



Board of Trustees

Advancement and Enrollment Management Committee

8:30 AM

December 16, 2021

Conference Room A (Garden Level), Horace Mann 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>

COVID-19 procedures: Masks are required when indoors on the Westfield State campus, regardless of vaccine status. For more information about Westfield State's COVID-19 procedures, visit: <https://www.westfield.ma.edu/fall-2021-opening/faq>

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| 1. Call to Order | Trustee Martinez-Alvarez |
| 2. Approval of Minutes
a) October 13, 2021 | Trustee Martinez-Alvarez |
| 3. President's Remarks | Dr. Linda Thompson |
| 4. Items for Discussion | |
| 5. Items for Action
Motion: Staff Emeritus/a Status | Ms. Lisa McMahon |
| 4. Items for Information
a) Institutional Advancement Update
• Annual Fund
• Day of Giving
• Take A Seat Campaign
• Hogan Classic, March 2022
b) Westfield State Foundation, Inc. Report
c) Alumni Report
d) Financial Aid Update
e) Admissions Update
f) Advisory Board Agenda | Ms. Lisa McMahon

Mr. William Hynes
Ms. Lisa McMahon
Ms. Lisa McMahon/Mr. Ryan Meersman
Mr. Daniel Forster
Mr. Daniel Forster
Mr. Daniel Forster |

Attachment(s):

- a) Minutes - October 13, 2021
- b) Motion: Staff Emeritus/a Status
- c) IRA Minimum Required Distribution Postcard
- d) Financial Aid Update Pell InOn Gap Packaging Groups 21-22 FR
- e) Admissions Update-Funnel
- f) Advisory Board Agenda



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.

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 McMahon, 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. McMahon 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. McMahon 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) 45th 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

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 October 13, 2021.

Theresa Jasmin, Secretary

Date



Board of Trustees

December 16, 2021

MOTION

To approve the granting of staff emerita status, effective December 16, 2021 to the following individuals:

Nancy Goodness

Mary Ann Roussi

Cynthia Siegler

Robert A. Martin, Ph.D., Chair

Date

Staff Emeriti Justifications

December 16, 2021

Nancy Goodniss was known for being a 'go-to' person colleagues turned to for her expertise, knowledge, and advice, especially in a crucial situation. Despite her demanding workload, she kept her door open for anyone who needed assistance. Nancy served as a key administrator for many years, serving Academic Advising, the Associate Dean's Office, the Disney College program and other key campus resources, performing her duties with accuracy, timeliness, and professionalism. Likewise, her organizational skills, creativity and enthusiasm created a 'can-do' environment. Nancy was, and continues to be, well-respected across campus. She touched many important programs on campus with her skills and commitment to service that most often went above and beyond the call of duty. Even in retirement, she answered the call to continue serving part-time in one of the key student support programs. Referring to the slogan, 'We are Westfield' Nancy has been described as being Westfield. Start 9/10/95 – end 3/9/20

Mary Ann Roussi began her career with Westfield State in the Ely Library where many students benefitted from her assistance. She then moved to the Counseling Center where she was known for giving students a kind welcome. From there, Mary Ann transitioned to the office of Human Resources where she worked with staff, faculty and librarians before becoming the Assistant to the Dean of the College of Arts, Humanities, and Social Sciences where she was again able to work closely with students. In this final position at Westfield State, she answered student's questions, hosted functions in the Dean's Office, and helped create an inviting study space in Dower. She was known to go the extra mile to ensure that students had what they needed to be successful at Westfield State. As a WSU graduate herself, Mary Ann demonstrated her devotion to the institution throughout her long career. Start 1/12/92 – end 1/17/21

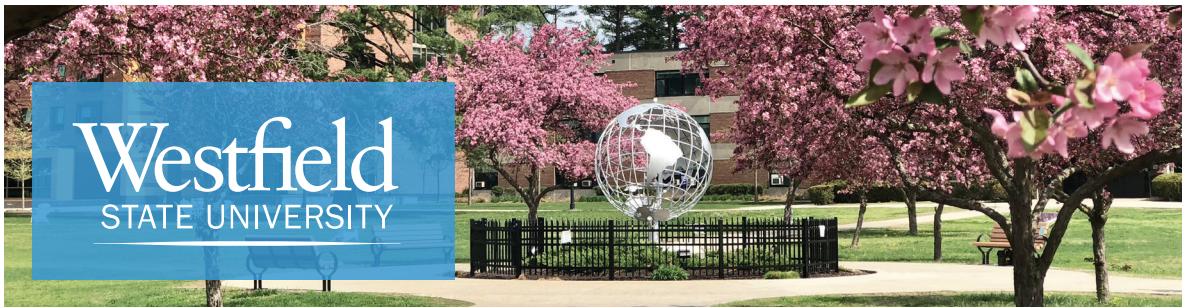
Cynthia Siegler was the first Director of the International Programs Office creating partnerships around the world allowing students to study abroad through diverse and affordable programs. Her 40+ years in the international field positioned her to be a resource to many of her colleagues. The expansion of the International Program, under Cynthia's direction, has allowed WSU to have a presence on the world stage allowing students the opportunity to study anywhere that the program could take them. Through the IPO, a diverse group of students, from around the world, were given the chance to study at WSU; this forged a better understanding of various cultures on our campus. Cynthia's guidance and creation of Go Global courses provided faculty members and students hands-on experience by participating in service learning programs throughout the global community. These programs work with people in under developed countries to provide various needed services. Start 10/28/92 – end 3/9/20

