



**Committee on Outreach, Development and Community Relations
Meeting Agenda**

Thursday, January 18, 2024
3:15 – 4:30 p.m. ET

By Zoom

Public Session

1. Call to Order (R. Sokolov)
2. Approval of October 19, 2023 Meeting *Minutes* (R. Sokolov)
3. Update on ODCR Goals and Metrics (P. Clifford, R. Engel, S. Harvey, D. Lieb, Z. Moore, L. Terry)
4. Strategic Communications Report (R. Ayers, E. Colbourn, R. Pell, S. Simcox)
 - Aligned with President Bendapudi's goal on growing interdisciplinary research excellence, provide a review and update on progress of strategic communications' support through a holistic approach to storytelling -- highlighting alignment between colleges and institutes -- further enhancing Penn State's reputation.
 - Aligned with President Bendapudi's goals on enhancing student success and increasing Penn State's land grant impact, examine support of efforts to communicate the value of a Penn State degree in terms of student success and Penn State's impact in the Commonwealth and beyond, rooted in brand and mission and leveraging institutional strengths and areas of excellence.
5. Adjournment (R. Sokolov)