



## Board of Trustees

### Advancement and Enrollment Management Committee

8:30 AM

October 13, 2021

Owl's Nest (Room 018), Ely Campus Center

A live stream of the meeting for public viewing will also take place on YouTube at the following link:

<https://www.westfield.ma.edu/live>

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- |  |                            |
|--|----------------------------|
| <b>1. Call to Order</b>                        | Trustee Martinez-Alvarez   |
| <b>2. Approval of Minutes</b><br>June 29, 2021 | Trustee Martinez-Alvarez   |
| <b>3. Items for Information</b>                |                            |
| a) Fall Update                                 | Dan Forster/Jessica Tansey |
| b) Community Advisory Board                    | Dan Forster                |
| c) Open House/Tours                            | Dan Forster                |
| d) Advancement Dashboard (Quarterly)           | Lisa McMahan               |
| e) Take a Seat Campaign                        | Lisa McMahan               |
| d) Advancement Update                          | Lisa McMahan               |
| e) Homecoming/Distinguished Alumni Award       | Lisa McMahan               |

#### Attachment(s):

June 29, 2021, Minutes  
CGCE Fall 2021 Funnel  
CGCE Fall 2021 Enrollments  
CGCE Spring 2022 Recruitment Funnel  
Admissions Fall Funnel  
Admissions Spring Funnel  
Admissions Funnel Deposit Profile 3-year comparison First year  
Admissions Funnel Deposit Profile 3-year comparison Transfer  
Open House Profile 9-25-21  
Take a Seat 5x7  
Distinguished Alumni Award 2021



## Board of Trustees

Advancement and Enrollment Management Committee

June 29, 2021

Minutes

### Meeting held In Person and virtually via Zoom

In accordance with Massachusetts Gov. Charlie Baker’s Executive Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, § 20 dated March 12, 2020.

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

**MEMBERS PARTICIPATING IN PERSON:** Committee Vice Chair Boudreau and Trustees Alvarado, Martin, Neves, and Salehi

**MEMBERS PARTICIPATING REMOTELY:** Committee Chair Martinez-Alvarez

**TRUSTEE GUESTS PARTICIPATING IN PERSON:** Trustee Queenin

Dr. Roy H. Saigo, Interim President, and Dr. Linda Thompson, President-elect, of Westfield State University were also in attendance.

The meeting was called to order at 8:31 AM by Committee Chair Martinez-Alvarez and a roll call was taken of the committee members participating as listed above.

**MOTION** made by Trustee Martin, seconded by Trustee Neves, to approve the minutes of the April 29, 2021 meeting.

There being no discussion, **ROLL CALL VOTE** taken:

Trustee Alvarado	Yes	Trustee Martinez-Alvarez	Yes
Trustee Boudreau	Yes	Trustee Neves	Yes
Trustee Martin	Yes	Trustee Salehi	Yes

**Motion passed unanimously.**

It was announced that the meeting is being livestreamed and captured as recorded.

Fall Enrollment Numbers. Mr. Daniel Forster, Vice President for Enrollment Management, and Ms. Jessica Tansey, Director of the College of Graduate and Continuing Education (CGCE), gave updates on fall enrollment.

- A large number of students did not participate in the college search process at all this year. This is a challenging time for a tuition dependent university. The current junior interest is good and the common app will increase admissions.

- CGCE Summer I session is being wrapped up with overall increased credits from last year, mostly in graduate and day student enrollments. Matriculated CE and non-matriculated undergraduate students are down. Graduate and Continuing Education deans across the state are seeing similar trends.
- CGCE Summer II begins next week. Overall credits are slightly down but there is an increase for graduate students. Non-matriculated and matriculated undergraduates are also down for Summer II. Students are identifying being overwhelmed and needing a break over the summer.
- CGCE Fall 2021 shows an increase in undergraduate and graduate applications from a date to date basis. It is early to report on fall registrations, but it is looking positive so far. Recruitment and application assistance will continue through the summer.
- FAFSA applications have been reduced by 10-15%. They are used to track the interest of students so the CRM communication plan sent information to students on filling out the FAFSA.
- The current funnel report was discussed and more names have been purchased due to the summer push. We are down 100 deposits since May, currently at 1,022 deposits. There are 660 students who have accepted but not committed. New housing awards were distributed, showing a 10% yield on that population. Awards of \$2,000-\$4,000 were not enough to change students' minds. The full reserve amount predicted for financial awards will not be used.

