

Board of Trustees

Advancement & Enrollment Management Committee

12:30 PM April 24, 2019 President's Boardroom

1. Call to Order Trustee Landrau

2. Approval of Minutes

February 7, 2019 Trustee Landrau

3. Items for Information

Admissions Funnel Report

EAB Report

5 Year Projection

Advancement Dashboard

Interfaith Center Initiatives

Fundraising Counsel

Pathways to Excellence Event, May 9, 2019

Dan Forster

Dan Forster

Erica Broman

Erica Broman

Erica Broman

4. Items for Discussion

Attachment(s):

- a) Minutes February 7, 2019
- 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



Board of Trustees

Advancement and Enrollment Management Committee Minutes

President's Boardroom, Horace Mann Center February 7, 2019

Board of Trustees committee members in attendance: Committee Vice Chair Hagan, Secretary Hill and Trustees Magovern, Martin and Swan.

Excused absence: Committee Chair Landrau.

Trustee guests present: Trustee Queenin.

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

The meeting was called to order at 11:01 AM by Committee Vice Chair Hagan.

MOTION was made by Trustee Magovern, seconded by Trustee Hill, to approve the minutes of the December 5, 2018 meeting. There being no discussion, **Motion passed unanimously.**

Committee Vice Chair Hagan welcomed Dr. Erica Broman, Vice President of Institutional Advancement, who highlighted the following:

- The IA Dashboard shows a dramatic change from funds raised last year and so far this year. This is a building year based on many smaller gifts. The goal for this year is \$1.5 million and we are halfway there.
- A pledge agreement was signed last week with a faculty emeriti member and the stewardship plan
 will be implemented with follow-up letters and the impact report. This gift was received through
 the emeriti program, which is going well.
- The scholarship process has been started.
- The True Blue and You campaign has 60 faculty and staff participating up from 49 last year.
- The #GiveAHoot campaign will be April 10-11, 2019, consisting of 36 hours (1839 minutes) with a goal of \$50,000 and 500 donors. A mini telethon is being planned in the studio. There are currently nine challenge gifts and Chair Queenin will work on creating a Trustee challenge.
- The *Pathways to Excellence* gala is May 9 with the tartan theme. We are partnering with the city in their 350th Anniversary and creating a comprehensive plan showing where students are interning and working in the city. It was suggested to include Stanley Park in the process as it turns 70 this year. Co-chairs are Professor Emeriti Robert Brown and his wife Judy and Judge John Greaney and his wife Susan.
- At the March Florida trip, there will be a golf tournament, a reception at Bill Hogan's house, and a Sarasota Yacht Club event. An event will include the baseball teams that will be there near the

- same time. There has also been some interest from Pensacola alumni.
- There have been \$35,000 in pledges and gifts toward the June goal of \$50,000 so an endowment can be created for the Interfaith Center. The endowment will be highlighted at the Interfaith Breakfast on April 10. Dr. Broman thanked all the Trustees who have given and stated they are looking for 100% participation in Trustee and Foundation giving.

Committee Vice Chair Hagan welcomed Daniel Forster, Vice President of Enrollment Management, who shared the following:

- The Funnel Report was reviewed which showed inquiries and applications up considerably due to an increase in communications, but we can't read too much into this until we receive the deposits. Exemption students dropped from 11% to 8.3% as we become more selective. Transfers are up slightly in new admits for spring 2019 but are starting to slow down, especially from community colleges. The MassTransfer isn't translating as well for students who don't know what their path is yet.
- The College of Graduate and Continuing Education Funnel numbers are very positive. The first four
 programs on their Funnel Report are cohort based and the prospect numbers were higher than
 anticipated. The five programs on the bottom enroll all year long. The cohort programs are doing
 very well and the success of this type of model was discussed.
- A Marketing Report from Facebook, Twitter and Snapchat was shared. Social media is vital to show current and prospective students we are connected. We don't use "search engines" because they are very expensive and do not produce a lot of results. Eighty-four percent of our activity is from students who come to find us. Our web page is now six-to-seven years old and needs to be redesigned to be active, reactive, and contain considerable video content.
- The Financial Aid Optimization Analysis from EAB Global was discussed. It shows how they chose
 from our applicant pool and how the full-time freshman yield is going down. The grids based on
 admits and yield by academic rank and Estimated Family Contribution (EFC) were reviewed.
 Additional marketing is needed to encourage more students to fill out their FAFSA and give us their
 information.
- Trustee Martinez-Alvarez joined the meeting at 11:55 AM.
- There has been a restructuring of Residence Life this year based on a report of suggested improvements from Fresh Eyes, an outside consultant looking at all the aspects of residential life on campus. The student engagement side of the department has remained with Student Affairs. This consists of RAs, RDs, day-to-day programming, checking on students, and social support. The operational side of the department has been moved to Enrollment Management. This consists of managing housing agreements, lease agreements, and communications with the state. There is nothing different for students; they will have the same interaction. This is an opportunity to do better data analysis with residence halls and students, marketing the advantages of living on campus and improving the student culture as part of the Westfield State Experience.
- Trustee Martinez-Alvarez left the meeting at 12:05 PM.

There being no further business, Committee Vice Chair Hagan 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 12:06 PM.

Attachments presented at this meeting:

a. Minutes, December 5, 2018

- b. IA Dashboard
- c. Admissions Funnel Report
- d. CGCE Funnel Report
- e. Marketing Report
- f. Financial Aid/EAB Report

I hereby certify that the foregoing is true and correct University Board of Trustees Advancement and Enroll	• • • • • • • • • • • • • • • • • • • •
February 7, 2019.	
Terrell Hill, Secretary	 Date

Admission Funnel Report 4/10/2019

				Fall	2019								
	First Yea	ırs			Transfers								
	Fall 2018* Fall 2019 Goal % to Goal					Fall 2018*	Fall 2019	Goal	% to Goal				
Prospects	67075	64671			Prospects	n/a	n/a						
Inquiries	11340	14741	13000	113.4%	Inquiries	1016	971	1350	71.9%				
Applications	4787	4958	5500	90.1%	Applications	614	548	800	68.5%				
Complete Applications	4165	4410	4820	91.5%	Complete Applications	342	317	600	52.8%				
Accepts	3454	3722	4100	90.8%	Accepts	306	308	575	53.6%				
Deposits (Total)	418	502	1189	42.2%	Deposits (Total)	103	93	380	24.5%				
Deposits	418	500	1050	47.6%	Deposits	103	91	340	26.8%				
Denied	442	494			Denied	8	5						
*Information taken from 4/1	1/2018												

				Tour N	umbers				
	Fall 2018	Fall 2019	Goal	% to Goal		Spring 2018	Spring 2019	Goal	% to Goal
Summer	5/30 - 8/18	6/4 - 8/24			Spring	1/29 - 4/7	1/28 - 4/6		
Daily Tours/Info. Sessions	832	792	850	93.2%	Daily Tours/Info. Sessions	313	271	800	33.9%
					Saturday Tours	154	145	150	96.7%
Fall	9/18 - 12/15	9/10-12/14			Totals	467	416	950	43.8%
Daily Tours/Info. Sessions	831	616	835	73.8%					
Saturday Tours	136	141	140	100.7%	Accepted Student Days	Spring 2018	Spring 2019	Goal	% to Goal
Totals	967	757	975	77.6%	Accepted Student Day 1	183	205	200	102.5%
					Accepted Student Day 2	194	166	200	83.0%
Open House 1	174	181	175	103.4%	Accepted Student Day 3	168	240	200	120.0%
Open House 2	204	121	210	57.6%	Accepted Student Day 4	240	215	200	107.5%
Open House 3	204	252	210	120.0%	Totals	785	826	800	103.3%
Totals	582	554	595	93.1%					

