



Board of Trustees

Advancement and Enrollment Management Committee

8:30 AM
April 27, 2022

Loughman Living Room, Scanlon Hall

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>

For information about Westfield State's COVID-19 procedures, visit: <https://www.westfield.ma.edu/spring-2022covid/fag>

- | | |
|---|--------------------------|
| 1. Call to Order | Trustee Martinez-Alvarez |
| 2. Approval of Minutes
a) February 17, 2022 | Trustee Martinez-Alvarez |
| 3. President's Remarks | Dr. Linda Thompson |
| 4. Items for Information
a) Recruitment Numbers | Mr. Dan Forster |
| b) Enrollment Events | Mr. Dan Forster |
| c) Institutional Advancement Update | Ms. Lisa McMahan |
| d) Quarterly Dashboard | Ms. Lisa McMahan |
| e) Give A Hoot Campaign | Ms. Courtney Blajda |
| f) Hogan Classic Wrap up | Mr. William Hynes |
| g) Alumni Update | Mr. Ryan Meersman |

Attachment(s):

- a) Draft Minutes of February 17, 2022
- b) Enrollment Funnel Report
- c) Admission Events
- d) Dashboard-22-Q3 V2 04.21.2022
- e) Give a Hoot FY22 Results
- f) Alumni 4-2022



BOARD OF TRUSTEES

Advancement and Enrollment Management Committee

February 17, 2022

Minutes

Loughman Living Room, Scanlon Hall

And 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 PRESENT: Vice Chair Melissa Alvarado, Secretary Theresa Jasmin, and Trustees Chloe Sanfacon and William Reichelt.

MEMBERS EXCUSED: Committee Chair Lydia Martinez-Alvarez

TRUSTEE GUESTS PRESENT: Trustees Dr. Robert Martin, Ali Salehi, and Dr. Gloria Williams

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

The meeting was called to order at 8:33 AM by Committee Vice Chair Alvarado and it was announced that the meeting was being livestreamed and captured as recorded.

MOTION made by Trustee Jasmin, seconded by Trustee Reichelt, to approve the minutes of the December 16, 2021 meeting. There being no discussion, **Motion passed unanimously.**

President's Remarks. President Thompson is challenging the entire University to work on increasing enrollment on campus.

Enrollment Update. The first Accepted Student Day is one week away. This is the season of yield in trying to convert interested parties from acceptances to deposits. The funnel report was presented, showing we are up 800 accepts compared to last year, but deposits are lagging. Applications exceeded those three years ago. It is very early for transfers, but the numbers are comfortable.

- Because inquiries are so high, we are still seeing more applications, but it affects the next conversion. More interest is generated, but the level drops as it goes through the process.
- The accept rate is higher because SAT scores were made optional.
- Conversion rates from 2019-2021 were reviewed to estimate where we expect to be. We reached the goal for prospects and are 95% of the way to expected inquires and 90% of the goal for 6,000 applications. It is hoped to have 5,000 accepts. For the yield rate, expect a 2% reduction after instituting the Common App. We have removed 3%, putting us at 1,086 after melt.
- 3E Marketing, which helps with digital media, ad buying, and converting applications to yield has projected a little over 1,100 after melt based on the region, the market, and how students are

responding in the marketplace. This would bring us close to budget for this year. The rate of deposits has been reduced.

- Visits are down 30%-40% which need to increase through accepted student days. There is still a financial aid gap for our highest-need students, which is one-third of the class. Financial aid is not keeping up with inflation. Students' costs are higher because most live on campus. Department chairs are working with Admissions to plan events and be engaged with the process. Funnels are being distributed to each department, and faculty have been reaching out to students.
- Another offer of financial aid is going out soon and an appeal fund is being set up for those families who need more assistance. Families will reach out to us if they are offered more from other schools. We also have work study funds to offer students who request it and we awarded the Massachusetts Grant Plus up front this year with an estimated total for all students of \$1 million for 2022-2023. Staff in the financial aid office are reaching out to students who are accepted but haven't submitted their FAFSA to offer to help complete it.

Spring Events. There are 180 registrations for accepted student days with the hope for another 40-50. These days tend to yield very high. There are many smaller accepted student events taking place in person and virtually to supplement the main accepted student days to connect with individual students.

- There has been a good response from text messaging selling Westfield State as the right fit and a fun place to attend. Handwritten note cards were sent to approximately 3,400 students. Faculty are calling potential students and a letter from President Thompson was sent.
- EduCo is an international site we started working with last fall. We are live and recruiting students from all over the world. The challenge is that visa appointments are difficult to obtain. We are establishing the program now to be ready when travel relaxes. It was suggested that international students could fill the gap by holding a couple of college fairs in Brazil or other places. Chair Martin requested this subject be revisited in June-August and report back on the outcome data of what is working and the success for each initiative, for example, the phone calls and texting. The Admissions office wants a return on every effort done, so we need to make sure we can sustain and support each event. Electronic communication can be measured and the EdSights report was shown with responses to digital messaging.
- Enrollment Management may be coming back to the Board for additional funds for financial aid, and it was requested to do that sooner rather than later. President Thompson stated students still have a gap of \$4,000 and asked the team to reduce that figure and look for ways to hire students on campus. It was stated that there needs to be a major shift of the financial planning process and how expenses and reduced revenue are reviewed as we think of the long-term affect.