Summer Melt/Summer Push Strategy. Mr. Forster stated a texting campaign had an outstanding return rate of 50% and helped identify the students to concentrate on in the active pool, communicating as follows:

- Coordinating with area high schools to identify potential and interested students
- Active phone, email, direct mail, athletics contacts, financial aid (targeted toward housing), and parent contact
- Targeting commuters to live on campus
- Purchasing names for the 2022 cycle
- Orientation is a huge help in reducing the summer melt. Students who do not attend are flagged for follow-up. It is important for the campus to be open and active in summer and advising is really important.
- There is a 100 deposit push in the admissions and enrollment department, with the belief that the 1,040 mark will be hit, with hopefully 40-50 more deposits.
- A critical phase is the conversion from inquiries to applications and then complete applications.
- Applications have been dropping each year because we were not utilizing the common application, which is being implemented this August. That will generate more inquiries because they are coming from a wider field outside Massachusetts. All state universities are down 500-1,000 in applications. Westfield State created a 1-2-3 app to make it easier to apply. The goal for 2022 is 5,000 apps with the expectation to convert many of them.
- Fit, affordability and outcome are constantly being stressed.
- The admissions team is continually reaching out to students to find out how their issues can be fixed if their application is denied or why they didn't complete their applications. The top three reasons for not completing applications are not sending transcripts, not completing all the paperwork, and not getting into a specific program. The biggest challenge is making contact, as it takes 10-15 calls to talk with a person and 5-7 emails to get one opened.

President Saigo stated the quality of education provided here is very high and the entire campus needs to be talking positively about the University, each one identifying and encouraging 3-4 students they know to attend. Everyone needs to believe in the cause and take responsibility for the community. A deficit of 200-300 students equals \$2-3 million. What is each person doing to make a difference? Without buy-in, the institution will not survive.

President-elect Thompson questioned how students are being targeted for high needs majors, creating pathways for physician’s assistant, nursing, and criminal justice majors. If students do not get into their desired major, work with them to connect with a different major, for example, health science instead of nursing. Connect nontraditional students to online programming.

Institutional Advancement Dashboard. Dr. Erica Broman, Vice President for Institutional Advancement, discussed the dashboard, stating that since it was printed at the end of May, the total of \$3.063 million has jumped to \$3.8 million since receiving a substantial portion of the Dower trust and year-end appeals in June. Despite losing the annual fund coordinator, the total donors of 1,062 is now 1,227, coming on par with last year. Since Dr. Broman has been in her position, Advancement has brought in \$1 million every year. Without planned gifts, this year the total is \$1.3 million and their office is budgeting for \$1.4 million next year. The hockey locker room has raised over \$70,000 and the Gala is now over \$30,000. They continue to build relationships one at a time.

Take A Seat Campaign Launch. A \$200,000 campaign to replace the Dever Auditorium seating has been launched, asking people to “take a seat.” Chair Queenin stated that Dr. Broman coordinated meetings between him as the Board of Trustees chair, the Alumni Association president, the Foundation chair, and Trustee Alvarado. These meetings have created a space to work together as leaders in the institution to focus on relationships, fundraising, friendraising, and encouraging the alumni base.

There being no further business, **MOTION** made by Trustee Alvarado, seconded by Trustee Martin, to adjourn.

There being no discussion, **ROLL CALL VOTE** taken:

Trustee Alvarado	Yes	Trustee Martinez-Alvarez	Yes
Trustee Boudreau	Yes	Trustee Neves	Yes
Trustee Martin	Yes	Trustee Salehi	Yes

**Motion passed unanimously.**

Meeting adjourned at 9:33 AM.

Attachments presented at this meeting:

- a) Minutes – April 29, 2021
- b) CGCE Fall Recruitment Funnel Comparison
- c) CGCE FY22 Graduate Funnel
- d) CGCE Summer 2021 Enrollment Report
- e) Fall Enrollment Numbers - Admissions Funnel Report
- f) Fall Enrollment Numbers - Admissions Velocity Report
- g) Fall Enrollment Numbers - Housing Scholarship Summary
- h) Summer Melt/Summer Push
- i) Institutional Dashboard - May 31, 2021

**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 and Enrollment Management Committee meeting held on June 29, 2021.

\_\_\_\_\_  
Theresa Jasmin, Secretary

\_\_\_\_\_  
Date

## Fall Funnel Report - CGCE

Data for Fall 2021 pulled on October 3, 2021

		Fall 2017		Fall 2018		Fall 2019		Fall 2020		Fall 2021	
LEVL	SOURCE	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO
GR	RECRUITED	544	.00%	862	.00%	1042	.00%	985	.00%	888	.00%
	APPLIED	352	64.71%	342	37.66%	436	41.84%	410	41.62%	398	44.82%
	ACCEPTED	244	69.32%	250	87.11%	251	57.57%	256	62.44%	262	65.83%
	ENROLLED	197	80.74%	204	81.60%	192	76.49%	219	85.55%	215	82.06%
PB	RECRUITED	30	.00%	56	.00%	48	.00%	36	.00%	31	.00%
	APPLIED	29	96.67%	37	66.07%	29	60.42%	27	75.00%	10	32.26%
	ACCEPTED	19	65.52%	26	70.27%	24	82.76%	26	96.30%	6	60.00%
	ENROLLED	16	84.21%	22	84.62%	16	66.67%	18	69.23%	2	33.33%
SB	RECRUITED	25	.00%	48	.00%	49	.00%	27	.00%	34	.00%
	APPLIED	23	92.00%	24	50.00%	26	53.06%	9	33.33%	13	38.24%
	ACCEPTED	22	95.65%	19	79.17%	22	84.62%	8	88.89%	10	76.92%
	ENROLLED	10	33.33%	13	68.42%	16	72.73%	5	62.50%	7	70.00%
UG	RECRUITED	294	.00%	405	.00%	498	.00%	407	.00%	382	.00%
	APPLIED	221	75.17%	207	51.11%	216	43.37%	153	37.59%	166	43.46%
	ACCEPTED	155	70.14%	148	71.50%	160	74.07%	127	83.01%	122	73.49%
	ENROLLED	104	67.10%	103	69.59%	137	85.63%	118	92.91%	97	79.51%
<b>TOTAL RECRUITS</b>		<b>893</b>		<b>1371</b>		<b>1637</b>		<b>1455</b>		<b>1335</b>	
<b>TOTAL APPS</b>		<b>625</b>		<b>610</b>		<b>707</b>		<b>599</b>		<b>587</b>	
<b>TOTAL ACCEPTS</b>		<b>440</b>		<b>443</b>		<b>457</b>		<b>417</b>		<b>400</b>	
<b>TOTAL ENROLL</b>		<b>327</b>		<b>342</b>		<b>361</b>		<b>360</b>		<b>321</b>	

