



Board of Trustees

Advancement and Enrollment Management Committee Minutes

President’s Boardroom, Horace Mann Center
June 7, 2018

Board of Trustees committee members in attendance: Committee Chair Landrau (by remote participation), Vice Chair Hagan, Secretary Martin and Trustees Magovern, Queenin, and Swan.

Excused absence: Trustee Martinez-Alvarez

Trustee guests present: Trustees Hill and Slakey.

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

The meeting was called to order by Committee Vice Chair Hagan at 10:48 AM who stated that Committee Chair Landrau would be participating in the meeting remotely and that all votes would be by roll call and to indicate yes if in favor or no if not. He asked for a Motion to approve the minutes of April 26.

At 10:50 AM, MOTION was made by Trustee Martin, seconded by Trustee Queenin, to approve the minutes of the April 26, 2018 meeting.

Roll Call Vote:

Trustee Hagan	Yes	Trustee Queenin	Yes
Trustee Magovern	Yes	Trustee Swan	Yes
Trustee Martin	Yes	Trustee Landrau	Yes

Motion passed unanimously.

Committee Vice Chair Hagan moved on to the first Item for Information and welcomed Daniel Forster, Vice President of Enrollment Management, who shared the following:

- A *Westfield Promise* brochure was handed out. Westfield State is at the forefront of this model of early college with 89 cohorts this year and 120 next year. An application will be resubmitted in July for a grant to help pay for the program, which is an investment as part of strategic initiatives.
- A 5-year enrollment projection (which are averages) was handed out. It was requested to see the changes in the retention rate as well as the resources provided toward it in the future. The mandate is to stay below 10% of the incoming class that doesn’t meet the state’s sliding scale. The 2.5 GPA is more helpful than the state’s sliding scale at predicting retention. The undeclared and commuter students have a lower retention rate and connections and programming need to be made with those students. Retention is measured through each cohort, from the first year through graduation.
- The Out of State Application summary was handed out and it was stated that the same financial aid model has been used for the last few years. Some scholarships had been split up

to offer to more students, which resulted in a higher yield, as fifty percent of students have a financial need. A few years ago, \$2.4 million was allocated to financial aid and now it is at \$2.9 million.

- Two television ads, prepared by a production company using funds from the strategic investments, were shown. The videos are being broadcast in Boston, Worcester, and NECN and Comcast on demand and three more videos will air in June on broadcast television and social media. Derek Estrella, a student who was highlighted in the video, was introduced who said he liked being able to tell the story of Westfield.

Committee Vice Chair Hagan welcomed Dr. Erica Broman, Vice President of Institutional Advancement, who shared the following:

- An updated Dashboard was handed out and Dr. Broman stated that her office is actively reaching out to *Pathways* donors to get pledged funds in to hopefully meet \$3 million raised by June 30.
- Year-end comparison charts were reviewed. Planned giving from 1960's and 1970's graduates is being targeted and more energy is being spent on alumni, parents, and new donors. Corporations have been giving strongly but we have relied quite heavily on this constituency in the past and need to target our alumni more effectively.
- Upcoming Advancement events were shared. The Advancement team has been visiting alumni in Massachusetts, Connecticut and Washington DC to help re-engage them for further alumni giving.
- FY19 will be the year of stewardship, targeting repeat individual giving or larger gifts, with activities and acknowledgments tailored to those givers. A
- A happy birthday email message, sung by the Westfield State chamber chorale, was viewed. This "Thankview" message will be sent to every alumni that has a birthday and email listed in the database, and was made possible by strategic funding.
- Minor updates to the Fund Raising – Campus Policy (#0235) and the Fund Raising – Student Organizations Policy (#0230) were shared, which primarily consisted of updating the name for Institutional Advancement.
- Vice President Forster discussed the collaboration with Advancement and the goal to make events more meaningful, starting with orientation. Three parties for students hosted by alumni in separate parts of state were being explored, which will help build a sense of community and connect alumni with potential students. Alumni members also spoke at the accepted student days.

Dr. Broman presented minor changes to the Westfield State University Board of Trustees Gift Acceptance Policy (0340).

At 11:57 AM, MOTION was made by Trustee Queenin, seconded by Trustee Martin, to accept proposed changes to the Westfield State University Board of Trustees Gift Acceptance Policy (0340) as presented.

Roll Call Vote:

Trustee Hagan	Yes	Trustee Queenin	Yes
Trustee Magovern	Yes	Trustee Swan	Yes
Trustee Martin	Yes	Trustee Landrau	Yes

Motion passed unanimously.

Dr. Broman presented minor changes to the Naming of University Facilities and Other Programs Policy (0370).

At 11:58 AM, MOTION was made by Trustee Queenin, seconded by Trustee Swan, to accept proposed changes to the Naming of University Facilities and Other Programs Policy (0370) as presented.

Roll Call Vote:

Trustee Hagan	Yes	Trustee Queenin	Yes
Trustee Magovern	Yes	Trustee Swan	Yes
Trustee Martin	Yes	Trustee Landrau	Yes

Motion passed unanimously.

President Torrecilha thanked the office of Institutional Advancement for the tremendous year in fundraising by more than tripling the amount of money raised in the last three years and in setting up systems where fundraising will continue.

There being no further business, at 11:59 AM, MOTION was made by Trustee Magovern, seconded by Trustee Queenin, to adjourn.

Roll Call Vote:

Trustee Hagan	Yes	Trustee Queenin	Yes
Trustee Magovern	Yes	Trustee Swan	Yes
Trustee Martin	Yes	Trustee Landrau	Yes

Motion passed unanimously.

The meeting was adjourned at 12:00 PM.

Attachments presented at this meeting:

- a. YTD May 31, 2018 IA Dashboard – Handout at the meeting
- b. IA Year End Comparisons – 3 documents
- c. Summer/Early Fall Activities
- d. Fund Raising – Campus Policy (0235) – tracked changes
- e. Fund Raising – Campus Policy (0235) – revised
- f. Fund Raising – Student Organizations Policy (0230) – tracked changes
- g. Fund Raising – Student Organizations Policy (0230) - revised
- h. WSU BOT Gift Acceptance Policy (0340) – tracked changes
- i. WSU BOT Gift Acceptance Policy (0340) - revised
- j. Motion WSU BOT Gift Acceptance Policy
- k. Naming of University Facilities and Other Spaces Policy (0370) – tracked changes
- l. Naming of University Facilities and Other Programs Policy (0370) – revised
- m. Motion Naming of University Facilities and Other Programs Policy
- n. Handout: *Westfield Promise* brochure
- o. Handout: Out of State Applications
- p. Handout: Five-year enrollment projection