THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES

COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 18

February 23, 2017

A meeting of the Committee on Outreach, Development, and Community Relations was held on February 23, 2017, in room 106 of the Penn Stater Conference Center Hotel at 1:00 p.m.

The following committee members, constituting a quorum, were present: Chair Ryan McCombie, Vice Chair Kay Salvino, David Kleppinger, and Bob Jubelirer. Emeritus committee member Joel Myers was also present.

The following staff members, constituent representatives, or invitees were also present: Eric Barron, Rich Bundy, Paul Clifford, John Ilie, Tracey Huston, Lawrence Lokman, Zack Moore, Pavel Shusharin, and Ann Taylor.

Chair McCombie called the meeting to order. The *Minutes* of the September 15, 2016 and November 3, 2016 meetings were approved unanimously.

Lawrence Lokman, along with Tracy Powell and Rachel Pell, provided a presentation on University marketing, the proactive side of communications with an emphasis on showcasing excellence. Lawrence also talked about Strategic Communications' efforts in reputation building, enrollment marketing, and taking opportunities to market in a way that helps students and alumni nurture Penn State pride and attachment.

Tracy Powell gave a presentation on brand building, and mentioned that strategies are based off of a survey given to thousands of people associated with Penn State. Survey results indicated that Penn State had strong numbers in pride and quality of the institution, and many saw opportunities to improve unique qualities. The committee was then shown commercials for Penn State that have been aired nationwide, as well as social media ads targeting alumni and prospective students.

Rachel Pell provided the committee with information regarding earned engagement and her team's endeavor to raise Penn State's national and global media profile by publicizing research done by Penn State. Researchers on campus have been featured prominently in major publications such as the New York Times, Huffington Post, and other top-tier news outlets.
(See Appendix I)

Zack Moore and Paul Clifford gave a presentation about the upcoming Capital Day. Paul and Zack's departments have collaborated to create ways to help Penn Staters advocate for the University, in ways that are in line with Penn State's legislative goals. Increased participation by alumni and Board members is strongly encouraged, and having a large impact in Harrisburg has the potential to influence legislation.
(See Appendix II)

Rich Bundy, Renata Engel, and Tracey Huston provided brief updates about their departments. Rich provided the committee an update on the progress of the Campaign, and Tracey and Renata gave updates on their interim roles within Outreach and Online Education while the search continues for someone to fill the role permanently.

The meeting adjourned at 2:30 p.m.

Respectfully submitted,

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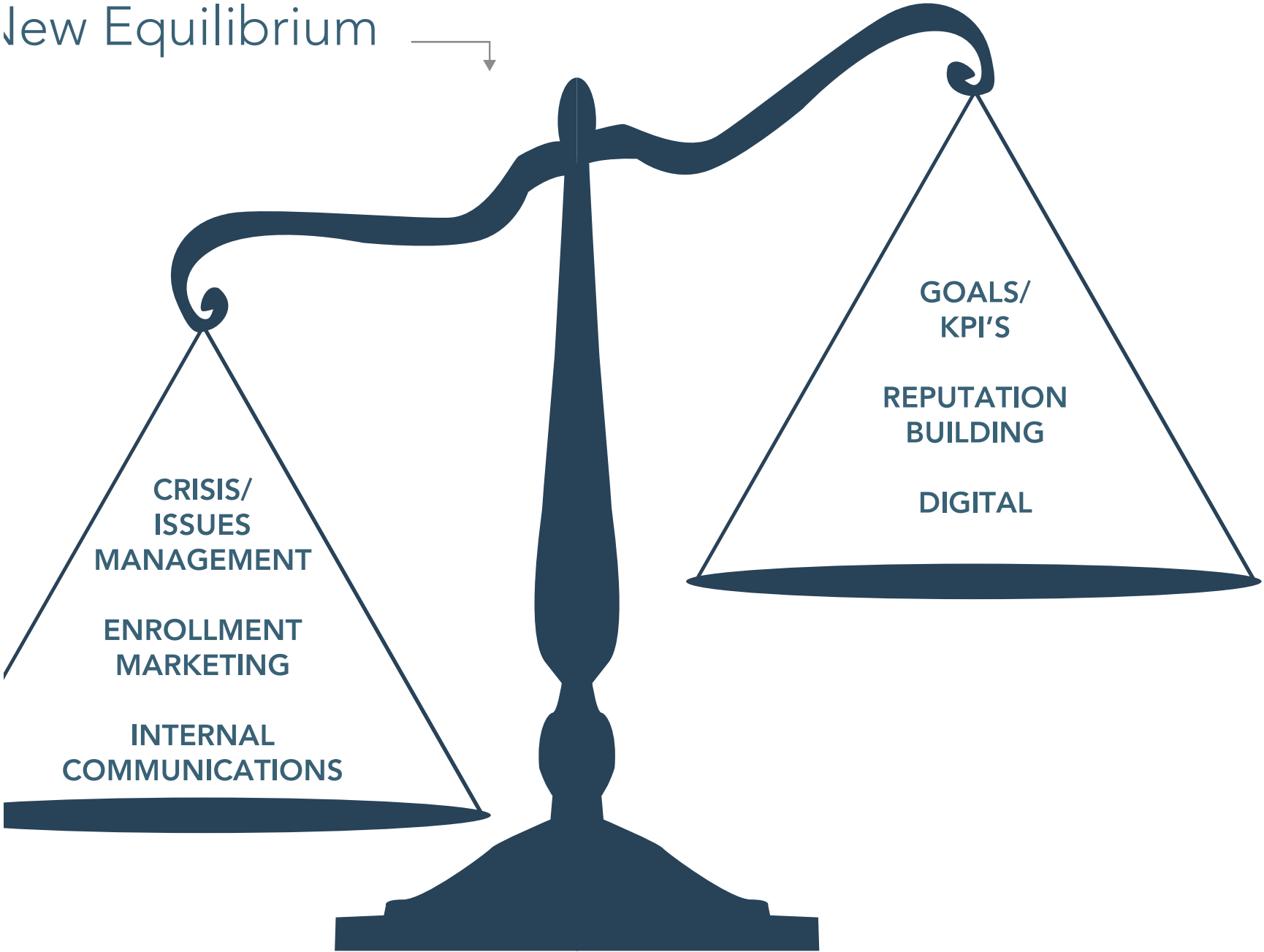Office of the Board of Trustees

