs. Temple



2015  
Penn State vs. Army

**Recognize and Honor Veterans**

**Operation Game Day**

**Seats for  
Service-  
members**

**Tailgate**

**On Field  
Events**

**University & Community Volunteer Support**

**Penn State Military Appreciation Initiative**

# By the Numbers

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Tickets donated	8,000
Individual ticket donors	3,400
Parking passes mailed	4,100
Tickets scanned into stadium	5,000
Tailgate attendees	7,000
Community volunteers	150
Walmart volunteers	300
Entertainment acts	6
Tee shirts donated/purchased	500
Donations	Over \$50,000
News Articles	Over 5
Veterans groups/displays	40

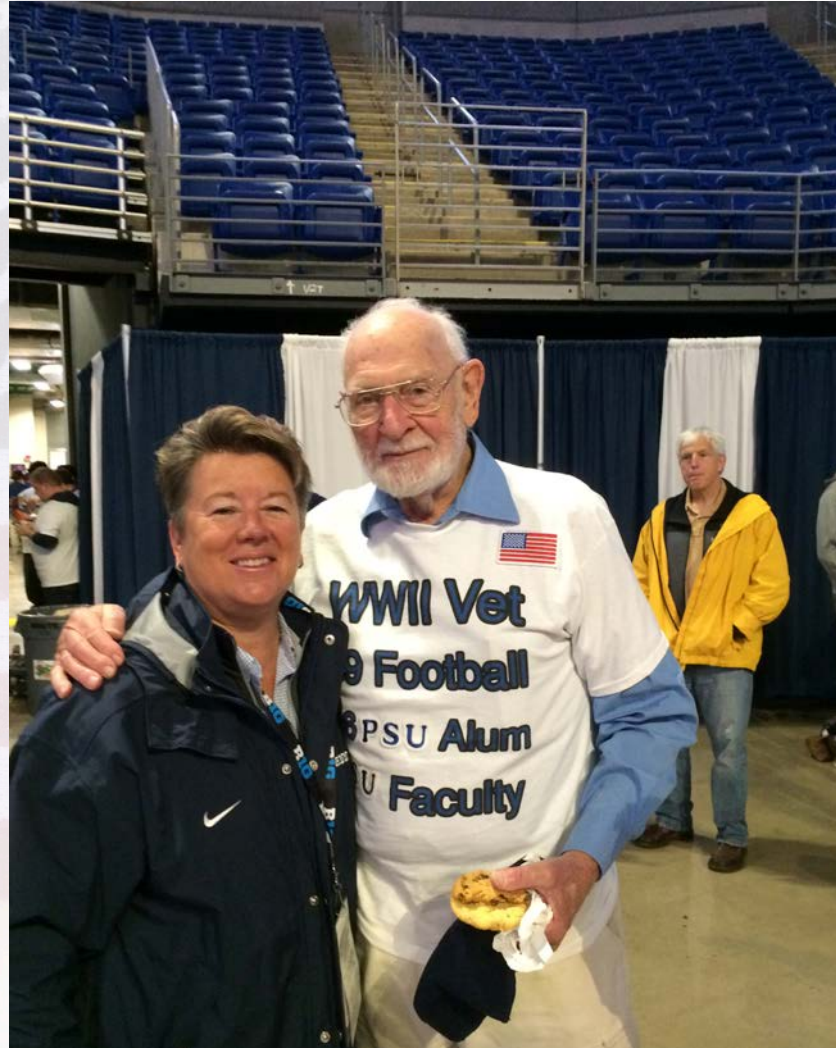


# Military Appreciation



	2012	2013	2014	2015
Donated Tickets	100	3,000	6,000	8,000
Tailgate Attendees		1,500	3,000	7,000

