

**Feuchtenberger, Karen**

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**From:** Ammerman, Paula <PRA4@psu.edu>  
**Sent:** Friday, November 18, 2011 8:20 PM  
**Subject:** Update 3  
**Attachments:** Volunteers TalkingPoints 111711.docx

President Erickson asked that I distribute the below message for your information.

DATE: November 18, 2011  
 FROM: Rodney A. Erickson  
 TO: Members of the Board of Trustees  
 UPDATE 3

As discussed, it is my intent to provide updates on a regular basis.

- Public announcement has been made regarding Dave Joyner's being named Acting Athletic Director. Dave is on campus and strong support has been expressed for this decision.

He conducted his first press conference as Acting Athletic Director and was well received. We are fortunate to have someone with his breadth of expertise to join our administrative team.

- A new, 30 second video was recorded and is available by visiting <http://www.youtube.com/pennstate#p/c/5/ou68r3jBPjw>

The video focuses on the forward movement of the University and a more hopeful side that I've seen emerge over the past several days. One that focuses on compassion, generosity, and resilience.

ESPN has committed to playing the video during tomorrow's Penn State @ Ohio State game.

- In our efforts to bring awareness to the appropriate reporting mechanisms, a Newswire article was placed on our Penn State web site providing contact information for the Penn State community and beyond. For the Sandusky Child Abuse Investigation, numbers were provided for the Pennsylvania Office of the Attorney General and the Pennsylvania State Policy. We also provided numbers for the Penn State police as well as the Penn State Employee Ethics and Compliance Hotline. The complete article can be found at <http://live.psu.edu/story/56372>
- A message was sent from Bill Mahon, vice president for University Relations, to our deans and chancellors advising of available support from the University Relations Crisis Communications team and noting future planned efforts to manage events over the next several days. I've excerpt of that message of interest:

*A few thoughts to keep in mind as you continue your communications with local media and your constituencies. Please reinforce three messages in your communications on behalf of the University: remorse, humility, and resolve. It is critical that we show that we are moving forward under the leadership of President Erickson. Please be sure that there is broad understanding that he is the President not the Interim President. You*

*should refer to the "Five Promises" President Erickson made several days ago.*  
<http://live.psu.edu/story/56329> *His candor, honesty, and leadership is central to our efforts.*

- I had positive conversations with Jim Delaney, Commissioner of the Big Ten, and with Mark Emmert, President of the NCAA. A separate communication was sent to you late yesterday advising of the NCAA's intent to examine Penn State's exercise of institutional control over the intercollegiate athletics program.
- Interviews were held with the final candidate for the position of Senior Vice President for Finance and Business. We are extremely fortunate to have candidates of the highest caliber with a continuing strong interest in Penn State. I believe that I will be in a position to make an appointment soon subject to your approval in January.

I've also met with the staff of Finance and Business to provide reassurances and to discuss the future of that organization. Dan Sieminski, Associate Vice President for Finance and Business, has been asked to be the unit liaison to President's Council until the appointment of the senior vice president.

- President's Council has met on a daily basis to receive updates on the initiatives identified. We expect to make several announcements over the next two weeks regarding support for victims, partnerships with various agencies, research initiatives, and educational program developments.
- Yesterday, I met with the Campaign Executive Committee via conference call. Our volunteer leaders remain committed to Penn State and my message was well received. I've attached a copy of the Talking Points that were developed for distribution to the various Campaign volunteer leaders and I believe that you'll agree with our message.
- Damon Sims and I met with the leaders of the University Park Undergraduate Association, the Graduate Student Association, and the Council of Commonwealth Campus Student Governments--the student leaders have proposed a Student Forum to be held Wednesday, November 30. They have invited several members of the senior administrative team to be part of a moderated panel to answer questions about the future of Penn State. I believe that it's important for us to hear our students' concerns and voices.

We also met with the student organizers of the "Blue Out" against Nebraska to stop child abuse. The students are interested in finding additional ways to partner with the University administration and identify opportunities for students, faculty and staff to know more about what is happening and move forward with consultative initiatives. We are enormously grateful for their support.

- In a special meeting today, the University Faculty Senate passed a resolution that expresses sympathy and support for the victims, calls for an independent special committee with members unaffiliated with the University, and pledges support for the five promises and helping to restore the public trust.
- We've started distributing daily Issues Updates electronically to all members of the Board--this will help to keep you apprised of the issues in the headlines and other events.

