



## Board of Trustees

### Advancement & Enrollment Management Committee

8:30 AM  
June 25, 2020  
Via Zoom

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- |   |   |
|---|---|
| <b>1. Call to Order</b>   | Trustee Martinez-Alvarez  |
| <b>2. Approval of Minutes</b><br>April 30, 2020   | Trustee Martinez-Alvarez  |
| <b>3. Items for Discussion</b><br>a. Institutional Advancement Staffing   | Erica Broman  |
| <b>4. Items for Action</b>  |   |
| <b>5. Items for Information</b><br>a. Public Higher Education Endowment Incentive Program<br>b. Board of Trustees Yearly Gifts<br>c. Institutional Advancement Dashboard<br>d. Deposit numbers<br>e. Fall Projections<br>f. Plans for Fall Visitation | Erica Broman<br>Erica Broman<br>Erica Broman<br>Daniel Forster<br>Daniel Forster<br>Daniel Forster/Dr. Kelly Hart |

**Attachment(s):**

- a. Minutes, April 30, 2020
- b. Institutional Advancement Dashboard
- c. Deposit Numbers: CGCE Fall 2020 Funnel
- d. Deposit Numbers: Summer 2020 CGCE Enrollment Data
- e. Deposit Numbers: FY21 Graduate Funnel
- f. Deposit Numbers: Day Admissions
- g. Plans for Fall Visitation



## Board of Trustees

Advancement and Enrollment Management Committee

April 30, 2020

Minutes

### Meeting held virtually via Zoom

In accordance with Massachusetts Gov. Charlie Baker's Executive Order Suspending Certain Provisions of the Open Meeting Law, G.L. c. 30A, § 20 dated March 12, 2020.

A live stream of the meeting for public viewing also took place on YouTube.

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**MEMBERS PARTICIPATING REMOTELY:** Committee Chair Martinez-Alvarez, Vice Chair Hagan, Secretary Boudreau and Trustees Alvarado, Magovern, Martin and Neves

**TRUSTEE GUESTS PARTICIPATING REMOTELY:** Trustees Landrau, Queenin, and Williams

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

The meeting was called to order at 10:15 AM by Committee Chair Martinez-Alvarez, who gave a shout out to all the students trying to maneuver online learning.

**MOTION** made by Trustee Martin, seconded by Trustee Hagan, to approve the minutes of the December 11, 2019 meeting.

**Roll call vote:**

Trustee Alvarado	Yes
Trustee Boudreau	Not yet present
Trustee Hagan	Yes
Trustee Magovern	Yes
Trustee Martin	Yes
Trustee Martinez-Alvarez	Yes
Trustee Neves	Yes

**Motion passed unanimously.**

The following informational items were shared:

Funnel Reports for Day Admissions and CGCE. Mr. Daniel Forster, Vice President for Enrollment Management, stated the day admissions are showing early gains in deposits with the first funnels, especially with the nursing program. The deadline was extended to June. It is too difficult to estimate where the numbers will be, but there is some concern with existing numbers. The tuition is set by the state, but a fee differential may be considered.

Dr. Stefanie Sanchez, Interim Dean of the College of Graduate and Continuing Education (CGCE), gave an update on their funnel. Great traction has been made on the numbers since the date the documents were provided for this meeting. The date-to-date comparison is slightly down from last year but not as significant as stated in the report. Down 6% in credits from last year, but still have two weeks until the May 18 summer session. The Continuing Education undergraduate matriculated students may be most impacted by unemployment and children at home, but they have started to register, a positive sign they are invested in their education. Summer II starts in July and registrations are a little lower than this time last year. Down 13% in overall credits. Fall recruitment is running very close to last year. The Summer I and II sessions will be held remotely. All students have been notified and none have dropped.

Enrollment Management Financial Aid Model. Mr. Michael Mazeika, Director of Financial Aid, shared a newly designed packaging model which focuses on first-year students, resulting in more scholarships for students up front while reducing institutional grant aid. The goal is to meet 15% of demonstrated need for all students through a combination of funds. Scholarship funds are based on academics where institutional grant aid is based on need. There will not be a dramatic change in institutional grant funds because the totals are very similar. The University made a large commitment to financial aid this year and was able to offer a little more in scholarships. An EAB scholarship grid and six case studies of students were shared. This model looked at the scholarships in the last three years and addressed the weaker yield, increasing the number of merit awards dramatically.

Changes to Admission Visit Schedule. Dr. Kelly Hart, newly appointed Executive Director of Admissions, shared admission updates, stating that 244 students attended the first Accepted Student Day in February. Once COVID-19 unfolded, the entire campus community moved into virtual admissions. The Accepted Student website was shown. Virtual Accepted Student Day events have reached over 500 visitors, including over 325 guests attending virtual department meetings. Pure Chat software was purchased and launched, allowing staff to monitor guests visiting the website and answer questions. Social media presence has been increased and ecards are being sent to high school counselors and community college advisors in New England through constant contact. The Customer Relationships Manager (CRM) communication has changed. The admissions team is very focused and will strive to meet the goal set in the fall.