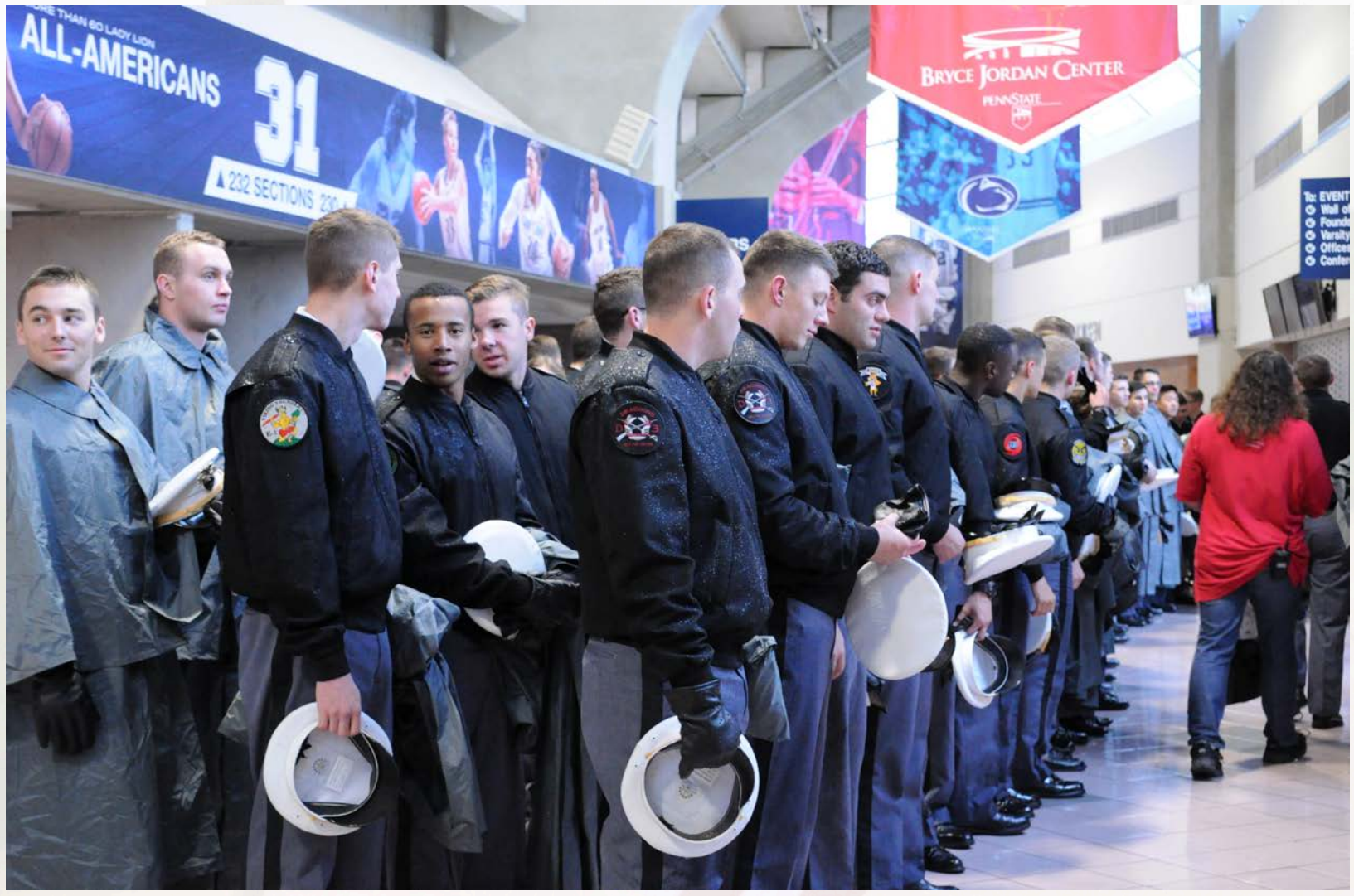
# 8,000 Tickets Donated







Gold Star &  
Fallen Family  
Members





# 7,000 Tailgate Attendees







PennState





















# 500 Volunteers/300 from Walmart

























# On-Field Activities

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PennState







ἡ τὰν ἢ ἐπὶ τὰς

**“I'm a South Carolina grad, but you all make me wish I'd gone to Penn State...”**

Thanks again for doing something (alot) extra for military personnel and their families!”

