Board of Trustees  
Institutional Advancement Committee  
Minutes  
Room 134, Catherine Dower Center for the Performing and Fine Arts  
June 15, 2017

Board of Trustees committee members in attendance: Committee Chair Johnson, Vice Chair Hagan, Secretary Martin and Trustees Landrau, Queenin, and Trafford.

Excused absence: Trustee Hill.

Trustee guests present: Trustees Marcus and Magovern.

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

The meeting was called to order by Committee Chair Johnson at 12:30 PM.

Committee Chair Johnson announced that the meeting will be audio recorded.

Committee Chair Johnson moved forward to agenda item Approval of Minutes of April 4, 2017 and asked for a Motion to approve the minutes.

**MOTION** was made by Trustee Queenin, seconded by Trustee Landrau, to approve the minutes of the April 4, 2017 meeting. **Motion passed unanimously.**

Committee Chair Johnson moved on to the first Item for Information Tracking Progress – FY17 Dashboard Model, and welcomed Dr. Erica Broman, Vice President of Institutional Advancement. Dr. Broman handed out the new Dashboard model for tracking giving. The donor number is down because a phonathon was not done in the fall, just the spring this year. This Dashboard will be used internally and will allow the Advancement office to be as transparent as possible in terms of where progress is being tracked. A partial distribution of approximately $450,000 is expected from the Catherine Dower estate before June 30, which will substantially increase the fiscal year figures. It is the goal to double the amount raised last year, and year-to-date contributions are only $30,000 away from that figure. In the future, the Dashboard will incorporate both the goals and the progress to date. The Advancement office also tracks what each individual in their office brings in for donations as well as what each fundraising event raises. Also important are data cleanup efforts and more fundraising visits, which can be done once another major gift officer is hired.

Trustee Hagan joined the meeting at 12:30 PM.
Vice President Broman continued with the FY17 Overview. The Year in Review document provides a little more information and gives a picture of what has been happening in the Advancement office. Most of the numbers have continued to increase. Updating the data has been a large but effective project. The Advancement and Athletic Department staff have each completed 18 hours of Raiser’s Edge training, which is the constituent database software. A new software package purchased from EverTrue will show donors’ locations and social media interests, which will be another tool to make visits with them more successful. It was agreed this Year in Review is a great summary and it was mentioned that it would be good to see this on a quarterly basis.

Committee Chair Johnson then recognized Lisa McMahon, Director of Advancement and Major Gifts, who spoke on agenda item Scholarships. Ms. McMahon stated that this was the first year the scholarship application process was done online, which went very well and the students loved it. There were 8 new scholarships this year, and they are looking to identify additional scholarships that the Advancement office can help grow. There are also three golf tournaments geared toward raising funds for scholarships. It has helped to match the donors and recipients at the Sweet Success event as it been engaging donors who haven’t been as involved. The Foundation board has also raised the scholarship endowment from $10,000 to $15,000.

It is exciting that Westfield State will be the only public institution in New England to be an All Steinway School. The pianos are expected to be delivered in September.

Gala Recap, the next agenda item, was discussed by Ms. McMahon, who handed out a program from the event and expressed appreciation to Trustee Hagan, one of the co-chairs of the event. Approximately 250 guests were taken aback by the students, the faculty, the building, and the whole evening. There were close to 200 faculty, staff and students working at the event who were very supporting and proud of their space. Next year, they would like to hold the gala at the Catherine Dower Center for the Performing and Fine Arts incorporating music and the arts.

Brent Bean, Director of Corporate and Constituent Relations, broke down the $204,350 raised from the Pathways to Excellence gala event and stated that sponsorships were approximately $173,000, advertisements in the program $24,000, and tickets and donations $9,000. Of significant importance is new money engagements totaling $80,000 this year, which in part is due to the whole campus being involved. The original goal was $175,000 and the total raised was over $200,000, which also put us over the $1 million mark for donations.

On the next agenda item, Data Update, Dr. Broman stated her office is putting a lot of time into updating data and is sending it out to be scrubbed by vendors. The data had not been cleaned up between database transfers/conversions so a Raiser’s Edge guru has been hired to clean up dead files and old vendors.

Dr. Broman continued to agenda item Phonathon Overview and stated that last year we paid more than we brought in by going with an outside vendor. By using the students this year, it was much more authentic and original. Dr. Broman gave the floor to Andrew Carpenter, a criminal justice major, who worked at the phonathon and said he enjoyed working with alumni and developing phone skills. Mr. Carpenter showed a PowerPoint presentation with updated figures from the phonathon. Updated cash and pledges is $21,155 since the May 31 result shown on the presentation. The pledge fulfilment rate is now at 74% due to student interaction with donors. The goal is to get to 80%; last year it was 50%. There were 762 records updated and 76% of donations went to the Westfield Fund.
Dr. Broman continued with Items for Information - Annual Fund Campaign FY18 and stated that the Advancement office now has the time and expertise to have a much more annual giving effort in place next year and will run it both semesters. The gifts received this year are above industry standards and the strategy of relating with each donor makes a huge difference. As the program matures, the cost to make a dollar reduces. The thank you video will continue to be used.

Dr. Broman welcomed to the table Daniel Forster, Vice President of Enrollment Management, to discuss the next agenda item, Enrollment Management Reporting. Vice President Forster stated that Enrollment Management and Institutional Advancement both center around marketing and both are relationship driven and revenue generators. There are a lot of links between the two offices to work together toward marketing.

It was stated that Enrollment Management is an important element and that as a small Board of Trustees, we need to be aware of how many committees the Board members are on. The work of Institutional Advancement is really done at the Foundation level and is mostly informational to the Board, so Enrollment Management could easily be combined with Advancement to share resources.

Trustee Johnson stated that a 5-day notice and a two-thirds vote by the board is needed to change the language of the Bylaws to combine Enrollment Management and Institutional Advancement into one committee. This will be recommended today and the Bylaw change will be brought to the Board in October. It was agreed combining these committees would be a good fit and that the two software programs, Raiser’s Edge and Banner, will need to be compatible with each other.

Trustee Magovern left the meeting at 1:24 PM.

Committee Chair Johnson asked if there was any further business. Dr. Broman stated that the Board has a returning Alumni Trustee. Terrell Hill was re-elected to a 5-year term with 31% of 343 alumni votes from graduating classes 1959 to 2017, which was a very good representation. The Advancement office was also able to update many alumni email addresses through the voting process.

There being no further business, Trustee Queenin made the Motion to adjourn, which was seconded by Trustee Landrau. Motion passed unanimously.

The meeting was adjourned at 1:27 PM.

Attachments presented at this meeting:

a. FY17 Dashboard Model – handouts
b. FY17 Overview
c. Phonathon Overview – PowerPoint
d. Gala Program - handout