Fall Funnel Report

Data for Fall 2019 pulled on April 9, 2019

	Data	ior Fall 20	77 punce	on April	7, 2017	1				1			
		Fall 2	2015					Fall	2019		18 as of 0/18		
LEVL	SOURCE	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO	COUNT	RATIO
GR	RECRUITED	521	.00%	551	.00%	544	.00%	862	.00%	1006	.00%	862	.00%
	APPLIED	267	51.25%	304	47.26%	352	64.71%	342	37.66%	421	41.85%	306	35.50%
	ACCEPTED	185	69.29%	201	55.81%	244	69.32%	250	87.11%	202	47.98%	217	70.92%
	ENROLLED	162	87.57%	170	79.19%	197	80.74%	204	81.60%	0	.00%	0	.00%
PB	RECRUITED	40	.00%	33	.00%	30	.00%	56	.00%	44	.00%	37	.00%
	APPLIED	23	57.50%	25	75.76%	29	96.67%	37	66.07%	24	54.55%	18	48.65%
	ACCEPTED	20	86.96%	15	52.00%	19	65.52%	26	70.27%	15	62.50%	7	38.89%
	ENROLLED	15	75.00%	11	73.33%	16	84.21%	22	84.62%	0	.00%	0	.00%
SB	RECRUITED	19	.00%	31	.00%	25	.00%	48	.00%	41	.00%	48	.00%
	APPLIED	12	63.16%	17	54.84%	23	92.00%	24	50.00%	19	46.34%	20	41.67%
	ACCEPTED	9	75.00%	17	94.12%	22	95.65%	19	79.17%	13	68.42%	11	55.00%
	ENROLLED	7	77.78%	13	81.25%	10	33.33%	13	68.42%	0	.00%	0	.00%
UG	RECRUITED	377	.00%	414	.00%	294	.00%	405	.00%	352	.00%	311	.00%
	APPLIED	226	59.95%	256	61.50%	221	75.17%	207	51.11%	155	44.03%	118	37.94%
	ACCEPTED	156	69.03%	192	70.47%	155	70.14%	148	71.50%	82	52.90%	48	40.68%
	ENROLLED	113	72.44%	125	64.80%	104	67.10%	103	69.59%	0	.00%	3	6.25%
TOTAL R	RECRUITS	957		1029		893		1371		1443		1258	
TOTAL A	APPS	528		602		625		610		619		462	
TOTAL A	ACCEPTS	370		425		440		443		312		283	
TOTAL E	NROLL	297		319		327		342		0		3	

Notes:

Data beginning in Fall 2018 is driven by student entered data. Therefore numbers may flucuate as we evaluate students accounts Post-bacc numbers are higher due to students looking for just practicum going through the application process as of fall 2018 MSW Advanced standing students are calculated into fall 2018 funnel numbers - 43 seats

Some students are not calculated properly in the enrolled column due to problems from banner to recruit (Fall 2018)

Difference is last year at this time did not freeze numbers so prospects for graudate decreased when students were RJ/Cancelled RN to BSN adding to accepted in Fall 2019; Adv standing still in fall 2019

College of Graduate and Continuing Education Graduate Admission Funnel Report – Fall 19-Summer I '20 Data as of April 10, 2019 "Cohort programs enroll in fall only, PA spring only "Rolling admision programs enroll in fall thru summer I

