



## Board of Trustees

### Advancement & Enrollment Management Committee

8:30 AM

October 13, 2020

Virtual Meeting via Zoom

A live stream of the meeting for public viewing will take place at the following link:

<http://www.westfield.ma.edu/live>

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| <b>1. Call to Order</b>  | Trustee Martinez-Alvarez  |
| <b>2. Approval of Minutes</b><br>June 25, 2020   | Trustee Martinez-Alvarez  |
| <b>3. Items for Discussion</b><br>a) Focus Group Research – On Campus and Springfield Schools  | Dan Forster   |
| <b>4. Items for Action</b><br>a) Motion: Revised MOU Between the University and the Foundation   | Erica Broman  |
| <b>5. Items for Information</b><br>a) CGCE Fall 2020 Update<br>b) Fall 2020 Update <ul style="list-style-type: none"><li>• New Initiatives for Admission for Spring and Fall 2021</li><li>• Scholarship Updates</li><li>• Marketing Digital and Social Media</li><li>• Campaign 2020</li></ul><br>c) IA Dashboard<br>d) Enhanced Alumni Website<br>e) Fall Appeal<br>f) Targeted Campaigns for Hockey and Dever Auditorium<br>g) Virtual Sweet Success Event | Stefanie Sanchez<br>Dan Forster<br><br>Erica Broman<br>Erica Broman<br>Erica Broman<br>Erica Broman<br>Erica Broman |

**Attachment(s):**

- a) Minutes – June 25, 2020
- b) Draft Revised MOA tracked changes
- c) Draft Revised MOA

- d) Motion - Accept Draft Revised MOA 10-3-2020
- e) CGCE Presentation 2020 (PowerPoint Presentation)
- f) CGCE Summer II 2020 Enrollment Report Final
- g) CGCE Fall 2020 Enrollment Report BOT Oct 2020
- h) CGCE Spring 2021 Recruitment Funnel
- i) Supplemental Information CGCE Fall 2020 Recruitment Funnel
- j) Supplemental Information CGCE Graduate Recruitment funnel Fall 2020
- k) Fall 2020 update (EM PowerPoint Presentation)
- l) Dashboard-2020-September 30
- m) Enhanced Alumni Website Video