

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 39**

May 5, 2022

A meeting of the Committee on Outreach, Development, and Community Relations (ODCR) was held at the Penn Stater Hotel and Conference Center and via video conference, at 4:30 p.m. on Thursday, May 5, 2022.

The following committee members, constituting a quorum, were present: Chair Doran, Schuyler (*Ex Officio*), Black, de Levie, Dietrich, Houston, Paterno, Rapp, and Wagman.

Also attending were President-elect Bendapudi, and the following staff members, constituent representatives, or invitees: Bundy, Clifford, Dvir, Dunham, Edmondson, Hardin, Harvey, Huston, Jones, Lokman, Lynch, Moore, Romig, M. Smith, and Tarver.

Chair Doran called the meeting to order at 4:30 p.m. She recognized Tracey Huston, Vice President for Outreach and one of the Executive Liaisons to the Committee, who will retire on June 30th after more than 20 years of service at Penn State. Chair Doran thanked Huston for her strategic leadership, collaborative spirit, and support of the Committee. Chair Doran recognized Zack Moore, Vice President for Government and Community Relations and one of the Executive Liaisons to the Committee, for being named to the City & State PA's 2022 higher Education Power 100 List.

Chair Doran asked for a motion to approve the *Minutes* of the February 17, 2022 Committee meeting. The motion to approve came from Trustee Dietrich, and Trustee Houston then seconded the motion. The motion was unanimously approved.

Before introducing Lawrence Lokman, Vice President for Strategic Communications, Chair Doran recognized Lokman and the Strategic Communications Team, in collaboration with agency partner Decoded Advertising for receiving multiple international awards for the creative execution of the University's latest brand advertising video, *The Power of Penn State*.

Lokman reviewed key takeaways from the University-Wide Communications Optimization Study. Lokman stated from the study that advancing marketing and communications at Penn State requires better use of existing resources as well as advancing those efforts in support of One Penn State 2025. The next-generation marketing and communications model and recommendations detailed in the report rely on substantial advances in coordinated management, planning, and resource investment.

Chair Doran introduced the next topic, stating that two key objectives identified in the Committee's Operating Guidelines are to showcase the accomplishments of faculty, staff, students, and others that merit public recognition and to highlight key outreach programs that advance community priorities. Chair Doran introduced panelists to discuss Penn State Greater Allegheny's Crossing Bridges Summit and The Holocaust, Genocide and Human Rights Education Initiative launched by the Donald P. Bellisario College of Communications. Introduced were Provost Nick Jones; Marie Hardin, Dean of the Donald P. Bellisario College of Communications; Boaz Dvir, Founding Director of the Holocaust, Genocide and Human Rights Initiative; Jackie Edmondson, Chancellor of Penn State Greater Allegheny; and Alisha Tarver, Penn State alumna and member of the Crossing Bridges Summit Committee at Penn State Greater Allegheny. Presentations and generative discussion focused on Penn State Greater Allegheny's Crossing Bridges Summit signature program where students, faculty and staff engage with community members to address racial divides in the Mon Valley. Panelists with The Holocaust, Genocide and Human Rights Education Initiative shared information about developing instructional tools for educators to teach difficult historical and social subjects in grades K-12. Also recognized were Emeriti Trustee Elliott Weinstein and Vic Hammel for their contributions.

Chair Doran stated that the Board did not receive any requests for in-person public comment. One written comment was received and was shared with the Board.

The meeting is available in its entirety [here](#).

There being no further business, the meeting was adjourned at 5:29 p.m.

Respectfully submitted,

Susan Stevens
Administrative Support Coordinator
Office of the Board of Trustees