Notes:

CGCE Fall 2019, 2020 -FINAL vs. Fall 2020 Comparison - 2021 enrollment as 10.3.2021		DISTINCT STUDENT COUNT				SEAT COUNT				CREDITS				AVG SEATS TAKEN			
COLLEGE	STUDENT_TYPE	Fall 2019	Fall 2020	Fall 2021	Variance	Fall 2019	Fall 2020	Fall 2021	Variance	Fall 2019	Fall 2020	Fall 2021	Variance	Fall 2019	Fall 2020	Fall 2021	Variance
Evening Undergraduate (UCE)	MATRIC	611	571	485	-17.73%	1,655	1,508	1,315	-14.68%	5,064.5	4,665.0	4,038.0	-13.44%	2.7087	2.6410	2.7113	-2.50%
	NON-MATRIC	37	48	24	-100.00%	71	79	41	-92.68%	220.0	246.0	125.0	-49.19%	1.9189	1.6458	1.7083	-14.23%
<b>*TOTAL COLLEGE Evening Undergraduate (UCE)</b>		<b>648</b>	<b>619</b>	<b>509</b>	<b>-21.61%</b>	<b>1,726</b>	<b>1,587</b>	<b>1,356</b>	<b>-17.04%</b>	<b>5,284.5</b>	<b>4,911.0</b>	<b>4,163.0</b>	<b>-15.23%</b>	<b>2.6636</b>	<b>2.5638</b>	<b>2.6640</b>	<b>-3.75%</b>
Graduate (GCE)	MATRIC	616	656	655	-0.15%	1,503	1,700	1,682	-1.07%	4,894.0	5,343.5	5,381.5	0.71%	2.4399	2.5915	2.5679	6.21%
	NON-MATRIC	42	36	17	-111.76%	46	41	25	-64.00%	136.0	135.0	64.5	-52.22%	1.0952	1.1389	1.4706	3.99%
<b>*TOTAL COLLEGE Graduate (GCE)</b>		<b>658</b>	<b>692</b>	<b>672</b>	<b>-2.98%</b>	<b>1,549</b>	<b>1,741</b>	<b>1,707</b>	<b>-1.99%</b>	<b>5,030.0</b>	<b>5,478.5</b>	<b>5,446.0</b>	<b>-0.59%</b>	<b>2.3541</b>	<b>2.5159</b>	<b>2.5402</b>	<b>6.87%</b>
<b>*TOTAL COLL_TYPE CGCE</b>		<b>1,306</b>	<b>1,311</b>	<b>1,181</b>	<b>-11.01%</b>	<b>3,275</b>	<b>3,328</b>	<b>3,063</b>	<b>-8.65%</b>	<b>10,314.5</b>	<b>10,389.5</b>	<b>9,609.0</b>	<b>-7.51%</b>	<b>2.5077</b>	<b>2.5385</b>	<b>2.5936</b>	<b>1.23%</b>
Undergraduate Day School	MATRIC (XRG)	54	52	119	56.30%	105	113	307	63.19%	307.0	325.5	876.5	169.28%	1.9444	2.1731	2.5798	11.76%
	MATRIC (non-XRG)	270	240	252	4.76%	305	279	284	1.76%	929.0	847.0	870.0	2.72%	1.1296	1.1625	1.1270	2.91%
<b>Total Date to Date Comparison</b>		<b>1,360</b>	<b>1,551</b>	<b>1,433</b>	<b>-8.23%</b>	<b>3,380</b>	<b>3,607</b>	<b>3,347</b>	<b>-7.77%</b>	<b>10,621.5</b>	<b>10,715.0</b>	<b>10,485.5</b>	<b>-2.14%</b>	<b>2.4853</b>	<b>2.3256</b>	<b>2.3357</b>	<b>-6.43%</b>

For Fall 2021 Professional Prog , listing of headcounts, seat counts,credits and average seats, by

