A meeting of the Committee on Outreach, Development, and Community Relations was held on July 20, 2017 in room W132 of the Olmstead Building at Penn State Harrisburg at 1:00 p.m.

The following committee members were present: Bob Jubelirer, David Kleppinger, Ira Lubert, and Russell Redding.

The following staff members, constituent representatives, or invitees were also present: Eric Barron, Rich Bundy, Paul Clifford, Tracey Huston, JeanMarie Jacob, Lawrence Lokman, Zack Moore, Zak Taylor, and Steve Wagman.

Committee member David Kleppinger facilitated the meeting in Chair McCombie’s absence. A quorum was not present to approve the May minutes, so the vote is deferred to September.

David Kleppinger extended a welcome to Steve Wagman, the new President of the Alumni Association, and JeanMarie Jacob, new Chair of the Staff Advisory Council, as seated constituent representatives on the Committee. David also expressed his appreciation for John Ilie, past chair of the Staff Advisory Council, and Holly Brown in the Board office, for their service to the Committee and the Board.

Tracey Huston provided an Outreach update to the Committee, including achievements and priorities for the coming year. She reported that 68,000 community members and 8,000 students were engaged in their programs in the last year, and had a $28 million economic impact.
(See Appendix I)

Paul Clifford gave a presentation on the Alumni Association’s Affiliate Group Programs. There are 317 groups and over 3,000 volunteers engaging 65,000 alumni. These groups contribute to students and the University via endowments, THON, admissions, athletics, and social connections. (See Appendix II)

Zack Moore provided an update on the State Budget Appropriations, and distributed a handout comparing 2016-17 funding numbers to the proposed numbers for 2017-18. Representatives from Penn State have been lobbying in Harrisburg for state funding, and Zack stressed the importance of remaining engaged with lawmakers until the budget is passed.
(See Appendix III)

Rich Bundy gave an update on the ‘A Greater Penn State’ campaign, mentioning that all areas are above 20% ahead of pace. One of Rich’s goals this next year is to achieve back-to-back $300+ million fundraising years, which has never been done before at Penn State.
(See Appendix IV)
Lawrence Lokman provided the Committee with a final report of the subcommittee reviewing Public Comment guidelines. The subcommittee recommended that Public Comment take place at the end of the Executive Session of the Board on Friday morning, at a time determined by the Board chair. They also recommended that recordings of comments be archived with the exception comments that are not in accordance with the Board’s Standing Orders. The Committee could not formally vote to recommend these changes to the full Board because a quorum was not present; therefore the vote will take place at the September meeting.

The meeting adjourned at 2:32 p.m.

Respectfully Submitted,

Holly N. Brown  
Administrative Support Assistant  
Office of the Board of Trustees
July 2017 Board of Trustees Committee on Outreach, Development, and Community Relations

“State” of Outreach

Tracey Huston
Interim Vice President for Outreach
Where we started...
<table>
<thead>
<tr>
<th>Prospects, Applicants, Students, Learners, Listeners, Viewers, Clients, Customers, University Partners</th>
</tr>
</thead>
</table>
| **World Campus**
Academic Affairs, Program Planning, Learning Design, Student Affairs, Academic Advising & Disability Services, Academic Enrollment and Support Services, Faculty Development |
| **Professional and Community Education**
Conferences and Institutes, Engaged Scholarship and Community Engagement, Urban Centers (Pittsburgh & Philadelphia), Shavers Creek Environmental Center, PennTAP, Small Business Development Center, Justice & Safety Institute, Osher Lifelong Learning Institute |
| **OOE Leadership Team:** Marketing, Operations, HR, IT, Administration, Development |
| **Interim Vice Provost (Engel)** | **Interim Vice President (Huston)** |

**WPSU Penn State**
Outreach

• Conduct “discovery” meetings
• Investigate ways to leverage digital technologies, storytelling, and traditional and emerging distribution channels to redefine University Outreach
• Align Public Media Production capabilities and Outreach expertise with the five University strategic priorities

