



**Minutes of Meeting
College Chairs' Meeting
September 18, 2009
The Penn Stater Conference Center
2:15-4:00 p.m.**

Attending: Bob Beury (Outreach), Harold Cheatham (Educational Equity), John Curley (Communications), Bryon Deysher (Business), Ed Flaherty (Schreyer Honors College), Steve Falke (University Libraries), Rob Fenza (Arts and Architecture), Earl Harbaugh (Agricultural Sciences), Kay Harbaugh (Agricultural Sciences), John Ikenberry (Education), David Lieb (University Development), James Marpe (Student Affairs), Mary Ellen Marpe (Student Affairs), Jim Meister (Intercollegiate Athletics), Bruce Miller (Liberal Arts), Paul Robertson (Earth and Mineral Sciences), Susan Sinclair (Engineering), and John Villforth (Graduate School)

Guests: Rod Kirsch, Denise Solomon, Peter Tombros

Welcome and Introductions

Bruce Miller, chair of the college campaign committee, welcomed everybody to the meeting and introduced Bob Beury, new chair for the Outreach Committee. He also extended a warm thanks to the volunteers that were attending the meeting as substitutes for their campaign chairs: Steve Falke, Ed Flaherty, John Ikenberry, Jim Meister, and Susan Sinclair.

Campaign Goal Revision Process

Bruce made the following comments regarding the campaign goal revision:

- Rod Kirsch and his management team met with John Glier, Penn State's fundraising consultant, to discuss the campaign's progress and which units needed to revise their respective campaign goals.
- Central management is proposing to increase half of the unit goals. A number of units will see no increase (27 percent) and about seven units will likely see slight decreases. The overriding objective is to set targets that will result in a proposed \$2 billion goal.
- The next step in the process will be a memo from Rod Kirsch and Provost Rodney Erickson to the deans and chancellors sharing these recommendations. Rod Kirsch and Dave Lieb will meet with many of the deans/chancellors of units whose campaign goal will be increased substantially to ensure that they have their concurrence.
- These recommendations will be shared with the Campaign Executive Committee (CEC) in January next year and the CEC will make its recommendations to President Spanier shortly following.

Spring 2010 Chairs' Meeting

Bruce reminded the chairs that the March 2010 chairs' meeting would be a conference call. He explained that the reason for a conference call is to encourage as high attendance as possible at the Campaign Kick-off in April. He said that they did not expect the chairs to return to University Park twice within 30 days. He mentioned that the bulk of the meeting would be devoted to reviewing the detailed Campaign Kick-off schedule and briefing the chairs on what to expect over the kick-off weekend.

Campaign Kick-off

Bruce referred to the handout in the meeting folder that reflected the revised Campaign Kick-off schedule. He outlined the following changes from the original schedule:

- Additional time was added to Saturday morning for tours, sessions or workshops.
- The formal event on Saturday evening was canceled following discussions over the possible negative perceptions of having a second large event on Saturday.

Bruce also mentioned that individual units may choose to hold their own smaller, more intimate events on Saturday evening and a few units have discussed holding their annual scholarship/donor recognition dinner that evening. He indicated that all campaign volunteers would be invited to the Campaign Kick-off celebration including members of the Board of Trustees, Campaign Executive Committee and prospects with the ability to give \$100,000 or more.

Building a Case for Graduate Student Support

Denise Solomon, Associate Dean for Graduate Studies in the College of the Liberal Arts and Professor of Communication Arts and Sciences, was invited to the meeting to talk about the important role graduate students play at Penn State. She distributed a handout of eight PowerPoint slides and made the following comments:

- Reputational surveys determine where the departments rank nationally and internationally and are heavily influenced by the reputation and quality of graduate programs. Penn State's graduate students are national leaders; other programs look to Penn State's top-ranked programs to determine what kind of research they are doing and what kind of Ph.D students they are graduating because they want to hire them. Penn State sets the course for other programs.
- Penn State recruits and selects only the best graduate students. The College of the Liberal Arts, for example, received approximately 2,470 graduate student applications; offers were extended to 376 (15 percent) and 182 accepted (50 percent).
- Graduate students attend Penn State for three reasons: 1) top faculty, 2) reputation for placing students in jobs, and 3) financial support. Most departments will offer students an annual stipend including health benefits and tuition. A critical component of recruitment is to draw upon gifts to colleges to enhance the financial support for graduate students.

Enhanced offers are important in recruiting the best students and 50 percent of students have enhanced offers. The University Graduate Fellowship provides a higher stipend and gives the individual a full year release from teaching the first year. The Distinguished Graduate Fellowships (DGF) provides funding for one semester. The College collaborates with the graduate school to pair one semester of a DGF (which comes from an endowed gift) with the University Graduate Fellowship. This allows the College to stretch the number of fellowships provided from 14 to 17. Graduate Scholar awards are created from gifts of other levels and are used for research money, a summer scholarship or a slightly higher stipend.

- Graduate students are important to the University's teaching mission:
 - They can teach stand-alone courses, which allow more courses to be taught and the ability to offer small classes.
 - Graduate students can better relate to undergraduate students and are passionate teachers.
 - They facilitate faculty teaching and interface with the learning experience of undergraduate teaching.
 - They serve as mentors for undergraduate students.
 - They contribute to the research mission of the college by assisting with grant writing and conducting research.
- Philanthropy is essential to developing Ph.D. students:
 - Dissertation/Research-changes the caliber of research the student is capable of doing. It allows them to do projects they would not otherwise pursue because they do not have to seek summer employment. The student is able to make substantial progress and accelerate their research.
 - Scholarships-provides support for summer income.
 - Fellowships-gives the student a release from teaching and an opportunity to focus exclusively on their research.
- The final step of building a reputation is placing students in excellent jobs:
 - Conduct mock interviews.
 - Provide funding for students to attend conferences in order to develop a professional network.
 - Centers and Institutes, at the University, provide a venue for professional development where students can participate in lectures and scholarly exchange.
 - When Penn State has a strong record of placement for their Ph.D students, it helps to recruit great students.

Professor Solomon ended her presentation by providing a quote from the *Report of the Task Force on Graduate Education*, "Graduate education is the nexus of teaching and research, the critical junction of a university's educational and research missions." Professor Solomon can be reached at dhs12@psu.edu.

Best Practice Presentation and Update

Ed Flaherty, committee member for the Schreyer Honors College Campaign, discussed an example of a best practice that the Schreyer Honors College uses to engage volunteers in the new prospect identification process (handout in meeting folder).

Following Ed's presentation, Bruce Miller mentioned that Dave Lieb asked the directors of development to submit examples of standard operating practices they are employing throughout the University, focusing on the following areas:

- Prospect identification/assessment
- Donor/prospect communications
- Donor/prospect cultivation
- Stewardship/recognition
- Effectively engaging volunteers

Bruce said that it is our intention to have a "Standard Operating Manual" available to share with the campaign chairs by the end of the calendar year.

Gift Announcement

John Curley and his wife Ann were acknowledged for their campaign commitment of \$1.5M to the College of Communications. Their gift was used to create the John and Ann Curley Professorship in First Amendment Studies and a portion of this gift will be used to create a Dean's discretionary fund.

Closing

Bruce reminded the chairs that they would be receiving a survey following the Chairs' meeting. He asked that they complete the survey and provide their honest feedback. He said that their comments are important and valuable as they plan future meetings and the success of the *For the Future: The Campaign for Penn State Students* campaign.

Respectfully submitted,

Melanie Ekdahl
Administrative Assistant
Office of University Development