COLLEGE	STUDENT_TYPE	DISTINCT STUDENT COUNT	SEAT COUNT	CREDITS
Graduate (GCE)	MATRIC	58	463	1,258.0
<b>*TOTAL COLLEGE Graduate (GCE)</b>		<b>58</b>	<b>463</b>	<b>1,258.0</b>
<b>*TOTAL COLL_TYPE CGCE</b>		<b>58</b>	<b>463</b>	<b>1,258.0</b>
<b>*TOTAL TERM 202185</b>		<b>58</b>	<b>463</b>	<b>1,258.0</b>

**College of Graduate and Continuing Education - Recruit Funnel for Spring Terms  
Data Pulled for Spring 2022 on October 4, 2021**

LEVL	SOURCE	Spring 2017		Spring 2018		Spring 2019		Spring 2020		Spring 2021		Spring 2022		Y2D Comparison Spring 2021 as of 10/6/2020	
		COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO
GR	RECRUITED	72	.00%	102	.00%	120	.00%	145	.00%	128	.00%	81	.00%	79	.00%
	APPLIED	49	68.06%	56	54.90%	55	45.83%	59	40.69%	70	54.69%	29	35.80%	30	37.97%
	ACCEPTED	33	63.27%	28	50.00%	44	80.00%	37	62.71%	51	72.86%	7	24.14%	15	50.00%
	ENROLLED	25	67.74%	20	71.43%	41	93.18%	36	97.30%	41	80.39%	0	.00%	0	.00%
PB	RECRUITED	20	.00%	23	.00%	21	.00%	22	.00%	12	.00%	23	.00%	7	.00%
	APPLIED	17	85.71%	15	65.22%	15	71.43%	14	63.64%	8	66.67%	15	65.22%	5	71.43%
	ACCEPTED	11	61.11%	10	66.67%	13	86.67%	10	71.43%	8	100.00%	8	53.33%	4	80.00%
	ENROLLED	9	81.82%	9	90.00%	6	46.15%	6	60.00%	7	87.50%	0	.00%	0	.00%
SB	RECRUITED	14	.00%	20	.00%	29	.00%	18	.00%	15	.00%	7	.00%	9	.00%
	APPLIED	12	85.71%	11	55.00%	14	48.28%	12	66.67%	8	53.33%	4	57.14%	3	33.33%
	ACCEPTED	10	83.33%	10	90.91%	10	71.43%	5	41.67%	7	87.50%	1	25.00%	2	66.67%
	ENROLLED	5	40.00%	5	50.00%	7	70.00%	5	100.00%	5	71.43%	0	.00%	0	.00%
UG	RECRUITED	154	.00%	175	.00%	200	.00%	194	.00%	174	.00%	100	.00%	113	.00%
	APPLIED	99	64.29%	106	60.57%	132	66.00%	106	54.64%	78	44.83%	54	54.00%	49	43.36%
	ACCEPTED	62	59.60%	65	61.32%	87	65.91%	72	67.92%	54	69.23%	15	27.78%	20	40.82%
	ENROLLED	38	50.85%	46	70.77%	65	74.71%	63	87.50%	41	75.93%	0	.00%	0	.00%
<b>TOTAL RECRUITS</b>		<b>260</b>		<b>320</b>		<b>370</b>		<b>379</b>		<b>329</b>		<b>211</b>		<b>208</b>	
<b>TOTAL APPS</b>		<b>177</b>		<b>188</b>		<b>216</b>		<b>191</b>		<b>164</b>		<b>102</b>		<b>87</b>	
<b>TOTAL ACCEPTS</b>		<b>116</b>		<b>113</b>		<b>154</b>		<b>124</b>		<b>120</b>		<b>31</b>		<b>41</b>	
<b>TOTAL ENROLL</b>		<b>77</b>		<b>80</b>		<b>119</b>		<b>110</b>		<b>94</b>		<b>0</b>		<b>0</b>	

**NOTES:**

CGCE has rolling admissions for spring and will take students until the start of the Spring term.

The Graduate recruitment number does not reflect the 467 prospective students for the M.S. in Physician Assistant Studies program. First round of acceptances just sent 10/1/2021

