

The Pennsylvania State University  
Board of Trustees

Committee on Outreach, Development, and Community Relations  
Minutes of Meeting  
Volume OADR 19

May 4, 2017

A meeting of the Committee on Outreach, Development, and Community Relations was held on May 4, 2017 in room 106 of the Penn Stater Conference Center Hotel at 9:00 a.m.

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

The following staff members, constituent representatives, or invitees were also present: Eric Barron, Rich Bundy, Paul Clifford, Zack Moore, Lawrence Lokman, Tracey Huston, Ann Taylor, Kevin Steele, Zach Taylor, and Tom Poole.

Chair McCombie asked for approval of minutes from February 15, 2016 meeting. The motion made and seconded. Discussion it was brought up that the minutes should be amended to include Renata Engel added to those attending the minutes, however it was concluded that this was not necessary as she is not a seated staff member of the committee. The minutes were then approved by a unanimous vote.

Chair McCombie extended a welcome to Zach Taylor, the newly elected President of the Council of Commonwealth Student Governments, as a student representative to the committee.

Rich Bundy provided the Committee with an update on the campaign, "A Greater Penn State for 21<sup>st</sup> Century Excellence". The name harkens to minutes of a Board of Trustee meeting 100 years ago. Unlike other universities, the campaign will be in partnership with the University Strategic plan, and Rich also described the marketing for the campaign, which includes individual photos for each campus and college. The total campaign goal is \$1.6 billion, and the current campaign total is at \$315.3 million. (See Appendix I)

Paul Clifford gave a presentation on the Young Alumni Ambassadors program, which provides training and membership to its participants. Paul hopes that this program will continue to grow and create a pipeline for volunteer leadership, in turn increasing visibility for young alumni and encourage their participation and involvement in the University. (See Appendix II)

Tracey Huston provided an Outreach update, particularly regarding their efforts in leveraging digital storytelling. Their new show, "The Investment", which is similar to the show "Shark Tank", will air on WPSU. A preview of the show was played in a short video clip. (See Appendix III)

Zack Moore provided the Committee with an update on Government and Community Relations, including the large turnout of over 200 people on Capital Day, and how grassroots networks set up more than 80 meetings. There was positive feedback from elected officials and attendees. State officials were very complimentary on students as advocates of University. Zack also discussed the status of the state budget, and President Barron's efforts in speaking with officials

about the University's budget needs. The Office of Government and Community Relations also recently hired a new Director of Local Government and Community Relations, Charima Young.

Lawrence Lokman provided the Committee with an update on the progress on brand positioning work done with eleven focus groups in Philadelphia, Pittsburgh and Harrisburg. Lawrence also discussed 'Conversation', which is an edited collection for faculty to post blogs on their research. So far in 2017, 35 Penn State faculty have submitted blogs and had over 2 million views.

Chair McCombie brought up the Public Comment session as a discussion point for the committee. From that discussion, it was decided that a subcommittee would be formed to look at the current guidelines for public comment, and options moving forward.

The meeting adjourned at 10:35 a.m.

Respectfully Submitted,

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



# A GREATER PENN STATE CAMPAIGN UPDATE

O. Richard Bundy, III  
Vice President, Development and Alumni  
Relations  
Committee on Outreach, Development, &  
Community Relations  
May 4, 2017

# A GREATER PENN STATE

Time Elapsed: 16.7% (as of April 30, 2017)

**Open Doors** – Goal: \$500M

Current Progress: \$112.5M (23%)



**Create Transformative Experiences** – Goal: \$225M

Current Progress: \$55.6M (25%)



**Impact the World** – Goal: \$475M

Current Progress: \$102.5M (22%)



**TOTAL FUNDRAISING PROGRESS** – Goal: \$1.6B

Current Progress: \$315.3M (20%)



# ANNUAL AVERAGE CAMPAIGN COMMITMENTS

ADJUSTED FOR INFLATION



\*Projected results



# CAMPAIGN MILESTONES

Next 18 months

**January 18, 2017**

Penn State Advisory Committee on Philanthropy Executive Committee approves campaign identity and refines campaign vision

