

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 25**

July 19, 2018

A meeting of the Committee on Outreach, Development, & Community Relations was held on July 5, 2018, in room 247 of the Gaige Building at Penn State Berks in Reading, Pennsylvania at 7:30 a.m.

The following committee members, constituting a quorum, were present: Chair Abe Harpster, Vice Chair David Kleppinger, Daniel J. Delligatti, Lynn A. Dietrich, and Joseph "Jay" V. Paterno, Jr.

The following staff members, constituent representatives, or invitees were also present: Paul Clifford, Steve Dunham, Gregory Carvajal, Jeannine Hanes, Tracey Huston, Lawrence Lokman, Zack Moore, Ann Taylor, and Steve Wagman.

Chair Harpster called the meeting to order, and the *Minutes* of the May 3, 2018 meeting were unanimously approved.

For Strategic Communication, Eric Bornstein, from the polling firm Whitman Insight Strategies, discussed research on the brand impact campaign. Their research showed an improved Penn State reputation in the Commonwealth, increased awareness and Penn State's role in improving the economy and quality of life. The brand impact campaign also linked an increase in commitment to support Penn State. Plans to enhance and continue this progress was discussed.

Zack Moore provided a state budget update and noted the early completion of the budget. Also, noted was appreciation for increased funding in Penn State's general appropriation, Agricultural Research and Extension, and Penn College of Technology. It was noted that appreciation should be given to the University's supporters in Harrisburg; and, in particular, Senator Jake Corman, who recently received the Distinguished Alumni Award

Paul Clifford reported on the 2018 City Lights program featuring Penn State entrepreneurs and corporate partners affiliated with Invent Penn State. The program was highlighted by the inclusion of student, faculty, and alumni-led companies born at Penn State. The partnership between the Association and Invent Penn State leveraged the power of the Penn State network in showcasing this strategic University priority.

Tracey Huston shared a video compilation of WPSU's highlights from the past year including: original TV productions, pro bono work on behalf of the University, fee-for-service projects, and community engagement initiatives that were distributed through traditional channels, digital methods, and face-to-face events.

The meeting adjourned at 8:30 a.m.

Respectfully submitted,

Shelly Zeigler-Byers, Administrative Support
Board of Trustees