

**THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES**

**COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 48**

March 21, 2024

A meeting of the Committee on Outreach, Development, and Community Relations (ODCR) was held via video conference at 1:00 p.m. on Thursday, March 21, 2024.

The following committee members, constituting a quorum, were present: Chair Sokolov, Dietrich, Hasenkopf, Lynch, Mumin, Paterno, and Wagman. Also attending were Board Chair Schuyler (Ex Officio), Vice Chair Kleppinger, the Governor's non-voting representative Myers, and Constituent Representatives Duffey, DuFour, Egolf, and Wede. Also present were staff members Clifford, Engel, Harlow, Harvey, Lieb, Marsh, Pell, Simcox, Schwartz, Smith, Stefan, Terry and Thorndike.

Chair Sokolov called the meeting to order at 1:00 p.m. Harlow confirmed a quorum was present. Chair Sokolov welcomed all attendees and reminded those attending via Microsoft Livestream the agenda and supporting materials was available at <https://trustees.psu.edu/>.

Chair Sokolov called for a motion for the Committee to approve the Minutes of the January 18, 2024, committee meeting, which was forwarded by Trustee Wagman, seconded by Trustee Lynch, and unanimously approved.

Chair Sokolov called upon the executives responsible for achieving the Committee's goals to provide an update on progress toward the 2023-2024 goals. He noted each of the 23-24 goals were available for review in the Goal Tracker included in the Committee materials available online.

Shannon S. Harvey, Assistant Vice President, Board of Trustees and University Secretary, provided the Committee an update on the Alumni Trustee election. WPSU hosted a Meet the Candidates forum to spotlight the five alumni candidates running for seats on the board. A recording of the forum is available on the Board's website. The Election of Trustees by Penn State alumni begins April 10, 2024. Alumni will automatically receive an election ballot to their email address on file with Penn State or have the opportunity to access the ballot at PennStateVotes.com if they are a Penn State alumna/alumnus or have otherwise not opted out of Penn State communications. Alumni have until May 2, 2024, at 9:00 a.m. ET to cast their vote.

Renata Engel, Vice Provost for Online Education, highlighted conversion yield process changes over the past year which have resulted in double digit prospect to applicant increase rates and is translating into increased enrollments at the undergraduate and graduate level. In addition, Engel also shared the World Campus is now reporting student yield for undergraduate and graduate students in alignment with university reporting of residential student yield. The yield will be the enrollment relative to admitted student numbers and the summer and fall will be combined into one yield rate. Spring will not be reported. For 2023-25 undergraduate yield is 59.6% and graduate yield is 75%.

Rachel Pell, Vice President for Strategic Communications highlighted a joint strategic communications and enrollment management initiative aimed at improving the digital experience for prospective undergraduate students. The project will connect information and data in the web environment to educate students and families in a much more engaging and personalized way. The project will result in a new website to offer options, including Commonwealth Campuses, earlier in a student prospect's journey. Pell also highlighted two media highlights, President Bendapudi's on air interview with CBS Morning for a segment on Women Leaders and from the College of Medicine, Dr. Sue Grigson's research on the impact of anti-obesity drugs to treat opioid addiction.

Michael Stefan, Vice President for Government and Community Relations, provided the Committee an update on budget and advocacy. He highlighted Governor Shapiro's Blueprint for Higher Education which includes three

prongs, combining PASHE and the Community Colleges into one system, a performance-based funding formula for the state related institutions and additional revenue for PHEAA to provide an additional state grant to students attending state related universities. On March 18 hosted Capital Day in Harrisburg. Over two hundred Penn State students from across the Commonwealth met with their state representatives and senators to advocate for fair funding for Penn State. The day concluded with a press conference in the rotunda where Representative Pete Schweyer and Representative Jesse Topper were recognized with the Friends of Penn State award for their support of the University. On April 12 will hold Capital Day on Campus at University Park in the HUB for most of the afternoon. Commonwealth Campuses will also be hosting Capital Day on their respective campuses on selected dates prior to the end of the semester.

Larry D. Terry II, Vice President for Outreach, highlighted progress on the Community Impact Mapping project. A cross university team has been building the map to identify where Penn State Outreach is impacting teaching, research and service across the Commonwealth as part of its Land Grant mission. The April ODCR meeting will provide an in-depth review of the project. Terry also noted that Penn State Outreach is part of a team along with the College of Ag, Medicine, Extension, Research, HHD and other important stakeholders across Penn State in support of President Bendapudi' s rural health initiative.

David J. Lieb, Interim Vice President for Development, provided a fundraising and campaign update, including an overview of the tentative timetable and priorities for the University's next fundraising campaign. He also outlined the office's pipeline engagement project, through which a machine-learning model is used to better identify interests of potential prospects and then personalize communication and engagement opportunities with those prospects.

Paul Clifford, Chief Executive of the Penn State Alumni Association, gave the Committee an update on the association's membership numbers. With one hundred seventy-two thousand five hundred and twenty members—including more than six thousand student members and one thousand six hundred and fifty-six new life members who joined between July first and February twenty-nine, the Penn State Alumni Association remains the largest dues-paying alumni organization in the world. Clifford also highlighted and provided examples of the Association's efforts to celebrate academic achievement, harness the power of the Penn State Network, and support and enhance the student experience.

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

Chair Sokolov noted the next meeting of the Committee on ODCR is scheduled for Thursday, April 18th. The agenda will include an update from Larry Terry on the Community Impact Mapping project. There being no further business, the meeting was adjourned at 2:07 p.m.

Respectfully submitted,

Shannon Harvey
University Secretary
Office of the Board of Trustees