

**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.

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 imagine 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



Strategic Communications Report

THURSDAY, JAN. 18, 2024

Reputation and Value

The relative value of a Penn State degree is impacted by the strength of our reputation.

Our Strategic Focus

OUR GOALS

- Strengthen the University's reputation for academic, research, and service excellence
- Protect and advance the University's reputation
- Nurture pride and attachment to the University
- Drive support for the University's major leadership needs and priorities, such as enrollment and research impact
- Grow the value of a Penn State degree

OUTCOMES

- Recruitment of the best students, faculty, and staff
- Expanded volunteer, donor, and advocacy support
- Enhanced reputation for excellence at-scale
- Increased awareness and support for leadership priorities
- Increased value of degree



Relationships and Integration

Alignment & Consistency

- Decentralized structure with key connection points
- Annual All-Comm Conference
- Lead Communicator Council
- Digital Center of Excellence
- Key Communications Guidance
- Penn State Brand Book

PennState INTERNAL

KEY COMMUNICATIONS GUIDANCE (March 2023)
Recognized student groups and invited speakers

AUDIENCE

- Lead campus and college communicators

KEY GUIDANCE

- University campuses continue to be prime targets for those who wish to test public universities and the veracity of their commitment to the First Amendment. This spring

PennState | **ALL-COMM CONFERENCE**

Conference Agenda
 May 24, 2023 • 9:00am - 12:30pm
 603 Eric J. Barron Innovation Hub

[Or Via Zoom Webinar](#)
 (passcode: 590337)

9:00am **Welcome**
 Rachel Pell
 Vice President for Strategic Communications, Penn State

9:05 - 9:40am **Keynote Presentation**
 "Evolving Communication During an Evolving Pandemic"
 Andrew Read
 Director, Huck Institutes of the Life Sciences, Evan P. Kravitz Institute of Biology and Entomology, Eberly Professor of Biology

For evolutionary microbiologists, the SARS-CoV-2 pandemic, communicating to lay audiences how evolution works alone the future, has presented unique challenges. I will discuss how we all might do better next time.

9:40 - 9:50am **Break**

9:50 - 10:20am **Featured Spotlights**
 "Elevating Excellence: An Informative Penn State Brand Book"
 Jon Abels
 Senior Director, Creative, Office of Strategic Communications

Stephanie Petulla
 Director, Visual Identity & Licensing, Office of Strategic Communications

In this discussion, we will delve into the core components of the brand book including our logo, tagline, brand colors, and the Nittany Lion, and discuss the guardrails that can inform your design decisions. We will also update and refresh on how to effectively incorporate brand assets into your communications.

PennState THE BRAND BOOK

WINTER 2023 //

Penn State Brand Update
 As we come to the end of this year, we hope you can reflect on the positive experiences and the great work accomplished. We have some exciting updates and new brand assets to share!

IN THIS ISSUE:
[Updates](#) // [Partner Showcase](#) // [Contact Us](#)

Updates

ACTION NEEDED - Adobe Creative Cloud Licenses to Be Suspended December 17

To maintain compliance with Penn State's contract agreement with Adobe, Penn State IT recently announced in a University-wide email that they are changing access to Adobe Creative Cloud this month.

All current Penn State-issued Adobe Creative Cloud licenses will be suspended on December 17, 2023, making all Adobe accounts inaccessible. Beginning no earlier than December 18, a new, no-cost Penn State-issued license must be requested.

For anyone who reorders and obtains a new Adobe Creative Cloud license, we anticipate that access to our shared brand libraries will be reinstated for all current subscribers. If you find that you have lost access to our libraries during this transition, please check the notifications in your Adobe Creative Cloud app as you may need to re-accept your invitations to our four libraries.