Quarterly Dashboard. Highlights from December 31 include \$424,045 in gifts and \$45,000 in grants. There were 741 donors; 82 new, 269 reactivated, and 390 retained. All categories have increased since last year. Board participation is increasing, and all three volunteer boards need to talk about giving. The Trustees were challenged to participate in the Florida golf tournament and the April 6 Interfaith Breakfast. There is great synergy on campus with the associate deans and directors. A fundraising strategy was presented to cabinet and the Foundation Board, looking back over the last five years, which averaged just over \$1 million in straight fundraising. Foundation metrics are being developed, looking to stretch and build in the FY23 goals and targets. In 2012 there was a \$4 million endowment and as of December 31 it was \$18 million. There is quiet fundraising around the president's community conversations and investiture. It is the 50-year celebration of Title IX. The Foundation Board approved three new board members, Dr. Carlton Pickron, Dr. Isabelina Rodriguez, and Ralph Studley, who bring so much knowledge from the University. There have been three new scholarships since July and three more coming. There has been much discussion around the importance of academic scholarships, however we are finding we also need to assist with books, food insecurity, internships, travel abroad etc. We continue to look at the percentage of alumni participation,

which is presently at .97%, and that needs to increase. The real donor numbers come in the 3rd and 4th quarter since most funds come from big events, bequests, and planned giving. We find that our student's stories are what compels giving.

Owls in Florida/Hogan '77 Classic. Alumni and donors are invited to participate in the Naples, Florida, St. Patrick's Day parade walking with matching t-shirts next to a WSU-decorated van followed by a reception with Dr. Thompson. The Hogan Classic Golf Tournament is March 14 and it is hoped to raise \$15,000-\$20,000 from that event.

GiveAHoot is March 23-24 and information is being sent by email, text messages, and postcards. There were 317 donors and \$79,000 raised last year. This year's goal is 350 donors and \$85,000.

Take a Seat. There is \$40,000 left to raise in this fundraiser for Dever Stage seating. During the holidays it was advertised as "Give a Seat." Two sets of parents bought seats for their students who are currently attending. This campaign will close in July. On February 19 Advancement, Athletics, and the President's Office will host a reception at the men's and women's basketball games to promote Owl pride. A large student turnout is expected at the games.

Owls Around the Globe (OATG). The alumni trustee election name will be given to governor's office this week. Alumni Relations is trying to promote fun. They are pushing initiatives on social media and measuring engagement. This also gives an opportunity to update alumni information. Last month, the *Owls Around the Globe* campaign had 118 submissions from all over the world. There were 12,770 people who saw the post and 2,623 who engaged with it. Last weekend the *Owls in Love* campaign highlighted couples who met at Westfield State. A chair of the Washington, DC alumni chapter was identified to start that group up again.

President Thompson said she is looking for major gifts of \$25,000 and above and will find what is most important for each school to get the biggest benefit from the donations.

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

Meeting adjourned at 9:35 AM.

Attachments presented at this meeting:

- a) Draft Minutes of Minutes – December 16, 2021
- b) Enrollment Update
- c) Spring Events PowerPoint
- d) Quarterly Dashboard
- e) Owls in Florida
- f) Give A Hoot Postcard
- g) Take a Seat Poster
- h) Owls Around the Globe (OATG)

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 February 17, 2022.

