

## ODCR 6-1

Board of Trustees  
Committee on Outreach, Development, and Community Relations  
Minutes of Meeting  
Volume ODCR 6  
September 18, 2014

A meeting of the Committee on Outreach, Development, and Community Relations was held on September 18, 2014, in Room 106 of the Penn Stater Conference Center Hotel, University Park, PA, beginning at 3:00 p.m.

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

The following staff members, constituent representatives, or invitees were also present: Todd Bacastow, Eric Barron, Michael DiRaimo, Nick Jones, Rod Kirsch, Tom Poole, Geoff Rushton, Kay Salvino, John Shaffer, 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.

Mike DiRaimo provided an update on Military Appreciation Week. For 2014, the key goals are honor, empower, sustain the effort, and increase financial support. Toward this end, a planning team was formed with representatives from nearly all University units. Activities for 2014 have and will continue to take place, culminating with the November 14 football game against Temple. The expectation is that over 3,000 seats for soldiers will be allocated during the game – double the number from 2013. A tailgate will occur at Pegula prior to the game with significant sponsorships and in-kind donations. Discussion occurred about how to ensure the communications and spreading of these activities reaches throughout the Penn State community and beyond.

Craig Weidemann provided his administrative update. Craig spoke of the marketing needs and activities for World Campus, including Big Ten efforts, commercials, ads and banners. Craig also provided information about WPSU, including a new show called “Unrivaled” with coach Franklin, and airing of the first show with President Barron, “Higher Ed In Focus.”

Mike DiRaimo provided information on governmental affairs, including a high priority when the legislature returns on items such as pension reform, State stores, and Philadelphia education.

Kay Salvino gave an update on the Penn State Alumni Association, including the Association disbursing \$283,000 to academic colleges and schools. Kay reported that the Fall meeting of the PSAA Executive Board was on September 4-5, and the Board unanimously voted to support the request to have a seat on the Board of Trustees. With the support of the Office of the Vice President for Strategic Communications, *Penn State Today* will soon be sent to any PSAA members who wishes to receive it. Kay also reported that Roger Williams was invited to be the keynote speaker at the Alumni Leaders Conference at Rutgers.

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On the Development side, Rod Kirsch provided an update on the phased donor survey initiative. Phase I is a survey of donors between \$25,000-\$100,000; with 97% rating their donor experience as positive and 94% indicating that Penn State is among the top three philanthropic efforts they support. The purpose of the survey process is to learn about the donating experience, not to raise money.

Geoff Rushton provided an update on the social media programming within the Office of the Vice President for Strategic Communications, including platforms used to further the strategic messages of Penn State.

Chair Paul Silvis adjourned the meeting at 4:42 p.m.

Respectfully submitted,

Janine S. Andrews  
Director, Board of Trustees