



#GivingTuesday

#GivingTuesday, the national day to celebrate the power of giving back: December 1, 2020

Penn State York Campaigns:

Penn State York
WOMEN'S
Philanthropic Network

WPN members will be making their membership gifts to support the 2020-21 grant requests. Junior members (graduates of the last decade) gifts will triple their impact with a \$100 WPN match and a \$100 University match.

Anyone can donate to support: leadership scholarships, programming for the new Center for Inclusive Leadership, athletics, and student life initiatives.

<https://york.psu.edu/giving/womens-philanthropic-network>

Penn State York Athletics

WE ARE focused on ensuring the health, well-being, and development of student athletes through academic and athletic programs that provide a foundation for lifelong success.

Donors can choose to support one or more of our 6 programs, or donate to the program-at-large.

You can support:

- Men's Basketball
- Women's Basketball
- Baseball
- Men's Soccer
- Golf (men and women)
- Women's Volleyball

<https://pennstateyorksports.com>

The Pathway to Success Summer Start Program (PaSSS) Pivots to Zoom with Great Success

Penn State York's 2020 PaSSS program hosted twenty-two freshmen, who were excited to take their first two classes of their college career, learn new time management and study skills, and make friends for a lifetime.

The University wondered when the decision was made to have a virtual PaSSS experience this summer, would students come? The answer was a resounding YES! When you ask the Program Coordinator, Ann Fetterman, what made it work, she credits the role of the student mentors, and shares that this year's team was exceptional.

We asked the PaSSS mentors, Alexis Morales, Jennifer Lee, and Srishti Singh, why they signed up and how did this new role impact their Penn State York experience?

Morales shares, "Returning to PaSSS to be a mentor was an experience I would not trade for the world. I was able to form relationships of trust with the new freshman and was offered a position to work with a PaSSS professor. Being part of the PaSSS program was one of the best decisions I ever made."

Lee shares, "As a freshman, the PaSSS program helped me ease from a high school to a college mentality. This summer, I traded my sunglasses and surfboard for Zoom meetings and becoming a mentor for the PaSSS communications course. I was able to improve my confidence with public speaking and explore ways to be creative with technology – creating an interactive virtual scavenger hunt to help students learn about the campus without actually being able to be on campus."

Singh shares, "Being a mentor during the PaSSS program taught me a lot about leadership, team building, and how to work with Zoom. Now, whenever one

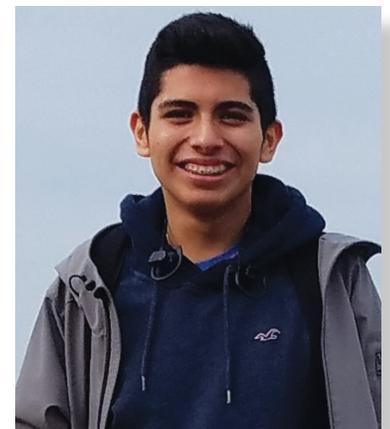
of my professors needs help with screen sharing or the chat box, they come to me for help because they know I was a mentor in the PaSSS program and have already received the ideal training."



Jennifer Lee



Srishti Singh



Alexis Morales

Penn State York Phi Beta Lambda Chapter Recognized Nationally



Kyle Fullerton

Kyle Fullerton served as president of the chapter and said he was excited to be a part of a national winning team for a second time. For Fullerton, this year's competition was extremely different from last year's in San Antonio, Texas. This year, when it came time to compete, participants had to sit down at their computer and get the job done. "Joining PBL for the first year and succeeding has opened my eyes and my own self-confidence and will help me in my lifelong endeavors, and for that I am very thankful," Rochelle Jeanmenne said. Jeanmenne and Jason Cardone were awarded first place in Business Ethics.

Ron Cline found that he had a love-hate relationship with the virtual competition. "I found myself staring at the clock," he said. "Deciding how to wrap it up was difficult but in the end, my partner Joe Reba and I figured things out. It was a good experience." Ron Cline and Joe Reba were awarded first place in Business Decision Making and Analysis.

The PBL Chapter at York campus is also the recipient of a \$9,000 grant from the Women's Philanthropic Network (WPN) at the campus. "This funding from the WPN will allow us to compete nationally in the future and continue our winning streak," said Lorenz.

Seven national awards came home to Penn State York when the York Phi Beta Lambda Chapter competed in the virtual 2020 Future Business Leaders of America – Phi Beta Lambda (FBLA-PBLA) national conference in July. Sixteen Penn State York students competed at the state level, and ten moved on to compete at the national level, with eight students earning national awards in the top ten. The York chapter also received one of the Most Outstanding Chapter of the Year Awards.

