

# Joseph “Jay” V Paterno, Jr. Application Materials

## List all applicable work experience

### **Blue Line 409 LLC President**

February 2013 - Current (13 years, 1 month)

State College, PA

Consulting, writing, media, TV shows, publishing

## List all applicable education

The Pennsylvania State University

Bachelor's Degree

## **CANDIDATE QUESTIONNAIRE**

<p><b>Certification:</b> As a candidate for the Board of Trustees of The Pennsylvania State University (“Penn State”), I certify that I agree to adhere to the <a href="#">Code of Conduct</a> both as a Trustee candidate and, if elected, as a Trustee.</p>	<p><b>Candidate Response:</b></p> <p><b>YES</b></p>	
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<p><b>Engagement with Penn State:</b> Describe your connection to Penn State and why it has prepared you to guide the University’s strategic future.</p>	<p><b>Candidate Response:</b></p> <p>To say that Penn State courses through my veins would not be an understatement. I grew up here, went to school here and spent 17 years working here before serving almost 9 years as a Trustee. Across those years I've traveled around the country to speak for Penn State at alumni events from Boston to LA and a couple dozen states in between. I've been involved in cultivating donors. And a few years ago, I was an executive producer on ABC's THON TV show which won its primetime slot in Philadelphia and New York City. Even amid the perhaps the most difficult times in recent Penn State history I served as a forward-facing voice defending Penn State on national and international media. And just in the last few years I co-created a show that covers Penn State football and now all Penn State sports across 40 weeks on 13 stations in 8 states --and we've brought positive Penn State stories that are not being covered elsewhere to our alumni, fans and potential future PSU students.</p>	<p><b>Self-Assessment Scorecard:</b> Do you meet the criteria of Engagement with Penn State?</p> <p><b>YES</b></p>
<p><b>Experience with governance/board service:</b> What experience do you have participating in a collaborative fiduciary decision-making body?</p>	<p><b>Candidate Response:</b></p> <p>I've spent almost nine years on Penn State's Board of Trustees. During that time, I've spoken up on critical issues to provoke thought and discussion about important decisions to be made by this Board. My approach has been to have independence of thought and encourage others in their own independence of thought. I've also served on two philanthropic boards and had the same approach.</p>	<p><b>Self-Assessment Scorecard:</b> Do you meet the criteria of experience with governance/board service?</p> <p><b>YES</b></p>
<p><b>Brings 1-2 skills from skillset inventory:</b> What of the skills reflected in the Board <a href="#">Skillset Inventory</a> would you bring to your service as a Penn State trustee and how did you develop this skill/these skills?</p>	<p><b>Candidate Response:</b></p> <p>Higher Education, Marketing, Strategic Communications, Athletics, Government Relations, Humanities and Media.</p>	<p><b>Self-Assessment Scorecard:</b> Do you bring 1-2 required skillsets from the Board’s Skillset Inventory?</p> <p><b>YES</b></p>

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<p>What about your life experience and unique background makes your voice important to be heard at the Board of Trustees?</p>	<p><b>Candidate Response:</b></p> <p>My life experience covers my experience as a student, in higher education, as a coach, in politics and in my professional career that has given me a unique perspective to add to the conversations about Penn State's future. Part of that has been a front row seat to a lot of Penn State history that includes knowing some of the most important university leaders, alumni, friends and benefactors of this university. The future must be rooted in our proud history. I have a unique perspective on that during a time when the administration has far fewer Penn State alumni here and far less knowledge of some of the history we have here in the growth and reach of our university.</p>	<p><b>Self- Assessment Scorecard:</b> Do you have the required experience and background needed for the Board of Trustees?</p> <p><b>YES</b></p>
<p>Submission of materials confirms your registration to serve as a candidate for the Board of Trustees of Pennsylvania State University. I understand by selecting yes I agree to my submission.</p>	<p><b>Candidate Response:</b></p> <p><b>YES</b></p>	

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<p><b>Background Check:</b> As a candidate for the Board of Trustees of The Pennsylvania State University (“Penn State”), I agree to and authorize a standard background check to be conducted by an independent third party and/or consumer reporting agency that will include 1) criminal records check, 2) public court records check, 3) verifications of education and employment history, professional licensing and certification, 4) inquiries relating to any complaints, charges, reports or investigations of employment related misconduct and 5) publicly available information regarding use of online social media, and any other publicly available information about me on the Internet. Social media include social networking websites, professional networking websites, video and image-sharing websites, blogs and personal websites. I further authorize and direct the independent third party and/or consumer reporting agency to provide the information and report generated from the background check to Penn State and understand that Penn State will use the information for non-employment purposes, specifically to consider my candidacy for the Board of Trustees. I further acknowledge and understand that the results of the background check must not reflect behavior that would be violative of the Code of Conduct and/or the Penn State Values.</p>	<p><b>Candidate Response:</b></p> <p><b>YES, I understand and agree to the background check.</b></p>
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### REFERENCES

