Committee on Outreach, Development and Community Relations
2022-2023 Plan

2022 - 2023 Committee Priorities:

Strategic Communications (Lawrence Lokman):
1. Examine strategic communications crisis response methodology with respect to anticipating and managing any crises, monitoring and analyzing feedback to develop messaging strategies and analyzing each crisis and incorporating any best practices into ongoing strategic communication protocols.
2. Review the overall social media footprint of the University and its various elements with a view towards optimizing all of the social media efforts to advance the reputation and brand health of Penn State and the perceptions of the University and its various Colleges, Campuses units and activities.

Development/Alumni (Rich Bundy):
1. Track progress and strategy towards obtaining development objectives for 2022-2023. Specifically the following:
   a. New commitments – $350.2MM
   b. Receipts – $228.14MM
   c. Overall donors – 229,170
   d. Alumni donors – 59,390
2. Continue to monitor and assess progress on the implementation of the salesforce customer relations management software and receive updates on the anticipated benefits and utilization of that program.
3. In anticipation of ongoing philanthropic efforts and campaigns, the structuring and recruitment of executive volunteer leadership and having that structure in place by June 30, 2023.

Alumni Association Goals (Paul Clifford):
1. Monitor and update progress of Alumni Association in achieving the following quantitative objectives:
   a. Membership goal – 173,750 paid members
   b. In person and virtual engagements – 100,000
   c. Satisfaction rating – achieving 4.5 out of 5 for event attendees, volunteers, magazine, members and career services.
   d. Revenue - $14MM in total with $9MM raised from external sources by the Alumni Association.
2. Monitor and receive updates on the results of the one membership implementation.
3. In concert with other Committees as determined by Chairman Schuyler focus on what efforts the Alumni Association can take to broaden the participation of our Alumni in the election of Alumni Trustees. How can we more effectively communicate the importance of the election, encourage participation, disseminate information regarding the candidates and provide incremental opportunities for the Alumni to participate in the evaluation of, and interaction with, the candidates and vote in the election?

Government Relations (Zack Moore):
1. Monitor and review Fall elections with a view on the potential impact with respect to Penn State its relationship with the Legislature and the Governor.
2. Continue to evaluate how to utilize all the available constituencies at Penn State to effectively present and communicate the value and impact of Penn State University to the Legislature and the new Governor.

3. Increase the number of advocates in the Advocate Penn State program. Current advocates as of 5/1/22 are 13,110 and the goal is to increase that by at least 10%.

4. Increase the number of followers in the Advocate Penn State social media channels. Goal is to at least double the number of followers on Instagram, Twitter, Facebook and LinkedIn.

World Campus (Renata Engel):

1. Monitor World Campus progress on enrollment, retention and graduation against its articulated quantitative goals.
2. Focus on how World Campus students can be even further integrated into student life at Penn State utilizing all of the opportunities, facilities and programs that are available to resident students.

Outreach (Justin Aglio):

1. Understand the scope of all the Outreach programs available at, and sponsored by, the University, its various Colleges, Campuses and Units and quantify the positive impact of these programs on the Commonwealth.
2. Receive updates against qualitative goals periodically throughout the year showing progress against each of those goals in terms of participation in Outreach programs, procurement of external financial support for those programs and feedback from participants as to the effectiveness of those programs.
3. Focus on how all Campuses can become even more effectively engaged with the communities and their respective areas that they serve. This includes further integration of the LaunchBoxes into communities, the ongoing provision of continuing education offerings in the communities and facilitating further outreach efforts by all of the various programs offered by the University.
4. Do a comprehensive review of the Ag Extension program and its footprint and structure throughout the Commonwealth. Evaluate its impact on the various communities it serves and review strategies for the continued growth and implementation of its programs.

Risk Oversight Responsibilities:

- No Assigned Risk Oversight Responsibilities

2022 - 2023 Committee Reports/Off-Cycle Meetings Dates

- August 10, 2022 Off Cycle Conference Session
  - Committee Goal Setting
- September 22, 2022 BOT - Committee Report
  - Report on Committee Goals, Priorities and Off-Cycle Meeting Dates
- October 20, 2023, 3:30 – 5:00 p.m. ET Off Cycle Meeting
  - Alumni Association
    - Alumni Engagement Best Practices (Alumni Election Engagement & Bringing Penn State to Alumni)
  - Strategic Communications - Crisis Communication Protocols
- Government Relations – Plan to effectively present the value and impact of Penn State University to state legislators and the new Governor
- November 10, 2022 BOT - Committee Report
- December Off Cycle Meeting Date/Time TBD
  - Outreach - Ag Extension
  - Government Relations – Impact of Fall Elections
  - Update on ODCR Metrics (All)
- February Off Cycle Meeting Date/Time TBD
  - Development – Progress on Goals
  - Outreach – Campus/Community Engagement Across the Commonwealth and Centre County
  - Alumni Association - Alumni Election Engagement Update
  - Update on ODCR Metrics (All)
- February 16, 2023 Bot Virtual Meeting – Committee Report
- April Off Cycle Meeting Date & Time TBD
  - World Campus- Dashboards, Retention and Integration
  - Update on ODCR Metrics (All)
- May 4, 2023 BOT – Committee Report
- June Off Cycle Meeting Date & Time TBD
  - Strategic Communications – Optimization of Social Media
  - Update on ODCR Metrics (All)
- July 19, 2023 BOT (Behrend Campus) Committee Report