



Board of Trustees

Advancement and Enrollment Management Committee Minutes

President's Boardroom, The Horace Mann Center
June 20, 2019

MEMBERS PRESENT: Committee Chair Landrau, Vice Chair Hagan, Secretary Hill and Trustees Magovern, Martin and Swan.

TRUSTEE GUESTS PRESENT: Trustees Marcus, Martinez-Alvarez, and Queenin.

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

The meeting was called to order at 11:25 AM by Committee Chair Landrau.

MOTION made by Trustee Magovern, seconded by Trustee Martin, to approve the minutes of the April 24, 2019 meeting. There being no discussion, **Motion passed unanimously.**

Committee Chair Landrau welcomed Dr. Erica Broman, Vice President for Institutional Advancement, who gave the following updates:

- The May 31, 2019 Dashboard was shared. The new normal for dollars raised will likely be between \$1.4 and \$2 million as a base of support is being built. Changes will be made to the Dashboard next year to reflect best practices.
- President Torrecilha and Trustees Hill and Hagan entered the meeting at 11:28 AM.
- Approximately \$7,000 is needed to reach the goal for the Interfaith Center match of \$50,000.
- There will be a celebration of Father Savage's 40 years of being ordained at St. Michael's in Springfield on July 21.
- A \$100,000 donation was received in May for scholarships targeting Hispanic students coming from Holyoke Community College.
- Westfield State received a 2019 CASE Educational Fundraising Award for overall fundraising program improvement at a public comprehensive institution.

Mr. Daniel Forster, Vice President for Enrollment Management, shared the following:

- Admission Funnel Report:
 - Net deposits and admits are up, MELT is holding steady with last year, and there is a small increase in the discount rate.
 - Academics are holding steady and the GPA in deposited students is encouraging.
 - Expecting to be under the 10% rule for exemptions.
 - To increase the first-to-second-year return rate from .769 to .8 would be 33 students, or \$330,000, with similar affects in following years.
- Admissions/Advancement Alumni Summer Kick-off Party:

- Event was started this year to address summer MELT, with parties being held in Auburn and East Bridgewater in late July, inviting all accepted students to meet alumni and staff.
- Students most likely to melt (MELT?) have been identified and contacted to offer assistance through the summer to keep on track.
- On campus, the only summer event is orientation. It was suggested to invite local students to come to campus over the summer to have them help each other, which has worked well in the public schools.
- Connecting with parents over the summer to keep them engaged is also important.

Dr. Broman stated that the fundraising firm of Marts and Lundy has come to campus to collect data and interview staff and will be building a feasibility study for a capital campaign for the Parenzo Hall renovation. Representatives from the firm will present at the full Board meeting later in the day. It was questioned whether the Advancement staff worked with charitable foundations for funding. Dr. Broman stated they don't currently have the staff for that, but that it would be an investment that would pay for itself.

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

Meeting adjourned at 11:46 AM.

Attachments presented at this meeting:

- a. Minutes of April 24, 2019 meeting
- b. IA Dashboard
- c. Admission Funnel Report