Reference	Leadership & Governance: Has the candidate demonstrated effective leadership or governance skills, including strategic thinking and decision making in their previous roles?	Commitment to Higher Education & Public Service: Has the candidate shown a strong commitment to advancing higher education or contributing to public service initiatives in a meaningful way?	Collaboration and Stakeholder Engagement: Has the candidate effectively collaborated with diverse stakeholders and successfully built consensus in complex or challenging situations?
Alvin de Levie	<b>YES</b>	<b>YES</b>	<b>YES</b>
Paul Levine	<b>YES</b>	<b>YES</b>	<b>YES</b>
Thomas Sweitzer	<b>YES</b>	<b>YES</b>	<b>YES</b>

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### BIOGRAPHY

Jay Paterno’s leadership is highlighted by an independent mind and voice marked by his years serving on Penn State’s Board of Trustees.

His career includes coaching football at four different universities. After coaching he’s done consulting work in philanthropy, athletics, media, publishing, private equity and writing. He was one of the nation’s first college Name, Image and Likeness consultants. Currently, he’s a nationally respected voice in the fast-changing college sports landscape. That’s positioned him to lead and work with leaders from other national universities to shape a sustainable future for all college sports especially here at Penn State. He has authored the best-selling book “Paterno Legacy,” and two novels “Hot Seat” and “Blitzed!”. He continues to write columns for national publications and co-created the TV show “Nittany Game Week” taking Penn State sports into 8 states.

He’s served on philanthropic boards, was part of successful US Presidential Campaigns and attended the White House Community Leaders Forum. Nationally he’s been recognized for success as a coach, as one of the top 100 sports tweeters in the world and as a speaker by American Rhetoric (Top American Speeches of the Century). In a personal capacity, he was involved in national crisis management through a lengthy international media story. In 2022 he was executive producer for ABC’s “THON: 50 Years for the Kids” which won its television prime-time slot in Philadelphia and New York City.

Above all, Jay Paterno is a husband, father, son and proud Penn Stater.

For more information: [JayVPaterno.com](http://JayVPaterno.com)

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### POSITION STATEMENT

The challenges facing higher education are well documented; among them, falling enrollment, accessibility, affordability, a runaway college sports system and politicization of curriculum and research. Our times demand a steady hand of rock-solid core values to tower over rapidly shifting sands.

What must Penn State stand for? We are committed to our Land Grant mission of service to the Commonwealth and beyond. We are unflinchingly tough “solution people” with a tradition of problem solving. We must welcome all, united as defenders of common cause: affordability, accessibility, academic excellence, academic freedom, free speech, fiscal sustainability, mental health and integrity.

Our times require watch dogs not lap dogs. As your Trustee, my votes speak for themselves. I’ve been an independent voice for our ideals, raising hard questions about complex problems. I’m a national voice helping forge the future for college sports. That advocacy benefits Penn State.

Amid the din of distraction, our university must harness innovation to restore reputational academic excellence. Above all, we must understand the responsibility that you grant us. Penn State was here before us, and we must ensure a foundation for excellence lasting long after we’re gone.

I ask for your vote to continue a commitment to defend and serve the interests of our university and the Penn State family of students, alumni, faculty, staff, friends and benefactors. Leadership requires people to relish adversity’s call, welcoming it as opportunity. With your vote, we’ll forge destiny’s path towards renewed excellence.

Thank you for your consideration. For more information: [JayVPaterno.com](http://JayVPaterno.com)

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### RECORD OF SERVICE

<b>Name</b>	Joseph "Jay " V Paterno, Jr.
<b>Length of Service</b>	9 years
<b>Dates of Service</b>	2017 - present Elected as an Alumni Trustee
<b>Committees</b>	Outreach, Development & Community Relations (ODCR), 2017 – 2023 Academic Affairs, Research & Student Life (AARSL), 2019 – 2023 Equity and Human Resources, 2021- 2024 Student Success, 2024 - 2026 Subcommittee on Compensation, 2023 - 2024 Nominating Subcommittee, 2024 - 2025 Risk Subcommittee, 2025 - 2026
<b>Offices Held</b>	
<b>Other Services</b>	Laureate Selection 2017/18 Tuition and Student Debt Taskforce 2017 Affordability Taskforce 2018 Trustee Commencement Representative, 2021 – 2024 Alumni Trustee Election Judge, 2022, 2024 Distinguished Alumni Award Selection Committee, 2019 - 2026
<b>Attendance</b>	<b>99%</b> of Full Board Meetings <b>99%</b> of Committee Meetings in which Trustee was a member <b>99%</b> of Full Board and Committee Meetings