Theresa Jasmin, Secretary

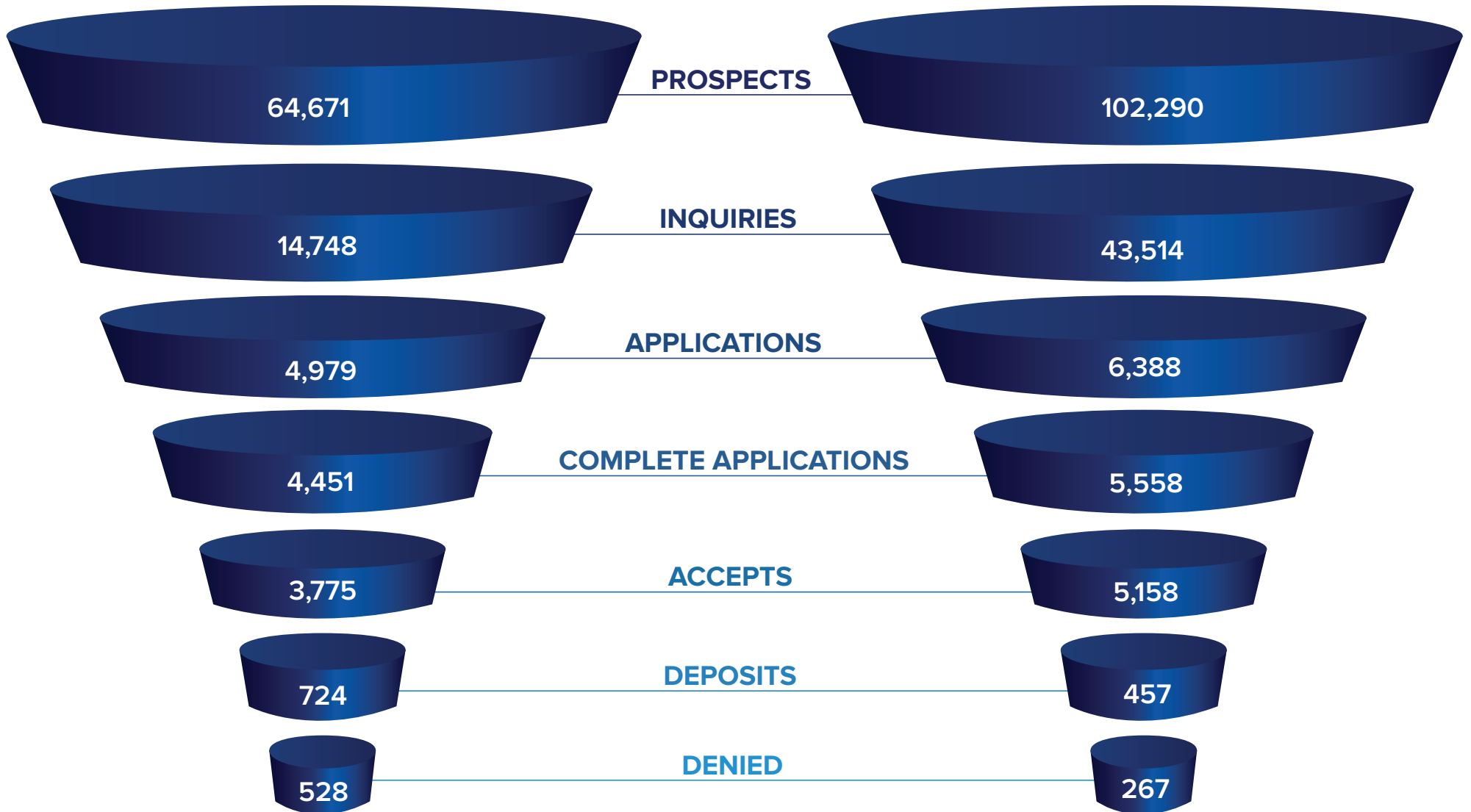
Date

ADMISSION FUNNEL REPORT — FIRST-YEARS

4/20/2022

FALL 2019

FALL 2022

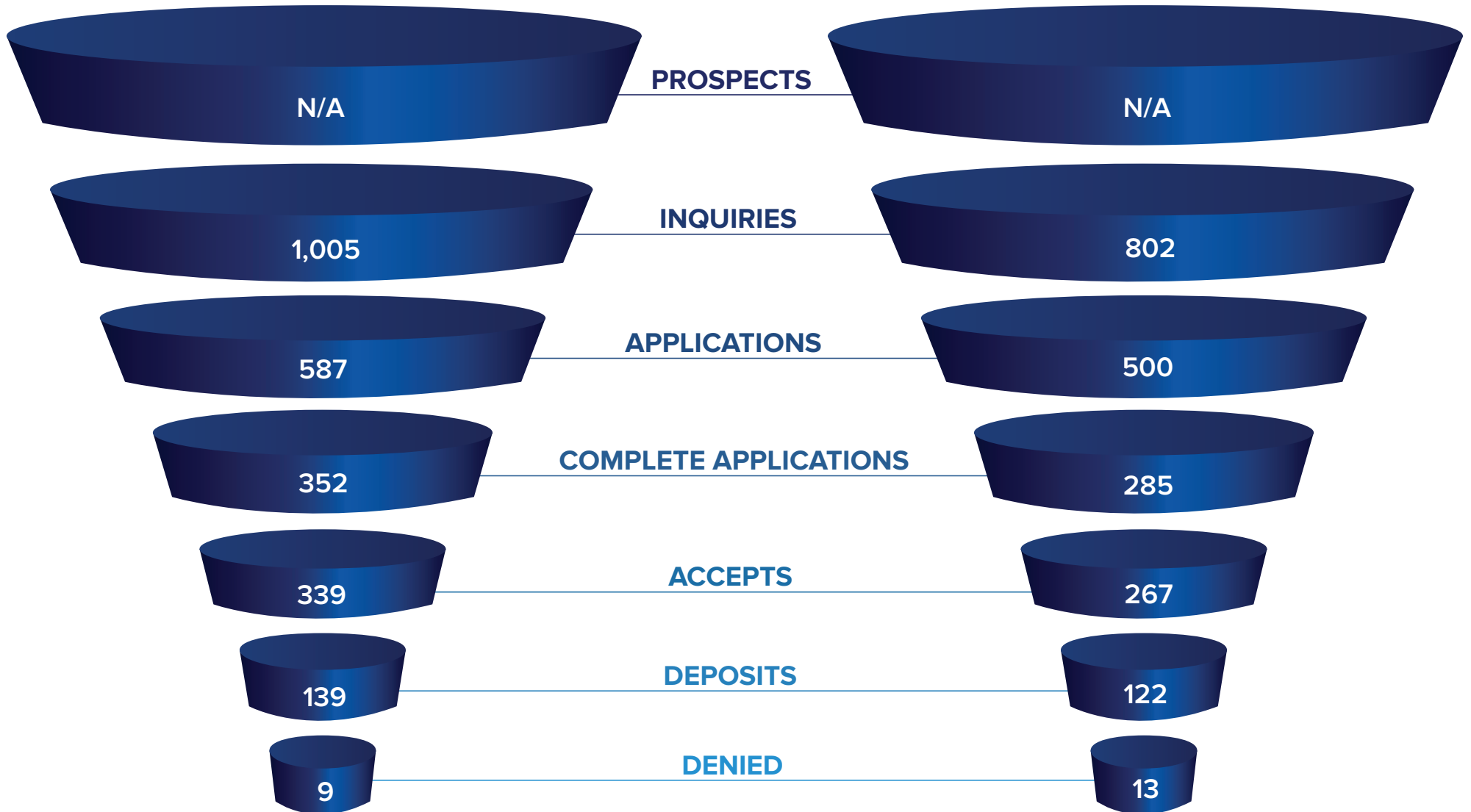


ADMISSION FUNNEL REPORT — TRANSFERS

4/20/2022

FALL 2019

FALL 2022



Accepted Student Days

Schedule of Events Spring 2022

Scheduled

Week of Jan. 23	Owl Chat with Accepted Students Wednesday, January 26th 5:00 - 6:00 pm
Week of Jan. 30	Athletic Training Accepted Student Event Saturday, February 5th 9:30 am - 12:00 pm
Week of Feb. 6	
Week of Feb. 13	Undeclared/Exploratory Session Thursday, February 17th 6:00 - 7:00 pm Environmental Science Accepted Student Event Thursday, February 17th 7:00 - 8:00 pm Theatre Accepted Student Event Friday, February 18th 2:00 - 10:00 pm
Week of Feb. 20	Accepted Student Day Wednesday, February 23rd 9:30 - 2:00 pm
Week of Feb. 27	Biology Accepted Student Event Tuesday, March 1st 7:00 - 8:00 pm
Week of Mar. 6	Career Night Wednesday, March 9 6:00 - 7:00 pm
Week of Mar. 13	Accepted Parent Chat Wednesday, March 16th 7:00 - 8:00 pm
Week of Mar. 20	Accepted Student Day Thursday, March 24th 9:30 - 2:00 pm
Week of Mar. 27	Accepted Student Day Thursday, March 31st 9:30 - 2:00 pm
Week of Apr. 3	Criminal Justice Accepted Student Event Tuesday, April 5th 9:00 - 12:30 pm Psychology Accepted Student Event Wednesday, April 6th 9:30 - 1:00 pm
Week of Apr. 10	Political Science Shadow Day Monday, April 11th 12:00 - 2:00 pm English Accepted Student Event Tuesday, April 12th 7:00 - 8:00 pm
Week of Apr. 17	Computer Science Accepted Student Event Wednesday, April 20th 10:30 - 3:30 pm Education Accepted Student Event Wednesday, April 20th 12:00 - 4:30 pm <i>Rising seniors will also be invited</i> School of Business & Data Analytics Wednesday, April 20th 1:00 - 3:30 pm English Open Classroom Thursday, April 21st 9:00 - 1:00 pm Health Science Grand Rounds Thursday, April 21st 10:30 - 2:00 pm
