THE PENNSYLVANIA STATE UNIVERSITY
BOARD OF TRUSTEES
COMMITTEE ON OUTREACH, DEVELOPMENT, AND COMMUNITY RELATIONS
MINUTES OF MEETING
VOLUME ODCR 49
April 18, 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, April 18, 2024.

The following committee members, constituting a quorum, were present: Chair Sokolov, Amoros, de Levie, Dietrich, Hasenkopf, Lynch, 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, Seymour, Stine and Wede. Also present were staff members Chichester, Clifford, Crissy, Engel, Haberberger, Harlow, Harvey, Heverly, Langkilde, Lieb, Merkel, Naylor, Oman, Pell, Smith, Stefan, and Terry.

Chair Sokolov called the meeting to order at 1:00 p.m. Harvey 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 also welcomed and congratulated interim executive vice president and provost Tracy Langkilde who was appointed to the role on April 15. Tracy Langkilde had previously served as the Verne M. Willaman Dean of the Eberly College of Science.

Chair Sokolov called for a motion for the Committee to approve the Minutes of the March 21, 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.

Paul Clifford, CEO of the Penn State Alumni Association, discussed the ongoing alumni trustee election; the association’s recent 2024 Alumni Association Inclusive Excellence Award from Insight Into Diversity magazine; and efforts to further align Penn Stater magazine storytelling with President Neel Bendapudi’s goals.

Renata Engel, Vice Provost for Online Education, provided updates on student engagement opportunities and student awards and new academic programs at Penn State World Campus. She also provided a breakdown of statistics on the 1,536 World Campus students who will earn degrees in May.

Rachel Pell, Vice President for Strategic Communications provided examples of effective promotion of student success and the research enterprise at the University through paid campaigns, proactive media placements and social media.

Michael Stefan, Vice President for Government and Community Relations, provided an update on recent Advocate Penn State efforts, including Capital Day in Harrisburg and Capital Day on Campus.

David J. Lieb, Interim Vice President for Development, provided a fundraising and campaign update.

Larry Terry, vice president for Penn State Outreach, shared new and ongoing initiatives for the organization, which supports Penn State’s land-grant mission and collective impact on communities across Pennsylvania. A few of the initiatives that Terry discussed that support this goal include The Outreach Imagination Summit, held in October 2023, which brought together more than 190 individuals representing 10 colleges, 19 campuses and 55 centers, units and institutes to collectively imagine the future of outreach at Penn State. GSV x Penn State: The Global Impact Forum (TGIF) 2024, a summit established through a partnership between Penn State and Global Silicon Valley (GSV) to collectively empower communities, businesses and individuals to accelerate positive impact,
economic development and upward social mobility through education and innovation. The first event is scheduled for Sept 22-25 in Philadelphia. The Keystone Collective Impact, a research-based model through which University and community stakeholders can collectively address public problems.

Terry also highlighted Penn State Outreach efforts to enhance student success through the Shaver’s Creek Environmental Center’s Student Engagement and Experiential Discovery (SEED) program and the Nittany Al Alliance Advance program. He also highlighted efforts to foster diversity, equity, inclusion and belonging (DEIB), such as infusing inclusive practices into organizational processes, and building external partnerships to deliver DEIB programming beyond Penn State.

Steve Chichester, director of organizational strategy and organizational effectiveness for Penn State Outreach and Online Education reviewed a demonstration of a prototype of the Community Impact Map. The map, which is expected to launch in fall 2024, is a data-driven platform to visually display the University’s combined outreach efforts from every college, campus and unit across the commonwealth, highlighting outreach efforts’ impact in real time.

The meeting is available in its entirety here.

Chair Sokolov noted the next meeting of the Committee on ODCR is scheduled for Thursday, June 27th. 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