Enrollment Projections. Mr. Forster shared that Cabinet met and discussed several scenarios on where enrollment may be in the fall and agreed on the model presented, showing a reduction of approximately 700 students (closer to 900 with last year's budget). Proposed budget numbers will be shared at the Finance and Capital Assets Committee meeting.

Marts & Lundy Development Assessment & Campaign Planning Study. Mr. Philippe Hills, President and CEO of Marts & Lundy, shared a presentation and stated they were hired to conduct an assessment of the University's Advancement organization to determine the potential for sustainable growth in philanthropic support and a future campaign. The methodology, strategic recommendations, feasibility study responses, and online survey executive summary (with an approximate 10% response rate) were shared. A leadership change and COVID-19 will impact giving in the short term. Top level observations in staffing, funding, alumni, reorganization roles, and cost per dollar raised were discussed. Marts & Lundy suggest a \$6 million to \$10 million fundraising goal over six-to-seven years if the Advancement office were to be fully staffed. Before starting the public campaign, internal housekeeping and preparing a team needs to take place. If the planning phase will be one-to-three years, now is the time to start that, with plans to incorporate the new president's messaging. It may need to be recalibrated during that time.

The minimum amount of investment to prepare for a campaign is three-to-five additional staff members over the planning phase, some being more critical now, such as a prospect researcher. Take this year to

look at the infrastructure in engagement and prospect planning, building the alumni director into the planning. Dr. Erica Broman, Vice President for Institutional Advancement, stated the information from Marts & Lundy has been taken to guide the process, taking data from the online and in-depth surveys as major gift officers reach out to all participants. For the next committee meeting, a report will be provided on additional staffing needs. At this point, no capital-type expense is needed for a campaign, just some modest investment in technology. The time frame for a campaign would include this year and the next one-to-two years to plan and determine the campaign number, with an overall campaign lasting approximately seven years.

Public Higher Education Endowment Incentive Program. Dr. Broman stated that with this incentive program, the state will match 2:1 any funds that are raised from July 1, 2019 to June 30, 2021 toward scholarships, endowed scholarships, and funds for capital improvement, such as Parenzo Hall. A \$75,000 match has been received so far. The matched funds will be placed in unrestricted funds.

Institutional Advancement Dashboard. Dr. Broman stated the dashboard shows significantly less funds raised compared to past years. The format of the dashboard was changed last year so that the dollars counted are just from donations, not non-gift revenue or events. If it were a true comparison to 2016 through 2018, then the numbers would be higher. The Give a Hoot campaign went really well and there has been great success with the Owls Helping Owls Emergency Fund for students still living on campus, raising nearly \$20,000 for them. Another request for those students will go out in June.

There being no further business, **MOTION** made by Trustee Boudreau seconded by Trustee Magovern, to adjourn. **Motion passed unanimously.**

**Roll call vote:**

Trustee Alvarado	Yes
Trustee Boudreau	Yes
Trustee Hagan	Yes
Trustee Magovern	Yes
Trustee Martin	Yes
Trustee Martinez-Alvarez	Yes
Trustee Neves	Yes

**Motion passed unanimously.**

Meeting adjourned at 11:49 AM.

Attachments presented at this meeting:

- a. Minutes, December 11, 2019
- b. Funnel Report Day Admissions
- c. Funnel Report CGCE Enrollment Data
- d. Funnel Report CGCE Fall Recruitment Funnel Comparison
- e. Funnel Report CGCE FY21 Recruitment Funnel
- f. Enrollment Management Financial Aid Model
- g. Changes to Admission Visit Schedule
- h. Enrollment Projections
- i. Marts & Lundy Development Assessment & Campaign Planning Study
- j. Marts & Lundy Campaign Planning Study Report
- k. Institutional Advancement Dashboard

**Secretary's Certificate**

I hereby certify that the foregoing is true and correct copy of the approved minutes of the Westfield State University Board of Trustees Advancement and Enrollment Management Committee meeting held on April 30, 2020.

\_\_\_\_\_  
Paul Boudreau, Secretary

\_\_\_\_\_  
Date

# Institutional Advancement DASHBOARD

July 1, 2019–May 31, 2020

## Highlights

The Foundation began a Student Emergency Fund this spring to address unforeseen financial hardships many students faced during the transition to online learning due to the COVID-19 Pandemic. The campaign, Owls Helping Owls, generated nearly \$20,000 from approximately 100 donors. These funds were used immediately to fulfill needs relative to housing, food, transportation and technology.

