

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 41**

October 20, 2022

A meeting of the Committee on Outreach, Development, and Community Relations (ODCR) was held via video conference, at 3:30 p.m. on Thursday, October 20, 2022.

The following committee members, constituting a quorum, were present: Chair Sokolov, Vice Chair Amorós, de Levie, Dietrich, Gursahaney, Hasenkopf, Houston, Paterno, Rapp, and Wagman. Also attending were Chair Schuyler (*Ex Officio*) and Constituent Representatives Lynch, Wede, and Wright.

Also present were Aglio, Bundy, Clifford, Guadagnino, Harvey, Lokman, Moore, Pell, Schwartz, Smith, M.W.

Chair Sokolov welcomed new Committee Member Student Representative Kara Wright, who recently assumed the role of President of the Council of Commonwealth Student Governments (CCSG).

Chair Sokolov asked for a motion to approve the *Minutes* of the July 21, 2022 Committee meeting. The motion to approve the *Minutes* was seconded and unanimously approved.

Chair Sokolov welcomed Lawrence Lokman, Vice President for Strategic Communications, and Rachel Pell, Associate Vice President for Strategic Communications who will assume the role of Interim Vice President for Strategic Communications on October 29th, to review the University's Crisis plans and activities. Chair Sokolov thanked Lokman for leading the University's central marketing and public relations division for eight years and for serving as Executive Liaison to the ODCR Committee of the Board. Lokman reported on the four-step process for addressing issues and crises: anticipate and prepare; respond; analyze and adjust; and feedback and learn. The formal crisis communications plans and protocols for University Park and all of Penn State's campuses are updated annually.

Chair Sokolov introduced Zack Moore, Vice President for Government and Community Relations, who discussed strategies for communicating Penn State's proposed funding request to the Pennsylvania Legislature. During the full Board's meeting on September 23rd, the Board approved a plan to seek an increase of \$115.2 million for its 2023-24 general support appropriation from the Commonwealth. Moore reported that Penn State's efforts include growing and educating the University's advocate base.

Rich Bundy, Vice President for Development and Alumni Relations, updated the Committee on the transition to new technology platforms and philanthropic giving to Penn State, called Enterprise Constituent Relationship Management (ECRM).

The Committee engaged in generative discussion about strategies to broaden alumni engagement and participation in the Board of Trustees Alumni Election process.

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

There being no further business, the meeting was adjourned at 4:52 p.m.

Respectfully submitted,

Susan Stevens
Administrative Support Coordinator
Office of the Board of Trustees