Board of Trustees
Advancement and Enrollment Management Committee

10:45 AM
June 7, 2018
President’s Boardroom

1. Call to Order
   Trustee Landrau

2. Approval of Minutes
   April 26, 2018
   Trustee Landrau

3. Items for Information
   a. Westfield Promise
   b. 5-year Enrollment Projection
   c. Report on Out of State Scholarship
   d. Owl Scholarship
   e. TV Ad – Video
   f. YTD May 31, 2018 IA Dashboard
   g. Year End Comparisons
   h. Looking Ahead
   i. Thankview Birthday Initiative
   j. Summer/Early Fall Activities
   k. Fund Raising – Campus Policy Update (0235)
   l. Fund Raising – Student Organizations Policy Update (0230)
      Erica Broman

4. Items for Discussion
   a. Collaboration Between Institutional Advancement and Enrollment Management
      Erica Broman and Dan Forster

5. Items for Action
   a. Motion: Westfield State University Board of Trustees Gift Acceptance Policy Update (0340)
      Erica Broman
   b. Motion: Naming of University Facilities and Programs (0370)
      Erica Broman
Attachment(s):

a. YTD May 31, 2018 IA Dashboard – Handout at the meeting
b. IA Year End Comparisons – 3 documents
c. Summer/Early Fall Activities
d. Fund Raising – Campus Policy (0235) – tracked changes
e. Fund Raising – Campus Policy (0235) – revised
f. Fund Raising – Student Organizations Policy (0230) – tracked changes
g. Fund Raising – Student Organizations Policy (0230) - revised
h. WSU BOT Gift Acceptance Policy (0340) – tracked changes
i. WSU BOT Gift Acceptance Policy (0340) - revised
j. Motion WSU BOT Gift Acceptance Policy
k. Naming of University Facilities and Other Spaces Policy (0370) – tracked changes
l. Naming of University Facilities and Other Programs Policy (0370) – revised
m. Motion Naming of University Facilities and Other Programs Policy