



## Board of Trustees

Advancement and Enrollment Management Committee

December 16, 2021

### Minutes

Conference Room A (Garden Level), Horace Mann Center

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

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

**MEMBERS PARTICIPATING REMOTELY:** Vice Chair Melissa Alvarado

**TRUSTEE GUESTS PRESENT:** Trustees Paul Boudreau, Madeline Landrau, 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 8:30 AM by Committee Chair Martinez-Alvarez.

**MOTION** was made and seconded to approve the minutes of the October 13, 2021 meeting.

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

|                          |                    |                  |                    |
|--------------------------|--------------------|------------------|--------------------|
| Trustee Alvarado         | Yes                | Trustee Reichelt | Not yet in meeting |
| Trustee Jasmin           | Not yet in meeting | Trustee Sanfacon | Yes                |
| Trustee Martinez-Alvarez | Yes                |                  |                    |

**Motion passed unanimously.**

A roll call was taken of committee members Alvarado, Martinez-Alvarez, and Sanfacon at the meeting. It was announced that the meeting was being livestreamed and captured as recorded.

President's Remarks. President Thompson stated she has been doing friendraising events and is hoping the Boards of Trustees and Foundation and the Alumni Association will host additional events. [Trustees Jasmin and Reichelt entered the meeting at 8:34 AM]

Staff Emeritus/a Status. The candidates for staff emerita designation represent incredibly talented staff with a total of 80 years served on the campus. Information on each candidate was presented.

**MOTION** made by Trustee Sanfacon, seconded by Trustee Jasmin, to approve the granting of staff emerita status, effective December 16, 2021 to the following individuals:

Nancy Goodness  
Mary Ann Roussi  
Cynthia Siegler

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

|                          |     |                  |     |
|--------------------------|-----|------------------|-----|
| Trustee Alvarado         | Yes | Trustee Reichelt | Yes |
| Trustee Jasmin           | Yes | Trustee Sanfacon | Yes |
| Trustee Martinez-Alvarez | Yes |                  |     |

**Motion passed unanimously.**

Institutional Advancement Update. President Thompson is sharing a wonderful story of Westfield State everywhere she goes and there are many alumni in the groups she sees. Fundraising initiatives for January through June were shared.

- The annual campaign started on December 15. The number of donors and dollars has increased this year.
- Day of Giving. Giving Tuesday has helped promote philanthropy over the last couple of years.
- The Take A Seat Campaign is looking to raise the last \$50,000 and in the holiday spirit has changed the slogan to “Give” A Seat in memory or honor of someone. Six trustees have purchased a seat.
- The 4<sup>th</sup> Annual Hogan Golf Classic is scheduled for March 12-14, 2022, at Club Pelican Bay in Naples, a premier golf course in southern Florida. The reception always has great engagement and funds raised will go to presidential initiatives. It is hopeful that there will also be a St. Patrick’s Day parade in Naples with a strong alumni presence.

Westfield State Foundation, Inc. Report. The Memorandum of Agreement between the Foundation and the University is being updated with the hope that the Foundation can provide more funding to the University this year. The Albert and Amelia Ferst Interfaith Center is part of the Foundation and their report of the critical work they are doing will be sent soon.

Alumni Report. One goal of the Alumni Relations office has been to refocus on alumni and connect them with current students. The SGA Executive Council alumni are hosting a reunion of councils to honor Barbara Hand, the SGA assistant for 31 years. They have raised over \$5,000 toward student senate scholarships in her honor. The next alumni trustee election is taking place in early 2022. Large reunions are taking place this coming spring and fall. An assessment will be conducted in the new year with current alumni standing and where the alumni association wants to go. The industry standards on alumni engagement include volunteerism, experiential, philanthropic and communication. The annual appeal gained 150 donors and \$7,000 from the mailing. Trustees said they looked forward to receiving benchmarking on alumni.

Financial Aid Update. The maximum amount of aid is being provided to the neediest students, but there is still a gap to be bridged of approximately \$4,000, which is not covered by anything. Each year we try to increase Financial Aid.

- The costs for students, loans, grants, and the gaps for each need-based ladder were explained.
- For neediest students, we are offering approximately \$14,000 with the help of some state funding.
- Many families do not want to borrow. The federal formula is based on family support, but many students do not have that and need to borrow on their own.
- The best way to assist without affecting other services is to target fundraising toward scholarships. It is also important to encourage all staff at the institution to remind students to apply for existing scholarships as some of them go unused.
- Everyone connected to the campus should mentor and encourage a child in K-12 schools. If we are going to become a Hispanic Service Institution (HSI) and a first student campus, this is even more important.
- We have a very low loan default rate of 3%, which is very similar to a private school. We were recognized as a good value for graduates as they get jobs and can pay back their loans.

Admissions Update. The funnel reports show a large increase in the number of applications compared to 2019 because of the ability to use the common app. Inquiries still increased due to social media and direct/email initiatives. Applications are being completed at a much greater rate and we have never had this many accepts so early in the year. The ISERS, an institution’s version of the FAFSA, is monitoring the rate of downloads of the FAFSA into our system, which is an indicator of an intent to deposit. The SATs have been taken off the table and there is no sliding scale being used in the review of applications. This has made it easier for students to apply, which will also help our HSI students. Not all other state universities are seeing this increase.

Enrollment Management Advisory Board. Condensed notes from the first meeting were shared. The advisory board has an eagerness to increase collaboration with others that impact students on a regular basis. Trustee Martinez-Alvarez’s passion and experience on campus informed the other participants and challenged them to mentor students. The advisory board will be used to increase enrollment by looking outside the campus for assistance.

There being no further business, **MOTION** made by Trustee Sanfacon, seconded by Trustee Jasmin, to adjourn.

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

|                          |     |                  |     |
|--------------------------|-----|------------------|-----|
| Trustee Alvarado         | Yes | Trustee Reichelt | Yes |
| Trustee Jasmin           | Yes | Trustee Sanfacon | Yes |
| Trustee Martinez-Alvarez | Yes |                  |     |

**Motion passed unanimously.**

Meeting adjourned at 9:27 AM.

Attachments presented at this meeting:

- 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