

**THE PENNSYLVANIA STATE UNIVERSITY  
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS  
MINUTES OF MEETING  
VOLUME ODCR 28**

**September 12, 2019**

A meeting of the Committee on Outreach, Development, and Community Relations (ODCR) was held on September 12, 2019, in Executive Suites I & II of the Penn State Conference Center Hotel at 2:00 p.m.

The following committee members, constituting a quorum, were present: Chair Barb Doran, Vice Chair Abe Amoros, Lynn Dietrich, Bob Jubelirer, Jay Paterno, Laurie Stanell, Steve Wagman, and Emeritus members Ryan McCombie and Joel Myers.

The following staff members, constituent representatives, or invitees were also present: Mark Belkowski, Eric Bornstein, Rich Bundy, Paul Clifford, Kenny Gatten, Randy Houston, Tracey Huston, Stephanie Lanza, Lawrence Lokman, Zack Moore, and Cheraine Stanford,.

Chair Doran called the meeting to order at 2:00 p.m. She then called for a motion for the Committee to approve the *Minutes* of the February 21, 2019 meeting, which were approved unanimously.

Professor Stephanie Lanza, Interim Director and head of the Edna Bennet Pierce Prevention Research Center at Penn State, presented the work of the Penn State Consortium and its approach to tackling the issue of opioid abuse statewide. Provost Jones discussed the initiative's development through the University's strategic planning process as part of the University's land grant mission. Cheraine Stanford of WPSU provided a short briefing on WPSU's multi-channel outreach and education program to further raise public awareness of the opioid epidemic and help foster solutions.

Eric Bornstein, from the polling firm Whitman Insight Strategies, presented an update on "Year 2 Results of Strategic Communications Brand Campaign." In summary, he noted the Impact Campaign was successfully reaching younger voters and alumni and was incrementally driving positive changes in perceptions of Penn State among alumni and Commonwealth voters overall.

The meeting adjourned at 3:00 p.m.

Respectfully submitted,

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