WPSU Penn State

Professional and Community Education
Conferences and Institutes, Engaged Scholarship and Community Engagement, Urban Centers (Pittsburgh & Philadelphia), Shavers Creek Environmental Center, PennTAP, Small Business Development Center, Justice & Safety Institute, Osher Lifelong Learning Institute

Liaison to the President
Professional and Community Education
Engaged over 68K Community Members
Engaged over 8K Students
Had Over $28M in Economic Impact
Offered 443 Sustainability-related Programs
Offered
73 Health-related Programs
Shaver’s Creek
Looking ahead to our new Shaver’s Creek facility following its February approval.
We are breaking ground and making progress. You can follow the progress on social media using #creekchange.
The Camp Must Go On!

Despite the renovations, Shaver’s Creek is hosting all of its summer camps as usual. They are being offered at the Penn State Ag Research Farm and Museum, in partnership with the Pasto Agricultural Museum.
Shaver’s Creek is for all ages

- Pre-K  Elementary  High School  College  Adult

- Kids Corner
- Outdoor School
- Internships & Work-Study
- Seasonal Staff
- Summer Camps
- Leader-in-Training
- Undergraduate Classes
- Graduate Assistantships
- School Programs
- AURORA
- Team Development Programs

- Traveling Naturalist Programs
- Public Programs & Workshops
- Volunteers: Caretaker Corps, Raptor Center
- Maple Harvest, Fall Harvest, Native Plant Festivals
- Visitor Experience: Discovery Room, Live Animals, Hiking Trails
Engaged over
54K Community Members
Worked with
49 Community Partners
Engaged over 1,400 Students
”I just wanted to say, I have never felt more included, loved and respected for my differences in the United States as I did this week… I learned much more about myself than I could have imagined possible—not only about my ability to lead, but also about my feelings towards my culture, country and heritage.”

— Outdoor School Counselor
Osher Lifelong Learning Institute (OLLI)
Osher Lifelong Learning Institute 20th Anniversary

Celebrating 20 years of adult learning in partnership with Penn State
Engaged Almost 2K Community Members
Conferences and Institutes
Planning and managing more than 90 conferences and programs each year for Penn State’s academic colleges, including:

- Penn State Weather Campus
- Off-site RI courses
- **Summer Academy for Students who are Blind and Visually Impaired**
- SOLAR Conference
- Transportation Engineering and Safety Conference
- National Autism Conference

The success of this Academy led to the creation of the **Summer Academy for the Deaf and Hard of Hearing** which is currently in its first year.
“I want to help other participants after seeing myself and how independently I was able to care for myself during my freshman year of college. A lot of participants come in very insecure, but when you leave, between the bonds and friendships you make and the amount of expertise and knowledge you gain, you are empowered.”

--India Scott
Shaver's Creek Building Plan

Approved

By the Board of Trustees at the February meeting

Engaged over 6K Community Members
Engaged over 640 Students
Created
$8.7M
In Economic Impact
Justice and Safety Institute (JASI)
JASI was formed in 1971 to meet the professional development needs of law enforcement and public safety professionals.
Trained
334 Sheriffs and Deputy Sheriffs
Trained over 2,600 Child Support Enforcement Case Workers
Small Business Development Center (SBDC)
32 businesses started

5 businesses purchased
Engaged over 1,800 Community Members
Had Over $13.6M in Economic Impact
143 events held at 15 locations, including 74 events at University Park

GEW
Penn State 2016
Reengineered to focus on our thriving entrepreneurial community
4,509 student, faculty, staff, and community partners engaged

GEW
Penn State 2016
Reengineered to focus on our thriving entrepreneurial community
Pennsylvania Technical Assistance Program (PennTAP)
Helping PA businesses with a focus on entrepreneurship, innovation, and economic development
Facility Operations Workshop

Building Re-Tuning
Building Operator Certification

March 14, 2017, 8 AM - 4:30 PM
The Penn Stater Hotel & Conference Center

179 Businesses assisted
14 Businesses created
Engaged over 900 Students
Launching the Pittsburgh Study Away Program in Fall 2017