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## **Discussing the Recent Events with Penn State Donors**

*As you reach out to your top donors and respond to e-mails, phone calls, and letters from your other constituents, it is important to communicate clear and consistent messages about the University's response to the crisis and about the role that our supporters can play going forward. The following talking points can serve as a guide in these difficult conversations. If you would like direction on a donor question or issue not addressed below, please contact your unit's development officer.*

### **The legal case and the actions of the Board of Trustees**

- The deepest concern of the Penn State community is the physical, emotional, and psychological health of the children who may have been impacted by the crimes alleged in the case.
- Our campuses must be safe, supportive places where young people can grow and thrive, and every step that the Board of Trustees and President Erickson are taking is directed toward that goal.
- We are at the beginning of a long and complex legal process; as a result, we must strive to reserve judgment until that process has run its course.
- At the same time, the Board of Trustees believe that it is vital to take action now to begin restoring public trust in the University.
- They have appointed a special committee to determine what failures occurred, who is responsible, and what measures are necessary to ensure that such failures cannot happen in the future and that those responsible are held fully accountable.
- This will take time, but when the investigation is completed, a full report will be made public.

### **President Rodney Erickson and his promises to the Penn State community**

- Dr. Erickson has served as executive vice president and provost (chief academic officer) of the University since 1999.
- He is a graduate of the University of Minnesota and the University of Washington, and he joined Penn State's faculty in 1977.
- He has publicly committed himself to showing the nation and the world that Penn State cares and that our community will move forward with a shared sense of purpose.
- He has announced five key promises: reinforcing the moral imperative of doing the right thing, leading by example, providing transparency to the fullest extent possible, fostering healing for the victims of abuse and awareness of the issue in our community, and supporting the investigation of the special committee.
- To fulfill these promises, he is appointing a University-wide ethics officer, revisiting all policies to ensure that they meet not just legal standards but Penn State standards, and providing meaningful and timely updates to the entire community.
- His messages can be found at [live.psu.edu](http://live.psu.edu).

### **The response of the Penn State student body**

- The disappointing actions of some students on campus and in downtown State College immediately following the Board of Trustees' announcement regarding the status of

President Spanier and Coach Paterno reflect how important these leaders have been to our institution and how strongly our students connect their sense of self with Penn State.

- In the days since, thousands of undergraduates have channeled those feelings into more positive actions, including a candlelight vigil for the victims of abuse.
- At the Nebraska game, our student-athletes demonstrated a level of maturity and determination that was an inspiration.
- Penn State students are recognizing that the eyes of the nation are on them, and it's up to them to show what it really means to be a Penn Stater.

### **The response of Penn State's supporters**

- Our alumni and friends are also standing up for the values and the institution that we all believe in.
- The University has received thousands of emails expressing anger and sadness at the allegations and their aftermath, but also expressing the belief Penn State will learn from and transcend this crisis.
- The overwhelming majority of our leading donors have made public statements affirming their faith in the University and its future, including Terry and Kim Pegula, who made the largest gift in our history with their \$88 million commitment to launch NCAA ice hockey at Penn State, and Pat and Candice Malloy, who endowed the head football coach's position.
- Students calling donors through our Lion Line program have received new commitments and strong messages of support, and Lion Line just had one of the most successful nights in its history.
- Donors are recognizing that Penn State needs their support more than ever, as we work to rebuild our national reputation for integrity, opportunity, and excellence.

### **If you hear from a donor who is considering withdrawing past and/or future support**

- This crisis has been a moment of introspection for all of us who have served and supported the University.
- Gifts to Penn State represent a permanent commitment to our students, faculty, and programs.
- It has been our institution's policy not to refund gifts, and that policy remains in place even as the Penn State community shares your anger, sadness, and frustration at this complex and tragic situation.
- We hope that those who are planning to withdraw their support will reconsider their decision and regard gifts as an investment in helping Penn State to move forward.

### **What we can all do to help**

- The campaign's top priority—keeping a world-class education within reach for students from every economic background—remains as important today as it was before news of the case broke.
- We need to refocus our attention and our aspirations on what we can do to make this a better, prouder, and stronger institution for new generations of Penn Staters.
- We will continue to pursue the goals and vision of *For the Future: The Campaign for Penn State Students*.

- You can be a powerful ambassador for the campaign, for our institution, and for our students. Through your leadership and your support, you can show the world what it really means to be a Penn Stater.

[www.pennstatesunshinefund.org](http://www.pennstatesunshinefund.org)