Jim Curry



Board of Trustees Committee on Outreach,  
Development, and Community Relations

# Outreach and Online Education Update

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**Craig Weidemann**

Vice President for Outreach | Vice Provost for Online Education  
November 19, 2015



# Fall 2015: Major Events

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**Hosted the Engagement Scholarship Consortium Conference**

**Hosted our inaugural EdTech Network Summit**

**Corporate Alliance Program Update**

**Global Entrepreneurship Week Update**



# Hosting the 16<sup>th</sup> National Engagement Scholarship Consortium Conference

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*Engaged Scholarship: Advancing Rigor,  
Elevating Impact*



# PENN STATE: A LEADER IN ENGAGED SCHOLARSHIP

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- Penn State hosted the 1<sup>st</sup> conference in 1999 and this was our 5<sup>th</sup> time hosting it since then
- The Engagement Scholarship Consortium is the premiere engaged scholarship organization and now has over 30 international and institutional members
- Over 400 people attended from over 100 institutions





Bringing together students, faculty, staff, administrators and community members to **further the field of engaged scholarship**

OUTREACH AND ONLINE EDUCATION



PennState





**Sharing the impact of Penn State students' engaged experiences**

OUTREACH AND ONLINE EDUCATION



PennState

# Hosting our Inaugural EdTech Network Summit

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# EdTech

*Network*

We held the inaugural  
**EdTech Network Summit** on November 2-4





# EdTech Network Goals

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1. Improve quality for World Campus students.
1. Advance the EdTech sector of Invent Penn State and contribute to economic development.



Invent  
**PENN STATE**

The ingenious  
power of  
partnership

 PennState  
2015 **EdTech**  
Network Summit  
**Partners**  
Driving Innovation

Eric J. Barron  
PRESIDENT  
THE PENNSYLVANIA STATE UNIVERSITY



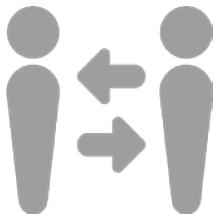
Focusing on the EdTech sector  
as part of **Invent Penn State**