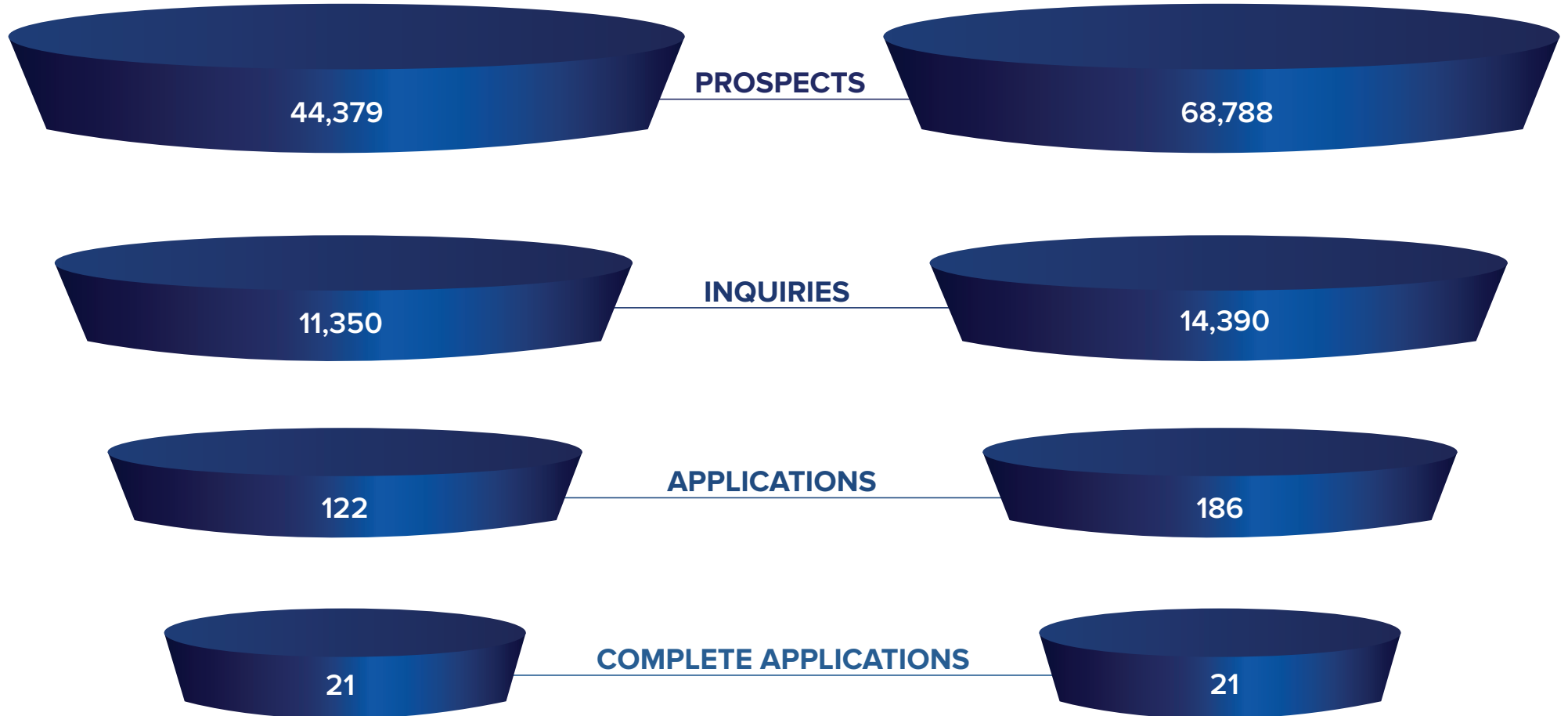
Registration begins end of October 2021

# ADMISSION FUNNEL REPORT — FIRST-YEARS

10/6/2021

FALL 2021

FALL 2022





# ADMISSION FUNNEL REPORT — TRANSFERS

10/6/2021

FALL 2021

FALL 2022

N/A

PROSPECTS

N/A

124

INQUIRIES

131

14

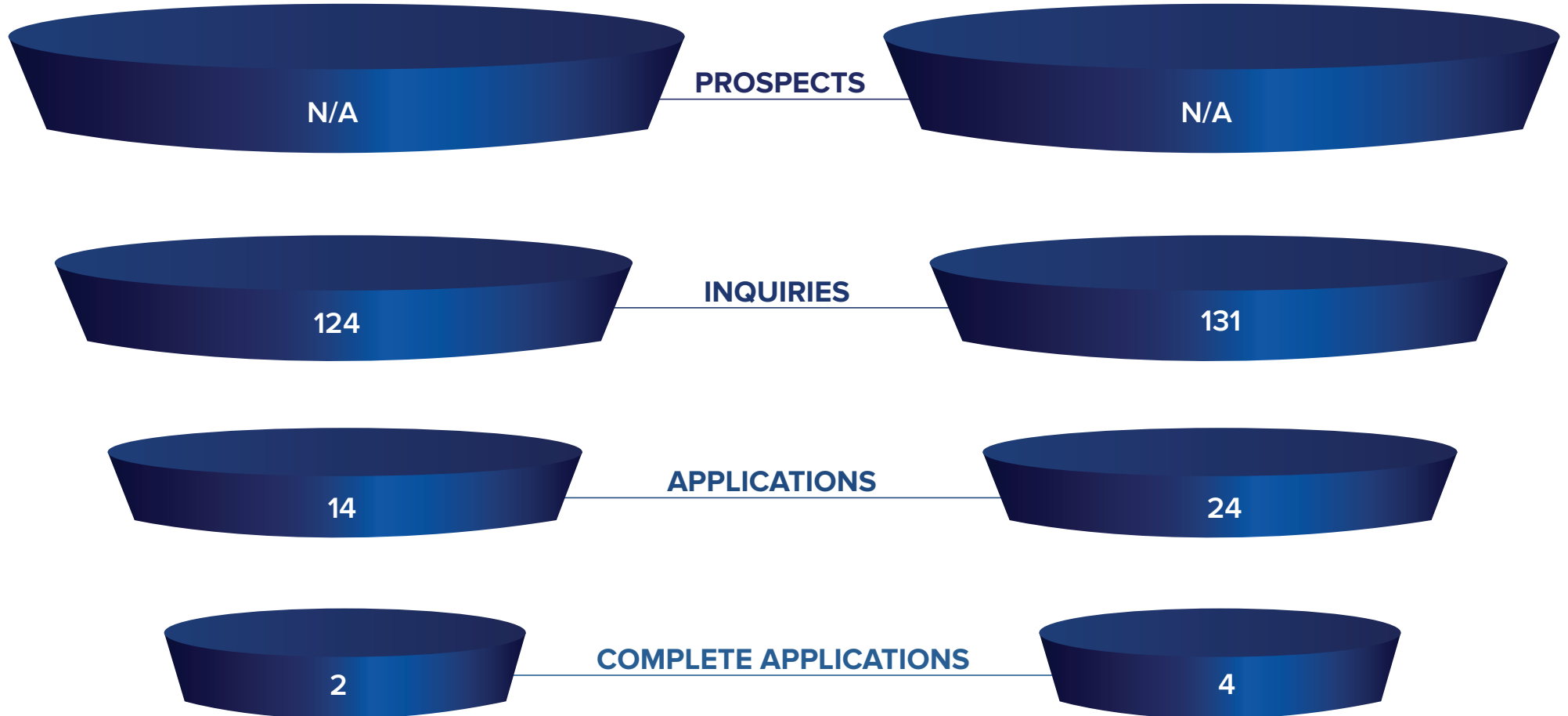
APPLICATIONS

24

2

COMPLETE APPLICATIONS

4



# ADMISSION FUNNEL REPORT — FIRST-YEARS

10/6/2021

**SPRING 2021**

**SPRING 2022**

N/A

PROSPECTS

N/A

94

INQUIRIES

130

42

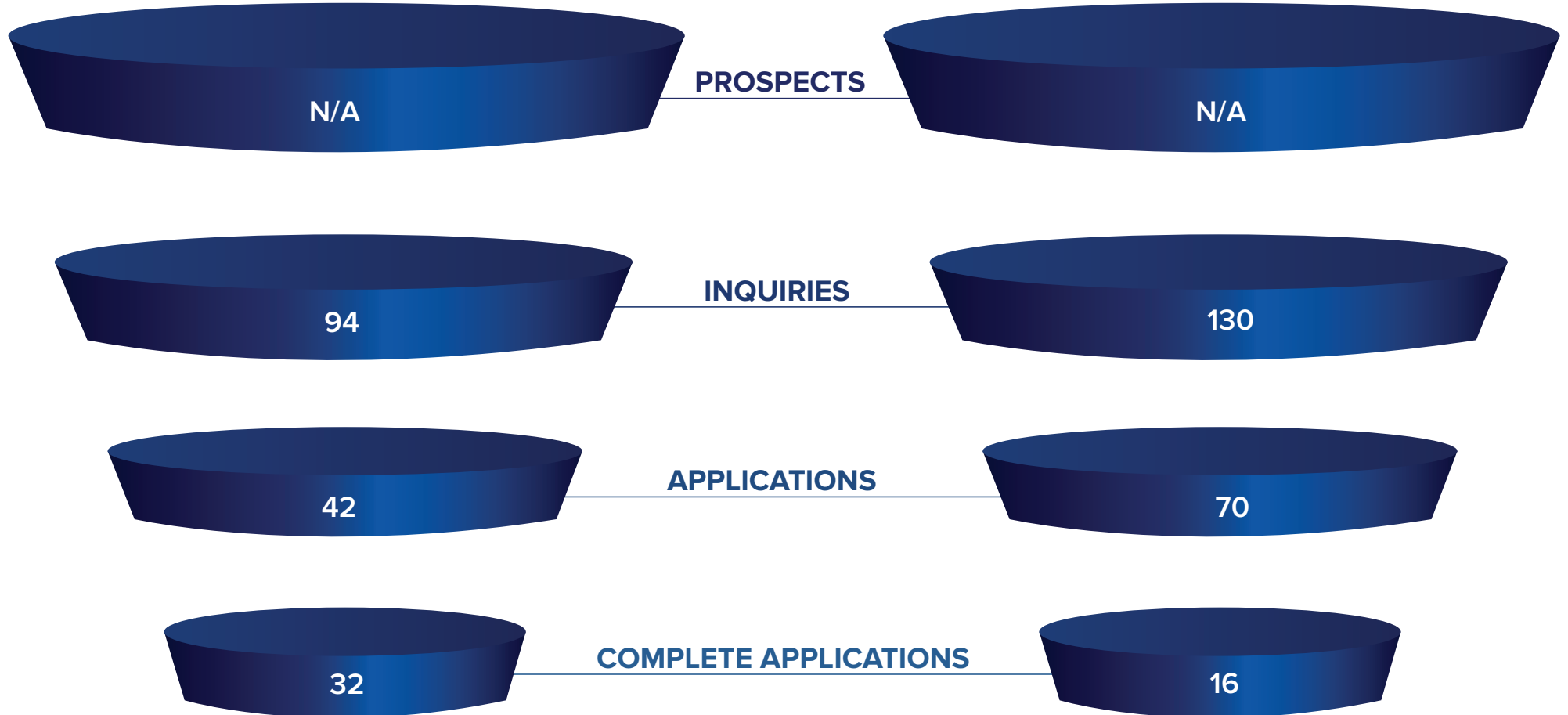
APPLICATIONS

70

32

COMPLETE APPLICATIONS

16



# ADMISSION FUNNEL REPORT — TRANSFERS

10/6/2021

**SPRING 2021**

**SPRING 2022**

N/A

PROSPECTS

N/A

137

INQUIRIES

138

79

APPLICATIONS

74

39

COMPLETE APPLICATIONS

21



## Deposit Profile Report FIRST YEAR STUDENTS

Fall 2021			Fall 2020			Fall 2019		
<b>Total Deposits</b>								