STRATEGIC COMMUNICATIONS

New Equilibrium

GOALS/
KPI'S

REPUTATION
BUILDING

DIGITAL

CRISIS/
ISSUES
MANAGEMENT

ENROLLMENT
MARKETING

INTERNAL
COMMUNICATIONS

Overview

MISSION:

Promote Penn State as a top-tier University, strengthening its reputation in regional, national, and international spheres of influence and support, in ways that serve University recruitment, resource and leadership goals

OUTCOMES:
- Recruitment of the best students, faculty, and staff
- Expanded volunteer, donor, and advocacy support
- Enhanced reputation for excellence
- Increased value of degree
- Increased support for leadership priorities

GOALS:
- Strengthen the University's reputation for academic, research, and service excellence
- Protect and advance the University's reputation for integrity
- Nurture pride and attachment to the University
- Build understanding and support for the University's needs and priorities
- Grow the value of a Penn State degree

MISSION GOALS OUTCOMES

PennState
Strategic Communications

Audiences

BASE

- Internal community
- Committed alumni and donors
- Key leadership

PROSPECTS

- Prospective students and their families
- Prospective faculty
- Prospective staff

HIGH YIELD

- Prospective donors, foundations, and government funding agencies
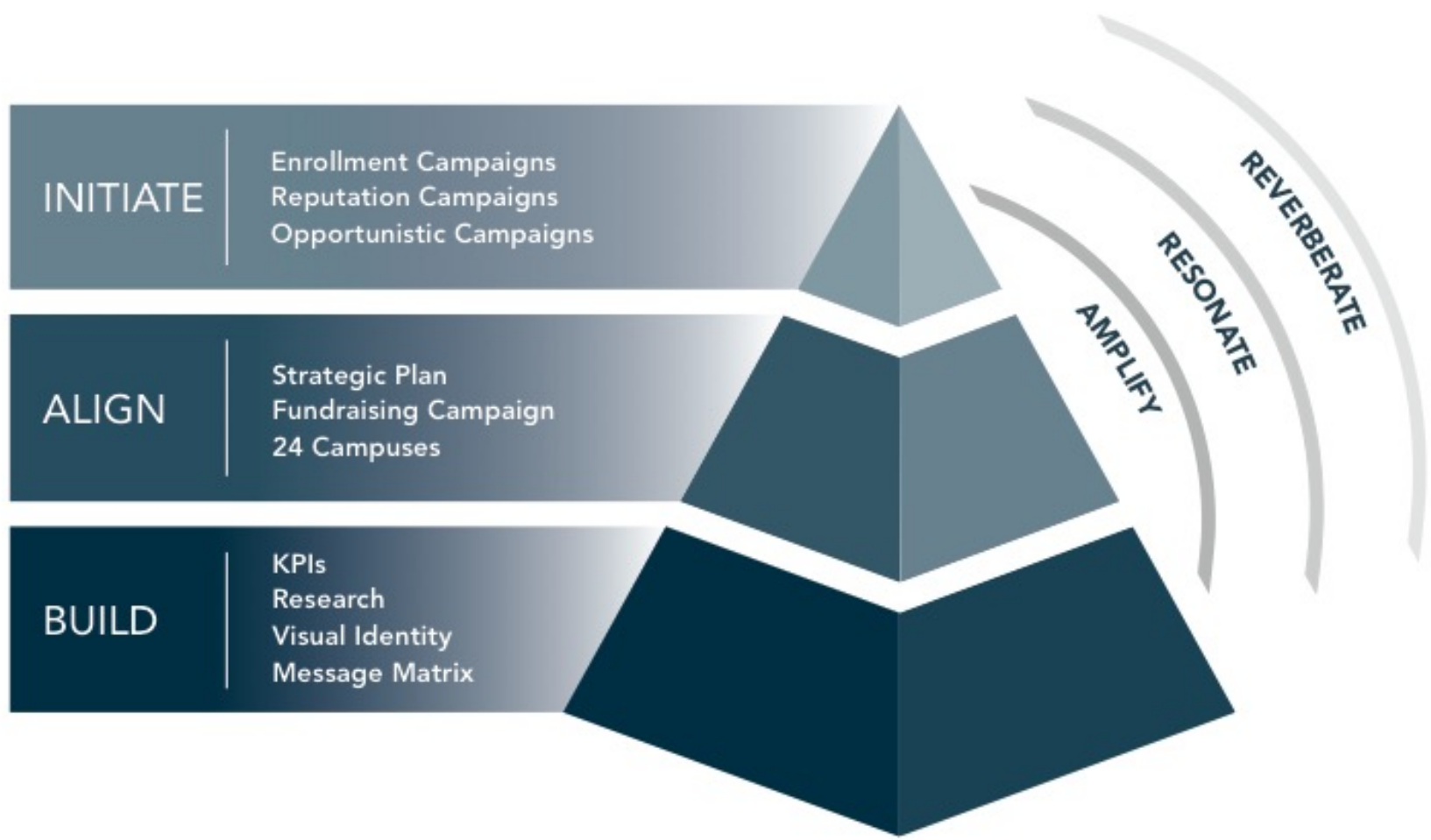- Greater support from young alumni and millennials