OUTREACH AND ONLINE EDUCATION



**PennState**

# FIVE AREAS OF OPPORTUNITY FOR WORLD CAMPUS



Student and  
alumni  
engagement



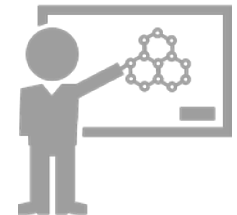
Scalable  
operations



Recruiting  
the right  
students

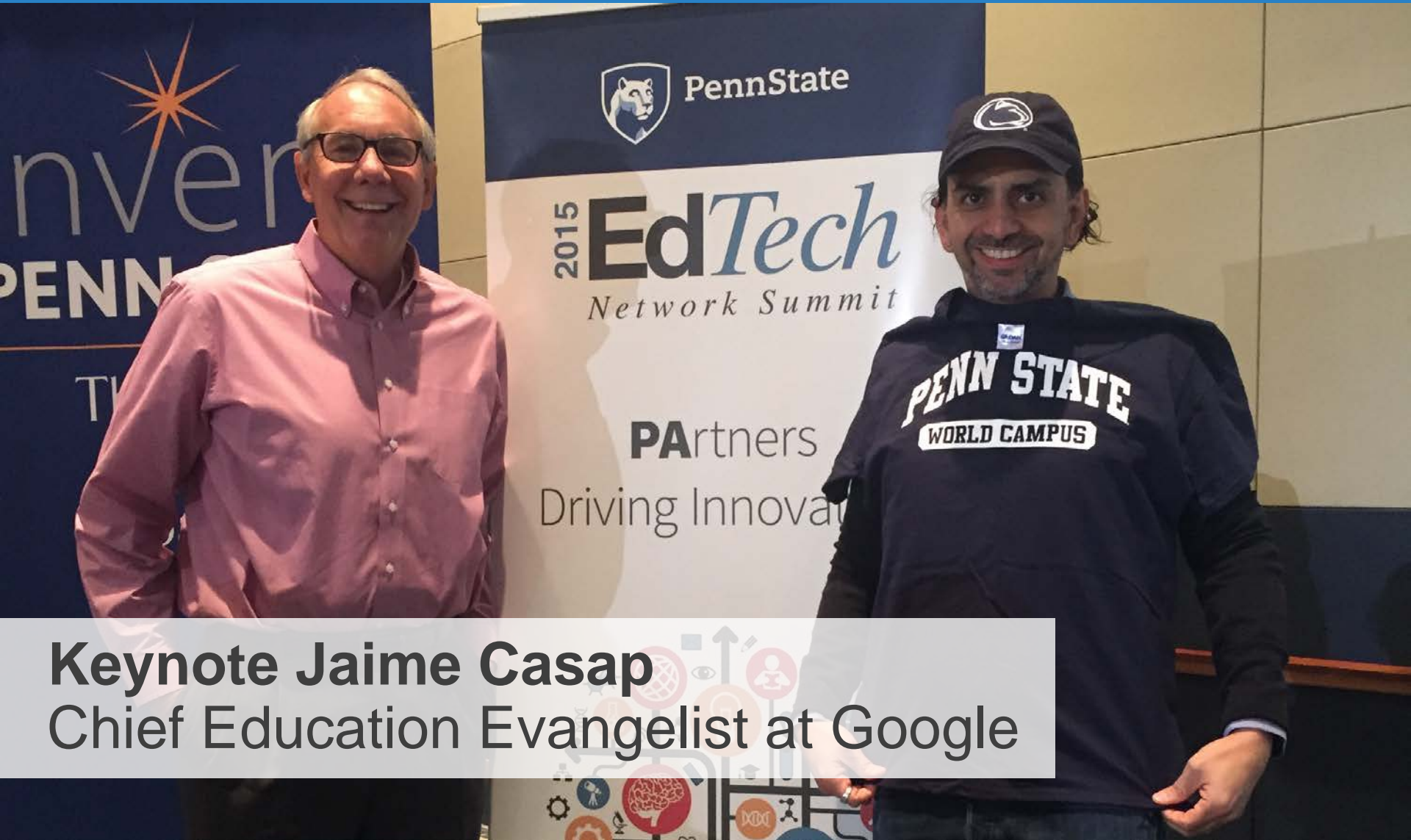


Next generation  
learning  
environment



Academic  
excellence  
and support





**Keynote Jaime Casap**  
Chief Education Evangelist at Google





**Showcasing innovations from Penn State students, faculty and alumni**



# Dreamit Ventures

**Dreamit Ventures and InsideTrack** are current partners and members of the EdTech Network



# World Campus Corporate Alliance Program Update

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# WORLD CAMPUS CORPORATE ALLIANCE PROGRAM

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**Reducing  
recruitment  
costs**



**Increasing  
affordability**



# WORLD CAMPUS CORPORATE ALLIANCE PROGRAM

Booz | Allen | Hamilton

 **United  
Technologies**

 **BOEING**

**QUALCOMM**

 **Penn  
Medicine**

**SIEMENS**

**1199SEIU**  
United Healthcare Workers East

 **GREATER SUSQUEHANNA VALLEY**  
CHAMBER OF COMMERCE  
*Connecting Business & Community.*

 **Scripps**

**UNISYS**

**American Airlines** 

**Wawa**

  
**AmerisourceBergen**

  
**Johnson Matthey**

 **TMG Health**  
Expert Solutions for Government  
Sponsored Health Plans

Over  
**35 partner  
companies**

OUTREACH AND ONLINE EDUCATION



**PennState**

# WORLD CAMPUS CORPORATE ALLIANCE PROGRAM

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# Global Entrepreneurship Week

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PennState



# Global Entrepreneurship Week PennState

Start something here.

**More than 115 events** with 11 colleges and 7 campuses participating





Special event with entrepreneur,  
**Johnny “Cupcakes” Earle**





**Thank you!**



OUTREACH AND ONLINE EDUCATION



**PennState**



Engage, empower, and inspire global learners.