A Focus on Presidential Goals & University Priorities





Big Ideas:
From Vision to Action

Promoting Neeli's Vision

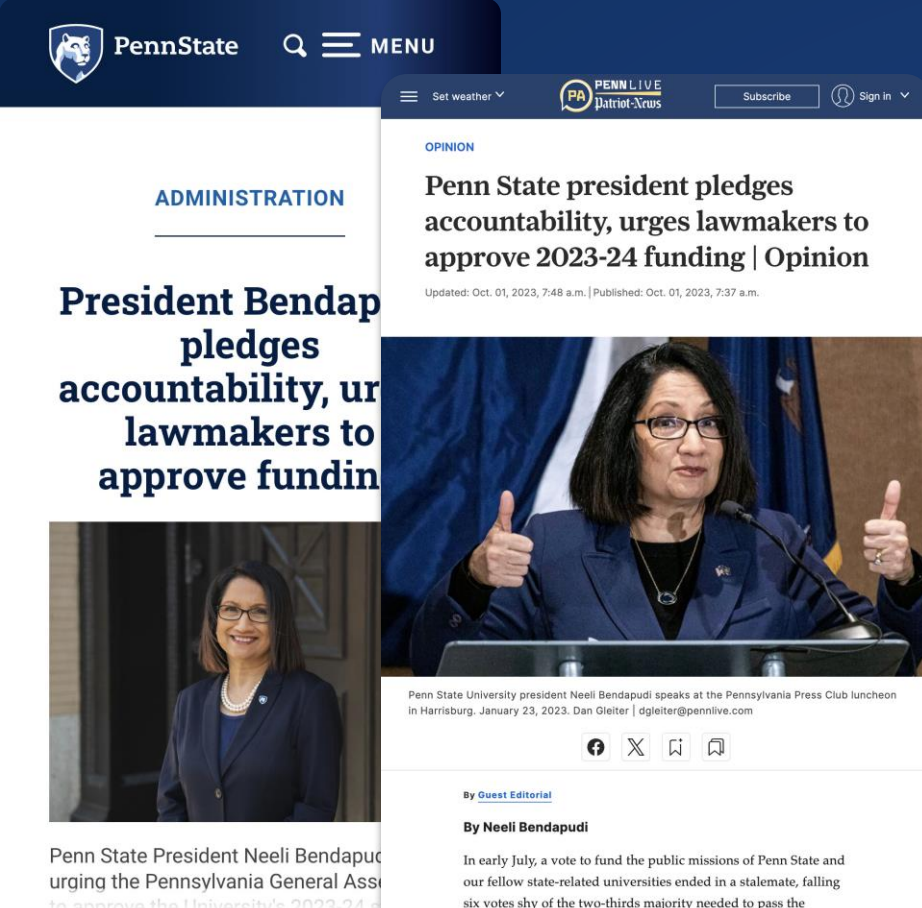
- "A note from Neeli"

A note from *Neeli*



[President Neeli Bendapudi visits the Dr. Keiko Miwa Ross Student Farm at Penn State](#)


- Thought Leadership



ADMINISTRATION

Penn State president pledges accountability, urges lawmakers to approve funding

Updated: Oct. 01, 2023, 7:48 a.m. | Published: Oct. 01, 2023, 7:37 a.m.



Penn State University president Neeli Bendapudi speaks at the Pennsylvania Press Club luncheon in Harrisburg, January 23, 2023. Dan Gleiter | dgleiter@pennlive.com

By **Neeli Bendapudi**

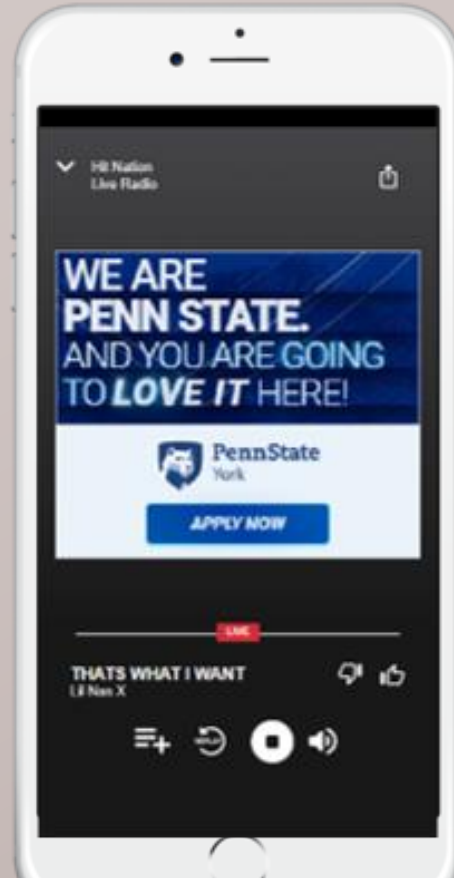
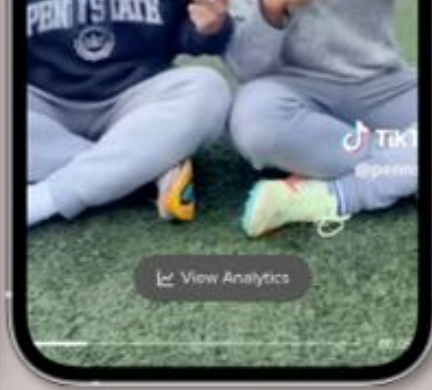
In early July, a vote to fund the public missions of Penn State and our fellow state-related universities ended in a stalemate, falling six votes shy of the two-thirds majority needed to pass the