**April 1, 2017**

Greater Penn State campaign marketing materials debut

**April 22, 2017**

PSACP Executive Committee meeting – campaign leadership and volunteer structure discussion

**July 1, 2017**

New scholarship matching programs begin

**October 20, 2017**

Campaign Executive Committee meeting

**Winter '17-'18**

Pre-launch regional campaign conversations

**April 20–21, 2018**

Campaign Volunteer Summit and Launch Event





**PennState**

Donald P. Bellisario

College of Communications





[bellisario.psu.edu](http://bellisario.psu.edu)



@PSUBellisario

**Advertising-Public Relations  
Film-Video  
Journalism  
Media Studies  
Telecommunications**

**College-wide graduate programs**



# Our competitors







# Scholarships

- **Scholarships and program support endowments** for students
- **First preference** for undergraduates who are U.S. military veterans, active duty service members, reservists, and members of the National Guard
- **“Open Doors” match**

# Faculty and programs

- Hollywood, Washington
- Experiential learning programs
- Co-curricular agencies, newsroom
- Faculty to:
  - Bolster research
  - Innovate with industry partners
  - Bring significant professional experience to UP students

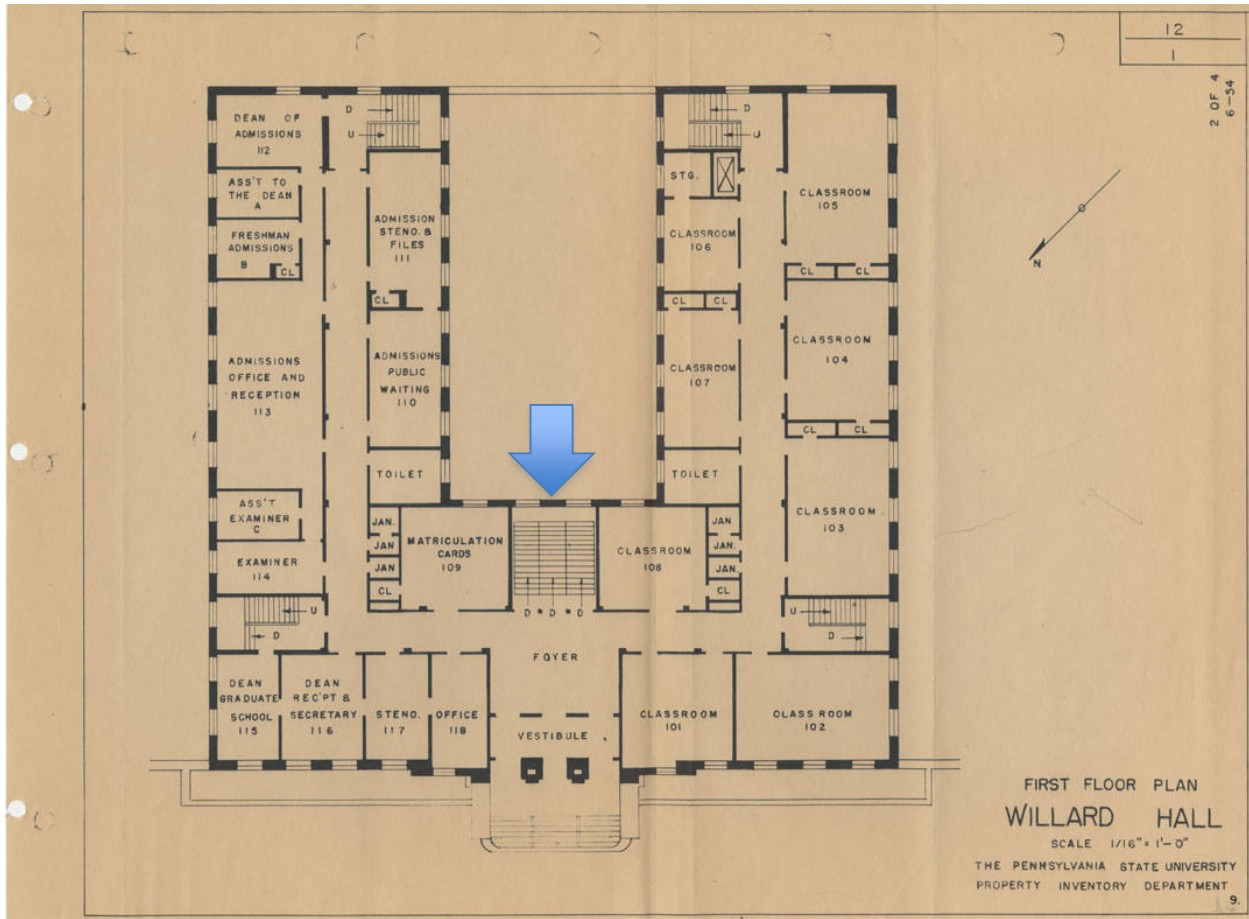




# Facilities

## Donald P. Bellisario Media Center











<http://journalism.stanford.edu/news-stanford-vr-journalism-guide-virtual-reality/>

# Dedication



**PennState**

Donald P. Bellisario

College of Communications



**PennState**  
University Development



**A GREATER  
PENN STATE  
FOR 21<sup>ST</sup>  
CENTURY  
EXCELLENCE**



# Young Alumni Ambassador Program

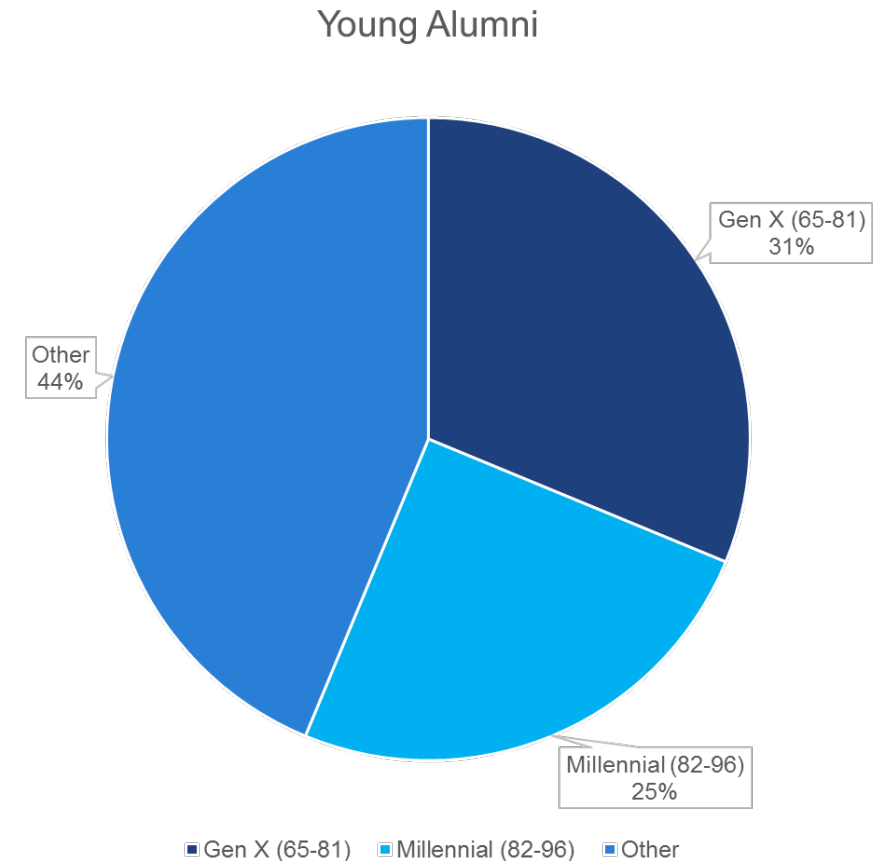
Paul Clifford

Board of Trustees Outreach Committee

May 4, 2017

# Need for Engagement

- ~4,500 registered for Alumni Association events last year [1.2%]
- ~64,000 members of the Alumni Association [17%]
- ~60% have never given to Penn State
- Volunteer leader composition should mirror that of alumni population