Week of Apr. 24	Accepted Parent Chat #2 Tuesday, April 26th 7:00 - 8:00 pm Owl Chat with Accepted Students #2 Thursday, April 28th 6:00 - 7:00 pm

In person
 Virtual

Department Communication

Department	Email	Letter	Phone Calls	Post Cards
Accounting/Finance				
Art		X		
Biology	X	X		
Chemical/Physical Science		X		X
Communication			X	X
Computer & Information Science		X		
Criminal Justice	X			
Economics	X			
Education	X			
English	X			X
Environmental Science	X			
Ethnic & Gender Studies	X			
Geography, Planning & Sustainability	X	X	X	
Health Sciences				
History	X	X		
Marketing/Management				
Mathematics	X	X		
Music	X	X		X
Nursing	X			
Political Science		X		
Psychology		X		
Social Work				
Sociology, Hispanic & Liberal Studies	X			X
Sports Medicine & Human Performance	X	X		

**This is not a comprehensive list and does not list out all Department initiatives; this is simply the list of initiatives that we are currently aware of*

Institutional Advancement DASHBOARD

March 31, 2022 – 3rd Quarter

Executive Summary

Total Donors

- 202 New Donors
- 423 Reactivated Donors
- 568 Retained Donors

Alumni Participation Rate: 1.59%

This number represents 750 alum donors out of 47,119 alumni of record*

* In accordance with CASE reporting standards, "Alumni of Record" is defined as the number of living alumni for whom we WSU has a valid address, email or phone number.

Highlights

Institutional Advancement is pleased to welcome Alyce Stiles, Senior Coordinator for Advancement Services & Reporting.

Give a Hoot Annual Days of Giving headed up by Senior Annual Giving Coordinator, Courtney Bladja, were a huge success!

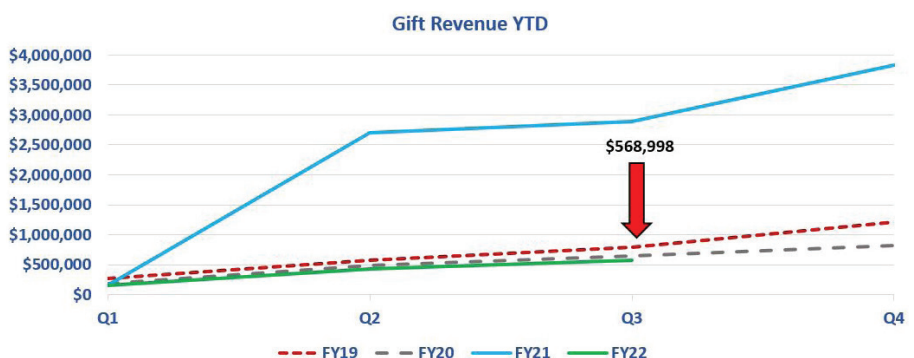
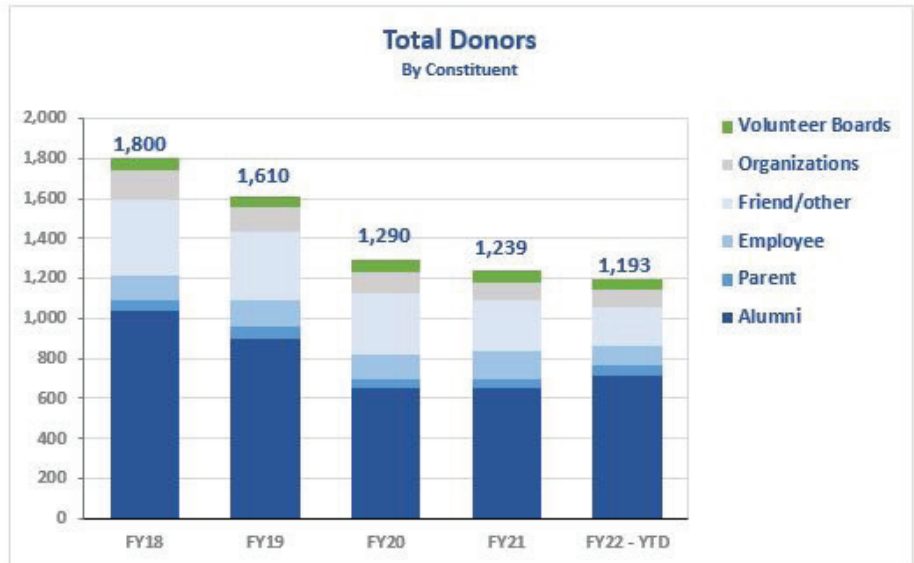
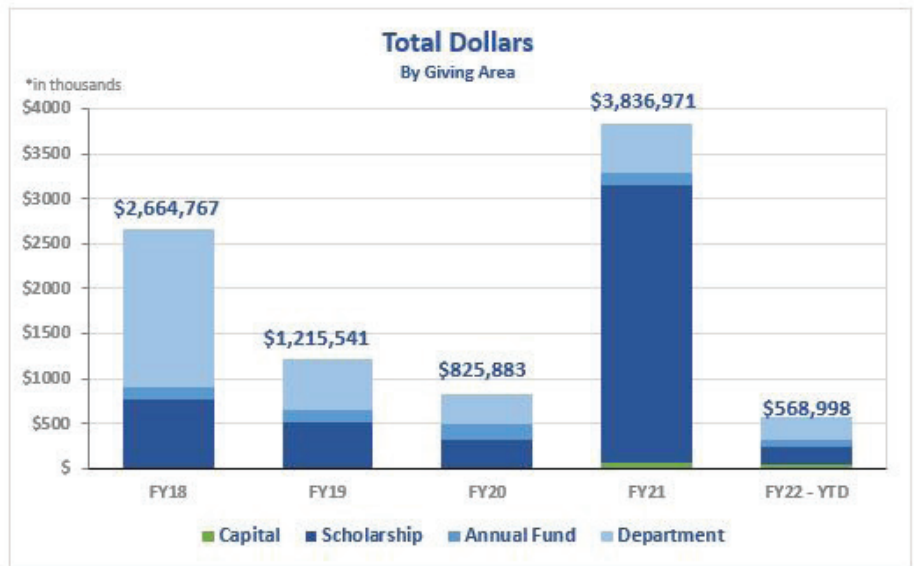
- \$69,362 received as of March 31, 2022
- 449 gifts received as of March 31, 2022
- Exceeded the goal of 350 donors!