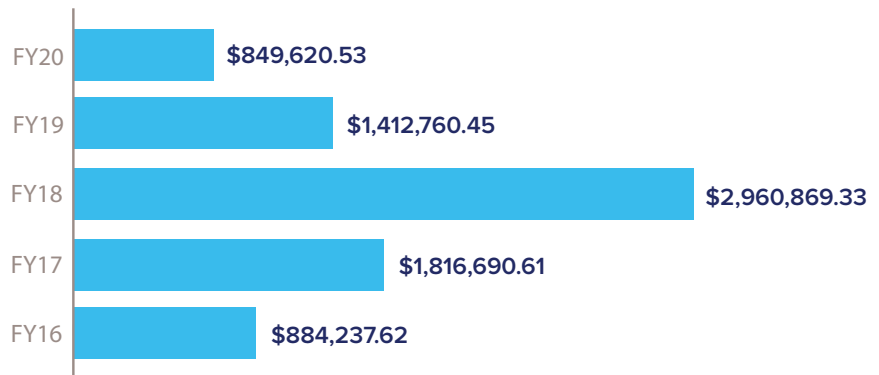
Following up on the online survey done by the fundraising consultants at Marts & Lundy, IA development officers personally connected with many survey participants. All others received a personalized email sharing the data culled from the survey.

Our ongoing priority, data integrity, has been bolstered with information received through the survey, the interviews and the current predictive modeling effort. These improvements to the database assist the development officers in effective outreach. Currently, stewardship calls are underway to the classes from the 1950s and 1960s.

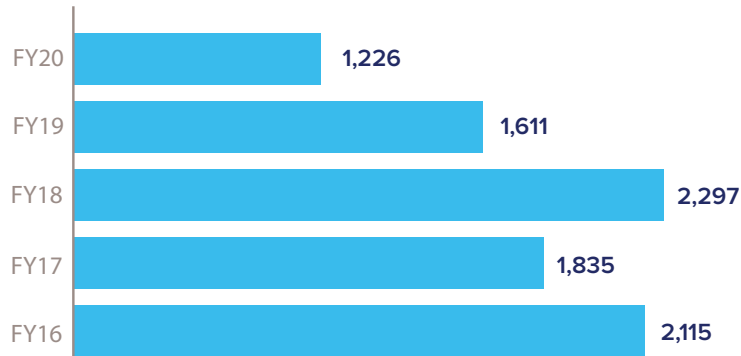
A spring scholarship appeal was sent in June by direct mail and email.

The Institutional Advancement team is pleased to announce two new staff members have come on board as of June 15. Kate Burke joins as Associate Director of Alumni Relations and Annual Fund and Sara Borden joins as Advancement Services Coordinator.

### TOTAL DOLLARS



### TOTAL DONORS



\* In the two bar charts above, the data in FY19 and FY20 ONLY includes donations. The data for FY18, FY17, and FY16 includes donations and non-gift income.

	Gifts of \$5,000+	Median Gift	Average Gift
FY20	42	\$25.00	\$264.35
FY19	61	\$25.00	\$368.48
FY18	48	\$40.00	\$993.81

Volunteer Boards	Population	Dollars	Donors	Average Gift	Participation
<b>Board of Trustees</b>					
FY20	11	\$49,183.20	9	\$4,471.20	81.82%
FY19	11	\$15,065.00	8	\$1,369.55	72.73%
<b>Foundation Board of Directors</b>					
FY20	26	\$56,881.50	22	\$2,187.75	84.62%
FY19	27	\$17,513.86	23	\$648.66	85.19%
<b>Alumni Association Executive Council</b>					
FY20	15	\$3,670.24	14	\$244.68	93.33%
FY19	17	\$3,420.08	17	\$201.18	100.00%
<b>Cabinet</b>					
FY20	8	\$8,649.00	8	\$1,081.13	100.00%
FY19	9	\$14,345.00	9	\$1,593.89	100.00%

NOTE: Starting with the January 31, 2020 Dashboard, the volunteer board figures include gifts that were soft credited to the donor. PLEASE NOTE: Single gifts that are exceptionally large or exceptionally small in comparison to the majority of the data are called outliers. These outliers are included in the calculations of the Average Gift and Median Gift in the two tables above, and thus may skew the results.

