



## Board of Trustees Advancement Committee

March 31, 2015  
President's Boardroom, The Horace Mann Center

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**MEMBERS IN ATTENDANCE:** Trustees Hagan, Martin, Johnson, and Queenin.

**MEMBERS EXCUSED:** Trustee Landrau.

Meeting called to order at 4:02 PM.

**MOTION** made by Trustee Queenin, seconded by Trustee Hagan to accept the minutes from the January 21, 2015 Advancement Committee meeting. Motion passed unanimously.

The Honorable Michael Knapik, Executive Director for Advancement, reviewed Advancement and University Relations (AUR) and Westfield State Foundation's quarterly reports. Trustees requested additional information be added to future AUR quarterly reports: year-to-date, goals, average gift size, annual performance, and previous performance.

The Honorable Kenneth Lemanski, Vice President for Advancement and University Relations, reviewed the universities naming policy. Naming campus buildings is subject to approval from the Board of Higher Education (BHE). The BHE has developed a naming policy that the university is required to adopt in which the BHE establishes pricing, not the institution. The policy does not address naming opportunities for smaller spaces.

**MOTION** made by Trustee Queenin, seconded by Trustee Hagan to authorize the Advancement Committee to forward motion to the full board: to accept proposed changes to the *Naming of University Facilities and Other Spaces* policy; and to authorize any cross-references to language in the newly revised *Naming of University Facilities and Other Spaces* policy to be made in all other Westfield State University publications.

Trustees would like "past practice will not continue" added to the newly revised policy. Motion passed unanimously.

Trustees discussed the possibility of an in-house person conducting the finances for Westfield State Foundation. It was agreed a measurable index must be presented in order to justify such a position. There is concern there might be a high-turnover rate for a position of this nature. Appleton Corporation currently oversees their finances and trustees worry the Foundation is paying for more than they need.

Meeting adjourned at 5:02 PM.