\$568,998
Dollars

1,193
Donors

1.59%
Alum Part.

\$217.34
Ave. Gift



Institutional Advancement DASHBOARD

March 31, 2022 – 3rd Quarter

Fundraising Priorities



HOCKEY LOCKER ROOM
DONORS: 21
DOLLARS: \$11,721



DEVER STAGE SEATS
DONORS: 88
DOLLARS: \$28,674



THE WESTFIELD FUND
DONORS: 654
DOLLARS: \$68,346



PRESIDENTIAL INITIATIVE
DONORS: 15
DOLLARS: \$13,100

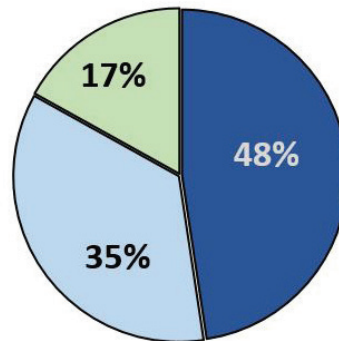
Note: The Volunteer Board figures include gifts that were soft credited to the donor. A donor received a soft credit when their direct actions result in a gift, but they are not entitled to a charitable deduction for that donation

Gift Pyramid

	Donors	Dollars
\$25,000 or higher	5	\$174,573
\$10,000-\$24,999	6	\$82,948
\$2,500 - \$9,999	23	\$99,492
\$500 - \$2,499	131	\$117,197
\$1 - \$499	1,028	\$94,789
Total	1,193	\$568,998

Grants Received in FY2022	
	Dollars
As Schools Match Wits Grant	\$ 45,000
Interfaith Youth Core Campus Initiative Grant	\$ 500
Scientific Research Grant	\$ 1,000
Nursing Completion Pilot	\$ 12,500
TOTAL	\$ 59,000

Total Donors: 1,193



Retained Donor:

A donor who gave last year and gave again this year.

Reactivated Donor:

A donor who gave sometime in the past, but not last year, and gave again this year.

New Donor:

A donor who had given a gift for the first time.

■ Retained □ Reactivated ■ New

Volunteer Boards	Population	Donors	Participation	Ave Gift	Dollars
Board of Trustees					
FY22 - YTD	11	9	82%	\$ 1,083	\$ 11,918
FY21	11	11	100%	\$ 2,282	\$ 25,106
Foundation Board of Directors					
FY22 - YTD	25	19	76%	\$ 1,569	\$ 39,223
FY21	25	25	100%	\$ 3,449	\$ 86,225
Alumni Association Executive Council					
FY22 - YTD	18	18	100%	\$ 155	\$ 2,790
FY21	17	17	100%	\$ 213	\$ 3,615
Cabinet					
FY22 - YTD	9	9	100%	\$ 2,610	\$ 23,490
FY21	7	7	100%	\$ 3,714	\$ 25,996





GIVE A HOOT!

Get your gift in early

SAVE THE DATE MARCH 23-24

OUTREACH

POSTCARD

Sent March 4
to recent donors



Westfield
STATE UNIVERSITY

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

Give a Hoot!

Come together for our students

MARCH 23-24, 2022

Mark your calendar for Give a Hoot, Westfield State University's annual giving day! Your generosity ensures that more Westfield State students have access to opportunities that will transform their lives forever.

How you can show your support:

GIVE: Be counted as an early donor

ADVOCATE: Share the Give a Hoot page to inspire fellow Owls

CHALLENGE: Motivate your Westfield State friends and family with a match or challenge gift

or visit westfield.ma.edu/give
for more information

Checks can be made payable to "Westfield State Foundation, Inc." with "Give a Hoot - (designation name)" in the memo line, postmarked by March 28, and mailed to Westfield State Foundation, Inc., Attn: Make a Gift, PO Box 1630, Westfield, MA 01086-1630

Scan me

MAILED LETTER

Sent March 15
to recent donors who
have email exclusions

WESTFIELD STATE FOUNDATION, INC.



"Through student scholarships, I am able to purchase art supplies for my classes, providing me the resources I need to let my creativity flow" - Alyson, Art Major

Dear Jeannette,

Westfield State University's annual day of giving—Give a Hoot—is happening on March 23 and 24! Give a Hoot is a time for students, alumni, employees, families, and friends to come together and celebrate the strong Westfield State connection we all share. During this giving day, we are raising money to create opportunities and ensure success for our current Owls.