Funnel Stage	Master of Social Work - Westfield	Goal	% to Goal	Difference from same time previous year	Master of Social Work- Worcester	Goal	% to Goal	Difference from same time previous year	MA Counseling	Goal	% to Goal	Difference from same time previous year	MA Applied Behavior Analysis	Goal	% to Goal	Difference from same time previous year	MS Physician Assistant (FINAL)	Goal	% to Goal	Difference from same time previous year
Prospect	408	275	148.4%	+64	139	75	185.3%	+13	122	90	135.6%	+8	92	60	153.3%	+10	568	250	227.2%	NA
Applications Submitted	204	175	116.6%	+29	56	50	112.0%	+9	45	50	90.0%	+6	21	30	70.0%	-7	266	175	152.0%	NA.
Admits	96	96	100.0%	-38	34	30	113.3%	+13	33	25	132.0%	+9	15	16	93.8%	-1	30	30	100.0%	+6
Confirmed	70			-3	24			+8	20			-1	11			-1	30	30	100.0%	+6
Enrolled	0	86	0.0%	-	0	24	0.0%		0	20	0.0%	-	0	15	0.0%	-	30	30	100.0%	+6
,	*MSW is capped at 8	6.			*MSW/ Wor is capped	at 24.			*MA Counseling capp	ed at 20.			*ABA cohort progra	m capped at	15.		*Program enrolls in s	oring, cappe	d at 30.	
	*App deadline is Feb	. 1, 2019			*App deadline is Feb. 1	, 2019			*App deadline is Feb.	1, 2019			*App deadline is Fel	. 1, 2019			Previous year enrollm	ent was 24		
	Cohort program - si	till acceptir	ng/collectin	g deposits	Cohort program - still	collecting	deposits		Cohort program - st	ill collecting	deposits	-	Cohort program - :	still collecti	ng deposits		Cohort program			,
Funnel Stage	MS Accounting	Goal	% to Goal	Difference from same time previous year	MS Criminal Justice	Goal	% to Goal	Difference from same time previous year	Master of Public Administration	Goal	% to Goal	Difference from same time previous year	Master of Education	Goal	% to Goal	Difference from same time previous year	MA English	Goal	% to Goal	Difference from same time previous year
Prospect	32	35	91.4%	-20	50	35	142.9%	+13	57	35	162.9%	+12	96	110	87.3%	+19	10	15	66.7%	+1
Applications Submitted	12	33	36.4%	-8	11	29	37.9%	+5	18	27	66.7%	+10	34	75	45.3%	+15	5	12	41.7%	+5
Admits	4	20	20.0%	-7	4	22	18.2%	+2	3	22	13.6%	0	13	48	27.1%	+11	2	10	20.0%	+2
	2			0	1			-1	1			-1	7			+5	1			+1
Confirmed																				
Confirmed Enrolled	0	18	0.0%	-	0	18	0.0%		0	18	0.0%	-	0	50	0.0%	-	0	7	0.0%	-
Enrolled	0 Rolling admission Fal			-	0 Rolling admission Fall 2			·	0 Rolling admission Fal			-	0 Rolling admission Fa			-	0 Rolling admission Fall	7 2019 to Sun		-

Ennnel Stage Definitions
Prospect * Students who are interested in WSU but not applied
Application Submitted * Students have completed the online application, but not have submitted all materials
Admits * Students who have been accepted into a program
Confirmed * Students who have identified that yes they are coming to WSU, via a deposit or confirmation from student
Enrolled * Students who have enrolled in courses

Ability to Pay Index 04/17/2019

Full-Time Freshmen Current year data as of: 04/03/2019

ENROLLMENT STATUŠ

All

Counts by Ability to Pay Index

with an Enrollment Status of all*

TUITION BAND All

GENDER

All

RACE All

RESIDENT

All

PERMANENT STATE

All

MARKET

All

VISIT STATUS

All

ACADEMIC INDEX

ΛII

YEAR All

CATEGORY

All

DECISION TYPE

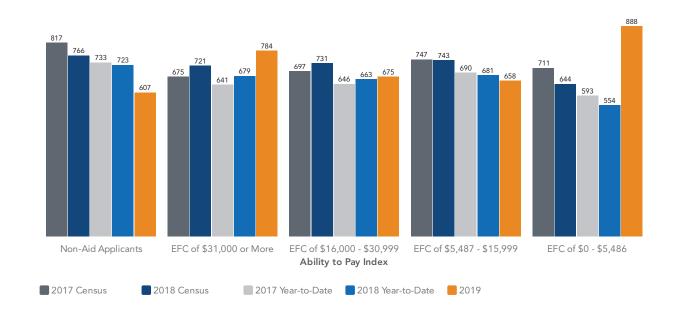
All

MODEL POPULATION

Model Population

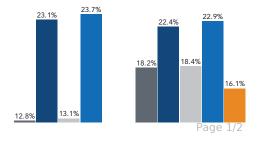
EXCLUDED GROUP

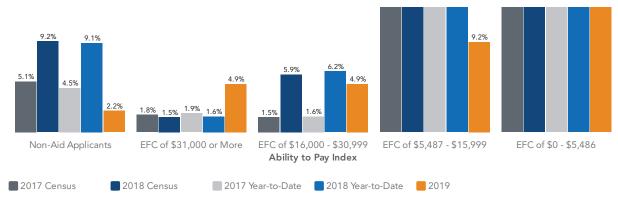
All



Discount Rate by Ability to Pay Index

with an Enrollment Status of all*





^{*}An "Enrollment Status" of "All" represents admits.

