

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 23**

February 22, 2018

A meeting of the Committee on Outreach, Development, and Community Relations (ODCR) was held on February 22, 2018, in room 211 of The Penn Stater Conference Center Hotel at 2:00 p.m.

The following committee members, constituting a quorum, were present: Chair Abe Harpster, Vice Chair David Kleppinger, Dan Delligatti, Lynn Dietrich, Jay Paterno, Russell Redding, Kevin Steele, Bob Jubelirer (via phone) and Emeritus member Joel Myers.

The following staff members, constituent representatives, or invitees were also present: Rich Bundy, Paul Clifford, Tracey Huston, Lawrence Lokman, Zack Moore, JeanMarie Jacob, Ann Taylor, Zak Taylor, Steve Wagman, Clark Brigger, Bill Harvey, Tracy Powell, and Amanda Wintersteen.

Chair Harpster called the meeting to order at 2:00 p.m. He then called for a motion for the Committee to approve the *Minutes* of the November 9, 2017 meeting, which were approved unanimously.

Chair Harpster and Vice Chair Kleppinger reviewed the ODCR Committee Operating Guidelines. A motion was put forward and seconded to send the ODCR Operating Guidelines to the Committee on Governance and Long-Range Planning (GLRP).

Zack Moore provided a brief update on the Governor's budget proposal, which recommends level funding for Penn State, Penn College of Technology, Ag Research and Extension, and Penn State Health for the 2018-19 fiscal year. Amanda Wintersteen, Penn State's Director of Federal Relations, updated the Committee on the University's busy federal relations efforts over the past year, which have included advocacy on federal student aid, research funding, the tax reform bill, Higher Education Act reauthorization, and immigration policy issues including DACA.

Lawrence Lokman, Tracy Powell, and Clark Brigger led a discussion on enrollment marketing designed to support campus recruitment across the Commonwealth in a competitive environment. The team stressed how they are employing digital strategies to efficiently get the right messages, to the right targets through the right channels. Tracey Huston and Bill Harvey provided a briefing on the specific recruitment strategy that has been deployed to succeed in the competitive online university marketing space nationally and beyond. The teams work together to ensure that their marketing initiatives project a unified Penn State brand identity.

Paul Clifford provided information on the premier benefit of lifelong career services that it offers to alumni. In an effort to keep this program on the cutting edge, Alumni Career Services has re-launched LionLink, which is a networking platform that connects alumni in the workforce with students and other alumni looking for help in their careers. Alumni can take advantage of this service to connect professionally with other Penn Staters, whether that is taking the next step in a career path or a student who wants to prepare for life after graduation and seeks career insights from other Penn Staters.

Rich Bundy reported on fundraising progress through the end of January 2018. Highlights include record setting totals for receipts and commitments in December and January. On the strength of the new commitment total, the campaign is \$64 million ahead of pace. All three campaign strategic imperatives are tracking ahead of pace as well. Rich also reported on DDAR coordination and oversight of fundraising methods, goals and priorities related to Intercollegiate Athletics.

The meeting adjourned at 3:32 p.m.

Respectfully submitted,

Shelly Zeigler-Byers
Administrative Support Assistant
Office of the Board of Trustees