



Board of Trustees

Advancement and Enrollment Management Committee Minutes

President's Boardroom, Horace Mann Center
February 7, 2019

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

Excused absence: Committee Chair Landrau.

Trustee guests present: Trustee Queenin.

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

The meeting was called to order at 11:01 AM by Committee Vice Chair Hagan.

MOTION was made by Trustee Magovern, seconded by Trustee Hill, to approve the minutes of the December 5, 2018 meeting. There being no discussion, **Motion passed unanimously.**

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

- The IA Dashboard shows a dramatic change from funds raised last year and so far this year. This is a building year based on many smaller gifts. The goal for this year is \$1.5 million and we are halfway there.
- A pledge agreement was signed last week with a faculty emeriti member and the stewardship plan will be implemented with follow-up letters and the impact report. This gift was received through the emeriti program, which is going well.
- The scholarship process has been started.
- The True Blue and You campaign has 60 faculty and staff participating - up from 49 last year.
- The #GiveAHoot campaign will be April 10-11, 2019, consisting of 36 hours (1839 minutes) with a goal of \$50,000 and 500 donors. A mini telethon is being planned in the studio. There are currently nine challenge gifts and Chair Queenin will work on creating a Trustee challenge.
- The *Pathways to Excellence* gala is May 9 with the tartan theme. We are partnering with the city in their 350th Anniversary and creating a comprehensive plan showing where students are interning and working in the city. It was suggested to include Stanley Park in the process as it turns 70 this year. Co-chairs are Professor Emeriti Robert Brown and his wife Judy and Judge John Greaney and his wife Susan.
- At the March Florida trip, there will be a golf tournament, a reception at Bill Hogan's house, and a Sarasota Yacht Club event. An event will include the baseball teams that will be there near the same time. There has also been some interest from Pensacola alumni.

- There have been \$35,000 in pledges and gifts toward the June goal of \$50,000 so an endowment can be created for the Interfaith Center. The endowment will be highlighted at the Interfaith Breakfast on April 10. Dr. Broman thanked all the Trustees who have given and stated they are looking for 100% participation in Trustee and Foundation giving.

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

- The Funnel Report was reviewed which showed inquiries and applications up considerably due to an increase in communications, but we can't read too much into this until we receive the deposits. Exemption students dropped from 11% to 8.3% as we become more selective. Transfers are up slightly in new admits for spring 2019 but are starting to slow down, especially from community colleges. The MassTransfer isn't translating as well for students who don't know what their path is yet.
- The College of Graduate and Continuing Education Funnel numbers are very positive. The first four programs on their Funnel Report are cohort based and the prospect numbers were higher than anticipated. The five programs on the bottom enroll all year long. The cohort programs are doing very well and the success of this type of model was discussed.
- A Marketing Report from Facebook, Twitter and Snapchat was shared. Social media is vital to show current and prospective students we are connected. We don't use "search engines" because they are very expensive and do not produce a lot of results. Eighty-four percent of our activity is from students who come to find us. Our web page is now six-to-seven years old and needs to be redesigned to be active, reactive, and contain considerable video content.
- The Financial Aid Optimization Analysis from EAB Global was discussed. It shows how they chose from our applicant pool and how the full-time freshman yield is going down. The grids based on admits and yield by academic rank and Estimated Family Contribution (EFC) were reviewed. Additional marketing is needed to encourage more students to fill out their FAFSA and give us their information.
- Trustee Martinez-Alvarez joined the meeting at 11:55 AM.
- There has been a restructuring of Residence Life this year based on a report of suggested improvements from Fresh Eyes, an outside consultant looking at all the aspects of residential life on campus. The student engagement side of the department has remained with Student Affairs. This consists of RAs, RDs, day-to-day programming, checking on students, and social support. The operational side of the department has been moved to Enrollment Management. This consists of managing housing agreements, lease agreements, and communications with the state. There is nothing different for students; they will have the same interaction. This is an opportunity to do better data analysis with residence halls and students, marketing the advantages of living on campus and improving the student culture as part of the Westfield State Experience.
- Trustee Martinez-Alvarez left the meeting at 12:05 PM.

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

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

The meeting was adjourned at 12:06 PM.

Attachments presented at this meeting:

- a. Minutes, December 5, 2018
- b. IA Dashboard

- c. Admissions Funnel Report
- d. CGCE Funnel Report
- e. Marketing Report
- f. Financial Aid/EAB Report