# Fall Funnel Report

Data for Fall 2020 pulled on June 16, 2020

		Fall 2016		Fall 2017		Fall 2018		Fall 2019		Fall 2020		Fall 2019 as of June 18, 2019	
LEVL	SOURCE	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO
GR	RECRUITED	551	.00%	544	.00%	862	.00%	1042	.00%	992	.00%	1034	.00%
	APPLIED	304	47.26%	352	64.71%	342	37.66%	436	41.84%	422	42.54%	439	42.46%
	ACCEPTED	201	55.81%	244	69.32%	250	87.11%	251	57.57%	228	54.03%	226	51.48%
	ENROLLED	170	79.19%	197	80.74%	204	81.60%	192	76.49%	0	.00%	0	.00%
PB	RECRUITED	33	.00%	30	.00%	56	.00%	48	.00%	40	.00%	50	.00%
	APPLIED	25	75.76%	29	96.67%	37	66.07%	29	60.42%	30	75.00%	32	64.00%
	ACCEPTED	15	52.00%	19	65.52%	26	70.27%	24	82.76%	24	80.00%	26	81.25%
	ENROLLED	11	73.33%	16	84.21%	22	84.62%	16	66.67%	0	.00%	0	.00%
SB	RECRUITED	31	.00%	25	.00%	48	.00%	49	.00%	22	.00%	44	.00%
	APPLIED	17	54.84%	23	92.00%	24	50.00%	26	53.06%	6	27.27%	23	52.27%
	ACCEPTED	17	94.12%	22	95.65%	19	79.17%	22	84.62%	5	83.33%	17	73.91%
	ENROLLED	13	81.25%	10	33.33%	13	68.42%	16	72.73%	0	.00%	1	5.88%
UG	RECRUITED	414	.00%	294	.00%	405	.00%	498	.00%	380	.00%	467	.00%
	APPLIED	256	61.50%	221	75.17%	207	51.11%	216	43.37%	150	39.47%	212	45.40%
	ACCEPTED	192	70.47%	155	70.14%	148	71.50%	160	74.07%	89	59.33%	129	60.85%
	ENROLLED	125	64.80%	104	67.10%	103	69.59%	137	85.63%	3	3.37%	3	2.33%
<b>TOTAL RECRUITS</b>		<b>1029</b>		<b>893</b>		<b>1371</b>		<b>1637</b>		<b>1434</b>		<b>1595</b>	
<b>TOTAL APPS</b>		<b>602</b>		<b>625</b>		<b>610</b>		<b>707</b>		<b>608</b>		<b>706</b>	
<b>TOTAL ACCEPTS</b>		<b>425</b>		<b>440</b>		<b>443</b>		<b>457</b>		<b>346</b>		<b>398</b>	
<b>TOTAL ENROLL</b>		<b>319</b>		<b>327</b>		<b>342</b>		<b>361</b>		<b>3</b>		<b>4</b>	

Notes:

CGCE Summer I 2019- FINAL vs. Summer I 2020 Comparison - 2020 enrollment as of 5.29.2020 - FINAL		DISTINCT STUDENT COUNT			SEAT COUNT			CREDITS			AVG SEATS TAKEN			FTE Conversion	FTE Conversion
COLLEGE	STUDENT_TYPE	Summer I 2019	Summer I 2020	Variance	Summer I 2019	Summer I 2020	Variance	Summer I 2019	Summer I 2020	Variance	Summer I 2019	Summer I 2020	Variance	Summer I 2019	Summer I 2020
Evening Undergraduate (UCE)	MATRIC	227	235	3.52%	306	332	8.50%	959.0	1,108.0	15.54%	1.3480	1.4128	4.80%	80	92
	NON-MATRIC	174	136	-21.84%	192	163	-15.10%	649.0	567.0	-12.63%	1.1034	1.1985	8.62%	54	47
<b>*TOTAL COLLEGE Evening Undergraduate (UCE)</b>		<b>401</b>	<b>371</b>	<b>-7.48%</b>	<b>498</b>	<b>495</b>	<b>-0.60%</b>	<b>1,608.0</b>	<b>1,675.0</b>	<b>4.17%</b>	<b>1.2419</b>	<b>1.3342</b>	<b>7.44%</b>	<b>134</b>	<b>140</b>
Graduate (GCE)	MATRIC	163	149	-8.59%	192	184	-4.17%	576.0	551.0	-4.34%	1.1779	1.2349	4.84%	64	61
	NON-MATRIC	32	31	-3.13%	34	34	0.00%	105.0	110.0	4.76%	1.0625	1.0968	3.23%	12	12
<b>*TOTAL COLLEGE Graduate (GCE)</b>		<b>195</b>	<b>180</b>	<b>-7.69%</b>	<b>226</b>	<b>218</b>	<b>-3.54%</b>	<b>681.0</b>	<b>661.0</b>	<b>-2.94%</b>	<b>1.1590</b>	<b>1.2111</b>	<b>4.50%</b>	<b>76</b>	<b>73</b>
<b>*TOTAL COLL_TYPE CGCE</b>		<b>596</b>	<b>551</b>	<b>-7.55%</b>	<b>724</b>	<b>713</b>	<b>-1.52%</b>	<b>2,289.0</b>	<b>2,336.0</b>	<b>2.05%</b>	<b>1.2148</b>	<b>1.2940</b>	<b>6.52%</b>		
Undergraduate Day School	MATRIC (XRG)	6	1	-83.33%	8	2	-75.00%	25.0	6.0	-76.00%	1.3333	2.0000	50.00%		
	MATRIC (non-XRG)	450	418	-7.11%	568	547	-3.70%	1,735.0	1,697.0	-2.19%	1.2622	1.3086	3.68%	145	141
<b>Grand Total</b>		<b>1,052</b>	<b>970</b>	<b>-7.79%</b>	<b>1,300</b>	<b>1,262</b>	<b>-2.92%</b>	<b>4,049.0</b>	<b>4,039.0</b>	<b>-0.25%</b>	<b>1.2357</b>	<b>1.3010</b>	<b>5.28%</b>	<b>354</b>	<b>354</b>