CRITICAL INFLUENCERS

- Influential media
- Other leading academic institutions
- Commonwealth voters and opinion leaders

MISSION

GOALS

OUTCOMES

PennState
Strategic Communications

Organization: Then

MARKETING

NEWS & MEDIA RELATIONS

RESEARCH COMMUNICATIONS

CAMPUS & COMMUNITY EVENTS

Organization: Now

BRAND & IDENTITY

CONTENT & STORYTELLING

PARTNERSHIPS & ACTIVATION

DIGITAL STRATEGY & DEVELOPMENT

BRAND STRATEGY & ADVERTISING

CAMPUS & COMMUNITY EVENTS

CREATIVE & PRODUCTION

ISSUES & INTERNAL

SOCIAL

STORYTELLING & MEDIA

INITIATE
Enrollment Campaigns
Reputation Campaigns
Opportunistic Campaigns

ALIGN
Strategic Plan
Fundraising Campaign
24 Campuses

BUILD
KPIs
Research
Visual Identity
Message Matrix

AMPLIFY

RESONATE

REVERBERATE

"Too humble is half proud"

–Yiddish Proverb

Brand Building

WINTER 2016 / 2017

▶ Brand Positionings

▶ Qualitative & Quantitative Testing

SPRING/SUMMER 2017

▶ Message Matrix

▶ Brandbook

▶ Thematic Campaigns

▶ Storytelling

POSITIONING STATEMENT: TBD

TAGLINE: *"We Are Penn State"*

BRAND PURPOSE: Bring positive impact to humanity

A unique educational structure that affords everyone the opportunity to succeed.	The depth and breadth of our interdisciplinary research model fuels impact.	A community unlike any other, in size, spirit, connectedness, camaraderie and generosity, to each other and beyond.
• One Penn State degree— wherever, whenever, however. • 25 campuses, including World Campus • Cutting-edge transformative education like the Dreamery. • • •	• Top 20 research university • Six major interdisciplinary research • Penn State Hershey teaching hospital • Invent Penn State incubators • • •	• Largest active alumni association in the world • More alumni donors than any other university, ever • THON • No names on football jerseys • • •
STUDENTS: Neha Gupta, Max Rohn	**IMPACT:** Christina Grozinger and bee colony research, avian flu prevention	**ALUMNI:** John Urschel, Guion S. Bludford, Jr.

Right Creative
Right Channel
Right Time

Approach

PARTNERSHIPS:

FOCUS ON DESIRED OUTCOME:

MEASUREMENT:

EFFICIENT MEDIA SPEND:

ed

MESSAGING: Data-driven decisions on messaging with real-time creative testing

ELEVATED CREATIVE: Develop creative that resonates with the target audience and stands out in a crowded marketplace

Data-Driven Decision Making: Final Ads from Message Test

Get a degree locally that's recognized globally.

PennState

The most powerful alumni network in the country.

PennState

Add your cheers to 100,000 others.

PennState

We are Penn State. And you are going to love it here.

PennState

Rated one of the best value public colleges in the U.S.

PennState

Start here and go anywhere with our 2+2 program.

PennState

Don't just read about research. Do your own from day one.

PennState

With 6,000+ first year scholarships, we can help you get here.

PennState

Our network of alumni is full of Fortune 500 CEOs.

PennState

Data-Driven Decision Making:
Allocating Budget Based on Performance