

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 44**

April 20, 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, April 20, 2023.

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

Also present were Engel, Harlow, Harvey, Lieb, Oziemblowky, Pell, Terry, Stefan, Terry, and Thorndike.

Chair Sokolov asked for a motion to approve the *Minutes* of the January 19, 2023 Committee meeting. The motion to approve the *Minutes* was seconded and unanimously approved.

David Lieb, Senior Associate Vice President for Development, is serving as interim vice president for Development and Alumni Relations through the end of 2023. He provided a Development update to the Committee, including fundraising progress against established goals, software development, and cost effectiveness of fundraising efforts on an absolute and comparative basis. He noted alumni membership is consistently strong. He stated enterprise CRM and migration to Salesforce is going well, with Salesforce projected to go live in late 2023.

Michael Stefan, Assistant Vice President for State Relations, gave an update on Government Relations. He reviewed Governor Shapiro's proposed 2023-2024 budget, which provided budgetary increases to general support, agricultural land scrip funds, and Pennsylvania College of Technology appropriations. He noted Commonwealth campus advocacy events, Capital Day on April 14th, and the Advocate! Penn State campaign was very successful engaging key members of the Pennsylvania General Assembly, reaching every legislature member through grass roots messaging. He encouraged advocates to go to advocate.psu.edu, fill out the form, and continue to transmit advocacy messages to legislators in support of enhanced budgetary support for Penn State.

Larry D. Terry II, Vice President for Outreach, gave an update on the university's outreach efforts. He oversees twelve units which serve every Pennsylvania county and benefit 1.3 million active participants. He outlined public impact, research, and service, which involves community volunteers, state agencies, thought leaders, and many others to cultivate benefits to Penn State as an institution. He is personally visiting all Commonwealth campuses and surveying national best practices to increase land grant impact and economic development in accordance with President Bendapudi's strategic goals. To these ends, Terry is endeavoring to launch an outreach branding effort and devise a uniformed outreach approach across the Penn State enterprise.

Shannon S. Harvey, Director/Secretary of the Office of the Board of Trustees, gave an update on the Alumni Trustee election. She outlined alumni engagement efforts, including connecting more with graduating seniors so they understand the importance of the election process, leveraging the utilization of the Alumni Chapters, while maintaining the university's position of neutrality in the election process, and WPSU hosting a Candidate Forum related to the Alumni Trustee election. She praised Rachel Pell and her strategic communications team, as well as Paul Clifford and the Alumni Association for the development of a comprehensive communications plan and content to maximize opportunities for alumni to learn about and evaluate candidates and information on how to participate in the alumni trustee election. She outlined Division of Development and Alumni Relations (DDAR) new processes to update alumni and student contact information in their data systems. She noted voter participation was trending higher in 2023 as compared to 2022 and going forward the Board Office would explore

more effective means for delivering ballots to eligible voters.

Dr. Renata Engel, Vice Provost for Online Education at Penn State, including Penn State World Campus, which encompasses more than 175 undergraduate and graduate online degree programs, minors, and certificates, supplied an update on World Campus enrollment, retention and graduation data as well as a review of the many opportunities World Campus students have to engage in their learning experiences. She highlighted academic support services, student co-curricular activities, and worldwide online learning opportunities facilitated by Penn State World Campus which boost student's career progression and scholastic achievement and promote enrollment and retention.

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

The next Committee meeting is scheduled for June 15, 2023 at 1:30 p.m.

There being no further business, the meeting was adjourned at 5:01 p.m.

Respectfully submitted,

Thomas J. Oziemblowsky
Associate Director
Office of the Board of Trustees