Last academic year, generous donors supported over 100 student scholarship awards, provided additional funding to our athletics teams for new equipment and uniforms, and assisted more than 80 students through the Owls Helping Owls Student Emergency Fund. Gifts to the Westfield State Foundation continue to be transformational, impacting the lives of our students.

Please consider helping our students reach their goals by renewing your support to Westfield State during Give a Hoot. Gifts can be made online at westfield.ma.edu/give or by returning the enclosed reply envelope and noting Give a Hoot on the memo line.

With Owl Pride,

Courtney Blajda

Courtney Blajda
Senior Annual Giving Coordinator
Westfield State Foundation, Inc.

Westfield State Foundation, Inc.
PO Box 1630
Westfield, MA
01086-1630

(413) 572-8632
westfield.ma.edu/give



ADVOCATE TO-DO LIST

WEDNESDAY, MARCH 16

- Like, follow, and join us on Facebook/Instagram @WestfieldStateAlumni and Twitter @Westfieldalumni to stay informed about our giving day progress!
- 6:30pm – Give a Hoot Advocate Training Meeting hosted by GiveCampus

Tuesday, MARCH 22 Give a Hoot is TOMORROW!

- Log into GiveCampus on the Give a Hoot page www.westfieldstate.edu/give Make your gift early and turn your gift into a challenge or match to incentivize your classmates and friends to make their own gift to Give a Hoot.
- 12:00pm – Email Westfield State Friends
"Hi Fellow Owls! Just a reminder tomorrow is Give a Hoot, Westfield State's annual day of giving. Join me in making a gift at [\(include personal link when logged into GiveCampus\)](#)"

Wednesday, MARCH 23 Give a Hoot BEGINS!

- 9:00am – Like/Comment/Share @WestfieldStateAlumni video post on social media
- 12:00pm – Email/Text/Call Westfield State Friends
"Today is Give a Hoot Westfield State's annual day of giving. Join me and support any area at Westfield State that means most to you like (choose an area of meaning: specific Athletics team, student scholarships, Academic department, etc.). Here's the link: [\(include personal link when logged into GiveCampus\)](#)"
- 5:00pm – Like/Comment/Share @WestfieldStateAlumni video post on social media

Thursday, MARCH 24 Give a Hoot ENDS!

- 9:00am – Like/Comment/Share @WestfieldStateAlumni post on social media
- 5:00pm – Final Email/Text/Call Westfield State Friends
"There's still time to support Give a Hoot! Can I count on you to make your gift at [\(include personal link when logged into GiveCampus\)](#)."
- 7:00pm – Like/Comment/Share final @WestfieldStateAlumni post on social media

Friday, MARCH 25 – CELEBRATE!

Thank your Westfield State Friends who supported Give a Hoot!

ADVOCATE WEBINAR
March 16: Week Away



OUTREACH: EMAIL

18 Emails

Segments: Lybunts, Athletics, Scholarships, Dever Stage
Finalsite | ThankView

530 clicks | 165 donors | \$16,934



Dear Courtney,

Westfield State's annual day of giving is already underway! Will you [Give a Hoot](#) and make an immediate impact on the lives of our students?

Make your gift go even further by helping to unlock these giving day challenges!

12 more donors by 1pm EDT will unlock a \$500 donation from Westfield State Alumni Association

The first 25 donors to Westfield State Athletics will each unlock a \$20 donation from Russ Hammond '73!

Current Challenges & Matches

The Coach John Kurty Scholarship for Movement Science
Katheryn McColley Bradford Short Term Travel Scholarship
Dever Stage

Owls Helping Owls - Student Emergency Fund
Physician Assistant
Class of 2012
Class of 2014

[Create your own match or challenge](#) during Give a Hoot and share with your classmates, family, and friends, making your gift go further for our students!

85 clicks | 34 donors | \$3,976

Westfield State University

Hi Courtney,

Give a Hoot—[Westfield State's annual day of giving](#)—begins today! To kickoff Give a Hoot, 50 donors from now until 1pm EDT will unlock a \$500 donation from the Westfield State Alumni Association [at this link](#).

Check out how your [support makes a difference](#) for our Owls!

WATCH YOUR VIDEO!

TODAY IS
GIVE A
HOOT



Watch Your Video



83 clicks | 32 donors | \$2,540



Dear Courtney,

Give a Hoot—[Westfield State's annual day of giving](#)—begins tomorrow! This is a time for members of our community to come together and celebrate the strong Westfield State connection we all share. During this giving day, we are raising funds to create opportunities and ensure success for our current Owls.

Please consider giving back to the area of Westfield State that means most to you—Athletics, Dever Stage, Owls Helping Owls Student Emergency Fund, Student Scholarships, the Westfield Fund (area of greatest need), and even a specific Academic department. Your support opens the doors of opportunity for our students.

You don't have to wait until tomorrow, show your Owl Pride and [make your gift now!](#)

Make your gift here via Venmo, PayPal, Mobile Wallet, and Credit Card

Hoot Hoot

Courtney Blajda

Senior Annual Giving Coordinator
Westfield State Foundation, Inc.

PS If you've recently made a donation, thank you!



Athletics
Owl Club

Dever Stage
Take a Seat!

