



## Board of Trustees

Advancement and Enrollment Management Committee

April 27, 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.

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**MEMBERS PRESENT:** Trustees Chloe Sanfacon and Chris Montemayor

**MEMBERS PARTICIPATING REMOTELY:** Committee Chair Lydia Martinez-Alvarez and Vice Chair Melissa Alvarado

**MEMBERS EXCUSED:** Secretary Theresa Jasmin and Trustee William Reichelt

**TRUSTEE GUESTS PRESENT:** Trustees Dr. Robert Martin and Dr. Gloria Williams

**TRUSTEE GUESTS PARTICIPATING REMOTELY:** Trustee Ali Salehi

Dr. Linda Thompson, President, as well as Daniel Forster, Vice President for Enrollment Management, Lisa McMahon, Interim Vice President for Institutional Advancement, Courtney Blajda, Senior Annual Giving Coordinator, William Hynes, Interim Director of Advancement and Major Gifts, and Ryan Meersman, Associate Director of Alumni Relations, of Westfield State University were also present.

The meeting was called to order at 8:36 AM by Committee Chair Martinez-Alvarez.

**MOTION** made by Trustee Sanfacon, seconded by Trustee Montemayor, to approve the minutes of the February 27, 2022, meeting.

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

Trustee Alvarado	Yes
Trustee Martinez-Alvarez	Yes
Trustee Montemayor	Yes
Trustee Sanfacon	Yes

**Motion passed unanimously.**

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

President's Remarks. President Thompson needs everyone on campus and the community to think about enrollment strategies. The prevalence of depression and mental health is at its highest point,

and we all need to encourage our students and give them hope. She thanked the Institutional Advancement team for working hard to secure funds for the campus and finding new ways to engage alumni.

Recruitment Numbers and Enrollment Events. Mr. Forster shared that there were record numbers of prospects and engagement from February through April with significant applications completed at a higher rate than ever. However, deposits are still lagging even though we hosted over 1,000 people on campus in over 22 events. Outreach continues with 4,000 texts sent out this week with language that help can be offered if they have issues with the deposit or finances. A recent meeting of the Enrollment Management Advisory Board focused on getting juniors and seniors on campus in the spring. In the context of statewide numbers, we are on a similar track with deposits and are comparing to 2019 for the benchmark since we have not broken from all COVID practices yet. The yield would have to drop 10% to dip below 2020-2021 figures. The entire year is lagging in communication from families. Last year more students stayed local with twenty-five percent of last year's commuters being within 45 minutes of the University. For new students who want to live on campus, a \$300 deposit is requested. Accepted Student Days (ASD) surveys receive a 15-20% response rate and the yield from ASDs is fifty percent. In addition to collaborating with academic departments, it was suggested to incorporate student life events at Accepted Student Days. It was requested to see survey results at the June meeting from those attending Accepted Student Days on why they chose not to attend Westfield.

Institutional Advancement Update. Ms. McMahon reported the Take a Seat Dever Auditorium fundraiser received a \$10,000 donation and \$9,500 was received toward student initiatives in honor of President Thompson's Investiture. The Interfaith Center breakfast was well attended.

Quarterly Dashboard. Ms. McMahon stated a grant from the state had been awarded for \$100,000. She also shared the dashboard, showing a significant increase in donors in the last quarter with 202 new donors, 568 retained donors year after year, and 423 reactivated donors. All three volunteer boards of Trustees, Foundation, and Alumni Association had contributions in the Give A Hoot campaign, and it is expected to have 100% participation from all the Boards by year end.

Give A Hoot Campaign. Ms. Blajda shared results of the Give A Hoot fundraising campaign. Outreach took place through giveCampus and included emails and posts on Facebook, Instagram, Twitter, and LinkedIn. Through sharing posts, the online presence reached 1,637 users. Hustle, a texting platform, created 5,000 text messages responding back and forth raising \$6,000 from one text message. Seventeen challenges and matches logged \$20,050. Donor information will be dissected from the campaign. The goal was 350 donors and we have currently received \$72,897.30 in funds or pledges through 459 gifts from 411 donors.

Hogan Classic Wrap up. Mr. Hynes shared information on the week in Florida with donors and alumni culminating with the Hogan Classic golf event. Thirty-four golfers participated followed by a reception of 45-50 people who came to meet President Thompson and hear about University programs. This event is being explored as a recruitment tool in addition to raising funds.

Alumni Update. Mr. Meersman presented the following alumni updated:

- The April 8 Washington, DC trip connected local alumni there with students interning at the Washington Center, an event that should take place every semester we have students enrolled. It also presents an opportunity to support and engage high-profile alums in the area.

- The Summer of Fun events start June 3 in Boston.
- It was suggested to encourage alumni groups in Florida to host dinners on their own leading up to the St. Patrick's Day Parade and then culminate on the weekend in Naples to bring all the groups together, creating more traction in the state.
- A California alum is working to bring groups together. President Thompson met two alums in California who want a similar Washington Center model there so students can do a semester there and see about the careers available. Our alumni need to be engaged in the success of our campus.
- It was questioned whether alumni relations should be a subcommittee of the Board with one representative in every state to be a liaison to the Board to assist affiliates alums and help and mentor students.

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

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

Trustee Alvarado	Yes
Trustee Martinez-Alvarez	Yes
Trustee Montemayor	Yes
Trustee Sanfacon	Yes

**Motion passed unanimously.**

Meeting adjourned at 9:28 AM.

Attachments presented at this meeting:

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