Student Experience & Success

Supporting Enrollment Across 20 Campuses

Year-round digital advertising generates awareness, supports engagement, and drives leads, visits, and applications.

Campus Enrollment Creative Assets



Supporting Enrollment Across 20 Campuses

WE ARE

Pennsylvania's sole land-grant institution and its largest public university; a shared public asset that provides opportunity and enriches the economy and quality of life for the residents of the Commonwealth and beyond.

WE EDUCATE PENNSYLVANIANS

We are training hard-working leaders with a global perspective, Citizens of the Commonwealth.

HARRISBURG EDUCATES PENNSYLVANIANS

Penn State Harrisburg has more than 75 degrees ranging from associates to doctoral programs. Many of the degree programs were developed to support the needs of the region, ensuring that graduates are well-suited to meet the needs of the community. Students from nearly 50 states and 50 countries can earn degrees ranging from business and engineering to communications sciences and disorders and human design.

WE IMPACT THE ECONOMY

By leveraging our size, network, and research strengths, and working in partnership, Penn State drives job creation, economic development, and student career success.

HARRISBURG IS INTEGRAL TO THE LOCAL ECONOMY

Penn State Harrisburg contributes almost \$200 million to the Pennsylvania economy and directly and indirectly supports more than 2,437 jobs. A long-standing tradition and example of student career success, the Capstone annual conference brings together student engineers, local high school students, and business/industry for demonstration classroom learning in real-life applications.

WE SERVE COMMUNITIES ACROSS THE STATE

We serve Pennsylvania's communities through partnerships that include county extension offices, philanthropy, and a teaching hospital.

HARRISBURG SERVES THE CAPITAL REGION

Active partnerships with local/state government, nonprofits, regional and global corporations, and many others promote economic development and better the lives of those in the Capital region.

WE SOLVE UNIVERSAL PROBLEMS

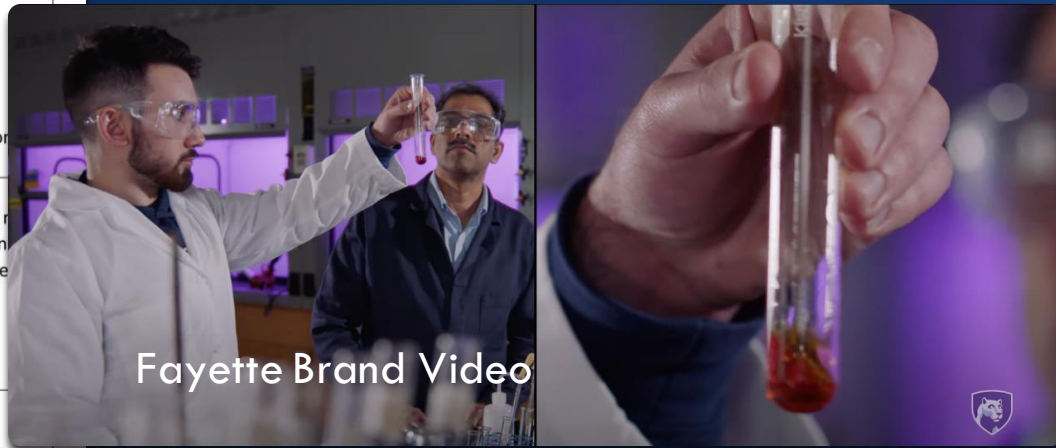
The breadth and depth of Penn State and a research enterprise spirit allow us to tackle the most pressing issues for the

HARRISBURG SOLVES UNIVERSAL PROBLEMS

Supported by the resources of a major research university, Penn State Harrisburg researchers and students are studying problems that are important to Pennsylvanians, including protecting local waterways, promoting sustainability, and fighting global hunger.