Total Deposits	798		Total Deposits	830		Total Deposits	1039	
In-state	722	90.5%	In-state	752	90.6%	In-state	945	91.0%
Out-of-state	76	9.5%	Out-of-state	78	9.4%	Out-of-state	94	9.0%
<b>Race/Ethnicity</b>								
AALANA	22.1%		AALANA	28.7%		AALANA	23.7%	
<b>Housing</b>								
Housing	625	78.3%	Housing	566	68.2%	Housing	903	86.9%
Commuter	173	21.7%	Commuter	264	31.8%	Commuter	136	13.1%
<b>Top 5 Majors</b>								
Criminal Justice	118	14.8%	Criminal Justice	150	18.1%	Criminal Justice	193	18.6%
Undeclared/Exploratory	115	14.4%	Undeclared/Exploratory	149	18.0%	Undeclared/Exploratory	174	16.7%
Education	83	10.4%	Business	85	10.2%	Business	113	10.9%
Business	81	10.2%	Education	81	9.8%	Education	99	9.5%
Psychology	65	8.1%	Psychology	62	7.5%	Psychology	73	7.0%
<b>Top MA Counties</b>								
Hampden	249	31.2%	Hampden	206	24.8%	Hampden	253	24.4%
Worcester	118	14.8%	Worcester	133	16.0%	Middlesex	141	13.6%