"It has been a long haul this competition season, with a virtual conference, virtual preparation/research, and long Zoom calls preparing for first and second rounds of competition," said Megan Lorenz, PBL adviser and lecturer in business administration at Penn State York. "The students of Penn State York never cease to amaze me!"

Celebrating Legacy Scholarships: The Powerful Impact of Removing Limitations

At Penn State York, we are preparing the next generation of leaders. Leaders like Olivia LeVan. The youngest of four, LeVan knew she would have to work a part-time job to cover the cost of her education at Penn State York. She worried that responsibility would limit her ability to engage in campus opportunities and broaden her education, but thanks to the John T. and Paige S. Smith Scholarship, LeVan has not compromised her Penn State experience. The scholarship—created by John Smith '42 and his wife, Paige, during their lives and increased with an estate gift after their passing—has allowed LeVan to focus on her academics and explore internships, community service, and research. The good news is that the Smiths' gift will continue to support students like LeVan for generations to come.

LeVan shares, "Because of one scholarship, I was not only able to focus more on academics, I was able to take advantage of multiple opportunities that have provided me with valuable knowledge, experience, and most of all, relationships. For this, I will be forever grateful."

Olivia LeVan





The Pullo Center Now Brings Stellar Performances Straight to Your Home

A Message from Tina Rohrbach, director,
the Pullo Family Performing Arts Center
(The Pullo Center)

This year has unquestionably been a challenge for everyone. As the entertainment industry was forced to make some difficult decisions, the Pullo Center felt it was in the best interest

to suspend our live performances for the fall. The health of our community became our priority, and we saw this as an opportunity to further assist our campus. In August, we transformed our stage into the largest, socially distanced classroom

for our students. In addition to providing a safe, educational environment, The Pullo Center has been working to keep the campus and community positively engaged. We have carefully selected several virtual, ticketed events and four free shows, to provide entertainment in the safety and comfort of everyone's home. Our fall will provide some amusement in the form of mystery and the winter will offer a full weekend of holiday cheer. We wanted our patrons to be able to still enjoy the tradition of the Moscow Ballet's performance of *The Nutcracker*, which will be available for viewing on Saturday, December 19,



Jim Brickman

at 8:00 p.m. The holiday cheer continues the next day, as on December 20, at 1:00 p.m., patrons can welcome songwriter and pianist, Jim Brickman into their home for an interactive holiday celebration of music and entertainment. Throughout the next few months, The Pullo Center will also offer a few non-ticketed, free shows on select Saturday nights. All of these events can be found on our website, www.thepullocenter.com

While The Pullo Center is happy to provide entertainment in the safety of everyone's homes, we are making preparations for a safe return to our venue in the future. There will be new safety standards in place, as well as ticket scanners and touchless payment options. We appreciate and thank you for all of your support during this time.

We are looking forward to seeing all of you again in the future, until then, please stay safe!



Coming Soon – the Countdown to the Graham Center for Innovation and Collaboration to Open Its Doors

You've heard about it . . . you've seen renderings . . . we shared the groundbreaking celebration with you . . . construction is almost complete . . . the doors will open quietly this October . . . there will be fanfare and celebrations in the future. More details to follow.





PennState
York

Office of Development
1031 Edgecomb Avenue
York, PA 17403

Nonprofit Org.
U.S. Postage
PAID
York, PA
Permit No. 1163

Newsletter Staff:

Di Hershey

Director of Development
717-771-4127 | dkh13@psu.edu

Iona M. Conlon

Alumni and Development Specialist
717-718-6781 | iona@psu.edu

Barbara H. Dennis

Coordinator of Publications and Promotion
717-771-4128 | bhd5@psu.edu

This publication is available in alternative media on request. Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability or protected veteran status. U.Ed. YKO 21-30 The Pennsylvania State University encourages qualified persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please call 717-718-6781 in advance of your participation or visit.

New Degrees Focus on the Art of Persuasion and Developing Cyber Combat Skills

In today's world, communication is key. Our new corporate communication degree prepares students for strategic communication roles within organizations in areas including social media, public relations, or marketing. The program develops skilled professionals in the art of problem-solving and persuasion and encourages communicators to be ethical



individuals who create meaningful connections with their audience and possess an international, multicultural mindset. Tyler Gibbs, a Penn State York sophomore majoring in corporate communications shares, "I chose this major because it is designed to allow students to practice developing, cultivating, and maintaining a corporate identity or brand image. I know this will help me prepare for my career."



Tyler Gibbs

Ensuring the safety of critical information and assets is what the new cybersecurity analytics and operations degree is all about. This four-year bachelor of science degree is designed to help students master the technical skills, risk management strategies, and analytical methods used to safeguard data and systems, while analyzing security and communicating cyberthreat and vulnerability issues to top-level decision-makers. The National Institute for Cybersecurity Career and Studies (NICCS) predicts that the "...demand for cybersecurity experts is growing twelve times faster than the current U.S. job market." "The cybersecurity analytics and operations degree prepares students for this new battleground," said Bill Cantor, assistant teaching professor in information sciences and technology (IST).