Giving that supports—and saves

Change lives and save on your taxes.



Jim welcomed the opportunity to make a philanthropic contribution using the IRA Required Minimum Distribution.



Jim '98 and Joanne Parker

“What if I told you that I could save you money on your taxes?”

That’s a question you’re apt to hear Jim Parker ’98 ask as he and his wife, Joanne, have loyally supported Westfield State through a Qualified Charitable Distribution from their IRA which has help them reduce their tax burden.

Here’s How it Works

- Beginning the year you turn 72, you are able to make a gift to satisfy part or all of your required minimum distribution from your IRA.
- This reduces your tax burden, even if you don’t itemize, as the transfer to the charity generates neither taxable income nor a tax deduction
- You can directly transfer up to \$100,00 from your IRA to a qualified non-profit, like Westfield State.

Jim wants others to know that even if two or three people have the ability to make a tax-free gift from their IRA, it could have a huge impact on Westfield State.

Contact your tax advisor to see if this option is right for you.

To learn more, contact Bill Hynes at whynes@westfield.ma.edu or **(413) 572-8647**.

In-State & On-Campus

BUDGET	EFC	RANGE	EQUITY %	GRANT	RANGE	LOANS	TOTAL AWARD	Bill**	Range Max Award	Mass Grant Increase	Gap* No Loan	Gap w/* Dep Loan	Gap w/* Ind/PI Den
26978	0	to 200	52.00%	14028.56	to 13924.56	5500	19,529 to 19,425	23339	14028.56	500	8810.44	3310.44	-689.56
26978	201	to 500	48.00%	12852.96	to 12709.44	5500	18,353 to 18,209	23339	12852.96	500	9986.04	4486.04	486.04
26978	501	to 1000	45.00%	11914.65	to 11690.10	5500	17,415 to 17,190	23339	11914.65	300	11124.35	5624.35	1624.35
26978	1001	to 1500	43.00%	11170.11	to 10955.54	5500	16,670 to 16,456	23339	11170.11	300	11868.89	6368.89	2368.89
26978	1501	to 2000	41.00%	10445.57	to 10240.98	5500	15,946 to 15,741	23339	10445.57	300	12593.43	7093.43	3093.43
26978	2001	to 2500	39.00%	9741.03	to 9546.42	5500	15,241 to 15,046	23339	9741.03	300	13297.97	7797.97	3797.97
26978	2501	to 3000	37.00%	9056.49	to 8871.86	5500	14,556 to 14,372	23339	9056.49	300	13982.51	8482.51	4482.51
26978	3001	to 3500	35.00%	8391.95	to 8217.30	5500	13,892 to 13,717	23339	8391.95	300	14647.05	9147.05	5147.05
26978	3501	to 4000	33.00%	7747.41	to 7582.74	5500	13,247 to 13,083	23339	7747.41	200	15391.59	9891.59	5891.59
26978	4000	to 4400	30.00%	6893.40	to 6773.40	5500	12,393 to 12,273	23339	6893.4	200	16245.6	10745.6	6745.6
26978	4401	to 4800	29.00%	6547.33	to 6431.62	5500	12,047 to 11,932	23339	6547.33	200	16591.67	11091.67	7091.67
26978	4801	to 5200	28.00%	6209.56	to 6097.84	5500	11,710 to 11,598	23339	6209.56	200	16929.44	11429.44	7429.44
26978	5201	to 5500	27.00%	5879.79	to 5799.06	5500	11,380 to 11,299	23339	5879.79	200	17259.21	11759.21	7759.21
26978	5501	to 5846	26.00%	5584.02	to 5494.32	5500	11,084 to 10,994	23339	5584.02	200	17554.98	12054.98	8054.98

