

**THE PENNSYLVANIA STATE UNIVERSITY  
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS  
MINUTES OF MEETING  
VOLUME ODCR 42**

**December 15, 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, December 15, 2022.

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

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

Chair Sokolov asked for a motion to approve the *Minutes* of the October 20, 2022 Committee meeting. The motion to approve the *Minutes* was seconded and unanimously approved.

Chair Sokolov noted that one of the Committee's Goals was to focus on key metrics. Rich Bundy, Vice President for Development and Alumni Relations, provided an update to the Committee on campaign fundraising, sharing data on receipts, commitments and progress toward annual goals. Renata Engel, Vice Provost for Online Education, provided an update on World Campus' progress on conversion and retention goals, noting the World Campus is preparing to recognize 25 years of innovation in online education. Paul Clifford, CEO, Penn State Alumni Association and Associate Vice President for Alumni Relations, shared the Penn State Alumni Association's promotional outreach plans to support the Board of Trustees nomination and election process, with the goal to generate awareness of the BOT nomination and election process with the alumni audience through coordinated efforts with Penn State's Strategic Communication team and the BOT office. Generative discussion focused on potential ways to increase participation of alumni, particularly new graduates and young alumni, in the election of alumni trustees to the board.

Zack Moore, Vice President for Government and Community Relations, provided an update on the 2022 elections and their potential impacts on Penn State. Moore also discussed talking points for Advocate Penn State as the University seeks increased support from the commonwealth in order to close disparity in funding compared to other state-supported institutions.

Chair Sokolov stated one of the Committee's primary responsibilities, as identified in the Bylaws, is to report to the Board on key outreach programs that advance community and economic development priorities, of which Penn State Extension is one of those key outreach programs. He recognized ODCR Committee member Dietrich as an active participant with Penn State Extension and the Penn State College of Ag Sciences, and instrumental the update to be presented. Trustee Dietrich welcomed the panel: Dr. Richard Roush, Dean of College of Agricultural Sciences; Mary Wirth, Director, College Relations & Communications, College of Agricultural Sciences; Jon Emigh, Director of Marketing & Digital Education, College of Agricultural Sciences; Dr. Brent Hales, Penn State Extension Director & Associate Dean College of Agricultural Sciences; Dr. Katherine Cason, Associate Director of Extension, Penn State Extension; and Tara Mondock, Associate Director Client Relations, Penn State Extension.

The panel reviewed the scope and impact of Penn State's agricultural extension program, which has more than 320 subject matter experts dedicated to providing people, businesses and communities with access to science-based information. The panel discussed the program's footprint and structure across the commonwealth, the impact it has on the communities it serves, and strategies for continued growth and implementation of its programs. The University's extension program maintains a presence in each of Pennsylvania's 67 counties, as well as three research and extension centers in the state. Pennsylvania's \$132.5 billion agricultural industry relies on Penn State

Extension for research, education and assistance in areas including invasive species, food supply chains, emerging technologies, workforce development, infrastructure and the federal farm bill.

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

The next Committee meeting is scheduled for January 19, 2023 at 3:30 p.m.

There being no further business, the meeting was adjourned at 4:56 p.m.

Respectfully submitted,

Susan Stevens  
Trustee Services Coordinator  
Office of the Board of Trustees