

THE BOARD OF TRUSTEES
Temple University-Of The Commonwealth System Of Higher Education

External Affairs and Development Committee

Monday, June 12, 2024, at 11:00 a.m.

Video Conferencing
MINUTES

EXECUTIVE SESSION

PARTICIPANTS

Trustees: Bret Perkins, Chair
Mitchell L. Morgan, Ex-Officio
Paul Curcillo
Amy Larovere
Solomon Luo
Joseph W. Marshall, III
Ken Scott
Tiffany Wilson

President: Richard M. Englert
University Secretary: Michael B. Gebhardt
University Counsel: Cameron J. Etezady

Administration and Staff:

Mary Burke, VP for Institutional Advancement
Marylouise Esten, VP and Chief of Staff
Angela Polec, VP for Strategic Marketing and Communications
George Kenney, Associate Vice President for Government Affairs
Gregory N. Mandel, SVP and Provost
Eliza Stasi, Asst. VP, Advancement Engagement
Catrina Tillman, Director of Gift Policies and Procedures
Tom Yates, Assistant VP, Principal Gifts and Strategy

Mr. Perkins, Chair of the External Affairs and Development Committee, called the meeting to order.

<u>Item</u>	<u>Description</u>
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Approval

E-1	Minutes from Executive Session of May 6, 2024
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Chair Perkins called for a motion to approve the minutes of the prior meeting. Upon a motion duly made and seconded, the minutes were approved.

Information Briefing

E-2

Branding Agency of Record – RFP Process and Outcome

Ms. Polec provided an overview of the strategic objectives of the Strategic Marketing and Communications group, including department structure, and key challenges and opportunities. She then reviewed the recently completed RFP process for the selection of a new “branding agency of record” for the university, and the scope and timeline for the project. Trustees had the opportunity to ask questions and receive responses.

Upon a motion duly made and seconded, the executive session was adjourned at approximately 11:50 a.m.