Year-to-date data is derived from datasets dated: 09/11/2018 and 09/12/2017

Where dates are available, year-to-date data reflects the current data date: 04/03

Version 1.2

^{**}Yield is visualized in the "Percent of Admits" chart when the "Enrollment Status" filter is set to "Net Deposit" or other enrollment indicator, e.g. "Housing Deposit Rec'd".

04/17/2019

Full-Time Freshmen

Admits				
	Admits	Average GPA	Average Test	Average EFC (Aid Applicants)
CY Admit Pool	3,682	3.33	1085.9	\$24,519
CY vs LY YTD*	▲ 307	▲ .04	▼ 8.2	▼ \$662
LY Census vs LY YTD**	319	02	-3.8	\$-777

Net Deposits

	Net Deposits	Net Tuition Revenue	Discount Rate	Institutional Gift Aid
CY Admit Pool	425	\$4,078,646	9.3%	\$416,124
CY vs LY YTD*	▲ 108	▲ \$1,128,197	▼ 2.6%	▲ \$18,055
LY YTD vs LY Census**	678	\$6,093,470	1.8%	\$1,037,637

^{*} The current enrollment cycle (CY) numbers compared to last year's year-to-date (LY YTD) numbers. ** The change from last year year-to-date (LY YTD) to last year census (LY Census).

TUITION BAND	Comparative	e Summary
All	o o pa. a v	<i>-</i>
GENDER	Year	2017

2017 Census	2018 Census	2017 Year-to-Date	2018 Year-to-Date	2019
3,730	3,694	3,364	3,375	3,682
27.0%	26.9%	10.6%	9.4%	11.5%
1,008	995	356	317	425
\$902	\$1,443	\$675	\$1,256	\$979
\$909,491	\$1,435,706	\$240,206	\$398,069	\$416,124
\$8,918	\$9,089	\$9,171	\$9,307	\$9,597
\$8,989,169	\$9,043,919	\$3,264,999	\$2,950,449	\$4,078,646
9.2%	13.7%	6.9%	11.9%	9.3%
	3,730 27.0% 1,008 \$902 \$909,491 \$8,918 \$8,989,169	3,730 3,694 27.0% 26.9% 1,008 995 \$902 \$1,443 \$909,491 \$1,435,706 \$8,918 \$9,089 \$8,989,169 \$9,043,919	3,730 3,694 3,364 27.0% 26.9% 10.6% 1,008 995 356 \$902 \$1,443 \$675 \$909,491 \$1,435,706 \$240,206 \$8,918 \$9,089 \$9,171 \$8,989,169 \$9,043,919 \$3,264,999	3,730 3,694 3,364 3,375 27.0% 26.9% 10.6% 9.4% 1,008 995 356 317 \$902 \$1,443 \$675 \$1,256 \$909,491 \$1,435,706 \$240,206 \$398,069 \$8,918 \$9,089 \$9,171 \$9,307 \$8,989,169 \$9,043,919 \$3,264,999 \$2,950,449

