2023 - 2024 Committee Priorities:

- Review the plan for OGCR, Outreach, Commonwealth Campuses, and Strategic Communications to communicate and demonstrate in a coordinated and comprehensive way all the contributions, benefits and support that Penn State provides the citizens, businesses, and local governments of the Commonwealth, highlighting the impact of the Commonwealth Campuses in each of the counties they serve.
- Review strategy and quantitative goals of the University’s fundraising priorities and campaigns as set by Development, and measure progress against their metrics and focus on methods and programs to further in engage the Board of Trustees in the philanthropic and development efforts of the University.
- Receive an update on Alumni Association activities and programs focused on connecting alumni to the University and supporting the University’s land-grant mission, with a specific focus on how they support and provide information, and material to the chapters to allow them to better understand and, participate in, working to achieve the President’s goals. Review efforts to continue to inform alumni about the Alumni Trustee election process and candidates and to encourage and facilitate broader alumni participation in the election. Review the Alumni Association’s quantitative goals for the upcoming year.
- Receive an update on World Campus programs that support students at key stages of enrollment (i.e., the recruitment to enrollment funnel) and programs that support success to graduation for various student populations (i.e., military, first-time learners, adult learners, Pell-eligible, etc.) and quantitative goals set by the World Campus for the upcoming year.
- Review Strategic Communication 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.
- Coordinate with the Governance and Long-Range Planning Committee to update the Board’s Standing Orders on receiving and responding to written expression of public views on issues before the Board.

Risk Oversight Responsibilities:

- No Assigned Risk Oversight Responsibilities

2023 - 2024 Draft Agendas/Topics

- October 19, 2023 Meeting
  - Overview of 2023-2024 Goals and Metrics (Alumni Association, Development, OGCR, Outreach & World Campus)
  - World Campus Report
    - Aligned with President Bendapudi's goal to improve operational effectiveness, provide an overview of programs that support students at
key stages of conversion (i.e., the recruitment to enrollment funnel) and report on the effectiveness.

- Include a report on engagement of World Campus alumni in the Penn State Alumni Association
- Aligned with President Bendapudi’s goal to improve student success, provide an overview of programs that support various student populations (e.g., military, first-time learners, adult learners, Pell-eligible, etc.) and provide updates on their effectiveness or implementation.

- **January 18, 2024 Meeting**
  - Updates on Goals and Metrics (Alumni Association, Development, Outreach, OGCR & World Campus)
  - Strategic Communications Report
    - 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. This review will include an overview of communications structure across the university and will focus on storytelling related to the impact of the Commonwealth Campuses on the communities they serve.
    - 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.
      - Provide an overview of the communications infrastructure and assets across the University that is focused on these efforts.

- **March 21, 2024 Meeting**
  - Updates on Goals and Metrics (Alumni Association, Development, OGCR, Outreach & World Campus)
  - Campaign Priorities, Structure and Pipeline Engagement Project
    - DDAR will provide a report to ODCR on the status of the broad university-wide campaign priorities, the build-out of the campaign infrastructure, and the Pipeline Engagement Project, with the goal of developing a robust approach to assessing, qualifying, and engaging prospects from our pipeline audiences.
    - DDAR will provide thoughts on how to enhance the involvement of members of the Board of Trustees in the philanthropic and development efforts of the University.
  - Alumni Association Report
    - Report on progress in achieving the quantitative objectives outlined at the beginning of the academic year, including:
      - Membership goals
- In person and virtual engagements
- Impact on the student experience
- Micro-internships/connections between students and alumni
- Support of THON
- Support of student-athletes
- Mentor connections between students and alumni through FastStart

  ▪ Highlight the Association’s 240+ Affiliate Groups impact on Penn State, including:
    - One membership implementation, ECRM and other technology implementations
    - Philanthropy of affiliate groups and PSAA
    - PSAA funding of affiliate groups
    - Group of Distinction achievements of affiliate groups

  ▪ Report on the Alumni Association’s efforts to support promotion of, and participation in, the election of Alumni Trustees.

- **April 18, 2024 Meeting**
  - Updates on Goals and Metrics (Alumni Association, Development, Government Relations & World Campus, OGCR, Outreach)
  - Outreach Report: Broad overview of programs, organization and impact on the communities Penn State serves, with a focus on the Commonwealth Campuses, Ag Extension and Invent Penn State LaunchBox & Innovation Network.

- **June 27, 2024 Meeting**
  - Close-out Report on 2023-2024 Goals and Metrics (Alumni Association, Development, OGCR, Outreach & World Campus)
  - Presentation by Outreach, OGCR, and Strat Comm on cooperative efforts to fuel economic development in the state, build stronger networks with the business community, increase the number of advocates within the legislature and impact per student state funding.
    - Outreach: Focus on economic development and business relations.
    - OGCR: Cooperative efforts with units across the university, including Commonwealth Campuses and Alumni Association, to increase impact of grassroots advocacy.
    - OGCR: Improving advocacy by a powerful, grasstops network that includes Trustees, Alumni, and thought leaders.

Possible Educational Conference Session Topics (dates TBD)