Altoona Brand Video



Fayette Brand Video

1,000+ student clubs and organizations	#5 Best public school for internships. <i>Princeton Review, 2024</i>	Top-ranked Military- & Veteran-Friendly	#4 Best colleges for first-generation college students. <i>Best Colleges, 2022</i>
5-star Rating for LGBTQ students. <i>Campus Pride Index, 2023</i>	Home to the world's largest student-run philanthropy	Top 10% Worldwide in employer reputation and employment outcomes. <i>QS World University Rankings, 2024</i>	50,000+ career preparedness programs

The Penn State Student Experience: Leading to Success



Dhruvi Patel




Josh Maldonado-Santiago




Sherveen Karbasi

The Penn State Student Experience




 pennstate and psubellisario · Following ...
Original audio

 pennstate 🌩️ If you have something you are passionate about, go and chase it 🏃


Destiny Sanchez '24, a Broadcast Journalism major, covers all 31 athletic teams as @gopsusports student talent broadcaster. With the various opportunities, her goal is to become a trusted and respected journalist in the sports industry, and share the human-interest stories of athletes and coaches, on and off the field.

#WeAre
7w

 destinsanchezx So grateful for

🍷 🗨️ 📍 🌟

5,582 likes
October 26

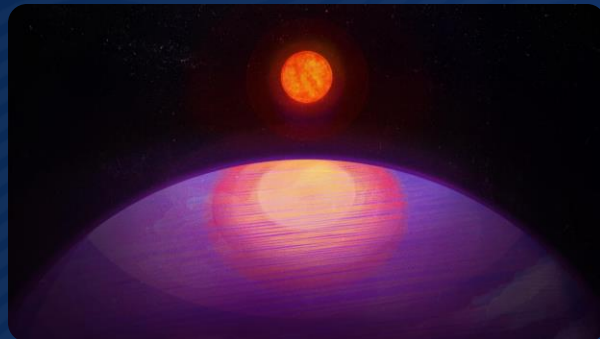
 Add a comment... Post



Promoting Research Excellence



Research Impact





Center for Critical Minerals



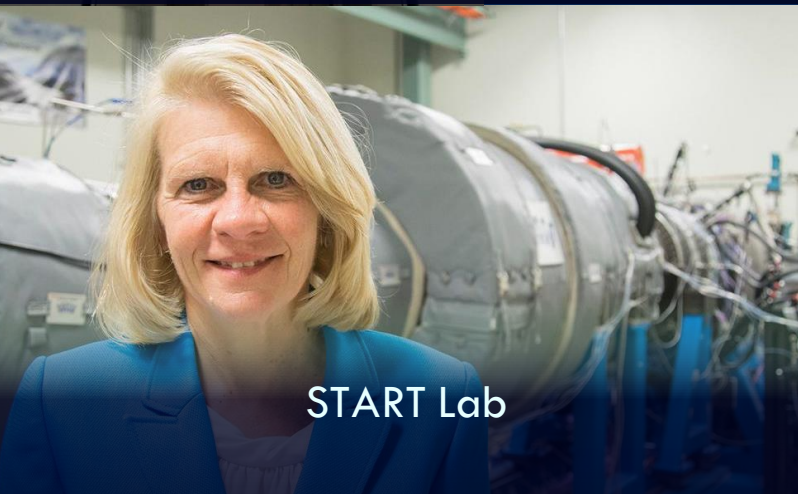
ARL



Cryo-EM Facility



BSL-3 Lab



START Lab



Mushroom Resource Center

Unearthing Stories

Raising National Media Profile of Research Enterprise

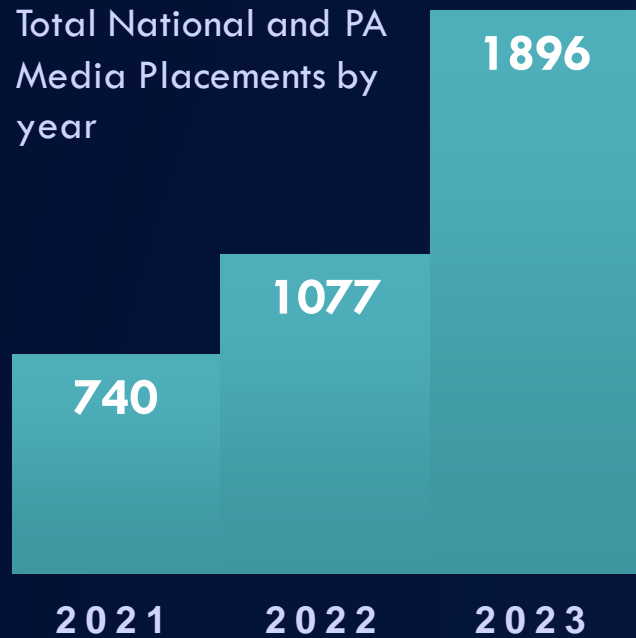