Providing an affordable, transformative, urban, educational experience for 3rd and 4th year Penn State students

Created $5.7M in Economic Impact
Philadelphia Urban Center
• Transitioned to new leadership
• Increasing focus on engaging faculty, students, and community partners in research and program development
• Exploring options to leverage the Naval Yard
82 students engaged

30 community partners engaged
Pittsburgh Urban Center
Launching the Pittsburgh Study Away Program in Fall 2017

Providing an affordable, transformative, urban, educational experience for 3rd and 4th year Penn State students
CITY Program in Pittsburgh
Engaged

170

Students
Engaging in High Impact Projects:

The Pittsburgh Center helped lead the construction of a 1,100-foot bioswale in Highland Park that will intercept and absorb some of the 600,000 gallons of run-off water annually. It is the neighborhood's first ‘green’ stormwater system.
“The Negley Run bioswale — along Highland Park’s eastern valley — became the priority as a high-impact site… an August 2011 flood there killed four people.”

—Pittsburgh Post Gazette
Penn State Alumni Association hosted a Resume Workshop and Alumni Networking Event last night at Penn State Center Pittsburgh. Director, Tom Barnik, introduced everyone to the Center. #PennStatePGH

Today, we are hosting an Essay Writing Workshop, which is co-sponsored by Penn State Schreyer Honors College and Penn State Admissions - Pittsburgh. #PennStatePGH #PennStatePittsburgh

The summer interns and our Sustainable Environment Manager, Lisa Yavo, replanted the Four Mile Run bioswale in Greenfield this week. Due to some problems with maintenance, the green infrastructure system was overrun by weeds. The area was restored and will continue to reduce excess storm water in the area.
“We are excited to partner with Penn State to share the challenges cities and towns across the country are facing as a result of our changing climate. As we prepare to release Pittsburgh’s Climate Action Plan in the coming weeks, it’s important to elevate the local, national and global impacts of climate change that affect our lives every day.”

—Grant Ervin, chief resilience officer, city of Pittsburgh
WPSU
WPSU-TV reaches a population of 1.9 million across 24 counties in central Pennsylvania.

WPSU-FM reaches 13 counties with additional listenership from three online streams.
Produced 86 in-house television programs ranging from sports programming to gun violence town halls.

Zena Cardman, NASA Astronaut Class of ’17

On June 7th, NASA announced the largest astronaut class in 17 years, 12 men and women. One of them, Zena Cardman, is a Research Fellow at Penn State. She sat down with SciTech Now to talk about science and her future in the space program.
Provided 39 student internships and engaged over 200 additional students.
Received multiple industry awards for TV and FM
WPSU TV
TV and Digital Programming:
- The Investment
- 18 Sci Tech segments
- 4 Our Towns
- 2 political debates
- 9 episodes of Digging Deeper
- Managing Risk in a Changing Climate
- 5 WiSci Files
- 9 Unrivaled episodes
- And more!
Short stories, **big** impact.

The WiSci Files: A WPSU example
Inspiring young women to enter science careers through the WiSci files

Combining video profiles with online video chats to engage with women across the WPSU area and beyond
Reaching:

- Over 200 local elementary, middle school, high school, and university students
- Over 200 young women through local events
- Hundreds more viewers through Facebook Live for the video chats
Produced roughly 250 radio projects:

Daily - Morning Edition local news

Weekly - Friday Night Jazz, Take Note

Periodically - In Performance at Penn State, WPSU’s This I Believe, WPSU’s Story Corps, BookMark, Jazz at the Palmer, The Folk Show Road Show, Reasons to Stay

And more!
Outreach is doing great work, but the good deed is not enough...
We need to make sure people know about it.
Alyssa Frey - alyza@centerdaily.com

Veteran and mother of 2 shares inspirational story of going back to school
By DANIELLE GENET
May 10, 2017, 9:03 AM ET

Prospective students might think getting into an online college is easy, but that’s not always true, U.S. News data show.
By Jordan Friedman, Editor
April 3, 2017, at 9:30 a.m.
Looking Ahead:
Priorities for the Coming Year
Refine the strategic vision and KPIs for WPSU TV, FM, Digital and solidify a sustainable business model to:

1) align with University priorities,
2) increase University partnerships and community collaborations,
3) generate new sources of revenue,
4) identify opportunities for greater efficiencies,
5) and deliver compelling content through traditional and digital channels.
Beginning Strategic Planning with Juan Sepúlveda

- Initial “Big Questions” session with Juan and WPSU staff on April 10
- Juan met with key stakeholders across WPSU and Penn State to better understand the longer term vision
- Conducted a planning retreat at the end of May and will be receiving the report for next steps this week
Execute on the strategic vision for Professional and Community Engagement with an emphasis on student/community engagement, lifelong learning, knowledge transfer, and economic development—aligned with the University core.

Successfully complete construction of the new Shaver’s Creek building and the upper classroom building and move forward with a strategy to grow the engagement and revenue-generating opportunities with University partners.
Refine the strategic vision and KPIs for the Urban Centers and confirm alignment with University priorities and policies. Redefine the CITY program vision and roadmap for greater University alignment and stronger program efficacy. Launch, grow, and evaluate the Urban Study Away program. Clearly articulate the roles for Outreach and the academic partners who are collaborating/residing in the centers.

Achieve development goals, in collaboration with the Interim Vice Provost, by acquiring over $6 million in receipts and $9 million in commitments to advance OOE priorities.
Thank you!
A Collective Impact

Alumni Association Affiliate Groups

Paul Clifford
CEO, Penn State Alumni Association
Group Snapshot

- CHAPTERS
- AIGs
- SOCIETIES
- INTERNATIONAL

APGs
Reach

317 GROUPS

3,000+ VOLUNTEER LEADERS

65,000+ ENGAGED ALUMNI

*S* = 10  *= 75  * = 1,000
Leadership Community

DIVERSITY AND INCLUSION

44% 56%

3% African-American
24% Not reported
2% Latino
2% Other
1% Asian
1% International
67% Caucasian

9% Pre-Boomer 1945 and earlier
34% Baby Boomer 1946-1964
31% Generation X 1965-1981
26% Millennial 1982-1996

GROUPS DIRECTLY SERVING DIVERSE ALUMNI

- African American AO of Atlanta AIG
- African American AO of New York AIG
- African American AO of Philadelphia AIG
- African American AO of Pittsburgh AIG
- African American AO of Washington, D.C. AIG
- Cru (formerly Campus Crusade for Christ) AIG
- Essence of Joy Alumni Singers AIG
- Grey Lions of Elizabethtown AIG
- Latino AIG
- Army ROTC AIG
- Marines AIG
- Naval ROTC AIG
- Professional Women's Network of D.C. AIG
- International Chapters
- Puerto Rico Chapter
- Tri-County Chapter of Central Florida (The Villages)
- Hawaii Chapter
Social Connections

- Football
- Events
- Big Ten Collaboration
- Community Service
- Career Development
- Reunions
Student Assistance

• Scholarship
• Student Sendoffs
• Mentorship and Coaching
• Care Packages

$10.2M
Endowments

60+
Sendoffs
University Support

- THON
- Athletics
- Admissions
- Alumni Association & University Events
- Faculty Support
Collective Impact

Inclusive Community
Social Connections
Student Assistance
University Support
Thank You.
Summary of State Appropriations
2001-02 through 2017-18
A GREATER PENN STATE CAMPAIGN UPDATE

O. Richard Bundy, III
Vice President, Development & Alumni Relations
Board of Trustees Outreach Committee
July 20, 2017
A GREATER PENN STATE
Time Elapsed: 20% (as of June 30, 2017)

Open Doors – Goal: $500M
Current Progress: $123.3M (24.6%)

Create Transformative Experiences – Goal: $225M
Current Progress: $61.2M (27.2%)

Impact the World – Goal: $475M
Current Progress: $119.2M (25.1%)

TOTAL FUNDRAISING PROGRESS – Goal: $1.6B
Current Progress: $350.4M (21.9%)