Owls
Helping Owls

Student
Scholarships

67 clicks | 19 donors | \$1,790

Westfield
STATE UNIVERSITY

OUTREACH: SOCIAL MEDIA

36 individual posts
Facebook, Instagram, Twitter, LinkedIn
286 clicks | 21 donors | \$2,905

Westfield State Alumni
March 23 at 5:00 PM · 🌐

Doug Meehan '88 Gives a Hoot--Will you join him? From now until 10pm EDT, if 50 donors make a gift to Give a Hoot, members of the [Westfield State University Board of Trustees](#) will donate \$2,000. Help unlock this amazing donation at <https://bit.ly/3KQz05D> 🙌💙
#GiveaHootWSU



Doug Meehan video
Raised **\$1,255** from **5** donors
Reached **1,637** users, **67** reactions (comment/likes),
8 shares, **215** engagements (video views, saves, clicks)

Westfield State Alumni
March 24 at 7:00 AM · 🌐

On this final day of Give a Hoot, join President Linda Thompson in supporting our Owls! Dr. Thompson will match the next 21 donors to Give a Hoot (up to \$1,000) in celebration of her first year as the 21st president of Westfield State University.
Make your gift at <https://bit.ly/35XWqCs> 🙌💙 Thank you!
#GiveaHootWSU



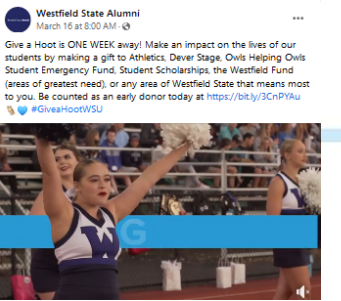
Westfield State Alumni
March 23 at 12:01 PM · 🌐

Hoot Hoot--Have you made your gift yet to Give a Hoot? 🙌💙 Our students are counting on YOU to help unlock a \$500 donation from the WSA Executive Council by 1pm EDT. #GiveaHootWSU Please consider making your impact here: <https://buff.ly/3t5xVpa>



Westfield State Alumni
March 21 at 8:01 AM · 🌐

Join Westfield State Alumna Nicole Nalepa '10 and Give a Hoot this Wednesday and Thursday! Let's come together and celebrate the strong Westfield State University connection we all share. 🙌💙 Make your gift early and support our current Owls at <https://buff.ly/3w9xxdD> #GiveaHootWSU



Westfield State Alumni
March 23 at 10:00 AM · 🌐

Join Russ Hammond '73 in celebrating the success of Westfield State Athletics this school year! The first 25 donors to Westfield State Athletics will each unlock a \$20 donation from Russ Hammond '73 at <https://buff.ly/3tc9YTK> 🙌💙
Support your favorite team and help unlock additional funds to Athletics! #GiveaHootWSU #LetsGoOwls

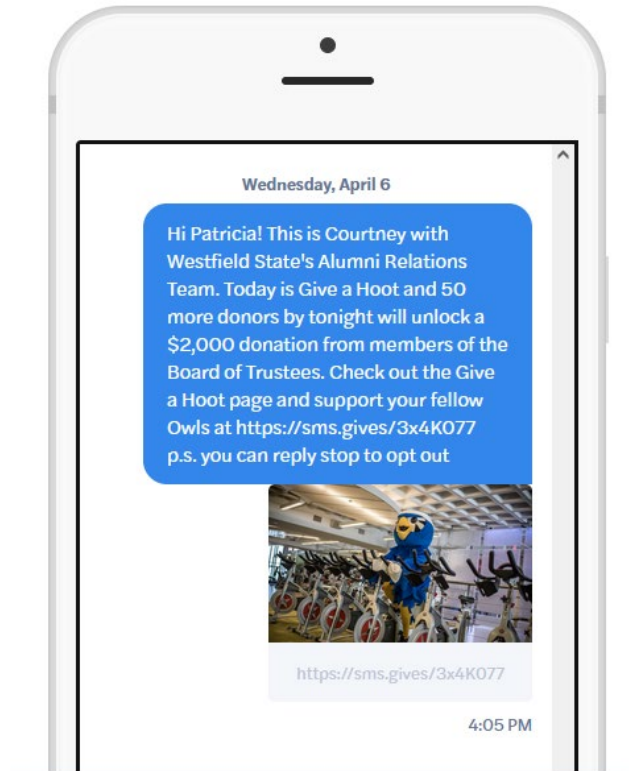


Westfield State Alumni
March 24 at 12:00 PM · 🌐

It's TRIPLE TIME with only 12 more hours to Give a Hoot! From now until 2pm EDT, all donations will be tripled thanks to members of the Foundation Board.
Russ Hammond '73 has offered another generous challenge: 18 donors to Westfield State Athletics by midnight tonight will unlock a \$1,500 donation from Russ. Join us at <https://buff.ly/3MXQbHto> 🙌💙



OUTREACH: TEXT



Hustle Text

Sent 3/23 at 2:30pm
Announcing Trustee Challenge

Total sends: 5,883
Clicks: 135
Donors: 17
\$ Raised: \$6,154.20

OUTREACH: CAMPUS TABLE



CHALLENGES/MATCHES

17 Challenges/Matches unlocking \$20,250

Power hours:

3/23 - 50 donors from 9am to 1pm EDT will unlock a \$500 donation from the **WSAA Executive Council**

3/23 - The first 25 donors to Westfield State Athletics will each unlock a \$20 donation from **Russ Hammond '73**

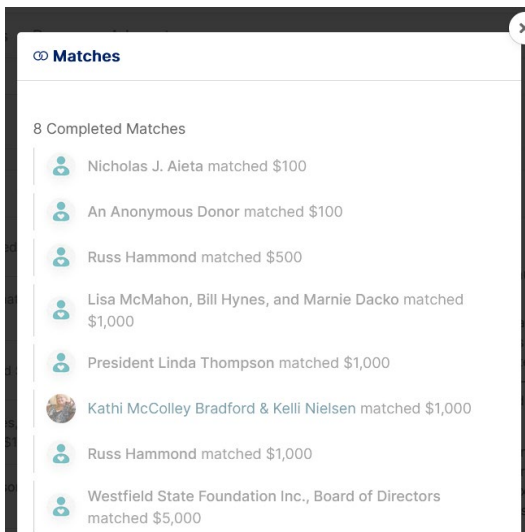
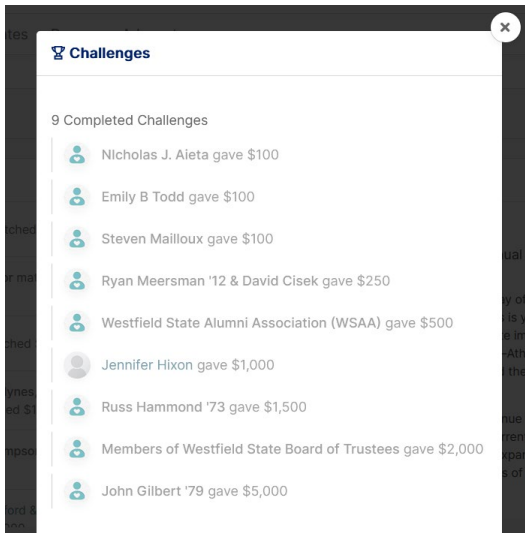
3/23 - 50 donors to Give a Hoot from 4pm-10pm EDT will unlock a \$2,000 donation from **members of the Board of Trustees**

