



Board of Trustees

Advancement and Enrollment Management Committee Minutes

President's Boardroom, Horace Mann Center
February 15, 2018

Board of Trustees committee members in attendance: Committee Chair Landrau, Vice Chair Hagan, Secretary Martin and Trustees Magovern, Martinez-Alvarez, Queenin, and Swan.

Trustee guests present: Trustees Marcus, Slakey, Hill (entered at 11:23 AM) and Sullivan (entered at 11:54 AM).

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

The meeting was called to order by Committee Chair Landrau at 11:20 AM.

Committee Chair Landrau moved forward to agenda item Approval of Minutes and asked for a Motion.

MOTION was made by Trustee Queenin, and seconded by Trustee Martinez-Alvarez, to approve the minutes of the December 7, 2017 meeting. There being no discussion, Motion passed unanimously.

Trustee Hill entered the meeting at 11:23 AM.

Committee Chair Landrau moved on to the first Item for Information and welcomed Daniel Forster, Vice President of Enrollment Management, who passed out undergraduate and graduate funnel reports. Vice President Forster stated that there is a slowdown of application totals for the fall of 2018. A third party vendor has gone through the data dump of the last 3 years and looked at the types of students who apply, those who are accepted, the market, the secondary market, and then Maine, New Hampshire, New York and Rhode Island. Names have been purchased for those junior SAT test takers for the spring. We are embarking on a multi-year approach to marketing, implementing three different core messages of fit, affordability and outcomes.

Dr. Shelley Tinkham, Dean of the College of Graduate and Continuing Education, came to the table and stated applications are due in April for the MSW, MSW Worcester, ABA and Counseling programs. The other majors are on rotating admissions. The year-to-year comparison shows we are on target for all. Dr. Tinkham explained that some of the goal numbers for prospects had not changed because some of the programs were at capacity, some can't accept more students without additional resources, and some have not been hitting their goals so weren't increased.

Vice President Forster passed out social squad cards and invited all to follow the Westfield State University twitter account. The Accepted Student days need Trustee representation from 9:15 to 9:30 AM each day and Trustee Marcus encouraged the Trustees to sign up for a day.

Committee Chair Landrau welcomed Dr. Erica Broman, Vice President of Institutional Advancement, to the table, who shared an updated dashboard. Dr. Broman stated that in December, over \$500,000 was raised for scholarships in support of the academic departments at Westfield State, which came close to the entire amount raised in 2014. It was requested that the dashboard format add large gifts made in the amount of \$5,000 or more.

The *Pathways to Excellence* Gala event will take place on May 11 at the Catherine Dower Center for the Performing and Fine Arts. The co-chairs this year will be Madeline and Carlos Landrau representing the Trustees, Kevin and Barbara Queenin representing the Foundation, and Jim and Julie McGowan representing the Alumni Association. A faculty/staff campaign, "True Blue and You," is being kicked off with a mailing to all the faculty and staff at their home addresses. There will also be a couple of events in early May for them. There are currently 221 donors through payroll deduction. A Valentine's Day mailing with social media campaign for alumni married to alumni resulted in some good gifts and improved data.

The GOLD initiative (Graduates of Last Decade) with the hashtag of #OwlsAroundTheWorld is a social media initiative that just dropped yesterday with 7 responses already. The Advancement office is most interested in staying on top of email addresses of these students.

Dr. Broman continued that the outreach with current students in creating philanthropy on campus is to reach them now before they graduate. Students are being engaged with the Interfaith Center, *Pathways to Excellence* Gala, class councils, mentoring and mostly #GiveAHoot at the present time.

Lisa McMahon, Director of Institutional Advancement, and Molly Witkus, a graduate assistant working in the Advancement office, gave an overview of what the students see when they apply for a scholarship online.

The 4th annual #GiveAHoot will take place on March 29 with the hope of raising \$50,000. Mr. Tom Convery, the coordinator, said that 100% of the Alumni Association committed to giving this day and challenged the Foundation and Trustees to do the same. Scholarships can also be endowed for \$15,000 on #GiveAHoot day. Trustee Hill mentioned the multi-year reunion on March 10 in Marlboro and said there is still room for 50 more to sign up. Dr. Broman stated the Florida alumni events will take place from March 20 to 24.

Dr. Broman handed out a "FY2018 Funds Raised by Category" which shows where the funds go, with academics and scholarships being the biggest. It was requested to provide figures of what the general/other funds consist of.

Trustee Sullivan entered the meeting at 11:54 AM.

Vice President Forster stated that the committee has recommended bylaw changes to the Governance and Nomination committee and that the Advancement and Enrollment Management Committee Charter needed to be approved.

MOTION was made by Trustee Queenin, seconded by Trustee Swan, to approve the Advancement and Enrollment Management Committee Charter as presented. There being no discussion, Motion passed unanimously.

There being no further business, Committee Chair Landrau asked for a Motion to adjourn.

MOTION was made by Trustee Magovern, seconded by Trustee Martin, to adjourn. Motion passed unanimously.

The meeting was adjourned at 12:02 PM.

Attachments presented at this meeting:

- a. Minutes 12/7/17
- b. Updated Dashboard
- c. Married Alum Mailing
- d. GOLD (Graduates of the Last Decade) Initiative
- e. Recommendation (Motion) to the Governance and Nomination Committee to Change Committee Name
- f. Recommendation (Motion) to the Governance and Nomination Committee to Change the Language in the Bylaws
- g. Bylaws – With Tracked Changes
- h. Motion to Approve the Committee Charter
- i. Advancement & Enrollment Management Committee Charter
- j. Social Squad Card
- k. Alumni Update Mailer
- l. Handout: FY2018 Funds Raised by Category