



BOARD OF TRUSTEES

Institutional Advancement Committee

Minutes

February 7, 2017

Board of Trustees committee members in attendance: Committee Vice Chair Hagan, Secretary Martin, Trustee Queenin, Trustee Trafford

Excused absence: Trustee Landrau, Trustee Hill

Participating Remotely: Trustee Johnson

Trustee guests present: Trustees Magovern, Slakey, Sullivan, Marcus

Dr. Ramon S. Torrecilha, President of Westfield State University was also present.

The meeting was called to order by Committee Chair Hagan at 3:35PM

Chair Hagan announced that we will be audio recording the meeting

Chair Hagan announced that Trustee Johnson will be participating remotely due to geographical distance and weather.

Chair Hagan made a call for a motion to elect a Chair Pro Tempore. Trustee Marcus made a motion to elect Trustee Hagan as the Chair Pro Tempore. Trustee Martin seconded the motion. There was no discussion. The motion was approved.

Trustee Johnson was dialed in at 3:36PM

Committee Chair Hagan moved to agenda item Approval of Minutes for December 6, 2016.

MOTION was made by Chair Hagan to approve the minutes of December 6, 2016. The motion was seconded by Trustee Queenin. Hearing no discussion or corrections, Chair Hagan asked for a roll call vote.

Roll Call Vote was made:

Trustee Hagan, yes
Trustee Johnson, yes
Trustee Martin, yes
Trustee Queenin, yes
Trustee Trafford, yes

Chair Hagan moved to Items for Information and introduced Dr. Broman to present.

Dr. Broman provided an update on the naming of the Science & Innovation Center. She asked President Torrecilha to talk about the Board of Higher Education process. The naming went before the Fiscal and Administrative Policy committee of the Board of Higher Education in Boston. The committee voted unanimously to pass the motion to name the Science Center for alumna, Dr. Nettie Maria Stevens. This motion then went to the full board of Higher Education and the board approved the naming.

We are moving forward with the signage for the building possibly using an image of Nettie Stevens. A plaque is being developed that looks like the DNA Strand for donors names. Instead of a ribbon cutting we will have a DNA cutting. The official ribbon cutting will take place on May 5th, 2017.

President Torrecilha noted that we are working with Tricia Oliver, Director of Campus Communications to mount a media campaign around the naming of the building. We want to highlight Dr. Nettie Stevens, Westfield State, and the higher education system in Massachusetts. We will emphasize our role in educating women for STEM careers.

Dr. Broman then discussed both the Gala and Ribbon Cutting. Both events will take place on the same day with the Gala taking place in the evening. This will allow us to save money by utilizing the same rentals for both events. The Ribbon Cutting will feature students working in the facility. The Gala will be hosted by Mr. Jim and Ms. Kristin Hagan and Mr. George and Ms. Yolanda Flevotomos . The fundraising goal for the event is \$175,000.00. In an effort to support the university's strategic priorities around student success, the funds raised through this year's gala will support internships for our students.

Dr. Broman moved on to the next item, update on new hires. Dr. Broman introduced Patrick Carpenter, Major Gifts Officer. Mr. Carpenter was previously employed at Boston College Law School. Dr. Broman also noted a second new hire, Ms. Julie Philips, Annual Funds Coordinator. A call has been put out for students to work at our annual phone-a-thon. In the recent past, we have hired an outside agency to complete this task. The phone-a-thon will begin on February 19th. Dr. Broman noted that 215 students applied for the 12 phone-a-thon positions.

Dr. Broman introduced Patrick Carpenter to share information about donor visits.

A handout was passed out. Donor Engagement Process (DEP)

Mr. Carpenter talked about the handout, and how he uses this in his work and gave a quick overview of his experience at WSU.

Challenges: When reaching out to alumni they are surprised to get a call. They note a lack of follow through in the past as well as trust issues. We need to communicate more clearly and ensure that these

relationships are built on trust and transparency. On the technical side, the lack of accurate records in the past has hurt our fundraising efforts.

Successes: Mr. Carpenter noted several productive meetings with alums and he provided a road map for cultivation. Mr. Carpenter provided a sample story of an alum who had visited campus in the past to engage with students and is interested in reengaging with the university and our students. Mr. Carpenter noted that there are 75 meetings set up for March. Some of these will not be realized, but this is a good start.

Dr. Broman expects to have the other major gift officer position filled by end of spring semester.

Dr. Broman noted some special projects, including a possible bequest. Dr. Broman and Dr. Torrecilha will be visiting with alumni in Florida and Washington, D.C. in February and March. The visits are the result of on-going efforts to reengage our alumni and seek financial support for a variety of initiatives including bolstering financial support for the interfaith center. Dr. Broman then highlighted the #giveahoot event, encouraging as much trustee involvement as possible.

Dr. Broman moved on to number 3 on the agenda, Items for Discussion, Foundation Financials as of 12/31/16. Dr. Broman stated that they intend to discontinue their relationship with the Appleton Corporation and hire another accounting service which will be much more cost effective.

Dr. Broman announced that the Institutional Advancement staff will be moving back to campus on April 1st.

Chair Hagan asked for comments and questions. There were none.

Chair Hagan made a motion to adjourn. Trustee Queenin seconded the motion.

A roll call vote was taken:

- Trustee Hagan – yes
- Trustee Johnson – yes
- Trustee Martin – yes
- Trustee Queenin – yes
- Trustee Trafford – yes

Motion was approved. Meeting adjourned at 4:21PM

Handouts presented at this meeting:

- Donor Engagement Process (DEP)

Attachments presented at this meeting:

- Events List 2017
- Financial statements
- Draft Minutes, December 6, 2016