



## Board of Trustees

Advancement and Enrollment Management Committee

October 13, 2021

### Minutes

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

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

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**MEMBERS PRESENT:** Committee Chair Lydia Martinez-Alvarez (entered at 8:34 AM), Secretary Theresa Jasmin (entered at 8:34 AM), and Trustees William Reichelt and Chloe Sanfacon

**MEMBERS EXCUSED:** Vice Chair Melissa Alvarado

**TRUSTEE GUESTS PRESENT:** Trustees Paul Boudreau, Dr. Robert Martin, Kevin Queenin, and Ali Salehi

Dr. Linda Thompson, President of Westfield State University, was also present.

The meeting was called to order at 8:32 AM by Chair Martin due to the absence of Committee Chair Martinez-Alvarez. A roll call was taken with Trustees Reichelt and Sanfacon in attendance and then Trustees Martinez-Alvarez and Jasmin entered at 8:34 AM. It was announced the meeting was being livestreamed.

**MOTION** made by Trustee Reichelt, seconded by Trustee Jasmin, to approve the minutes of the June 29, 2021, meeting. There being no discussion, **Motion passed unanimously.**

Fall Update. Ms. Jessica Tansey, Director of the College of Graduate and Continuing Education (CGCE), gave the following updates on enrollment.

- There were strong graduate applications which converted to acceptances and enrollments. Post baccalaureate licensures dropped in the fall but increased in the spring.
- Undergraduate matriculated student enrollments were down for fall. Non-matriculated graduate and undergraduate enrollments have been down since the summer.
- Summer II enrollments increased slightly but are down overall.
- Budget projections and spring 2022 graduate funnel is on target for year to date.
- Virtual open houses are being held.
- Higher Ed strategists are reporting that students aged 24 and older are twice as likely to withdraw or take a leave of absence. Students are burnt out and taking breaks, getting jobs, and taking care of family members. We need to provide flexible programming as most adults are looking for online classes.
- Classes are a mixture of online and hybrid. Some education students are happy to be back in the classroom but others are looking for remote synchronous. The majority of undergraduate classes are online and the MSW program in Worcester is going completely online.
- Because of employment instability, cost is a large factor for students and applications are declining for all populations, not any specific group.

Daniel Forster, Vice President for Enrollment Management, gave the following updates on enrollment.

- Funnel reports for first year and transfer students showed greater numbers in prospects and inquiries.
- Additional names were purchased of students taking tests or identifying college as a possibility later in the year, with another purchase planned for November. Students were not filling out FAFSAs.
- We went completely test optional two years ago. The SAT is no longer a requirement because it is not a good predictor. It was requested to provide at the next meeting the Urban Education application numbers now that the SATs are not needed.
- The Deposit Profile Report was shared showing an increase in students living closest to the University, which is encouraging as we want to be a cornerstone in the wider community.
- Housing increased from 68 percent to 78 percent.
- The first open house attendance has tracked close to 2019 numbers with 300-350 guests for the first session.

Community Advisory Board. Mr. Forster stated key community members will be invited to meet twice per semester to speak with enrollment staff and President Thompson to hear what the community would like to see at the University. Trustee Martinez-Alvarez shared the need to get more superintendents, students, teachers, and counselors involved to hear new ideas. Internally, there is an enrollment management committee that is focusing this year on a fluid student experience, creating one entry point for all students, finding a way to help them transfer from day school to CGCE programs when needed.

Institutional Advancement Dashboard. Ms. Lisa McMahan, Interim Vice President for Institutional Advancement, stated the Dashboard for the first quarter is not yet complete, but there have been 317 donors so far this year, entrusting the University with \$153,631. The dashboard will be sent out as soon as it is completed.

Take A Seat Campaign. Ms. McMahan stated the *Take a Seat* campaign to renovate the Dever Stage seating is being pushed to alumni with a new video being released each month. Donations to date total \$30,000 and a grant was awarded from the Massachusetts Cultural Council for \$100,000. It was suggested to start a competition between the Trustee and Foundation boards with a progress chart showing the leader in donations.

Advancement Update. Ms. McMahan introduced Ryan Meersman, Associate Director of Alumni Relations, and Courtney Alfonso, Senior Annual Giving Coordinator. Staff from Institutional Advancement attended the Musical Theater Guild's (MTG) 45<sup>th</sup> reunion where three siblings from the group bought front row seats to Dever Stage in the *Take a Seat* campaign. Institutional Advancement is planning a strategic retreat to align their goals with President Thompson's vision and goals and the Foundation Board benchmarks. Updates on community and Homecoming events were shared.

Homecoming/Distinguished Alumni Award. The Alumni Association is presenting the Distinguished Alumni Award to Honorable Bud Williams, a 1973 graduate. The award will be presented by Alumni Association president Scott Liberman and the nominator, a classmate of Mr. Williams.

It was requested that fundraising continue to be a critical element at the forefront of Institutional Advancement, finding new ideas to implement.

There being no further business, **MOTION** made by Trustee Jasmin, seconded by Trustee Martinez-Alvarez, to adjourn. There being no discussion, **Motion passed unanimously.**

Meeting adjourned at 9:16 AM.

Attachments presented at this meeting:

- a. June 29, 2021, Minutes
- b. CGCE Fall 2021 Funnel
- c. CGCE Fall 2021 Enrollments
- d. CGCE Spring 2022 Recruitment Funnel
- e. Admissions Fall Funnel
- f. Admissions Spring Funnel
- g. Admissions Funnel Deposit Profile 3-year comparison First year
- h. Admissions Funnel Deposit Profile 3-year comparison Transfer
- i. Open House Profile 9-25-21
- j. Take a Seat 5x7
- k. Distinguished Alumni Award 2021