**Every day. Everywhere.**



## Update from the Penn State Alumni Association

Kevin Steele, President

To: Board of Trustees Committee on Outreach, Development, and Community Relations  
Nov. 19, 2015

- **New Chief Executive Officer Named**—We were excited to announce on Nov. 10 that our national search for the Alumni Association’s next chief executive officer was successful—**Paul J. Clifford** will become CEO of our organization and associate vice president for alumni relations at Penn State on January 11. A Pennsylvania native, Paul comes to the Alumni Association with nearly 20 years’ experience in the alumni relations field and is a highly respected professional among his advancement peers. Most recently, he served as associate vice president of advancement and executive director of the University of Oregon Alumni Association. Paul also spent 10 years at East Carolina University, building their Alumni Association virtually from the ground up.
- **Fall Alumni Council Meetings Held in October**—We held our fall Alumni Council meetings here at University Park on Oct. 29 and 30. As a result of recent bylaws changes, aimed in part at increasing the diversity of its members, Alumni Council grew from 86 to 92 seats. That number will increase to 99 next year, and top out at 106 the year after. Executive Board also grew in membership as it gained a representative from the college constituent societies and one from the campus constituent societies.

The **orientation program** for new Alumni Council members was redesigned and expanded to provide greater insight into the Alumni Association, its relationship to the University, and the responsibilities of Alumni Council members. Originally held on the evening prior to the start of the meeting, this year’s orientation began mid-morning and extended through the early afternoon. Alumni Association staff leadership provided a strategic overview of the various departments.

A **new committee, Technology**, was added to Alumni Council this year, aimed at identifying ways the Alumni Association can better use technology to fulfill its mission. The committee works with a cross-functional team of staff and considers the organization’s current and future technology needs.

The **Faculty Senate chair** and **representatives of student leadership** provided updates on their current projects; **Kay Salvino** gave a report on Board of Trustees activity; **Craig Hillemeier** provided Alumni Council with an excellent overview of the healthcare landscape in Pennsylvania and the future for Penn State Health; and **President Barron** discussed the upcoming capital campaign, soliciting input from Alumni Council on possible campaign themes.

# Outreach Committee

Key Program Updates

November 19, 2015



**PennState**

OFFICE OF STRATEGIC COMMUNICATIONS

# **Crisis Communications Gap Analysis**

OFFICE OF STRATEGIC COMMUNICATIONS



# PURPOSE

- Assess crisis preparedness of the Commonwealth Campuses
- Provide recommendations on where there are gaps/needs, with the goal of achieving best practice capabilities
- Examine coordination protocols with Strategic Communications University Park team



# PROJECT COMPONENTS

- **Partnership with Emergency Management Group:**
  - Emphasis on need for local communications response capacity
  - Examination of regional emergency communications support capabilities from nearby campuses
  - A look at how the communications function interfaces with the emergency management and operations functions
  - Consider optimal role for Office of Strategic Communications in ensuring effective emergency communications response
  - Review of protocols, tools, templates, training.



# SOUGHT FROM THE FIRMS:

- Change management methods
- Record of performance in higher education
- Experience, stability, resources and management
- Samples to demonstrate ability to integrate several plans into one overall plan (while at the same time can also stand alone for each Penn State campus)
- Experience of key personnel tied to this analysis



# WEBER SHANDWICK HANDLES:

- Reputation Building/ Reconstruction
- Government Investigations
- Labor Relations
- Crisis Preparation
- Data Loss / Data Breaches
- Title IX / Sexual Assault
- Presidential Transitions
- Environmental Health and Safety
- Institutional Campaigns





# HIGHER ED EXPERIENCE



GEORGETOWN UNIVERSITY  
School of Foreign Service in Qatar



PennState

OFFICE OF STRATEGIC COMMUNICATIONS

# **Creative Campaign Development**

OFFICE OF STRATEGIC COMMUNICATIONS

# SITUATION

- Strong marketing foundation, but need to hone messages and create initiatives
- Aspects of Penn State are not as well known, understood or appreciated as they could be
- Can do more to promote our top-tier academic and service impacts
- Campaign, strategic plan and Dr. Barron's leadership initiatives make this the ideal time



# BENEFITS

- Ramped up communications can help:
  - Drive recognition and support for Penn State
  - Recruit top candidates
  - Increase the value of a Penn State degree
  - Improve upon our strong reputation





# COMPONENTS

- Message and theme development, testing
- Benchmark reputation research
- Creative executions (advertising, PR, social, etc.)
- Key audiences include alumni, prospects, academic peers, Commonwealth residents, faculty, staff, students



**Thank You!**

