



Board of Trustees

Advancement and Enrollment Management Committee Minutes

President's Boardroom, Horace Mann Center
April 26, 2018

Board of Trustees committee members in attendance: Vice Chair Hagan (entered at 1:05 PM), Secretary Martin and Trustees Magovern, Martinez-Alvarez, Queenin, and Swan.

Excused absence: Committee Chair Landrau

Trustee guests present: Trustees Hill, Marcus and Slakey (entered at 1:07 PM).

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

The meeting was called to order by Committee Secretary Martin at 12:31 PM who stated that both the Committee Chair and Vice Chair were absent and in order to move forward with the committee meeting, a chair pro tempore needed to be elected. **MOTION** was made by Trustee Queenin and seconded by Trustee Swan to elect Committee Secretary Martin as the chair pro tempore of the meeting. **Motion passed unanimously.**

Committee Chair Pro Tempore Martin asked for a Motion to approve minutes.

MOTION was made by Trustee Swan, and seconded by Trustee Queenin, to approve the minutes of the February 15, 2018 meeting. **There being no discussion, the Motion passed unanimously.**

Committee Chair Pro Tem Martin moved on to the first Item for Information and welcomed Dr. Erica Broman, Vice President of Institutional Advancement, to the table.

Dr. Broman shared the Institutional Dashboard as of March 31 and stated that FY18 dollars have surpassed \$2.7 million, which is a 2 to 3% increase. The Advancement team is in the midst of getting responses and sponsorships for the *Pathways to Excellence* event. The Dashboard now lists the total number of donors giving over \$5,000. The True Blue & You Faculty and Staff Campaign was explained with a PowerPoint presentation. In FY17, there were 54 employees giving and in FY18 there are 13% of employees giving. The #GiveAHoot campaign had a 66.33% increase in donor participation from FY17 to FY18 and close to \$40,000 was raised this year. Scholarship applications were streamlined so that students could input their information once and apply for just applicable scholarships that meet their criteria. Emeriti faculty and staff have been engaged to help with this process. Seven new scholarships were added this year.

Spring has been busy with #GiveAHoot, the Interfaith Breakfast, the Criminal Justice Hall of Fame with nine honorees, with the premier event being the *Pathways to Excellence* event. Trustee Queenin spoke

on behalf of Trustee Landrau and stated that they have been having weekly conference calls with Jim McGowan from the Foundation Board to support the Advancement team in the *Pathways* event on May 11. He encouraged all Trustees to buy four tickets to the event as part of their role and responsibility, and to bring a friend and show off the Dower Center to others that otherwise might not participate. By doing so, Trustees will help get the word out in the community of what the Dower Center is. There is also the opportunity for sponsorship of the event and he would be happy with 100% attendance from the Board. There will be students showcasing music, artwork and theater and it is a great opportunity to bring local people into the Center.

Vice President Broman continued that there have been numerous visits with alumni in the eastern part of the state and Connecticut. There were great visits in Florida and a small golf tournament was started there. Major Gift Officers Patrick Carpenter and Marnie Dacko will be going to Florida again in a couple of weeks for follow up visits. On September 30 there will be an alumni event at a Southern California vineyard hosted by an alum who will help sponsor the event.

Vice President Broman introduced Julie Phillips, Annual Fund Coordinator, and Greg Sanocki, Social Media and Digital Content Coordinator from marketing, who showed a PowerPoint presentation on a new initiative called Owls Around the World to keep up with alumni's current information. Their presentation showed some examples of alumni's pictures on social media and how they have shared their pins with the Westfield State frames on them. This program had 350 submissions which reached 1,800 Instagram viewers, 1,500 Twitter accounts and 2,000 Facebook users. From these engagements, new addresses, emails and cell phone numbers were obtained as well as name change updates. This is an example of using technology to reach our alums with the goal of updating data and engaging with both alums and parents.

