



## Board of Trustees

### Advancement & Enrollment Management Committee

10:15 AM  
April 30, 2020

#### Virtual Meeting 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 will take place at the following link:

<http://www.westfield.ma.edu/live>

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| <b>1. Call to Order</b>   | Trustee Martinez-Alvarez           |
| <b>2. Approval of Minutes</b><br>December 11, 2019                | Trustee Martinez-Alvarez           |
| <b>3. Items for Information</b>                                   |                                    |
| a) Funnel Report for Day Admissions and CGCE                      | Dan Forster                        |
| b) Enrollment Management Financial Aid Model                      | Dan Forster/Mike Mazeika           |
| c) Changes to Admission Visit Schedule                            | Dan Forster/Kelly Hart             |
| d) Enrollment Projections   | Dan Forster                        |
| e) Marts & Lundy Development Assessment & Campaign Planning Study | Philippe G. Hills, President & CEO |
| f) Public Higher Education Endowment Incentive Program            | Erica Broman                       |
| g) Institutional Advancement Dashboard                            | Erica Broman                       |