

**THE PENNSYLVANIA STATE UNIVERSITY  
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS  
MINUTES OF MEETING  
VOLUME ODCR 46**

**Oct 19, 2023**

A meeting of the Committee on Outreach, Development, and Community Relations (ODCR) was held via video conference, at 3:15 p.m. on Thursday, Oct 19, 2023.

The following committee members, constituting a quorum, were present: Chair Sokolov, Vice Chair Amoros, de Levie, Hasenkopf, Lynch, Paterno, Rapp, and Wagman. Also attending were Board Chair Schuyler (Ex Officio), President Bendapudi (Ex Officio), the Governor's non-voting representative Myers, Emeriti Trustee Henning, and Constituent Representatives Egolf, Ganjam, and Ingram. Also present were staff members Clifford, Engel, Harlow, Harvey, Lieb, Moore, Oman, Oziemblowsky, Pell, Read, Schwartz, Smith, Terry, and Thorndike.

Chair Sokolov called the meeting to order at 3:15 p.m. Oziemblowsky confirmed a quorum was present. Chair Sokolov welcomed panelists and members of the public to the committee meeting. He noted for the public attending via Microsoft Livestream, the agenda and supporting materials would be available at [www.trustees.psu.edu](http://www.trustees.psu.edu).

Chair Sokolov welcomed Trustees Lynch, Mumin and Myers, President of the Council of Commonwealth Campus Student Governments, Elie DuFour, and Penn State Alumni Association President Anand Ganjam to the Committee.

Chair Sokolov called for a motion for the Committee to approve the Minutes of the June 15, 2023 committee meeting, which was forwarded by Trustee Wagman, seconded by Trustee Rapp, and unanimously approved.

Chair Sokolov noted the ODCR Committee plan for 2023-2024 was available in Diligent, and he appreciated the substantive inputs committee members gave to it to formulate the Committee's plan for next year. He thanked the Committee's Executive Liaison, Zach Moore, Vice President for Government and Community Relations, as well as Vice President for Strategic Communications Rachel Pell, Vice President for Outreach Larry Terry, Interim Vice President for Development Dave Lieb, and Vice Provost for Online Education Renata Engel for their inputs to the Committee's goals and metrics and their alignment with President Bendapudi's strategic goals. ODCR meetings going forward will involve an update from the Executives on their progress against those goals.

Lieb supplied the Committee with a Development update. He noted Fiscal Year commitments were \$85.8M and receipts were \$53.6M raised to date. The pipeline engagement project was on track, with a vendor secured to conduct data management, and staff resources repurposed from Lion Line Telefund to higher net worth prospects for major gifts across the university. President Bendapudi is actively recruiting the campaign leadership group, and campaign priorities in alignment with the President's vision are being drafted for sharing with Deans and Chancellors in early 2024.

Paul Clifford, Chief Executive Officer of the Penn State Alumni Association (PSAA) provided an update on PSAA. He remarked alumni membership was 98.8% towards the 175,740 overall annual membership goal, with over 50,000 engagements in the first quarter through in-person meetings and the LIONLink mentoring platform. PSAA is currently matching students with projects submitted by alumni for micro internship opportunities and paired 130 students with alumni mentors in its FastStart program for students from underrepresented communities. PSAA hosts pep rallies with friends and alumni at Penn State football games and is sponsoring the THON 2024 White Out pep rally. PSAA is collaborating with international professional development organizations to create a DEIB dashboard. PSAA also committed to a new election provider and serves as a marketing partner for the Board of Trustees election of trustees elected by alumni.

Moore gave an update on government relations, including a grassroots advocacy campaign to engage legislators and affect state appropriators. He stated his team was working hard to improve advocacy for Penn State including an organized grass tops effort in which 3,000 advocates recently emailed members of their Pennsylvania House of Representatives members before the House version of the appropriations bills passed for Senate consideration. He discussed a multi-year effort to raise the profile of the effort to increase per student appropriations for Penn State to match those provided other Pennsylvania public universities. Two weeks ago the House passed an amendment to the General Appropriations Bill that included the seven percent increase for Penn State, and Moore and his team engaged state Senate representatives advocating for the passing of the funding bill as soon as feasible. Moore's team is also supporting President Bendapudi's effort to increase land-grant impact, including a news release issued by President Bendapudi addressing the impact Penn State has on the residents of the Commonwealth.

Pell informed the Committee on current Strategic Communications affairs. She stated the University's brand is healthy, with a new brand spot that will play on networks during Penn State football and basketball games, titled 'where vision meets action, where belonging matters, and where network and community are forever.' It underscores President Bendapudi's vision and has garnered widespread engagement, including 250,000 views and 500,000 shares on Instagram alone. Partner agency Whitman research indicates Penn State shows great brand strength across key performance indicators, even as paid marketing outlays have been streamlined over the past year. Brand favorability has achieved an all-time high with 75% of voters and 80% of alumni. The Strategic Communication team is focusing on President Bendapudi's goal of growing interdisciplinary research and sharing research success stories like LionGlass, and enhancing student success, highlighting the value of a Penn State degree and Penn State's impact across the Commonwealth and beyond.

Terry gave an update on Outreach's focus for the 2023 Academic calendar. His main goals were to create a report on outreach progress across the Penn State enterprise. Toward this goal, last week 19 commonwealth campuses, 9 colleges, and 55 interdisciplinary units came together in an Outreach Imagination Summit to imagineer outreach. Terry is further conducting a comprehensive mapping exercise across the Commonwealth to measure Penn State's impact and engagement regarding community-based efforts including teaching, research, and service. He will assemble a cross-university team to gain a complete understanding of Penn State outreach efforts and provide an update to the Committee on its progress.

Engel supplied a comprehensive report on World Campus, which encompasses more than 175 undergraduate and graduate online degree programs, minors and certificates, and provides classes for approximately 20,000 students annually. She detailed how it aligned with President Bendapudi's goal to improve operational effectiveness as well as programs that support students at key stages of conversion (i.e., the recruitment to enrollment funnel). She discussed the engagement of various student populations, like veterans, military members, first-time and adult learners, and PSAA World Campus alumni. She discussed the alignment with President Bendapudi's goal to improve student success, including an overview of programs that support various student populations (e.g., military, first-time learners, adult learners, Pell-eligible, etc.). She noted World Campus has streamlined its online learner application process, created a military team to assist with admissions, advising, counseling, and financial aid that understands the nuances of the military learner, and has geared its Smart Track to Success program towards first-year learners to boost retention through scholarships, mentoring, and online learning tips. World Campus continues to engage World Campus alumni and presents unique opportunities for Penn State to connect with students in geographically diverse communities nationwide and around the world.

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

There being no further business, the meeting was adjourned at 4:10 p.m.

Respectfully submitted,

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