



WPSU Board of Representatives Meeting Notes
Tuesday, February 15, 2022
Via Zoom Conference

Board Members Present:

Kate Bennett Truitt
Steve Carpenter
Sherry DelGrosso
Joie Escuadro
Kelly Hastings
Matilda Illuzzi
Jennifer Judd
John Lacny
Gary Miller
Peggy Morgan

Jennifer Neely
Anthony Olorunnisola
Greg Petersen
John Pozza
Rhonda Seaton
Sara Songer
Donnan Stoicovy
Sydney Forde
Melody Tisinger

Staff Members Present:

Don Bedell
Rob Butler
Carolyn Donaldson
Tamra Fatemi
Sarah Hamilton
Jeff Hughes
Tracey Huston
Toni Irvin

Mindy McMahon
Chrissy Moyer
Jessica Peters
Isabel Reinert
Cheraine Stanford
Tom Wilson
Susan Kukic

Welcome

Greg Petersen called the meeting to order and reviewed the agenda.

- On behalf of the Executive Committee, Greg thanked Amy Frank who is resigning from the board after serving from 2020-2022.
- On behalf of the Executive Committee, Greg welcomed Sydney Forde, who, following Dr. Barron's invitation, will serve on the board representing the student population at Penn State.
- Approval of August meeting minutes:
 - A motion was made (John Pozza) and seconded (Gary Miller) to approve the February 15, 2022 meeting notes as presented.
 - The motion passed unanimously.

GM Remarks by Isabel Reinert:

- Updates
 - People Coming and Going
 - Leadership

- Congratulations to Tracey Huston on her announcement to retire in June 2022.
- Welcome New Penn State President Dr. Neeli Bendapudi
 - Currently hiring the following positions: edit tech, manager of broadcast engineering and digital content specialist. We had a departure in instructional design that we may or may not replace following a workload analysis.
- Working arrangements are currently being reviewed and we are formalizing some long-term telecommuter agreements for staff that can and wish to work remotely in the future. Following that we will begin discussions on space planning. Staff that work remotely can have an assigned space for their belongings but could be asked to work in a shared space environment while in the office.
- Strategic Plan now has a “tracker” and is shared with staff regularly. We will go into this plan in more depth at our next board meeting.
- PA PBS (Public Broadcasting Services) map review. The seven stations have a statewide strategic plan in hopes to increase collaboration and working together within the units. Public media is pleased to be included in Governor Wolfe’s recent initial budget announcement.
- News Media Literacy Project (as outlined by our guest speaker, Matt Jordon from the College of Communications) has received the funding Dean Hardin requested from the provost's office.
 - WPSU was included in this funding request to take on four outreach projects to complement the College’s curricular and cocurricular efforts. These include a video, a podcast, webinars, and online training.
- Financial
 - With this funding and the success of the Conn Dinner, etc. we are on track to have a surplus budget and we will present it at our next meeting.
- WPSU has had a logo refresh (dropped “Penn State” from the current logo)
- No longer providing school closing information except for closings on Penn State campuses.
- Last Meeting’s Feedback was reviewed.

VP Remarks by Tracey Huston:

- Introduced Susan Kukic – Senior Director of Development for OOE.
- Outreach is in an excellent position both programmatically and financially at present.
- Hiring for the Director of the Arboretum is ongoing.
- Various updates on branches of Outreach.
- Meetings with new President shows she will be a great advocate for WPSU.

Updates and New Programming/Events

- Brookville Community Engagement Pilot Update by Toni Irvin
 - Community Engagement and Education teams meet regularly reviewing the themes gathered from the Brookville community leadership interviews.
 - Leadership’s concerns and input is like that of every other community in our service area.
 - Recognizing these needs, our strategy and action items include:

- Carolyn visiting your area and asking you to connect her with community leaders in your area to “listen” and act on their concerns.
- Sarah Hamilton is reaching out to your school districts and collaborating with them on various initiatives.
- WPSU plans to attend some events and parades in your area to make our presence known and open the doors to better communication.
- To view Toni’s entire presentation, please visit her slide deck in the board portal.
- Connoisseur’s Event and Auction by Rob Butler
 - The virtual event raised more funds than last year and therefore considered a success.
 - These funds benefit WPSU-TV

New Programming/Events

- Keystone Stories – video sampler outlined by Creative Director, Cole Cullen. A new magazine program premiering in May 2022 that is PA centric program celebrating the people, places, history, and culture of our state.
- Multicultural Children’s Festival – Tamra updated the board on upcoming international programs like World Kitchen and this festival to be held on Saturday, April 16 from 10-4. Several student clubs will represent their culture as well as university and community groups.

Board Sub Committee Share Outs - sharing can be viewed via the meeting video on the board portal.

- Community Outreach and Education shared earlier in this meeting regarding the Brookeville Outreach Project.
- Development Committee is meeting next week. The group is focusing on stewardship and cultivation activities the board could be involved in. Over Thanksgiving, this group called long time donors to WPSU and thanked them. They plan to do a similar activity in May for 143 Day (aka Mr. Rogers day). Discussing board members hosting screenings in their communities.
 - Please plan to attend the April 23 Outreach Blue/White Tailgate to celebrate and interact with our donors and volunteers.
- Board members were asked to share a local event or parade that WPSU could attend in the future.

Meeting Closing and Adjournment

Next meeting

- Tuesday, May 24, 2022, ~ 9am – 3pm at The Penn Stater