CGCE Summer II 2019 vs. Summer II 2020 Comparison - 2020 enrollment as of 6.16.2020		DISTINCT STUDENT COUNT			SEAT COUNT			CREDITS			AVG SEATS TAKEN			FTE Conversion	FTE Conversion
COLLEGE	STUDENT_TYPE	Summer II 2019	Summer II 2020	Variance	Summer II 2019	Summer II 2020	Variance	Summer II 2019	Summer II 2020	Variance	Summer II 2019	Summer II 2020	Variance	Summer II 2019	Summer II 2020
Evening Undergraduate (UCE)	MATRIC	142	140	-1.41%	185	198	7.03%	560.0	608.0	8.57%	1.3028	1.4143	8.56%	47	51
	NON-MATRIC	100	70	-30.00%	116	79	-31.90%	401.0	273.0	-31.92%	1.1600	1.1286	-2.71%	33	23
<b>*TOTAL COLLEGE Evening Undergraduate (UCE)</b>		<b>242</b>	<b>210</b>	<b>-13.22%</b>	<b>301</b>	<b>277</b>	<b>-7.97%</b>	<b>961.0</b>	<b>881.0</b>	<b>-8.32%</b>	<b>1.2438</b>	<b>1.3190</b>	<b>6.05%</b>	<b>80</b>	<b>73</b>
Graduate (GCE)	MATRIC	94	121	28.72%	98	123	25.51%	294.0	370.0	25.85%	1.0426	1.0165	-2.50%	33	41
	NON-MATRIC	22	17	-22.73%	23	18	-21.74%	71.0	58.0	-18.31%	1.0455	1.0588	1.28%	8	6
<b>*TOTAL COLLEGE Graduate (GCE)</b>		<b>116</b>	<b>138</b>	<b>18.97%</b>	<b>121</b>	<b>141</b>	<b>16.53%</b>	<b>365.0</b>	<b>428.0</b>	<b>17.26%</b>	<b>1.0431</b>	<b>1.0217</b>	<b>-2.05%</b>	<b>41</b>	<b>48</b>
<b>*TOTAL COLL_TYPE CGCE</b>		<b>358</b>	<b>348</b>	<b>-2.79%</b>	<b>422</b>	<b>418</b>	<b>-0.95%</b>	<b>1,326.0</b>	<b>1,309.0</b>	<b>-1.28%</b>	<b>1.1788</b>	<b>1.2011</b>	<b>1.90%</b>		
Undergraduate Day School	MATRIC (XRG)	5	1	-80.00%	5	2	-60.00%	15.0	6.0	-60.00%	1.0000	2.0000	100.00%		
	MATRIC (non-XRG)	236	242	2.54%	285	314	10.18%	869.0	981.0	12.89%	1.2076	1.2975	7.44%	72	82
<b>Total Date to Date Comparison</b>		<b>599</b>	<b>591</b>	<b>-1.34%</b>	<b>712</b>	<b>734</b>	<b>3.09%</b>	<b>2,210.0</b>	<b>2,296.0</b>	<b>3.89%</b>	<b>1.1886</b>	<b>1.2420</b>	<b>4.49%</b>	<b>193</b>	<b>203</b>
<b>Grand Total Compared to final SMII 2019 Numbers</b>		<b>689</b>	<b>591</b>	<b>-14.22%</b>	<b>815</b>	<b>734</b>	<b>-9.94%</b>	<b>2,520.0</b>	<b>2,296.0</b>	<b>-8.89%</b>	<b>1.1829</b>	<b>1.2420</b>	<b>5.00%</b>		

\*Notes  
 Summer 2020 -office working remote during COVID-19 for beginning of registration  
 2020 Registration opened March 30, 2020  
 2019 Registration opened April 1, 2019  
 Summer I 2020 - First day of classes, Mon May 18, 2020

**For Summer 2020 Professional Prog , listing of headcounts, seat counts,credits and**

COLLEGE	STUDENT_TYPE	DISTINCT STUDENT COUNT	SEAT COUNT	CREDITS
Graduate (GCE)	MATRIC	61	272	905.0
<b>*TOTAL COLLEGE Graduate (GCE)</b>		<b>61</b>	<b>272</b>	<b>905.0</b>
<b>*TOTAL COLL_TYPE CGCE</b>		<b>61</b>	<b>272</b>	<b>905.0</b>
<b>*TOTAL TERM 202045</b>		<b>61</b>	<b>272</b>	<b>905.0</b>

PROGRAM: DEANS\_AVG\_SEATS\_TAKEN\_BY\_TERM\_range\_discounting.FEX DATE  
 RUN: 6/09/2020 at 12:01 p.m.



