



## Board of Trustees

## Advancement, Marketing and External Relations Committee

December 18, 2025

Time 1:15 p.m.

## Loughman Living Room, Scanlon Hall

A live stream of the meeting for public viewing will also take place at the following link: <https://www.westfield.ma.edu/live>

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|---|---|
| <b>1. Call to Order</b>   | Trustee Gloria Williams                   |
| <b>2. Approval of Minutes</b>   | Trustee Gloria Williams                   |
| a. October 21, 2025   |   |
| <b>3. Items for Information</b>   |   |
| a. Fundraising/Engagement/Alumni/Metrics                                | Ms. Lisa McMahon                          |
| • President Linda Thompson’s Scholarship for Student Access and Success |   |
| b. Advancement  |   |
| • Campaign Framework and Budget Proposal                                | Ms. Kathy Howrigan<br>Howrigan Consulting |
| <b>4. Items for Action</b>  |   |
| a. Motion – Fundraising Campaign  | Ms. Lisa McMahon                          |
| b. Motion – Staff Emeriti   | Ms. Lisa McMahon                          |