

ODCR 1-1

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

Minutes of Meeting

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September 19, 2013

A meeting of the Committee on Outreach, Development, and Community Relations was held in Room 218 of the Penn Stater Conference Center Hotel, University Park, Pennsylvania, at 3:00 p.m. on September 19, 2013.

The following committee members, constituting a quorum, were present: Joel Myers, Marianne Alexander, Ted Brown, Abe Harpster, and Ryan McCombie. Committee member Ellen Ferretti was not in attendance.

Present by invitation were committee staff representatives Jalon Alexander, Kay Salvino, and Jeremy Warner; staff members Rodney Erickson, Michael DiRaimo, Cynthia Hall, Thomas Poole, and Craig Weidemann; also present by invitation were Greg St. Claire, David Lieb, and Anthony Robinson, Professor of Geography.

Chairman Myers called the meeting to order. He then provided a report on recent progress made by Penn State through service and leadership, and acknowledged the publicity of recent progressive events.

Rodney Erickson introduced Fred Volkmann, who will serve as Interim Vice President of Marketing and Strategic Communications beginning October 1, 2013. He also acknowledged the leadership of Cindy Hall in her role as Interim Chief Marketing and Communications Officer.

Michael DiRaimo, Special Assistant to the President for Governmental Affairs, provided an update and discussed the Healthy PA initiative.

David Lieb, Associate Vice President for Development, reported on University development initiatives, including *For the Future: The Campaign for Penn State Students*.

Cindy Hall introduced modifications to the appearance of the Penn State website, and distributed screenshots which captured "before and after" images of the University homepage.

Kay Salvino, President of the Penn State Alumni Association, then gave an update about Alumni Association activities, as well as informed the committee about upcoming social events for Alumni.

Greg St. Claire of Edelman discussed further branding developments and expanded on items previously discussed by Joel Myers.

Craig Weidemann, Vice President for Outreach and Vice Provost for Online Education, and Anthony Robinson provided a PowerPoint Presentation regarding online education, the Penn State World Campus, and Massive Open Online Courses (MOOCs). Enrollment in the World Campus at Penn State has increased significantly over the past ten years, with more online

integration with Academic units, as well as University Administration. Weidemann also discussed what other Universities are doing with MOOCs. The presentation was followed by a discussion from the committee about how Penn State can stay competitive in a growing market of online programs throughout the United States, as well as internationally.

The subject of Public Comment sessions included in the agenda of Board of Trustees meetings was opened by Joel Myers, and discussion ensued about the possibility of restructuring the process. Upon concluding the discussion, a consensus was reached that there would be no restructuring of the process.

There were no actionable items presented for consideration during the committee meeting.

Chairman Myers adjourned the public meeting at 5:00 p.m.; the committee then moved into Executive Session.

Respectfully Submitted,

Holly N. Kruggel
Staff Assistant
Office of the Board of Trustees