Committee Chair Pro Tempore Martin welcomed Daniel Forster, Vice President of Enrollment Management, to the table who handed out updated Funnel, Junior Visit Days and Accepted Student Days reports.

Trustee Hagan entered the meeting at 1:05 PM and Trustee Slakey entered the meeting at 1:07 PM.

Vice President Forster stated the incoming class so far is at 676 compared to 687 for the fall of 2017 and transfers at 163 compared to 172 for last year, both of which are slightly less. Families are making deposits later, taking more time to decide and deposit. For the fall of 2016, the height of deposits was in June. In 2017, the height of deposits was the end of July/beginning of August.

There have been more visits this year and greater activity of connection to the school from summer through the fall, consistently. For this year, the number of special admits was reduced. There are 100 less exceptions, but we were able to accept almost as many students. An ambitious goal of 1,100 students was set, but we are tracking a little behind that. The Urban Education and Banacos programs have had less applications and less accepts this year. The honors class is doing very well this year. The merit strategy was changed slightly this year. We have always given our top scholarship of \$4,000 and this year we cut it in half and went after a slightly lower academic profile. They are still excellent students, just not the top 1 to 2%.

For campus visits, the Accepted Student Days were a huge success. Vice President Forster thanked Trustees Marcus, Hill, Martinez-Alvarez and Martin for speaking and making great connections with the students and parents. Paid deposits at these events went up to 97 this year from 56 and 44 in the previous 2 years. Top academic scholars were highlighted at a breakfast with President Torrecilha,

which yielded over 80% for deposits. Bookstore sales were measured compared to previous years and there was a large increase in sales. The number of families using the dining commons was very large. Residence halls were opened for 1 ½ hours and tour guides were available to take families into the specific residence halls and academic buildings they wanted to see. Traditional tours were held at the end of the day as well. This created a more open and welcome campus. The weekend visiting events are already scheduled for the fall, which includes 3 open houses and 3 Saturday tours.

At the Junior Visit Days, the number of students and guests visiting has gone up from 606 in 2017 to 764 in 2018.

President Torrecilha stated that the data and information from enrollment management has not filtered with academic affairs and it is hoped to take a slice of students that make deposits prior to or on May 1 (since they show a greater affinity with the school), and track with those students who deposit after May. Look at the majors, the GPAs, and who stays and who leaves. Retention is greatly affected if students don't attend orientation.

Vice President Forster shared that the lesson he has learned this past year is that we need to start earlier. The window for these students is closing quickly through the summer and into the fall. We currently have a junior search underway. The material in the packets from Ruffalo Noel Levitz explains our digital marketing rate. An impression is that our information has been sent to someone's phone. You have to be located in the physical area that received that impression. We have used 67% of our campaign so far and this tool is to get the Westfield State name out there to hopefully bring new people to our website. This is the first mark which can be measured going forward. This is now tightly connected and followed up with communication. This same marketing tool will eventually be done in the eastern part of the state.

Trustee Marcus left the meeting at 1:36 PM.

Some questions were raised on the College of Graduate and Continuing Education (CGCE) funnel report surrounding goals and how they were determined. It was stated that some of the CGCE programs are at capacity.

There being no further business, Committee Chair Pro Tempore Martin asked for a Motion to adjourn.

MOTION was made by Trustee Swan, seconded by Trustee Queenin, to adjourn. **Motion passed unanimously.**

The meeting was adjourned at 1:37 PM.

Attachments presented at this meeting:

- a. Minutes of February 15, 2018
- b. Institutional Advancement Dashboard
- c. True Blue and You and #GiveAHoot PowerPoint
- d. Owls Around the World Initiative PowerPoint
- e. Handed Out at Meeting: Funnel Report
- f. Graduate Program Goals Comparison FY18 to FY19
- g. Fall Funnel Comparison April 2018
- h. Accepted Student Days Deposits

i. Report on Junior Recruitment Program