



Board of Trustees

Advancement and Enrollment Management Committee

Minutes

President's Boardroom, Horace Mann Center

April 24, 2019

MEMBERS PRESENT: Committee Chair Landrau, Secretary Hill and Trustees Magovern, Martin and Swan.

MEMBERS EXCUSED: Vice Chair Hagan.

TRUSTEE GUESTS PRESENT: Trustee Queenin.

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

The meeting was called to order at 12:30 PM by Committee Chair Landrau, who welcomed Andy Oleksak, Chair of the Westfield State Foundation, to the meeting.

MOTION was made by Trustee Swan, seconded by Trustee Martin, to approve the minutes of the February 7, 2019 meeting. **Motion passed unanimously.**

Committee Chair Landrau welcomed Daniel Forster, Vice President of Enrollment Management, who thanked Trustees Martin, Landrau & Swan for speaking at Accepted Student Days, which had an increase of 40 students this year.

- The Funnel Report shows current deposits of 708 compared to last year at this time of 676.
- It's crucial to expand to neighboring states due to the demographics of our state, and there has been an increase in out-of-state applications, primarily from Connecticut and New York.
- There is an increase in diversity with more students of color compared to last year.
- There are seven deposits from accepted students in the Westfield Promise program. They are being offered an enhanced financial aid package, especially those interested in housing. Chair Chris Gabrieli of the Board of Higher Education was on campus this week to talk about the Westfield Promise, which we feel is the No. 1 early college program in the state.
- Tours are down this year, which may be due to weather and figures from prior years not being as accurate, but yields are up from those that are touring the campus. Ruffalo Noel Levitz said that tours being down is a national trend.
- Transfers are slightly down. More resources area being put toward transfer students with more of a presence at community colleges.

A report was shared from EAB, a financial aid consulting firm that gives real time reports on how our financial aid packaging affects the class. It is hoped to continue the arrangement with EAB to obtain more input on how to distribute need-based aid because of the large number of high-need students being admitted. If we can address the gap, more deposits will turn to attendance.

- Offering the leadership scholarships of \$2,000 increased attendance by those students dramatically and allows us to use all of the need-based aid on the students who need it the most.
- There has been an increase in admits and GPA scores and a drop in the discount rate.
- Net tuition revenue is up approximately \$1 million compared to last year.
- The average federal debt is \$25,000 to \$27,000 if borrowed for 4 years.

The five-year projection was highlighted:

- The final numbers for fall to spring are used for the five-year budget projections.
- Retention numbers are based on a rolling three-year average by class.
- It was requested to share in a future meeting what the figures would be if numbers on retention and graduation rates increase.
- Transfers are down because institutions are learning how to keep their students
- Students leave voluntarily and involuntarily because of academic probation or dismissal.
- The exemptions were reduced last year from 11% to 7% yet there was not an increase in the number of students retained.

Interim Dean of the College of Graduate and Continuing Education (CGCE) Dr. Stefanie Sanchez shared the CGCE Funnel Report:

- CGCE is doing very well with their numbers.
- Most undergraduate classes requested are online. At the graduate level, some programs are more catered to having face-to-face classes, but Dr. Sanchez is in favor of creating more online classes with those faculty who want to. Community colleges have stated that transportation is an issue for students, so classes online or at other campuses is a huge help for some students.

Dr. Erica Broman, Vice President of Institutional Advancement, shared the following items.

Advancement Dashboard:

- The \$1 million mark has been passed and hopes to make \$1.3 to \$1.4 million this year. Aiming for a new normal to be approximately \$1.5 million every year without counting larger gifts.
- The total number of donors is tracking well and surpassed last year's numbers.
- Bringing the phone-a-thon in house has worked incredibly well and fostered mentoring and networking for students and resonated well with alumni to talk with students in the same major.
- Need to be more strategic with social media. *Owls Around the World* and *Owls in Love* helped to increase donors across the board and expand the base.
- The #GiveAHoot campaign raised \$54,000 with approximately 600 donors.

Interfaith Breakfast:

- Highlighted a number of people and kicked off #GiveAHoot.
- Promoted the interfaith donation match, which is at \$40,000 right now.
- More programming has come out of the Center to help students feel it is a safe space.

Fundraising Counsel:

- Looking for outside counsel to do a feasibility study before going into a capital campaign for the Parenzo building.
- Three firms were interviewed last week and one has been selected. The first prong is an internal assessment, which will require a great deal of data. After the *Pathways* event, data will be shared and discussions held with them about programs and practices so they can give direction on how to tweak, restructure, and reform to go into the capital campaign on all cylinders.

Pathways to Excellence:

- This year's fundraiser tag teams with the city of Westfield's 350th Anniversary and will focus on how Westfield State University enhances the Westfield community, highlighting research work that

students do in and around the city of Westfield. The co-chairs are Bob Brown, professor emeritus, and Judge and Sue Greaney, distinguished alumni of the institution. It is hoped to raise \$200,000 at the event, which helps to underwrite the Westfield Pride scholarship.

There being no further business, Committee Chair Landrau 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 1:23 PM.

Attachments presented at this meeting:

- a. Minutes of February 7, 2019 Meeting
- b. Admission Funnel Report
- c. Fall Funnel Comparisons
- d. Graduate Admission Funnel Report – Fall '19-Summer I '20
- e. EAB Report
- f. 5 Year Projection
- g. Advancement Dashboard