3/24 (7am) - **President Linda Thompson** will match the next 21 donors to Give a Hoot (up to \$1,000), celebrating her first year as the 21st president of Westfield State University

3/24 - **Russ Hammond '73** will donate \$1,500 when Westfield State Athletics reaches 100 donors before midnight

3/24 - From 12-2pm EDT all donations will be tripled (up to \$5,000) thanks to **members of the Foundation Board**

3/24 - Goal reached! If 25 more donors Give a Hoot by midnight tonight, **John Gilbert '79** will donate \$5,000!



DONORS

alumni, students, faculty/staff/librarians, families, friends

326 gifts from **Alumni**

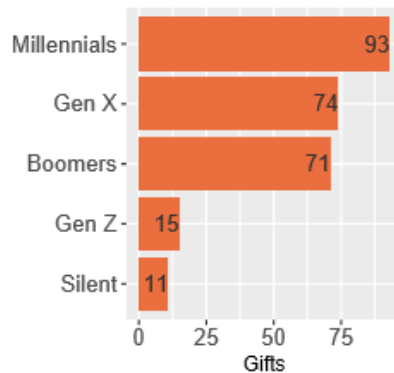
77 gifts from **Westfield State Employees**

Donors from **61 different class years (alumni/student)**

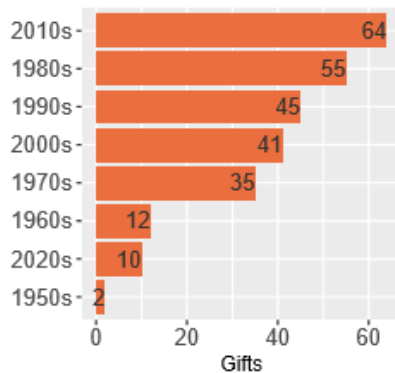
- Donor from **oldest class 1956**
- Donor from **youngest class 2023**
- Donors from **56 consecutive class years 1967-2023**

Top Performers

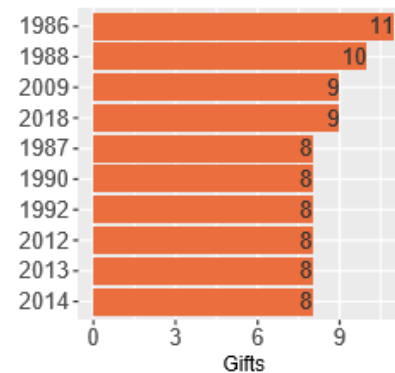
By Generation



By Class Decade



By Class Year



DONORS

- 79 donors donated previously in FY22
- 124 retained donors who last gave in FY21
- 113 reactivated donors who gave some time in the past (not FY21)
 - **One donor's last gift was in 1989!!**
- 48 new donors
 - 35 new alumni donors



RESULTS

Goal 350 donors

In the door as of 4/20/22:

459 gifts from 411 donors

\$72,897.30

*\$7,500 additional commitments made



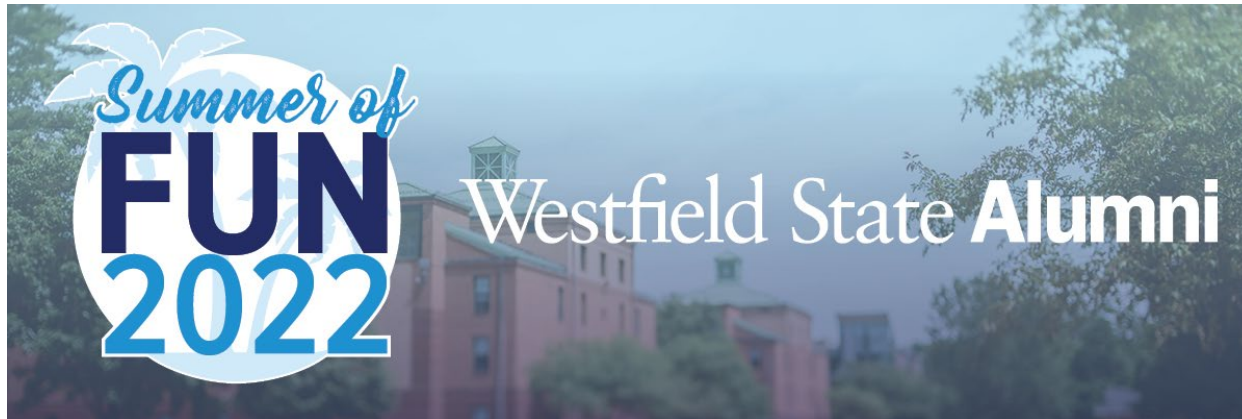


THANK YOU
for supporting our students!

Alumni Engagement: DC Area Chapter



Alumni Engagement



- Friday, June 3, 6-9pm: SOF Kickoff at Tia's Waterfront, Boston, MA
- Saturday, July 9, 4:05pm: Alumni at the Woo Sox, Polar Park, Worcester, MA
- Saturday, August 6, 6:30-8:30pm: Sunset Cruise on the Liberte, Falmouth, MA
- More info and registration at westfieldalumni.org/events/sof22