# Program Scope and Objectives

- 5 students
  - Highly selective
- Prepare young alumni to be lifelong volunteer leaders
- Encourage young alumni to undertake a unique and robust volunteer experience
- Build a sense of community

# Ambassador Roles

- Advocate through volunteerism, personal philanthropy, and membership
- Attend training on Alumni Association membership, benefits, resources, etc.
- Participate in and plan local, regional, and virtual events
- Maintain a relationship with Alumni Association staff
- Serve as a resource for an Alumni Association affiliate group
- Welcome the opportunity to meet with young alumni associated with the ambassador's interests and related group

# WIFM

- Access to a powerful network of award-winning, young alumni
- Personalized career support
- Access to a budget that supports leadership training and education, program support, etc.
- Network with the University's and Alumni Association's highest profile and most engaged volunteers and alumni
- Recognition at select Alumni Association events
- Sense of pride in representing and serving Alma Mater

# Outcomes

- Create a pipeline for volunteer leadership
- Take into consideration feedback and advice as the Alumni Association builds and implements future programs
- Elevate the Alumni Association and the University's reputation and, through communication strategies, demonstrate how young alumni are making a difference
- Increase visibility for the young alumni perspective and voice
- Aid the student to alum transition-particularly in volunteer leadership [lifelong relationship]

 PennState Alumni Association  
**Young Alumni**  
AMBASSADOR PROGRAM

Apply to become a Young Alumni Ambassador today!



[Applications due by Friday, May 19.](#)

The Penn State Alumni Association is launching the [Young Alumni Ambassador program](#), which prepares new graduates for volunteer leadership roles.

This highly competitive program for **five recent Penn State graduates** will connect them with other Penn Staters through leadership training and hands-on experience.

Whether you are going to graduate school in North Dakota, climbing the corporate ranks in New York City, or traveling the world with the Peace Corps, you can become a Young Alumni Ambassador and a champion for Dear Old State.

The best part? You will get to define your own experience.

The application deadline for the [Young Alumni Ambassador program](#) is **May 19, 2017**.

[Apply to become an ambassador](#) for this once-in-a-lifetime opportunity!

You are receiving this email as an alumna/us, friend, or student of Penn State.  
Penn State Alumni Association - Hintz Family Alumni Center - University Park, PA 16802  
If you believe that you received this message in error, or if you prefer not to receive emails from us in the future, please [click here](#).

 PennState Alumni Association  
**Young Alumni**  
AMBASSADOR PROGRAM

The Young Alumni Ambassador program aims to connect ambassadors to a powerful network of award-winning alumni and volunteer leaders. This unique opportunity is open to five recent graduates who will receive personalized career support, gain knowledge about volunteer leadership, and enhance their sense of Penn State pride.

Name

First Last

Personal Statement (250 word maximum)

Résumé Upload

No file selected.

Tell us a bit about yourself, and explain why you think you'd be the perfect fit for this position.

What do you envision yourself doing with this position? How will you plan on using it to engage young alumni?

Where do you plan on living upon graduation?

# Young Alumni Ambassador



# Outreach and Online Education Update: “The Investment”



**PennState**  
Outreach and Online Education

# THE INVESTMENT



Pennsylvania Technical Assistance Program



The ingenious power of partnership



**PennState**  
Outreach and Online Education

# The Investment Finalists

## **Phospholutions LLC**

Hunter Swisher, Plant Science,  
Graduate (fall '16)

## **Musical Minds LLC**

Alexander Patin, Computer  
Science, Junior

## **Rain Reality LLC**

Elaine Demopolis, Biomedical  
Engineering, Senior

## **Reflexion Interactive Technologies LLC**

Matt Roda, Health Policy and  
Administration, Sophomore

## **Sicuro Innovations LLC**

Nicholas Pisciotta, Mechanical  
Engineering, Senior

## **Mod Zero**

Luke Yost, Mechanical Engineering,  
Junior



**PennState**

Outreach and Online Education

