



Board of Trustees

Advancement and Enrollment Management Committee Minutes

President's Boardroom, Horace Mann Center
October 9, 2018

Board of Trustees committee members in attendance: Committee Chair Landrau, Secretary Hill and Trustees Magovern and Swan.

Excused absence: Vice Chair Hagan and Trustee Martin.

Trustee guests present: Trustees Marcus and Queenin.

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

The meeting was called to order at 11:43 AM by Committee Chair Landrau, who asked for a motion to approve the minutes of the June 7, 2018 meeting.

MOTION was made by Trustee Swan, seconded by Trustee Hill, to approve the minutes of the June 7, 2018 meeting. **There being no discussion, Motion passed unanimously.**

Chair Queenin recognized Andy Oleksak, the chair of the Westfield State Foundation, and welcomed him to the meeting.

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

- The last year in review dashboard showed gifts and pledges over \$3 million. The dashboard for the first quarter of this year shows movement in a positive direction with an increase in alumni giving by 9% and non-alumni giving by 12%. A \$50,000 challenge gift for an endowment for the Interfaith Center was received, and an interfaith summit will be held on campus on October 24.
- The stewardship flow chart was reviewed. Letters will start going out with signatures of different university individuals depending on size of gift and where it is designated. This will allow greater personalization and should create more meaningful relations with our donors.
- Good connections are being made with in-state alumni, but more events in California, Washington DC and Florida are being planned as shown on the out of state events schedule. A planned gift was revealed at the California winery event, and Dr. Broman will be attending a large event at the Washington Center and meeting with an alumni who has also committed a large gift. They are looking to have co-hosts at future events who can assist in recruiting other alumni to attend.

Committee Chair Landrau welcomed Daniel Forster, Vice President of Enrollment Management, to the table who shared the following:

- The fall 2018 update on the incoming class was reviewed. Ninety-one percent of the class is in state, but there was an uptake in out-of-state applications, attributable to the new scholarship. There is an uptake in the GPA average of this class the number of exemptions were limited this year, going from over 11% last year to around 7% this year, which should have a better retention rate and affect graduation rates. There were 67,075 prospects last year and inquiries were up. Applications and deposits were almost even and accepts slightly lower due to exemptions.
- The projection for 2019 is ahead of schedule compared to last year. This year, names have been in the system as early as April and May and communications went out through the summer. Calls will be made in September and there will be another purchase of senior names.
- Enrollment Management is working with finance to fine tune projections for the five-year plan. They are trying to track returning students by class instead of by cohort since students don't always stay with their cohort. Assistance in tracking numbers is coming from the office of institutional research and assessment and the registrar's office. A fair projection over the next five years is still 1,050 students.
- Ruffalo Noel Levitz was doing the initial campaign with communications, which will continue, and they will give feedback on our artwork and messaging. We are now using Carnegie Dartlet for the social and digital targeted messaging from digital visits to our website. President Torrecilha stated that the Customer Relations Manager (CRM) was a foot in the door and now we need to look at another \$1 million investment for the program and the staff to run it.
- Westfield is not on the common app but need to be. Applications will go up and we need to be ready for them once they come in by purchasing additional computer screens for staff and creating indexing for files. Those applicants aren't as committed, so the yield may go down a little.

Trustee Martinez-Alvarez joined the meeting at 12:17 PM.

Vice President Forster continued by sharing new initiatives for this year, together with the yield percentages for each. University funds of \$2.6 to \$2.7 million are going towards financial aid and the tuition discount is 6.2% in the form of both need and merit based financial aid. An analysis of the last two years is being done to see if we should target the aid differently to get more of a return on it. There could be a significant impact by increasing financial aid by \$400,000 to \$500,000 every year.

Vice President Forster discussed enrollment messaging. The goal was to limit the number of exemptions and the GPA changed due to that. We are the number one state comprehensive university and our messaging should reflect that. Our graduation rates are very good. The qualification for the proximity rate goes with the program the student is interested in. President Torrecilha asked what it meant for Westfield State to become a niche school and were we prepared for this? The 2017 fall class will be watched to see how it does with the lower exemptions. The message needs to be that we are more selective, but guarantee graduation in 4 years with more money in financial aid to go to school. The message needs to be condensed to one sentence.

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

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

The meeting was adjourned at 12:26 PM.

Attachments presented at this meeting:

- a. Minutes of June 7, 2018
- b. FY18 Year in Review Dashboard
- c. First Quarter Dashboard
- d. Stewardship Flow Chart
- e. Out of State Events
- f. Fall 2018 Update Funnel Report First Years 2017-2018
- g. Fall 2018 Update Funnel Report Transfers 2017-2018
- h. CGCE Enrollment Data October 2018
- i. Fall 2019 Conversion and Projection Chart
- j. 5 Year Projection
- k. Enrollment Management Initiatives Listing