- Building sophisticated proactive media functions
- Support of and collaboration with communicator colleagues
- Partnerships across the University



Penn State Research at the Forefront Nationally

Media Placements

Total National and PA
Media Placements by
year



Social Media (2023)

~ **1/4** of Penn State LinkedIn posts related to **research**

2.4
MILLION
IMPRESSIONS



Research Storytelling Alignment with Trending Topics

- Engaging audiences with varied research interests
- Showcasing relevance

CLIMATE SOLUTIONS

Your body can build up tolerance to heat. Here's how.

Small gradual exposures to heat can help the human body build tolerance to rising temperatures, experts say



By [Allyson Chiu](#)

July 29, 2023 at 6:30 a.m. EDT



The Guardian

Society

Flexible working can significantly improve heart health, study shows

US researchers suggest that better work-life balance particular beneficial for those over 45 or at higher risk

The Philadelphia Inquirer

Should we still care about spotted lanternflies in Philly?

The initial concerns of a decimated agriculture business never came to pass, but the lanternfly in Pennsylvania is still a pest to be dealt with.

Newsweek

Rivers are losing oxygen faster than oceans: "Wake up call"

PA PENNLIVE Patriot-News

NEWS

Penn State research team discovers unique subspecies of fish in Susquehanna River

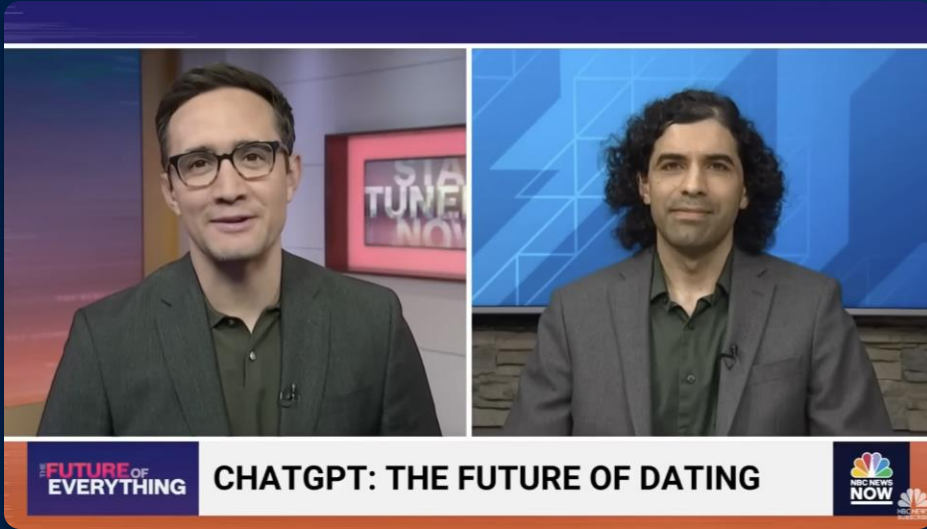
Published: Jun. 27, 2023, 12:49 p.m.

Researchers at Penn State have announced they have discovered a new subspecies of Chesapeake logperch. Photo used with permission from Penn State.