## Funnel by Graduate Program for Fiscal Year 2021

FY21 Enrollment Funnel - Includes Fall 2020 as of June 16, 2020																			
Funnel Stage	MSW - Westfield	Goal	% to Goal		MSW- Worcester	Goal	% to Goal		Counseling	Goal	% to Goal		ABA	Goal	% to Goal		Accounting	Goal	% to Goal
Prospect	386	275	140.4%		147	75	196.0%		151	90	167.8%		85	60	141.7%		35	30	116.7%
Applications Submitted	196	175	112.0%		64	50	128.0%		60	50	120.0%		21	30	70.0%		12	29	41.4%
App Complete	167				48				46				16				10		
Admits	114	115	99.1%		24	30	80.0%		41	28	146.4%		12	16	75.0%		9	15	60.0%
Confirmed	105				21				32				12				7		
Enrolled	0	86	0.0%		0	24	0.0%		0	20	0.0%		0	15	0.0%		0	15	0.0%

Enrollment cap of 86. Apps due Feb 1. for Fall 2020 start

Enrollment cap of 24. Apps due Feb 1. for Fall 2020 start

Enrollment cap of 20. Apps due Feb 1. for Fall 2020 start

Enrollment cap of 15. Apps due June 1. for Fall 2020 start; still accepting students and collecting deposits

Rolling admissions for Fall 2020 and Spring 2021.

Funnel Stage	Physician Assistant	Goal	% to Goal		CJ	Goal	% to Goal		MPA	Goal	% to Goal		Education	Goal	% to Goal		English	Goal	% to Goal	Total
Prospect	309	250	123.6%		46	35	131.4%		47	35	134.3%		82	110	74.5%		13	15	86.7%	992
Applications Submitted	105	175	60.0%		11	29	37.9%		17	27	63.0%		38	75	50.7%		3	12	25.0%	422
Admits	0	30	0.0%		4	22	18.2%		7	22	31.8%		16	48	33.3%		1	10	10.0%	228
Confirmed	0	30	0.0%		1				7				12				1			198
Enrolled	0	30	0.0%		0	18	0.0%		0	17	0.0%		0	39	0.0%		0	7	0.0%	0

Enrollment cap of 30, final numbers for spring 2021 due in August. 500 apps in CASPA

Rolling admissions for Fall 2020, Spring 2021 and Summer 2021.

Rolling admissions for Fall 2020, Spring 2021 and Summer 2021.

Rolling admissions for Fall 2020, Spring 2021 and Summer 2021.

Rolling admissions for Fall 2020, Spring 2021 and Summer 2021.

FY20 Enrollment Funnel - Includes Fall 2019 as of June 18, 2019																				
Funnel Stage	MSW - Westfield	Goal	% to Goal		MSW- Worcester	Goal	% to Goal		Counseling	Goal	% to Goal		ABA	Goal	% to Goal		Accounting	Goal	% to Goal	
Prospect	408	275	148.4%	=	139	75	185.3%	=	122	90	135.6%	=	92	60	153.3%	=	33	35	94.3%	=
Applications Started	254				96				62				29				21			
Applications Submitted	204	175	116.6%	=	72	50	144.0%	=	45	50	90.0%	=	21	30	70.0%	=	15	33	45.5%	=
Admits	95	96	99.0%	=	38	30	126.7%	=	33	25	132.0%	=	15	16	93.8%	=	8	20	40.0%	=
Confirmed	89			=	30			=	28			=	14			=	5			=

