



Board of Trustees

Advancement, Marketing, and External Relations Committee

February 8, 2024

Minutes

President's Boardroom, Horace Mann Center

A live stream of the meeting for public viewing also took place on YouTube.

MEMBERS PRESENT: Committee Chair Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Daniel Currier, Trustee Madeline Landrau, Trustee Melissa Alvarado, and Board Chair Ali Salehi, ex-officio member

MEMBERS EXCUSED: NONE

TRUSTEE GUESTS PRESENT: Trustee Dr. Robert Martin, Trustee William Reichelt

Also present and participating were Westfield State University President Dr. Linda Thompson; Institutional Advancement Vice President Lisa McMahon; Interim Director of Advancement and Major Gifts William Hynes; Executive Director of Communication, Marketing and Branding Dr. Leslie Rice

The meeting was called to order at 10:07 AM by Committee Chair Dr. Gloria Williams and it was announced that the meeting was being livestreamed and captured as recorded.

MOTION made by Trustee Landrau, seconded by Trustee Currier, to accept the minutes from the 12/13/23 meeting. There being no discussion, **Motion passed unanimously.**

Integrated Marketing and Communication. Dr. Leslie Rice shared a PowerPoint presentation with the board on Integrated Marketing and Communications/Shared Goals.

Dr. Rice introduced three key goals of Integrated Marketing & Communications:

- Refreshed University branding that is understood, accepted and implemented.
- Reliable and high performing website
- Internal and external customer satisfaction

Essential goals for FY24 include rebranding under Integrated Marketing and Communications and implement all efficiency measures; be "brilliant at the basics" at addressing concerns with the University website and printed promotional materials; developing a dashboard for Return on Investment/decision making that engages with the campus community; develop and implement clear and cohesive brand identity and prioritize the development of Alumni and Advancement materials, including the relaunch of the University magazine, in addition to fundraising and outreach materials used by Advancement and the President's office.

She identified Strategic Investments including digital, billboards, radio/tv, mail and Spanish language campaigns; brand placement in high schools; content marketing and website development and lastly, reputational investments to drive organic social media reach and public perception of brand value. We also need to track our success by building a dashboard and track based on national average stats. In review, Dr. Rice quoted Teresa Flannery, How to Market a University “A brand only builds value when it is leveraged at every opportunity, with harmony and redundancy that is evident in decisions, experiences and communication.”

Advancement – Fundraising/Engagement. Ms. Lisa McMahan shared that the Board of Directors approved the Foundation’s name change to the Westfield State University Foundation, Inc. By adding “University” to the name, it widens the pool of grants we are eligible to receive. The new name went in to effect officially on December 18, 2023.

She provided a review of the FY24 2nd Quarter Dashboard. Some of the key points from the Dashboard include a 6.4% increase in gifts and grants over the last Q2.

Ms. McMahan shared that the new Conference and Event Services Department is focused on residential summer conferences in addition to non-residential conferences. Joanne Bigelow and Ryan Begin have been busy looking at other event/conference systems that will replace our current EMS system. She went on to say that summer conferences may be a challenge as the campus will be experiencing power grid outages this summer.

Ms. McMahan talked about the 185th year-long celebration and the three signature events beginning with the Keeper of the Dream event honoring Dr. Martin Luther King, Jr on February 22nd. This event is a collaboration with the cities of Westfield and West Springfield honoring individuals who continue to carry on Dr. King’s legacy. The year will culminate with the 185th Blue Diamond Ball during Homecoming week.

Ms. McMahan said we continue to identify, engage and cultivate our donors and alumni in many ways including a small reception at the UMASS Club in Boston on January 16th as we have many alumni in the eastern part of the state and it continues to be a focus area of engagement. The WSAA is hosting a multi-year reunion in Marlborough, MA on Saturday, February 24th. In addition to Boston, we will be engaging our alumni in Naples, Florida during Spring Break with various events including a St. Patrick’s Parade and Golf Tournament/Reception. This trip with President Thompson will be a very busy week with many meetings with alumni in that area.

In addition to all of our scheduled alumni events, the Alumni Association is launching a new alumni travel program with the first trip going to Tuscany, Italy on September 24, 2024.

Ms. McMahan stated that as we build off these engagement events, our IA Team has been having ongoing meetings to finalize our fundraising plan for the 185th and outreach for opportunities for sponsorships, endowment growth and using the match that we have with the state up until 6/30/24.

IA is hosting is Give-A-Hoot our Annual Giving Day from March 27th until the 28th. We hope to have 100% participation from all three volunteer boards. Also, conversations have begun with Dr. Thompson around the possibility of a capital campaign. The assessment done by consultants, Marts & Lundy in 2020 identified the need to make investments in IA to get ready for a capital campaign. Ms. McMahan added that when it comes to fundraising, the second gift is always harder to receive than the first gift as it requires keeping the donor engaged. She said we need 8-10 more positions in IA if we are to embark on a \$10M campaign.

MOTION made by Trustee Currier, seconded by Trustee Landrau, to adjourn the meeting. There being no discussion, **Motion passed unanimously**

Meeting adjourned at 10:57 AM.

Attachments presented at this meeting:

PowerPoint Presentation from Dr. Rice “Integrated Marketing and Communications”

Institutional Advancement’s FY24 2nd Quarter Dashboard

Flyer for Annual “Give A Hoot” Day of Giving

Flyer for “Owls in Florida” in March 2024

Flyer for Alumni’s Travel to Italy

Secretary’s Certificate

I hereby certify that the foregoing is true and correct copy of the approved minutes of the Westfield State University Board of Trustees Advancement, Marketing, and External Affairs Committee meeting held on October 11, 2023.

Daniel Currier, Secretary

Date