Facebook, Twitter, Email, Print icons

By [Sean Adams](#) | sadams@pennlive.com

Researchers from Penn State believe they have discovered a new



Elevating Faculty Experts

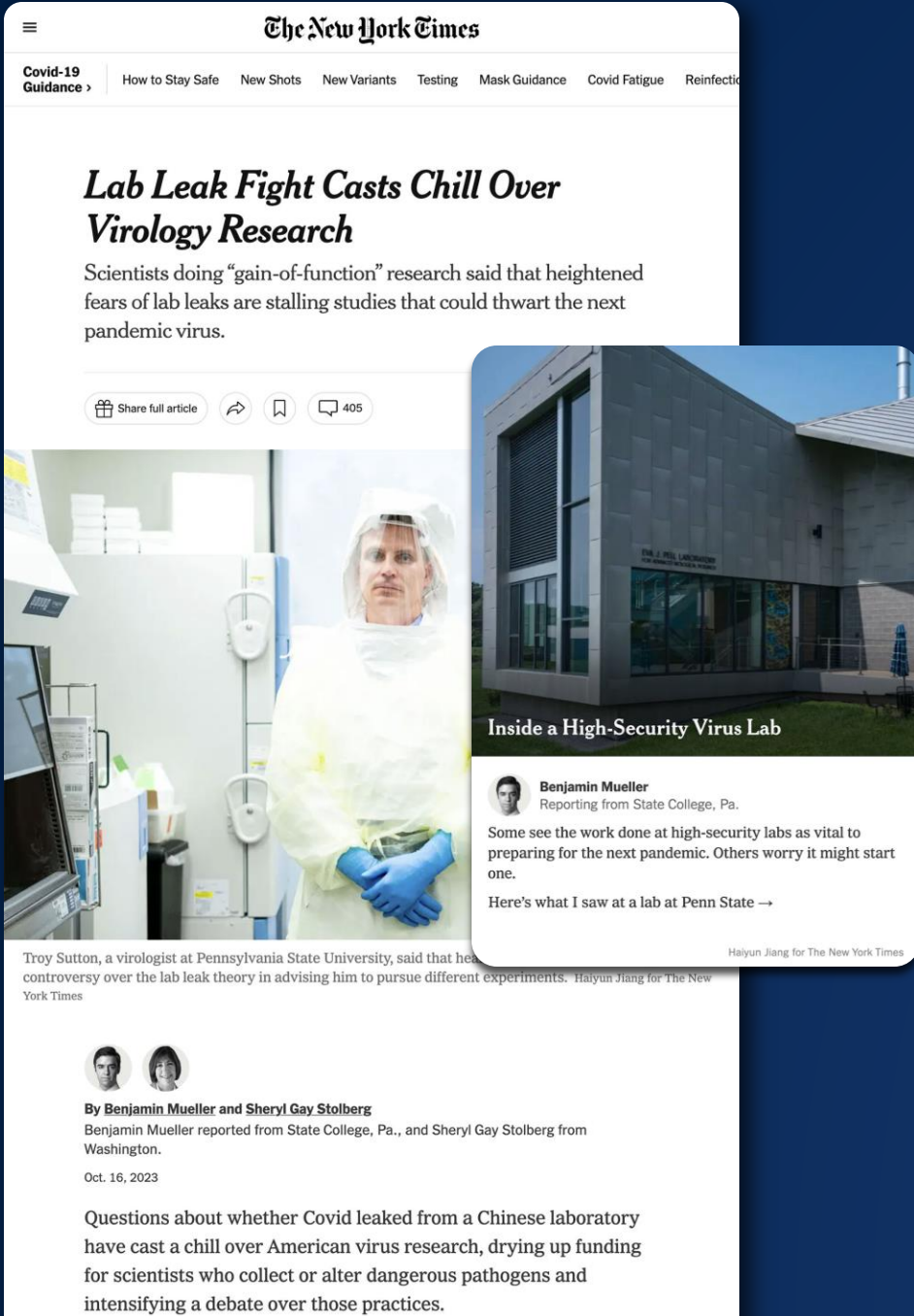
- On the leading edge of AI
- Bringing rising stars to the forefront
- Connecting experts with high-profile media opportunities
- Studio resource



Shomir Wilson
@ShomirWilson

I had an interview on a news program this evening. A tip for faculty: if strategic communications says you can take an interview in their studio, with them managing the audiovisual setup, or at home with your own devices, choose the studio.





Positioning Penn State as a Top Research Institution

- Building relationships with trusted reporters
- Strategically navigating complex topics

Publicity Helps Support Industry Partnerships, Commercialization



Brand Health



Penn State's Impact Across the Commonwealth and Beyond

Spring campaign delivered 217M impressions to Pennsylvania voters.

