

**THE PENNSYLVANIA STATE UNIVERSITY  
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS  
MINUTES OF MEETING  
VOLUME ODCR 43**

**January 19, 2023**

A meeting of the Committee on Outreach, Development, and Community Relations (ODCR) was held via video conference, at 3:30 p.m. on Thursday, January 19, 2023.

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

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

Chair Sokolov recognized and thanked Interim Vice President for Outreach Justin Aglio for his leadership in guiding Penn State Outreach for the last six months, and welcomed new Vice President for Outreach Larry Terry.

Chair Sokolov asked for a motion to approve the *Minutes* of the December 15, 2022 Committee meeting. The motion to approve the *Minutes* was seconded and unanimously approved.

Chair Sokolov called on Director of the Board Office Shannon Harvey to provide an update on the nomination phase of Alumni Trustee Election process. He thanked the committee members for their action plans to increase awareness of and participation in the nomination phase. Harvey reported that the opening day of the Alumni Election nomination phase on January 15<sup>th</sup> saw unprecedented participation, which was 75% higher than last year's first day totals, and after four days of voting, nominations cast are within 700 nominations of last year's total nominations cast. The nomination phase will remain open through February 25, 2023. The ballot position draw will be held March 1, 2023, at which time the names of the candidates will be publicly released by the University. Voting will open April 10 and close May 4, 2023. Meet the Candidate Forum will tentatively be held the week of March 13.

Zack Moore, Vice President for Government and Community Relations was asked to provide an update on the Advocate Penn State effort. Moore reported that more than 6,080 people signed the petition supporting increased state funding for the University (since his report, the number of signatories has surpassed 7,000). He added that this petition drive has added 5,000 new advocates to Advocate Penn State, bringing the total number of advocates to more than 17,300 — a 30% increase in the past year.

Rich Bundy, Vice President for Development and Alumni Relations was called upon to provide a fundraising progress update. Bundy reported that Penn State has bucked the trend in which universities experience a significant reduction in giving the year after a fundraising campaign ends. He said Penn State's fundraising remains strong after the close of the 'A Greater Penn State' campaign.

Chair Sokolov asked Aglio to talk about how Penn State Outreach engages and empowers the commonwealth. He provided an overview and impact of Penn State Outreach's various programs, including: educational events hosted by conferences and institutes; professional development of law enforcement and public safety professionals through the Justice and Safety Institute; ongoing learning for adults through the Osher Lifelong Learning Institute; the impact of the Penn State Center Philadelphia in the Greater Philadelphia region; energy innovation at the Penn State Center Pittsburgh; educational and recreational opportunities at Shaver's Creek Environmental Center; the Student Engagement app developed through the Student Engagement Network that is used across all campuses; the support and promotion of artificial intelligence (AI) through the Nittany AI Alliance; children's messages of hope to be sent aboard a spacecraft headed to the moon aboard the Hope Moonshot through the Readiness Institute; educational outreach through the K-12 Engagement Network; popularity of the Arboretum at Penn State as a Centre

County destination; and digital innovation at the Emmy Award-winning WPSU. Aglio introduced Terry to the Committee, who will begin his tenure on January 23, 2023.

Generative discussion focused on capturing engagement numbers of those reached by all of the Outreach programs to share with prospective students, donors and legislators about Penn State's reach and impact; how continuing education fits with Outreach programs at University Park and at the Commonwealth Campuses; and how Outreach programs fulfill the University's land grant mission and generates revenue.

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

The next Committee meeting is scheduled for April 20, 2023 at 3:30 p.m.

There being no further business, the meeting was adjourned at 4:34 p.m.

Respectfully submitted,

Susan Stevens  
Trustee Services Coordinator  
Office of the Board of Trustees