Middlesex	82	10.3%	Norfolk	91	11.0%	Worcester	132	12.7%
Norfolk	68	8.5%	Middlesex	84	10.1%	Norfolk	94	9.0%
Hampshire	40	5.0%	Hampshire	56	6.7%	Plymouth	80	7.7%
Plymouth	40	5.0%	Plymouth	45	5.4%	Essex	60	5.8%
Essex	34	4.3%	Bristol	40	4.8%	Berkshire	52	5.0%
Bristol	33	4.1%	Essex	31	3.7%	Hampshire	45	4.3%
Berkshire	30	3.8%	Berkshire	26	3.1%	Bristol	37	3.6%
Franklin	12	1.5%	Barnstable	16	1.9%	Barnstable	22	2.1%
Barnstable	11	1.4%	Franklin	15	1.8%	Suffolk	19	1.8%
Suffolk	5	0.6%	Suffolk	13	1.6%	Franklin	13	1.3%
Dukes	0	0.0%	Dukes	1	0.1%	Dukes	0	0.0%
Nantucket	0	0.0%	Nantucket	0	0.0%	Nantucket	0	0.0%
<b>Top Out-of-state Counties</b>								
Hartford (CT)	23	2.9%	Hartford (CT)	33	4.0%	Hartford (CT)	41	3.9%
Tolland (CT)	12	1.5%	Litchfield (CT)	4	0.5%	Tolland (CT)	10	1.0%
New London (CT)	4	0.5%	Tolland (CT)	3	0.4%	Rockingham (NH)	5	0.5%
Hillsborough (NH)	4	0.5%	Fairfield (CT)	3	0.4%	New Haven (CT)	4	0.4%

