



Board of Trustees

Enrollment Management and Student Affairs Committee

April 25, 2023
Minutes

Scanlon Banquet Hall A

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

MEMBERS PRESENT: Committee Chair William Reichelt and Board Chair Dr. Robert Martin, ex-officio member

MEMBERS PARTICIPATING REMOTELY: Vice Chair Melissa Alvarado [left the meeting at 9:20 AM], George Gilmer, and Trustee Chloe Sanfacon [joined at 9:20 AM]

MEMBERS EXCUSED: Secretary Paul Boudreau

TRUSTEE GUESTS PRESENT: Trustees Chris Montemayor and Ali Salehi

TRUSTEE GUESTS PARTICIPATING REMOTELY: Trustee Theresa Jasmin

Also present and participating were Westfield State University President Dr. Linda Thompson, Enrollment Management Vice President Daniel Forster, Dean of Students Maggie Balch, Director of Financial Aid Simone Backstedt, Director of Admissions Mike Mazeika, and Associate Registrar/Director of Graduate Program Admission Jessica Tansey.

The meeting was called to order at 8:44 AM by Committee Chair Reichelt. A roll call was taken of the committee members participating as listed above and it was announced that the meeting was being livestreamed and captured as recorded.

MOTION made by Trustee Martin, seconded by Trustee Alvarado, to approve the minutes of the December 20, 2022, meeting. **There being no discussion, ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Alvarado, Gilmer, Reichelt and Board Chair Martin.

MOTION made by Trustee Martin, seconded by Trustee Alvarado, to approve the minutes of the February 7, 2023, meeting. **There being no discussion, ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Alvarado, Gilmer, Reichelt and Board Chair Martin.

Mr. Forster stated there will be a serious demographic shift in students over the next few years. New initiatives are being created for financial aid, marketing, open houses, and Accepted Student Days.

Admissions Undergraduate Update. Mr. Mazeika provided the fall funnel report for first year students and transfers. Applications and accepts are down, but deposits are up. Accepted Student Days included increased engagement with academic departments resulting in high evaluation percentages. Admission initiatives were shared. First-year and transfer student deposit profiles were shown from surrounding areas.

CGCE Update. Ms. Tansey provided the funnels for part-time undergraduate and second bachelors students with a 24% increase in inquiries and applications from last year. The funnel for graduate and post-baccalaureate students showed overall inquiries up 18% and applications flat.

Financial Aid. Ms. Backstedt shared that in 2024-2025, there will be significant changes to the FAFSA, student eligibility calculation and policies, responsibilities, and timelines affecting the financial aid office. The Fair Share Act will help Massachusetts residents and commuters benefit from this change. We offer assistance to residential students, who drive retention and graduation rates and provide housing and dining revenue. President Thompson challenged the University to working more with k-12 students and offer college credits during their senior year and the following summer. FAFSA filings for new students are currently comparable to last year's filings. [Trustee Alvarado left and Trustee Sanfacon joined the meeting at 9:20 AM.]

Student Engagement and Development. Ms. Balch shared the following updates:

- A consultant's recent health and wellness report shared information to consider telehealth and billing.
- Over 600 students participated in spring weekend and Unity Week.
- There was more outreach this year to assist students with their mental health. Fresh Check Day had 500 participants. There are same-day appointments available in the Counseling Center, which sees high numbers of students, many dealing with anxiety and depression.
- Senator John Velis visited campus to talk with students to find out what they are struggling with. Social media affects how students think of themselves and there is a rise in social media bullying.
- Chair Martin shared that SCORE is developing a course in the first year that focuses on transition to college. He wants to see a funnel on retention data to include how mental health is affecting withdrawal numbers. Trustee Salehi requested student mental health be discussed at every meeting.

Motions – Policy Revisions. Ms. Balch stated that the three policies being brought forward for approval contained updated language in personnel changes, removed repetitive language, and added amnesty language in the alcohol policy. The committee requested that these policies be reviewed by legal counsel to ensure that rights are not being infringed upon. After review by counsel, the policy revisions will be brought to the June meeting.

Undergraduate/Continuing Education Enrollment Environment. Mr. Forster shared the importance of understanding the trends of higher education, which is currently showing growth in the west and south. Because of their resources, the national and elite four-year institutions can dig deeper into the pool of students, leaving lower numbers of students available for us to reach. Adult learners are younger, doing their own research (necessitating a strong website), and looking for online classes.

Enrollment Management and Student Affairs Committee Charter. Committee Chair Reichelt requested input on the draft charter be sent to the Board assistant within the next two weeks to be brought to the June meeting.

There being no further business, **MOTION** made by Trustee Martin, seconded by Trustee Sanfacon, to adjourn. **There being no discussion, ROLL CALL VOTE** passed motion unanimously with Trustees voting in the affirmative: Gilmer, Sanfacon, Reichelt and Board Chair Martin.

Meeting adjourned at 10:03 AM.

Attachments presented at this meeting:

- a. Draft Minutes 12-20-22
- b. Draft Minutes 2-7-23
- c. Admissions/CGCE/Financial Aid/CGCE Power Point
- d. Motion – Residence Hall Policy (0590)
- e. Residence Hall Policy (0590) Tracked Changes
- f. Residence Hall Policy (0590) Clean Copy
- g. Motion – Free Speech/Demonstration/Picketing Policy (3020)
- h. Free Speech/Demonstration/Picketing Policy (3020) Tracked Changes
- i. Free Speech/Demonstration/Picketing Policy (3020) Clean Copy
- j. Motion – Alcohol & Other Drug Policy (4010)
- k. Alcohol & Other Drug Policy (4010) Tracked Changes
- l. Alcohol & Other Drug Policy (4010) Clean Copy
- m. Enrollment Management and Student Affairs Committee Charter