

**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

The Penn State Outreach Commitment to Purpose, Agility, and Opportunity

Prepared for the Penn State Board of Trustees Committee on Outreach, Development, and Community Relations

April 18, 2024



PennState
Outreach

Today's Discussion

- ❑ Outreach priorities: drawing inspiration from the presidential vision
- ❑ OOE framework: connecting past, present, and future
- ❑ Goal alignment
 - ✓ Enhancing student success
 - ✓ Fostering diversity, equity, inclusion, and belonging
- ❑ On the horizon: our future-focused vision
- ❑ **Live demonstration:** the Penn State Community Impact Map prototype

The Penn State Outreach Portfolio

- Conferences and Institutes
- Franco Harris Pittsburgh Center
- Justice and Safety Institute
- K-12 Engagement Network
- Musser Gap to Valleylands Project
- Nittany AI Alliance
- Osher Lifelong Learning Institute
- Penn State Center Philadelphia
- Readiness Institute at Penn State
- Shaver's Creek Environmental Center
- The Arboretum at Penn State
- WPSU FM/TV/Digital



Outreach Priorities



Growing Penn State's collective impact by cultivating a more unified outreach across the University to support the needs of Pennsylvanians.



Increase land-grant impact



Enhancing student success by fostering experiential learning through programming, opportunities, and partnerships.



Enhance student success



Striving toward a self-sustaining financial model through innovative revenue generation, internal fiscal responsibility, and external partnerships and sponsorships.



Transform internal operations



OOE Framework

STABILIZATION

- ✓ SWOT analysis
- ✓ Portfolio assessment
- ✓ DEIB assessment
- ✓ Budget principles
- ✓ Land-grant benchmark analysis
- ✓ Campus visits

IMAGINATION

- ✓ 2023 Outreach Imagination Summit
- ✓ Workshops
- ✓ Student success focus areas
- ✓ Outreach strategic plan

UNIFICATION

- Strategic plan implementation
- Outreach rebranding considerations



Goal alignment

Enhancing
student
success



Shaver's Creek
Environmental Center

Student
Engagement &
Experiential
Discovery
(SEED
Semester)

“

“SEED semester **changed my life**. Not only did I make lifelong friends & connections with faculty, but I also got to spend a semester being part of something bigger than myself. SEED heavily **impacted my career path** and provided me with numerous opportunities to explore. If I could take SEED every semester I would do it in a heartbeat!!”

—Amy Welshimer, RPTM, class of 2024

”



“

“SEED was the **academic highlight** of my Penn state career. The material I learned during that time has been the most useful in the field. SEED has brought me closer to nature and the people enjoying it with me. I have been most **profoundly changed** by the time I spent at Shaver's Creek.”

—Bianca Walder, RPTM, class of 2024

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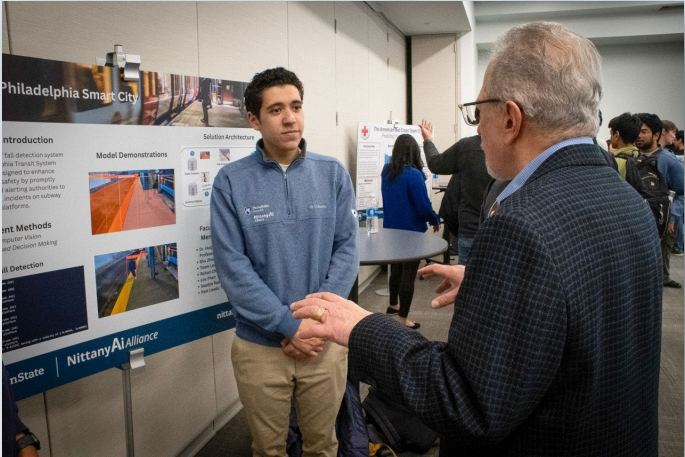
Goal alignment

Enhancing student success



NittanyAi
Alliance

Nittany AI
Advance

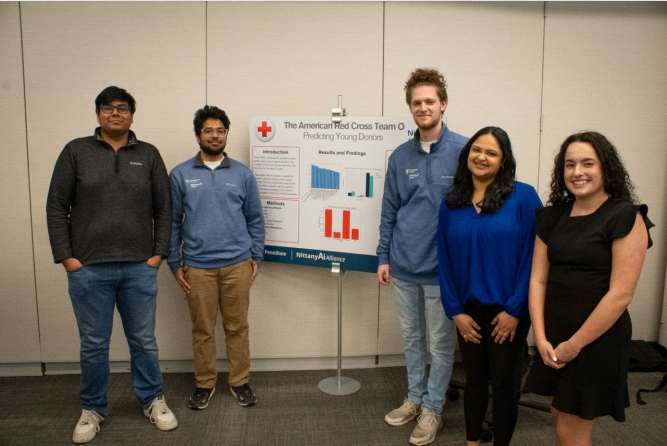


“Working on this project has been a cool way to get some job experience, and work with a team to **solve a real-world problem**. This client interaction has helped me **grow as a person** and **grow my professional experience**.”

—Thomas Fultz, Schreyer Honors College
(Computer Engineering), class of 2024

“Since this has been on my resume, it is **the only thing that recruiters want to talk about**.”