MARKET All

PERMANENT STATE

All

All RESIDENT All

Academic and Ability to Pay Comparisons

ENROLLMENT STATUS VISIT STATUS

ΑII

ACADEMIC INDEX	Year	2017 Census	2018 Census	2017 Year-to-Date	2018 Year-to-Date	2019
All	# in Selection	3,730	3,694	3,364	3,375	3,682
ABILITY TO PAY INDEX	Average GPA	3.19	3.27	3.22	3.29	3.33
All	Average Test	1082.3	1090.4	1091.3	1094.2	1085.9
CATEGORY	Median Adjusted EFC**	\$22,908	\$23,750	\$23,665	\$24,820	\$20,352
All	Average Adjusted EFC**	\$17,082	\$17,423	\$17,423	\$17,712	\$15,863
DECISION TYPE	Median EFC (Aid Applicants)	\$15,065	\$16,492	\$15,716	\$17,227	\$14,768
All	Average EFC (Aid Applicants)	\$22,691	\$24,405	\$23,598	\$25,182	\$24,519

EXCLUDED GROUP

04/03/2019

Current year data as of:

^{*}An "Enrollment Status" of "All" represents admits.

**Adjusted EFC is created by imputing full budget for non-aid applicants and capping EFC at yearly budget for aid applicants.

04/03/2019

Page 1/2

Current year data as of:

Full-Time Freshmen

All

ABILITY TO PAY INDEX

Net DepositsPendingMeltWithdrawnCY Admit Pool4253,162194CY vs LY YTD*4 1084 1984 10LY Census vs LY YTD**678-2,939802,500

$\mathsf{ENROLLMENT}\ \mathsf{STATUS}^{\sharp}$ **Enrollment Status Counts** All 3,647 3,612 3,605 TUITION BAND 3,303 3,300 ΑII GENDER All RACE All RESIDENT ΑII PERMANENT STATE ΑII MARKET All 2017 Census 2018 Census 2017 Year-to-Date 2018 Year-to-Date 2019 VISIT STATUS Year ΑII Melt Net Deposit Pending Withdrawn ACADEMIC INDEX

Enrollment Status Counts by Academic Index

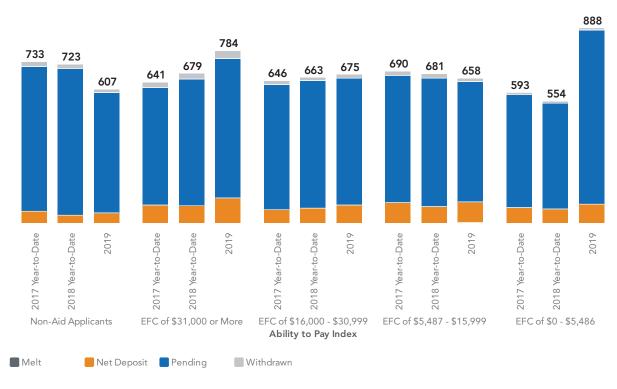
All 803 YEAR 749 744 738 709 705 All 692 677 672 675 658 613 598 608 CATEGORY 574 All **DECISION TYPE** ΑII MODEL POPULATION Model Population EXCLUDED GROUP All 2019 2019 2019 2017 Year-to-Date 2019 2017 Year-to-Date 2017 Year-to-Date 2018 Year-to-Date 2017 Year-to-Date 2017 Year-to-Date 2018 Year-to-Date 2018 Year-to-Date 2018 Year-to-Date 2018 Year-to-Date

^{*} The current enrollment cycle (CY) numbers compared to last year's year-to-date (LY YTD) numbers.

^{**} The change from last year year-to-date (LY YTD) to last year census (LY Census).



Enrollment Status Counts by Ability to Pay Index



^{*}An "Enrollment Status" of "All" represents admits.

Year-to-date data is derived from datasets dated: 09/11/2018 and 09/12/2017 Where dates are available, year-to-date data reflects the current data date: 04/03