[Impact Stories](#)

[Brand Creative Showcase](#)

We educate Pennsylvanians



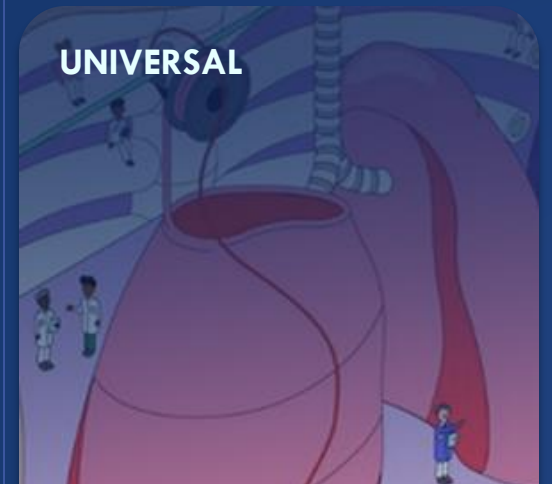
We serve communities across the state



We impact the economy



We solve universal problems



STRATEGIC METRICS

Tracking Our Brand Health

Favorability

75%

CURRENT

+17%

4 YEAR TREND

Familiarity

89%

CURRENT

+16%

4 YEAR TREND

Uniqueness

62%

CURRENT

+16%

4 YEAR TREND

Recommend

Likelihood to recommend to potential student

67%

CURRENT

+13%

4 YEAR TREND

Hire

Likelihood to hire a Penn State Grad

54%

CURRENT

+3%

4 YEAR TREND

Advocate

Likelihood to take action on behalf of PS

38%

CURRENT

+16%

4 YEAR TREND

Brand Attributes

Recent Brand Tracking Survey revealed significant increases in brand attribute ratings related to Penn State athletics, student experience, and overall student success.

BRAND ATTRIBUTE RATINGS (AMONG VOTERS)	2023	Δ vs 2022	Campaign Aware
Having top-ranked athletic programs	83%	+9%	89%
Having one of the strongest, proudest alumni groups in the country	79%	+6%	89%
Providing an amazing student experience	74%	+8%	86%
Equipping students with the skills and experience to be leaders in the economy of the future	74%	+6%	80%
Having great educators dedicated to student success	70%	+6%	80%
Having intellectually outstanding students	70%	+4%	78%
Being an elite academic university	69%	+8%	77%
Being a university where vision meets action	69%	n/a	77%
Being a world-class, Top 30 ranked, research institution	67%	+4%	77%
Impacting the quality of people's lives through its service initiatives and philanthropy	65%	+4%	74%
Having a positive impact on issues that are important to me	57%	+3%	70%

Brand Attributes

Brand Attribute Ratings related to Penn State's positioning, research, and sustainability also realized significant gains.

ADDITIONAL BRAND ATTRIBUTES (AMONG VOTERS)	2023	Δ vs 2022	Campaign Aware
Providing opportunities through many campuses throughout the state	77%	+2%	83%
Being a university that is serving the needs of Pennsylvania residents	73%	+3%	81%
Having a positive impact on Pennsylvania's economy	72%	+4%	79%
Being a welcoming institution that is accessible and open to anyone	70%	+4%	78%
Being one community that is working together to create an impact	68%	+7%	76%
Impacting the quality of people's lives through research	68%	+5%	74%
Being a leading university that supports sustainability programs, actions, and initiatives	67%	+5%	73%
Being a university that supports and fosters entrepreneurship	65%	+4%	73%
Being a university that fosters and supports diversity, equity, inclusion and belonging	64%		73%
Fostering new ideas through interdisciplinary research	62%	+5%	71%
Being a university that has a positive global impact	60%	+1%	70%
Being an institution that I consider my university whether or not I attended it	56%	+4%	68%

Integrated Storytelling

Creating "surround sound" is improving brand associations and enhancing our reputation.

Being a world-class, Top 30-ranked, research institution

67%

CURRENT

+4%

4 YEAR TREND

Impacting the quality of people's lives through research

68%

CURRENT

+5%

4 YEAR TREND

Being a leading university that supports sustainability programs, actions, and initiatives

67%

CURRENT

+5%

4 YEAR TREND

Fostering new ideas through interdisciplinary research

62%

CURRENT

+5%

4 YEAR TREND

What's next?

QUESTIONS & ANSWERS