With these new additions to our academic footprint, we now deliver twelve baccalaureate degrees at the campus: twelve reasons to begin and finish a Penn State degree at Penn State York.



Members Learn What Messages Their Bodies are Sending -- Sometimes Without Them Knowing It

The Women's Philanthropic Network (WPN) fulfilled its 2019 grant to partner with the Graham Fellows Program for Entrepreneurial Leadership (Graham Fellows Program) to bring a phenomenal speaker, Jan Hargrave, to York on February 4. Hargrave has a background in academia and then expanded her professional reach to consult in areas where body language plays a key role in providing clues for success – law enforcement and jury selection. She can list the television shows she has been a guest on and can share some important and well-known legal cases on which she has been called in to consult.

Hargrave is an expert at combining learning with entertainment. She started each of her presentations with a question everyone in the room could answer yes to, “Wouldn't you like to know when someone is lying to you?” and suggested that by the end of the session we would be able to do just that.

She led an at-capacity ballroom of professionals through exercises at a morning session, to teach participants what it means when they touch their noses in an interview and what it means when the men in the room pull up their socks! Students in the Graham Fellows Program were also treated to a lunch session as part of her campus visit later in the day.

Each WPN attendee received an autographed book and a personal gift that will remind them of Hargrave's love for funky style – pink reading glasses.



From left: Emcee, Liz Dellinger, welcomes Jan Hargrave to the stage.

A Message from the Chancellor – October 2020

Summer 2020 has been an experience unlike any other that I've ever had – and I'm not talking about the University's planning for teaching classes during the COVID-19 pandemic! For the last few months, a dedicated committee of individuals from our faculty, staff, student body, and advisory board have been meeting to develop a new strategic plan that will guide Penn State York over the next five years. After reviewing ideas and recommendations from the campus community, the committee has identified five strategic goals:

- 1. Increase Enrollment to Expand Learning Opportunities.** Individuals enroll at Penn State for a variety of purposes: the pursuit of an academic degree, development of job skills, and intellectual improvement. No matter their reasons for enrolling in college, or their stage in life, all students are welcome at Penn State York.
- 2. Expand Retention Initiatives to Enhance Student Success.** Once students enroll, the faculty and staff must provide the opportunities, resources, and support to allow them to be successful.

(continued on other side)



Dr. David Christiansen

Freezing Funds has a New Meaning for the WPN and Our Biology Program

To the Penn State York biology program, freezing funds has nothing to do with how much was granted and everything to do with what will be purchased, and why the equipment was described as “wicked necessary” by the faculty team. This is the only time we will say that the Womens Philanthropic Network (WPN) members made a commitment to have a negative impact on the situation: -80-degrees to be exact! Biology research at the campus provides our students with an undergraduate experience that is usually only offered to graduate students. Penn State York’s research activity relies heavily on specimens being stored at appropriate temperatures. When the freezer is functioning at a temperature 27 degrees too warm and needs to be defrosted with an ice pick, it is time for new state-of -the-art equipment. In the video, WPN members reviewed as part of the grant application student researchers shared how important the proper storage of specimens is to their current work, and for future research projects by students who follow in their footsteps. Thanks to our WPN members and their generosity, the grant has been fully funded, the freezer order is in process, and Jessica Petko, assistant professor of biology, and Anne Vardo-Zalik, associate professor of biology, are ready and anxiously awaiting the delivery.



From left: Anne Vardo-Zalik and Jessica Petko

A Message From the Chancellor continued...

- 3. Offer High-quality Academic Programs to Enhance Academic Excellence.** The value proposition of a Penn State education is that students are taught by exceptional teachers/scholars who establish high expectations for student performance and maintain appropriately rigorous standards in the classroom.
- 4. Develop Strategic Partnerships throughout the Community.** As a land-grant institution, Penn State York is engaged throughout the community that it serves, extending from offering academic programs that produce a highly-educated workforce, to the technology transfer that occurs when faculty members support corporate partners and individual entrepreneurs, to the cultural programming that makes for a vibrant community, and to using the city as an extended classroom in which students and faculty engage in community-based education. Whatever form Penn State engagement takes in the greater York region, it raises the quality of life for all living in the community.
- 5. Develop a More Inclusive, Supportive, and Sustainable Campus Learning Community.** A welcoming and dynamic workplace is necessary for the Penn State York community to realize its aspirations. Students, faculty, and staff members must be treated with dignity and supported with the necessary resources to be successful.

Over the next few years, you will hear about our accomplishments in pursuit of these goals, and I hope that you will identify opportunities in which you might become more involved. I look forward to hearing from you!

David