Version 1.2 Academic Index 04/17/2019

Full-Time Freshmen Current year data as of: 04/03/2019



All

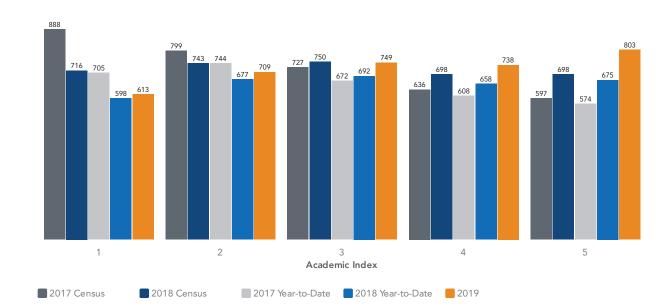
Counts by Academic Index

with an Enrollment Status of all*



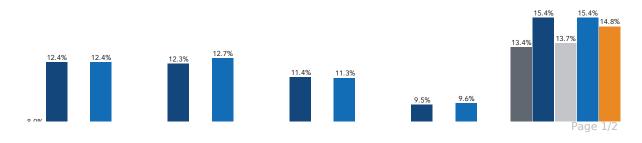
ABILITY TO PAY INDEX

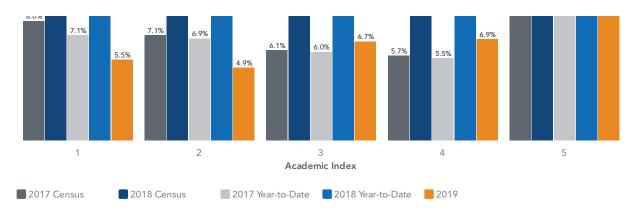
YEAR All



Discount Rate by Academic Index

with an Enrollment Status of all*





^{*}An "Enrollment Status" of "All" represents admits.

Year-to-date data is derived from datasets dated: 09/11/2018 and 09/12/2017

Where dates are available, year-to-date data reflects the current data date: 04/03

Version 1.2

^{**}Yield is visualized in the "Percent of Admits" chart when the "Enrollment Status" filter is set to "Net Deposit" or other enrollment indicator, e.g. "Housing Deposit Rec'd".

						Enrollmen	t Projectio	ns 03/19/1	19					
201	8 Fall	%Return	Spring	%fall/fall	2019	Fall	%Return	Spring	%fall/fall	2020	Fall	%Return	Spring	%fall/fall
New Frosh	1103		940	0.769	New Frosh	1065			0.769	New Frosh	1060			0.769
New TR	0			0.778	New TR	325			0.778	New TR	330			0.778
Sophomores	971		892	0.894	Sophomores	848			0.894	Sophomores	819			0.894
Juniors	1151		1111	0.955	Juniors	868			0.955	Juniors	758			0.955
Seniors	1312		1122	0.112	Seniors	1099			0.112	Seniors	829			0.112
	0				Ret. Seniors	75				Ret. Seniors	123			
2nd TR				0.494	2nd TR	0			0.494	2nd TR	253			0.494
3rd TR				0.254	3rd TR	130			0.254	3rd TR	0			0.254
New Students/Re	1		0	0.778	New Students/Ret	0		150	0.778	New Students/Ret	117		150	0.778
Semester Total	4537	0.9378401	4065		Semester Total	4410	0.9378401	4286		Semester Total	4289	0.9378401	4153	
Special		4254.9805			Special	100		150		Special	100		125	
Billed	4537		4065		Billed	4310		4136		Billed	4189		4028	
			8130											
Average		4301	12195		Average		4223			Average		4108	4028	

2021	Fall	%Return	Spring	%fall/fall	2022	Fall	%Return	Spring	%fall/fall	2023	Fall	%return	Spring	%fall/fall
New Frosh	1060			0.769	New Frosh	1060			0.769	New Frosh	1060			0.769
New TR	330			0.778	New TR	330			0.778	New TR	330			0.778
Sophomores	815			0.894	Sophomores	815			0.894	Sophomores	815			0.894
Juniors	732			0.955	Juniors	729			0.955	Juniors	729			0.955
Seniors	724			0.112	Seniors	699			0.112	Seniors	696			0.112
Ret. Seniors	93				Ret. Seniors	81				Ret. Seniors	78			
2nd TR	254			0.494	2nd TR	257			0.494	2nd TR	257			0.494
3rd TR	125			0.254	3rd TR	125			0.254	3rd TR	127			0.254
New Students/Ret	117		150	0.778	New Students/Ret	117		150	0.778	New Students/Ret	117		150	0.778
Semester Total	4250	0.9378401	4136		Semester Total	4213	0.9378401	4101		Semester Total	4208	0.9378401	4097	
Special	100		125		Special	100		125		Special	100		125	
Billed	4150		4011		Billed	4113		3976		Billed	4108		3972	
Average		4080			Average		4045			Average		4040		