2021-2022 Pell Grant EFC ends at 5846

*gap is calculated using the max award within that EFC range

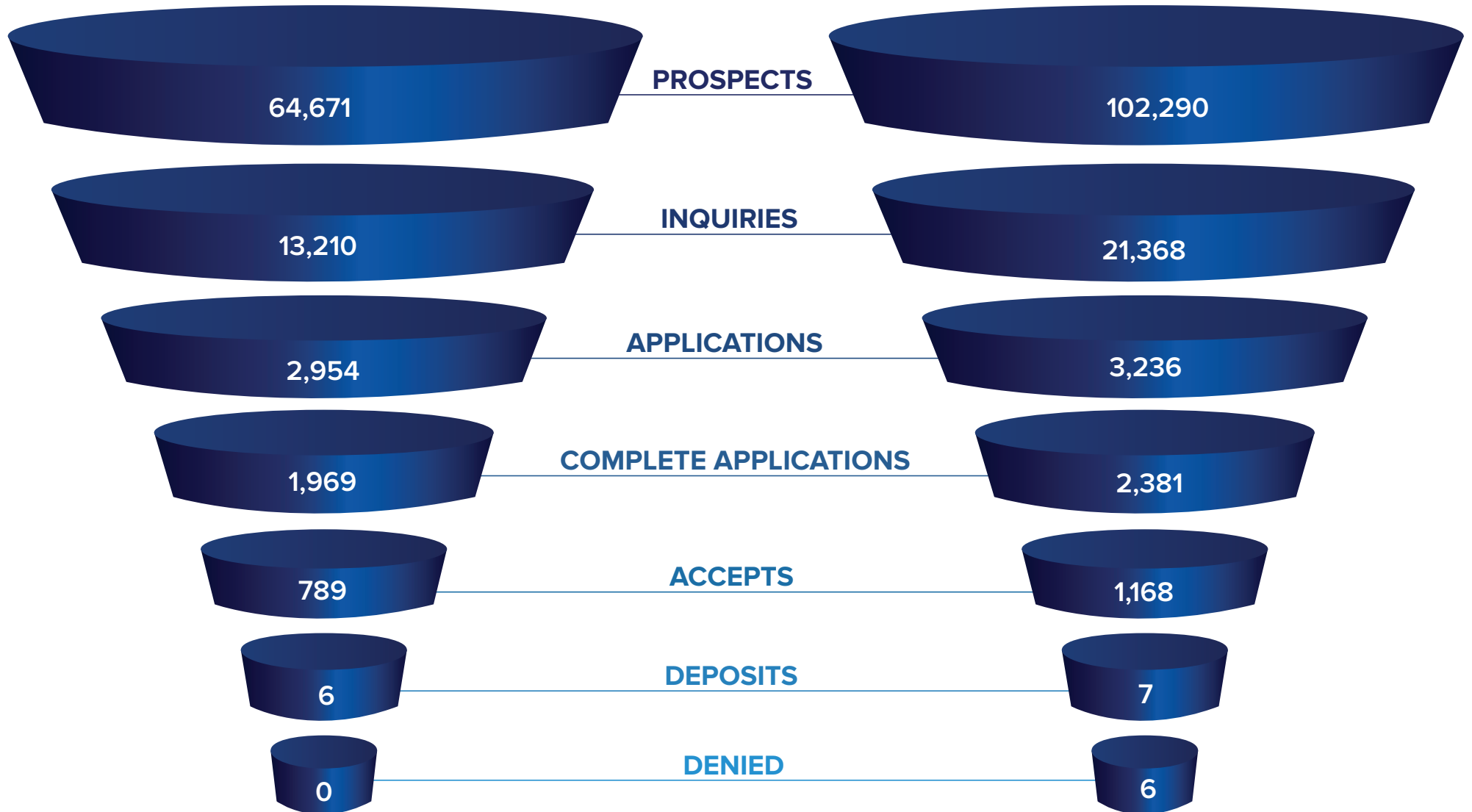
**Assumes standard housing and unlimited meal plan for 2021-2022 & does not include fitness center fee which is waivable