154 complete

62 complete

40 complete

incl. 2 certs in admit

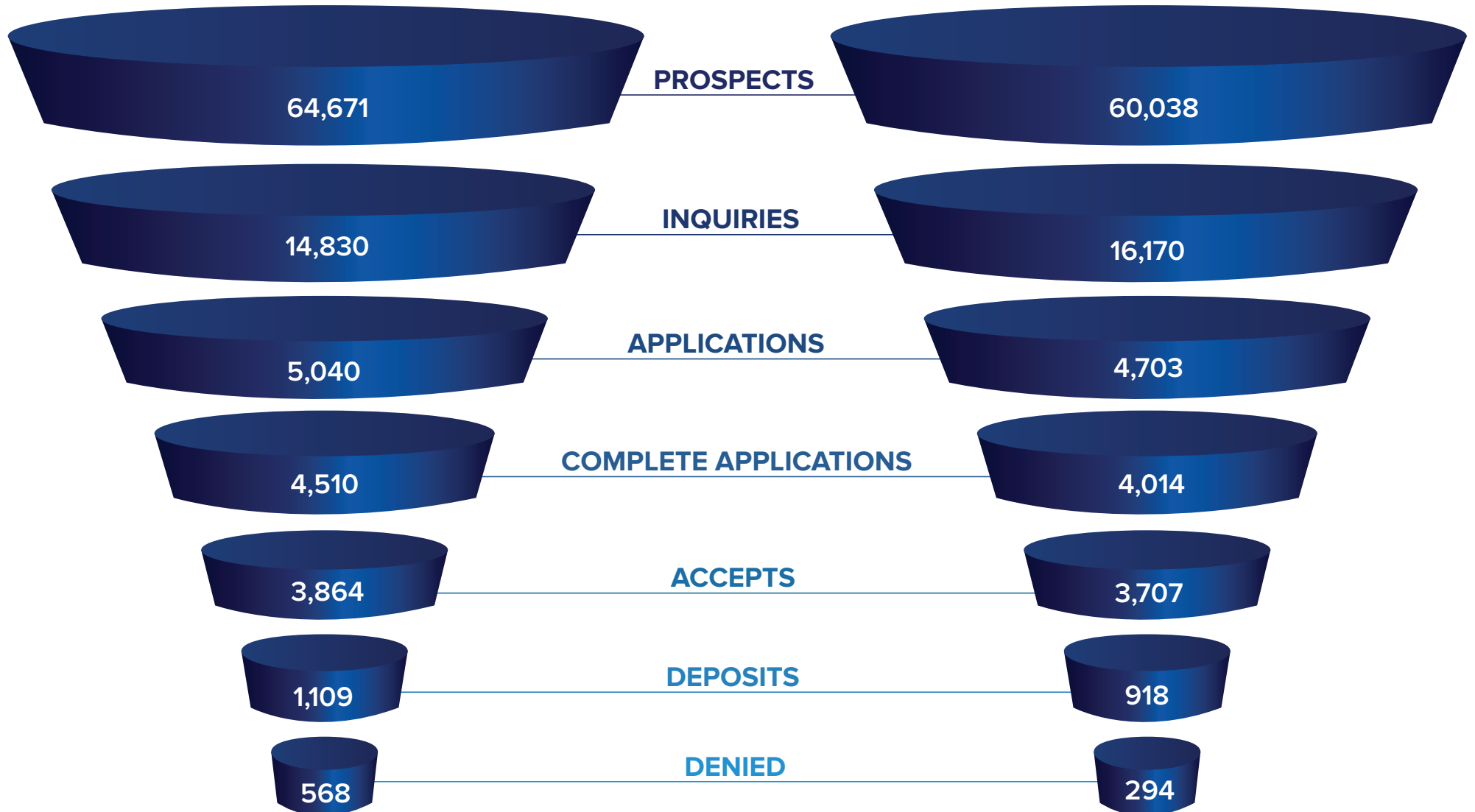
Funnel Stage	Physician Assistant	Goal	% to Goal		CJ	Goal	% to Goal		MPA	Goal	% to Goal		Education	Goal	% to Goal		English	Goal	% to Goal	Total	
Prospect		250	0.0%	=	51	35	145.7%	=	66	35	188.6%	=	108	110	98.2%	=	15	15	100.0%	=	1034
Applications Started					22				34				62				10			590	
Applications Submitted		175	0.0%	=	14	29	48.3%	=	22	27	81.5%	=	37	75	49.3%	=	9	12	75.0%	=	439
Admits		30	0.0%	=	9	22	40.9%	=	10	22	45.5%	=	17	60	28.3%	=	1	10	10.0%	=	226
Confirmed		30	0.0%	=	8			=	9			=	12			=	1			=	196
Enrolled		30	0.0%	=	0	18	0.0%	=	0	18	0.0%	=	0	50	0.0%	=	0	7	0.0%	=	0