—Joshua Famous, College of Engineering, class of 2023



Goal alignment

Fostering
DEIB



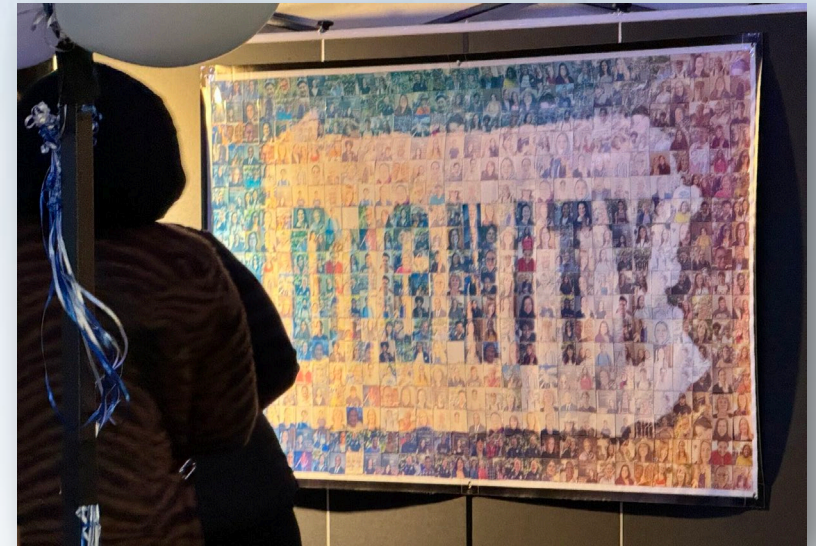
Penn State
Outreach
Office of
Inclusion,
Equity, and
Diversity
(IE&D)

University consultations to infuse inclusive practices into organizational processes:

- OOE leadership training
- LRN module creation
- Equitable recruiting strategies

External partnerships to deliver DEIB programming to Penn State, Pennsylvania and beyond:

- PA Dignity Day with the Borough of State College
- “What’s in a name?” with Proctor & Gamble and World Campus
- “Juneteenth: Exploring Freedom’s Stories” with UPenn Annenberg Public Policy Center



PA Dignity Day 2023, attended by more than 200 faculty, staff, students, and community members, celebrated the inherent dignity of all people, a global event celebrated by more than 100 countries and based on Dr. Donna Hicks' dignity model.



PennState
Outreach

On the horizon: our future-focused vision

- ✓ Keystone Collective Impact
- ✓ GSVxPenn State: The Global Impact Forum 2024
- ✓ Penn State Community Impact Map



Our future-focused vision

Keystone Collective Impact



A Penn State problem-solving framework inspired by the research-based “Collective Impact” model which is a network of community members, organizations, and institutions who advance equity by learning together, aligning, and integrating their actions to achieve population and systems level change.



Our future-focused vision



**the global
impact forum**
GSV x PennState

As the inaugural GSV x Penn State event, The Global Impact Forum is a 3.5-day summit that will bring together global thought leaders from pre-K, higher education, entrepreneurship, investment, and AI/ed-tech industry leaders to build broader networks and stronger connections across the world designed to empower and accelerate positive change.



September 22-25, 2024
Philadelphia, PA
“Accelerating AI for Good”



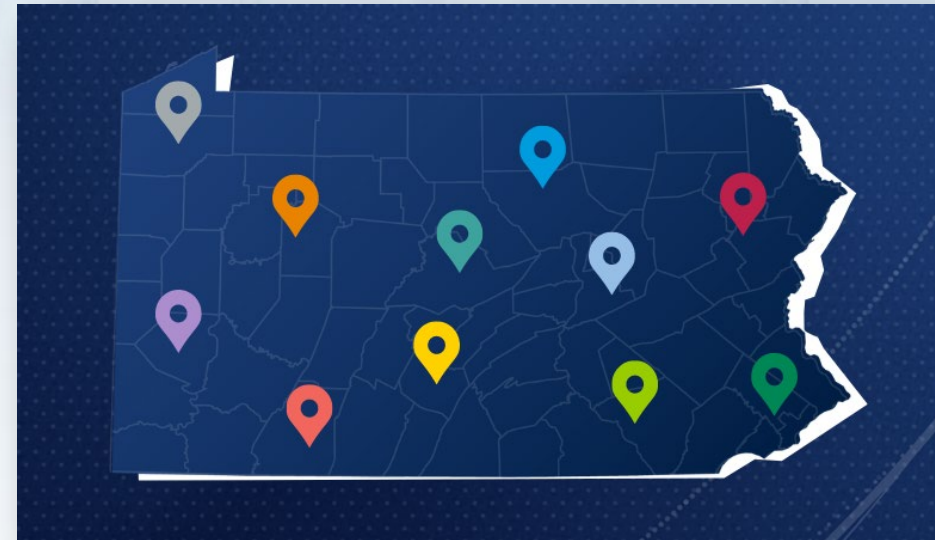
PennState
Outreach

Our future-focused vision



Community Impact Map

The CIM is the output of a mapping exercise to determine the impact of Penn State's outreach and engagements across Pennsylvania, including geographic data, work descriptions, and issues being addressed.



Up next: [Community Impact Map live demonstration](#)



PennState
Outreach

Larry Terry

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Vice President for Outreach

Thank you

Follow @PSUOutreach for more exciting updates in 2024 and beyond.