ADMISSION FUNNEL REPORT — FIRST-YEARS

12/8/2021

FALL 2019

FALL 2022

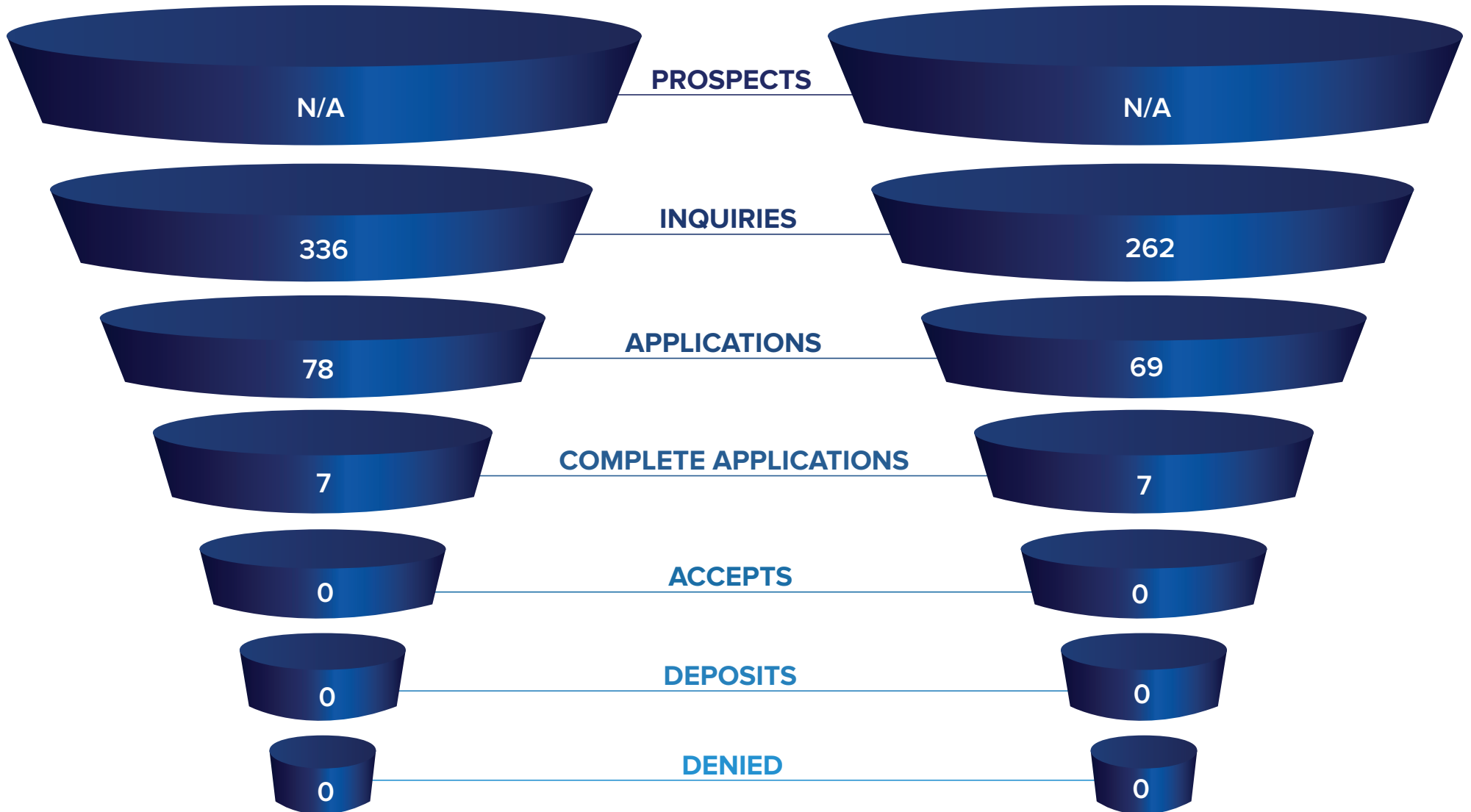


ADMISSION FUNNEL REPORT — TRANSFERS

12/8/2021

FALL 2019

FALL 2022



**Enrollment Advisory Board Committee Agenda
Westfield State University, Horace Mann Building
President's Boardroom, Floor 2
December 6, 2021, at 3:30pm**

Committee Members

Lynn Clark, Chicopee School Superintendent
Anthony Soto, Holyoke School Superintendent
Daniel Warwick, Springfield School Superintendent
Tim Connor, West Springfield School Superintendent
Stefan Czaprowski, Westfield School Superintendent
William Parks, Boys & Girls Club of Greater Westfield
Dexter Johnson, YMCA of Springfield
Revered J.P. Morgan, Jr., Holy Trinity Church
Tricia Canavan, Springfield Business Advisory

Discussion Notes:

- President Thompson kicked off the meeting with her welcome and thoughts on why connections to the community were critical for Westfield State University and for the area.
- Trustee Lydia Martinez also welcomed the participants and explained her dual role as a Trustee and as the representative of the Springfield Public School system.
- Spirited conversations touched on early college programs, support for existing programs and how they could become more focused on workforce development and specialized training.
- Summer program opportunities, connecting families to the recruitment process.
- Issues and effects of Covid on students and their preparedness for college, and on mental health.
- Demand for additional recruitment activities aimed at younger audiences and programs for financial aid and financial literacy