



SENIOR VICE PRESIDENT FOR DEVELOPMENT AND ALUMNI RELATIONS Information for Administrative Fellow Applicants 2010-11

Penn State's Division of Development and Alumni Relations is a support unit of over 300 employees working in the realm of "institutional advancement" to support Penn State's goals and mission.

Administered by the Senior Vice President for Development and Alumni Relations, the Division consists of various offices working synergistically in two major functional areas: Development, lodged in the Office of University Development, and Alumni Relations, lodged in the Penn State Alumni Association.

In concert with the colleges, campuses, and other units of the University, the Division of Development and Alumni Relations has responsibility for advancing the University's overall mission of teaching, research and outreach to alumni, parents, friends, corporations and foundations. This is done by informing alumni and other constituents about Penn State and involving them in the life of the University through effective communications, quality programs, and services. In doing so, we strive to gain their support and encourage them to join in shaping Penn State's future.

The Division's mandate is to generate among key constituencies the attitudinal, financial, and behavioral support needed to realize the University's goals and objectives.

The Penn State Alumni Association is the largest dues-paying alumni association in the country. More than 160,000 Penn Staters are currently enrolled as members. Parents and family members can become Associate Members. Enrolled students also have the option of joining via the Student Membership Program. A variety of chapter, society, affiliate, and interest groups engage alumni and friends in the life of the University. The Association is also involved with career services for alumni, educational outreach activities, and travel programs. Through these activities, the Alumni Association strives to connect alumni both to the University and to each other.

The Office of University Development serves as the designated private fundraising arm of the University. Fundraising programs directed to individuals, corporations, and foundations are carried out in a coordinated manner between a service-oriented central office and numerous college-based constituent development offices. Central development departments include prospect research, annual giving, gift planning, corporate/foundation relations, and development communications. The alumni relations and development programs are supported by a shared information system which contains biographical and philanthropic information on several hundred thousand alumni and friends.

In 2003, Penn State completed the Grand Destiny campaign, a major fundraising initiative which achieved over \$1.37 billion in commitments. In 2007, Penn State began the leadership gift phase of its third comprehensive, university-wide campaign. A public goal and launch of the campaign will be announced in April, 2010.

VISION

The Division of Development and Alumni Relations connects members of the Penn State family to the University and to each other, gaining their ideas, advocacy, and support on behalf of the University's mission and goals.

MISSION

The mission of the Division is to advance the University's mission of teaching, research, and service by:

- involving our alumni, volunteers, and other constituents in an ongoing relationship with the University;
- providing high-quality programs and services which are responsive to the needs of our constituents;
- informing our constituents of the University's accomplishments, challenges, and priorities;
- identifying and securing the gifts of time, ideas, and resources from our key stakeholders;
- being good stewards of our relationships and resources.

CORE VALUES

We value our alumni and friends and the altruistic spirit of our volunteers and donors.

We value the relationships we have with our constituents, volunteers, donors, and University partners.

We value employees who are honest, ethical, collegial, and hardworking; who demonstrate integrity and respect for others.

We value and encourage diversity in an open and accepting environment.

We value the high quality of our programs and services.

We value teamwork and the collaborative relationship between the Penn State Alumni Association and the Office of University Development in our service to the University.

*Rodney P. Kirsch
Senior Vice President for Development and
Alumni Relations*



VICE PRESIDENT FOR UNIVERSITY RELATIONS Information for Administrative Fellow Applicants for 2010-11

The Office of University Relations has primary responsibility for the external affairs portfolio at Penn State. This includes the departments of Public Information, Publications, Marketing and Advertising, Research Communications, and Campus and Community Affairs and the Penn State Film Office.

The Vice President for University Relations serves as a member of President's Council, and works closely with the President, Provost, Vice Presidents, Deans and Chancellors in the development of public relations, communications and marketing strategies for the University.

The Vice President for University Relations is involved in activities across many areas of the University coordinating national, statewide and local communications and marketing between scores of colleges, campuses and administrative units.

He coordinates relations between Penn State and the Big Ten Network, serves on the CASE (Council for Advancement and Support of Education) Communications and Marketing Commission, the Public Affairs Network of the AAU (American Association of Universities) and is a member of the Council for Strategic Communications and Advancement for APLU, the Association of Public and Land-Grant Universities.

He serves on Penn State's Emergency Operations Group and the Faculty Senate. He also serves as a member of the Board of Directors of the Village at Penn State.

There are numerous opportunities for involvement by an Administrative Fellow within University Relations. Plans for the coming year include on-going market research studies; work to enhance and better position Penn State's research reputation; development of programming for the Big Ten Network; initiatives to better coordinate the work of Penn State's many communications and marketing offices; development of new advertising messages; creation of new video projects on Penn State Live and the Penn State-branded Youtube site; and development of strategies for the implementation of new technologies for University Relations' marketing and communications efforts.

William M. Mahon III
Vice President for University Relations



**OFFICE OF THE SENIOR VICE PRESIDENT FOR HEALTH AFFAIRS,
DEAN OF THE COLLEGE OF MEDICINE, AND CHIEF EXECUTIVE OFFICER
OF THE PENN STATE MILTON S. HERSHEY MEDICAL CENTER**

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The Senior Vice President for Health Affairs, Dean of the College of Medicine, and Chief Executive Officer (CEO) of The Penn State Milton S. Hershey Medical Center is the senior executive of the Medical Center and the principal academic leader of the College of Medicine, reporting directly to the President of Penn State. The person in this position is responsible for leading health science initiatives across Penn State and for all academic, scientific, and clinical operations of the Hershey campus, and for the general management of fiscal planning, budgets, facilities, programs, and personnel.

The Senior Vice President for Health Affairs has broad leadership responsibilities at Penn State as a member of the President's Council, Academic Leadership Council, and other groups, and works directly with the President and University Senior Vice Presidents. The Senior Vice President for Health Affairs chairs the University Health Sciences Council, comprised of all Colleges, Schools, and Institutes across Penn State with programs in the health sciences. Reporting to the CEO/ Dean are the Vice Deans for Educational Affairs, Research and Graduate Studies, and Clinical Affairs, the Executive Director and Chief Operating Officer of the Medical Center, the Associate Vice President for Finance and Business and Controller, the Associate Vice President for Medical Center Development, and Director of Governmental Affairs. Twenty-three departments and five institutes comprise the College of Medicine, reporting to the Senior Vice President, Dean, and CEO, who works with them to fulfill the academic, research, clinical, and public service/outreach missions of the College within Penn State.

The Senior Vice President, Dean, and CEO serves on and works closely with the Board of Directors of the Penn State Milton S. Hershey Medical Center, and plays an active role in maintaining a positive relationship with the Board of Trustees of the Pennsylvania State University. The person in this role has a high degree of visibility with political, professional, and community-based organizations.

The Senior Vice President, Dean, and CEO also chairs the Executive Council at the College of Medicine and Medical Center, as well as the Board of Governors of the Penn State Hershey Medical Group, and serves as President and CEO of the Penn State Hershey Health System.

*Harold L. Paz
Senior Vice President for Health Affairs; Dean of the
College of Medicine; CEO of The Penn State Milton
S. Hershey Medical Center*