FALL 2018 Data from IR report 03/06/19 REG.UG STUDENTS TERM:201890

Fiscal Year	Year	ar Avg Bill		
FY18	2017	2017 4504	Difference	%
FY19	2018	2018 4301	-203	-4.5%
FY20	2019	2019 4223	-78	-1.8%
FY21	2020	2020 4108	-115	-2.7%
FY22	2021	2021 4080	-28	-0.7%
FY23	2022	2022 4045	-35	-0.9%
FY24	2023	2023 4040	-5	-0.1%
		TOTAL	-464	-10.30%



Institutional Advancement DASHBOARD

July 1, 2018-April 15, 2019

t fighlights

Over 600 students completed nearly 2,500 scholarship applications. Committees are currently reviewing these applications. \$265,000 in scholarship funds will be awarded for the upcoming academic year.

Over 1,200 Alumni engaged with the #OwlsinLove social media appeal. This effort has updated valuable relationship information and provided a platform for alumni who met and fell in love on campus to share their stories.

On April 6, 2019, 102 alumni, family and friends gathered at the Criminal Justice Alumni Hall of Fame. The Dr. Victor Ascolillo Lifetime Service Award was presented to Dr. L. Michael McCartney.

The annual Albert & Amelia Ferst Interfaith Breakfast was held on April 10, 2019. Rabbi Jacob Fine, Founder and Director of Abundance Farm spoke and the student award was presented to Hibo Hussein '19, president of the Muslim Student Organization.

Our #GiveAHoot Annual Day of Giving, held over 1,839 minutes from April 10–11, brought in over \$54,333.17 and 620 donors. The inaugural Owl Run 5K race occurred on April 7 as part of the #GiveAHoot initiative. It was a huge success with 155 runners and \$3,875 raised toward the #GiveAHoot goal.

The *Pathways to Excellence* event is set for May 9, 2019. This year's event highlights the "Westfield" in Westfield State with a portion of the proceeds helping to fund the Westfield Pride Scholarship.

Fiscal year-to-date, we have engaged 290 new alumni and parent donors totaling \$28,935. In addition, we have recovered (gave in FY17, but not FY18) 104 alumni and parent donors totaling \$12,589.

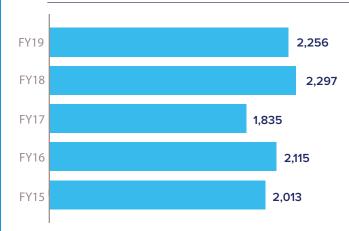
The Happy Birthday program continues to engage alumni. To date, the birthday video has been shared 148 times on Facebook and downloaded 131 times. We have received 135 replies from alumni about their video.

Institutional Advancement (413) 572-8644 westfield.ma.edu

TOTAL DOLLARS



TOTAL DONORS



	Gifts of \$5,000+	Median Gift	Average Gift
FY17	52	\$50.00	\$577.99
FY18	48	\$39.00	\$713.39
FY19	37	\$40.00	\$242.77

Volunteer Boards	Population	Dollars	Donors	Average Gift	Participation				
Board of Trustees									
FY18	11	\$52,945.00	11	\$1,176.55	100.00%				
FY19	11	\$30,355.40	9	\$842.65	82.00%				
Foundation Board									
FY18	26	\$36,338.86	26	\$374.62	100.00%				
FY19	28	\$29,786.53	28	\$338.48	100.00%				
Alumni Association									
FY18	17	\$5,973.08	17	\$55.30	100.00%				
FY19	17	\$5,203.58	17	\$89.72	100.00%				
Cabinet									
FY18	8	\$12,849.90	8	\$62.99	100.00%				
FY19	8	\$12,759.00	9	\$69.72	100.00%				