## Deposit Profile Report

### TRANSFER STUDENTS

Fall 2021			Fall 2020			Fall 2019		
<b>Total Deposits</b>								
Total Deposits	201		Total Deposits	239		Total Deposits	289	
In-state	178	88.6%	In-state	212	88.7%	In-state	262	90.7%
Out-of-state	23	11.4%	Out-of-state	27	11.3%	Out-of-state	27	9.3%
<b>Race/Ethnicity</b>								
AALANA	28.3%		AALANA	33.8%		AALANA	33.3%	
<b>Housing</b>								
Housing	78	38.8%	Housing	60	25.1%	Housing	104	36.0%
Commuter	123	61.2%	Commuter	179	74.9%	Commuter	185	64.0%
<b>Top 5 Majors</b>								
Business	31	15.4%	Criminal Justice	37	15.5%	Criminal Justice	49	17.0%
Criminal Justice	29	14.4%	Business	26	10.9%	Business	38	13.1%
Education	18	9.0%	Psychology	23	9.6%	Biology	22	7.6%
Psychology	14	7.0%	Social Work	20	8.4%	Psychology	21	7.3%
Health Science	10	5.0%	Education	15	6.3%	Movement Science	20	6.9%
<b>Top MA Counties</b>								
Hampden	111	55.2%	Hampden	128	53.6%	Hampden	158	54.7%
Hampshire	22	10.9%	Hampshire	31	13.0%	Hampshire	27	9.3%
Worcester	10	5.0%	Berkshire	12	5.0%	Berkshire	26	9.0%
Middlesex	7	3.5%	Worcester	11	4.6%	Worcester	21	7.3%
Norfolk	6	3.0%	Middlesex	9	3.8%	Plymouth	8	2.8%
Plymouth	5	2.5%	Plymouth	6	2.5%	Middlesex	7	2.4%
Barnstable	5	2.5%	Norfolk	5	2.1%	Norfolk	7	2.4%
Bristol	4	2.0%	Barnstable	4	1.7%	Barnstable	5	1.7%
Berkshire	3	1.5%	Franklin	4	1.7%	Bristol	2	0.7%
Franklin	3	1.5%	Essex	2	0.8%	Franklin	1	0.3%
Essex	1	0.5%	Bristol	0	0.0%	Essex	0	0.0%
Suffolk	1	0.5%	Suffolk	0	0.0%	Suffolk	0	0.0%
Dukes	0	0.0%	Dukes	0	0.0%	Dukes	0	0.0%
Nantucket	0	0.0%	Nantucket	0	0.0%	Nantucket	0	0.0%
<b>Top Out-of-state Counties</b>								
Hartford (CT)	9	4.5%	Hartford (CT)	12	5.0%	Hartford (CT)	13	4.5%
Tolland (CT)	5	2.5%	Windham (CT)	2	0.8%			
Suffolk (NY)	2	1.0%	Albany (NY)	2	0.8%			

## Open House Statistics

09/25/2021								
First Years			Transfers			Total		
		%			%			%
Attendees	109		Attendees	6		Attendees	115	
Spring 2022	3	2.8%	Spring 2022	2	33.3%	Spring 2022	5	4.3%
Fall 2022	96	88.1%	Fall 2022	3	50.0%	Fall 2022	99	86.1%
Fall 2023	10	9.2%	Fall 2023	1	16.7%	Fall 2023	11	9.6%
In-state vs Out-of-state								
In-state	99	90.8%	In-state	5	83.3%	In-state	104	90.4%
Out-of-state	10	9.2%	Out-of-state	1	16.7%	Out-of-state	11	9.6%
Top Majors								
Undeclared/Exploratory	17	15.6%	Business	3	50.0%	Undeclared/Exploratory	17	14.8%
Criminal Justice	14	12.8%	Social Work	2	33.3%	Criminal Justice	14	12.2%
Education	13	11.9%	Political Science	1	16.7%	Education	13	11.3%
Nursing	12	11.0%				Nursing	12	10.4%
Psychology	9	8.3%				Business	10	8.7%
Funnel Stage								
Inquiry	88	80.7%	Inquiry	3	50.0%	Inquiry	91	79.1%
Application Started	14	12.8%	Application Started	1	16.7%	Application Started	15	13.0%
Application Submitted	7	6.4%	Application Submitted	2	33.3%	Application Submitted	9	7.8%

# Take a Seat

AT DEVER  
STAGE

WESTFIELD STATE  
FOUNDATION

EVERY GIFT *plays a role.*

[westfield.ma.edu/TakeaSeat](http://westfield.ma.edu/TakeaSeat)



Westfield State University  
P.O. Box 1630  
Westfield, MA 01086-1630

Dever Stage has been a favorite spot on the Westfield State campus for over 60 years. Renovations beginning in 2022 will provide new seating, state-of-the art lighting and sound, acoustical panels, more green rooms and wider aisles. It's a Dever Stage revival!

**Our goal is to raise \$200,000 for improved seating** to provide a comfortable space for our next generation of students and community members to enjoy the show. We invite you to join us and ask that you please, ***take a seat!***

#### **GIVING OPPORTUNITIES AND DONOR RECOGNITION**

**Donors of \$1,000+** will be included on a donor wall and invited to a special reception

**Donors of \$500-\$999** will be included on a donor wall

**\$500** Personalized nameplate on one seat (front row or aisle)

**\$250** Personalized nameplate on one seat

**[westfield.ma.edu/TakeaSeat](https://westfield.ma.edu/TakeaSeat)**



**Distinguished Alumni 2021  
Award Ceremony**  
*Honoring Representative Bud L. Williams '73*

**Saturday, October 16 at 11 a.m.**  
**Peter Mazza Student Government Room, Ely Lower Level**  
(light refreshments provided)



Please join the Westfield State Alumni Association as they award the Hon. Bud L. Williams '73 with this year's Distinguished Alumni Award during Homecoming.

Mr. Williams currently represents the 11<sup>th</sup> Hampden District (Springfield) in the Massachusetts House of Representatives. Nominated by a fellow classmate, he is being recognized for his many accomplishments in public service. Notably, Mr. Williams has sponsored or co-sponsored bills aimed at reducing childhood poverty and increasing equity in healthcare, housing, and economic development throughout the Commonwealth. As a student at Westfield State, Mr. Williams majored in Elementary Education and starred on the Men's Basketball Team.