# ADMISSION FUNNEL REPORT — FIRST-YEARS

6/17/2020

## FALL 2019

## FALL 2020

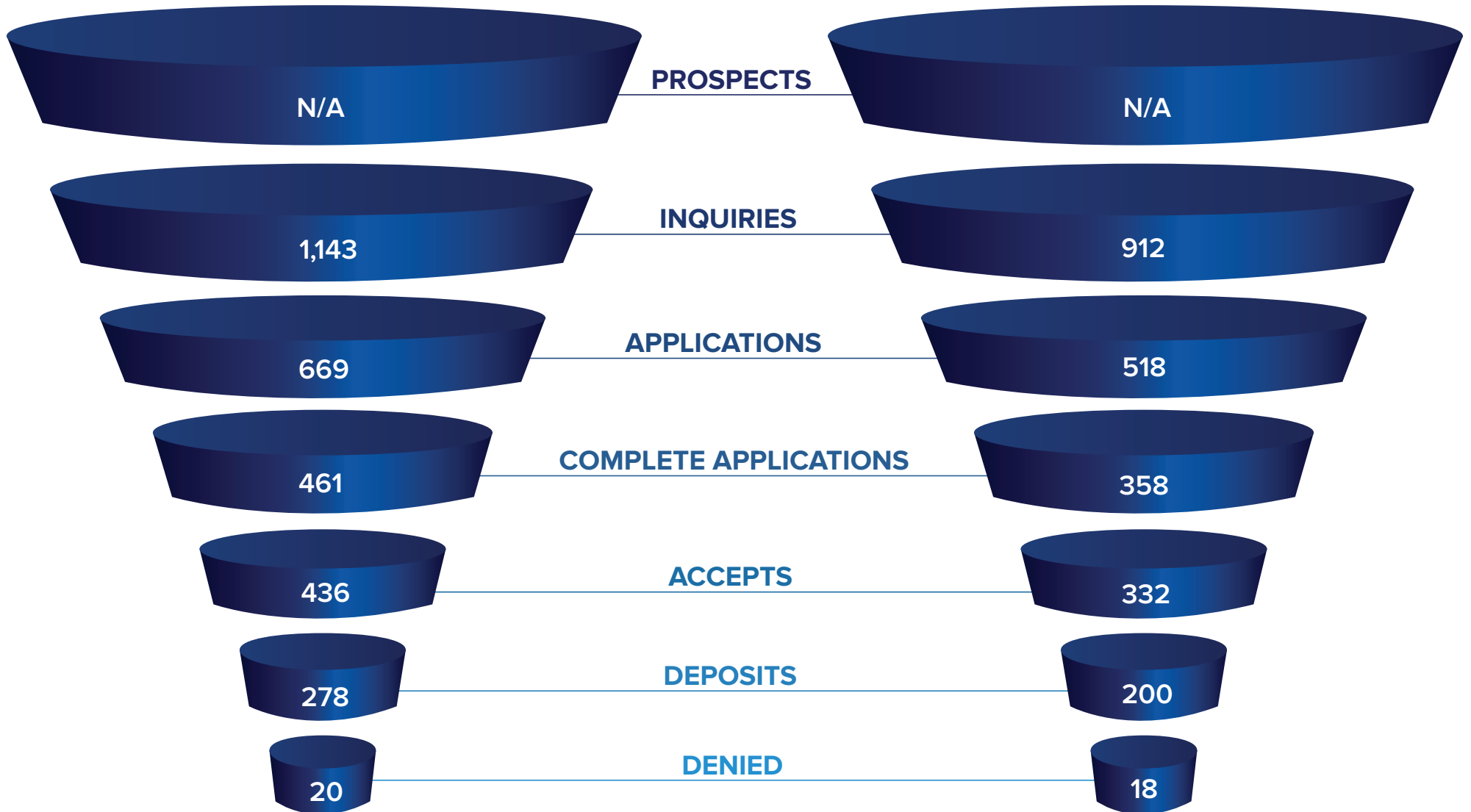


# ADMISSION FUNNEL REPORT — TRANSFERS

6/17/2020

## FALL 2019

## FALL 2020



## Day Division Campus and Virtual Visitation

*At this time, the Office of Admission is tentatively planning to implement a combination of virtual and on-campus events for fall 2020. Currently, prospective students and families have access to Westfield State's virtual campus tour (YouVisit), a virtual student-guided tour featuring Nestor, live and virtual information sessions. The Admission Office is exploring several of these visitation options:*

### **Student -Guided Tours**

***Format:*** On-campus

***Campus Community Participants:*** Admissions

***Process:*** Prospective students and guests will pre-register. Tours will be offered every 15 minutes. Guests will call Admission Office upon arrival. An admission counselor will greet student and guests, provide materials, answer questions and walk the guests from HMC to Woodward, then to main campus. A student tour guide will meet the prospective student and guests on main campus and conduct an hour tour.

***Start Location:*** Horace Mann Building

### **Self-Guided Tours**

***Format:*** On-campus

***Campus Community Participants:*** Admissions

***Process:*** Prospective students and guests will pre-register. Guests will call Admission Office upon arrival. An Admission Counselor will greet student and guests, provide materials and answer questions. Guests will receive a map with the tour path marked. They can use the official virtual tour as a supplement.

***Start Location:*** Horace Mann Building

### **Driving Tours**

***Format:*** On-campus

***Campus Community Participants:*** Admissions

***Process:*** Prospective students and guests will pre-register. Guests will call the Admission Office upon arrival. An admission counselor will greet student and guests, provide materials and answer questions. Guests will be given a map with a driving path mapped with consideration to construction/high traffic areas. Admissions will work with Marketing to create some form of video supplement to act as a tour guide for the driving tour.

***Start Location:*** Horace Mann Building

### **Saturday Tours**

***Format:*** On-campus

***Campus Community Participants:*** Admission staff and student tour guides

***Process:*** Prospective students and guests will pre-register. When they arrive on campus, guests will depart approximately every 15 minutes at registration or set start time and depart as families arrive.

***Start Location:*** Dower Auditorium

### **Open Houses**

***Format:*** A combination of virtual events and on-campus events on weekdays and/or weekends. Information will be provided via ZOOM or other virtual platform. Different Colleges and/or majors may be featured.

***Campus Community Participants:*** Admissions, College Deans, Faculty, Student Affairs, and Administration.

***Process:*** Prospective students and families will pre-register. Content for the virtual open houses may include video content for clubs and organizations. We would like to explore offering academic department meetings and perhaps offering "mock classes" to guests during these sessions.

***Start Location:*** TBD