



Board of Trustees

Advancement, Marketing, and External Relations Committee

8:30 AM - 9:20 AM

June 20, 2024

Minutes

Conference Rooms A & B, University Hall

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

MEMBERS PRESENT: Committee Chair Dr. Gloria Williams, Vice Chair Chris Montemayor, Secretary Daniel Currier, Trustee Melissa Alvarado, and Board Chair Ali Salehi, ex-officio member

MEMBERS EXCUSED: Trustee Madeline Landrau

Also present and participating were Westfield State University President Dr. Linda Thompson; Institutional Advancement Vice President Ms. Lisa McMahon; Director of Advancement and Major Gifts Mr. William Hynes; Executive Director of Communication, Marketing and Branding Dr. Leslie Rice, Director of Conference and Event Services Ms. Joanne Bigelow, Executive Director of RIDE center Dr. Lamis Jarvinen, and Director of Alumni Relations, Ryan Meersman.

The meeting was called to order at 8:30 AM by Committee Chair Dr. Gloria Williams and it was announced that the meeting was being livestreamed and captured as recorded.

MOTION made by Trustee Alvarado, seconded by Trustee Currier, to accept the minutes from the April 25, 2024 meeting. There being no discussion, a roll call was conducted, and the **Motion passed unanimously.**

Ms. Lisa McMahon welcomed and introduced herself and the departments which come under Institutional Advancement to new Trustee, Tessa Lucey. Ms. McMahon shared with the Board her experience being on the search committee for the new Vice president of Academic Affairs/Provost position.

Also discussed:

- Go Global Event, was a wonderful event, giving us the opportunity to introduce the commencement speaker Mary Lou McDonald to many alums, donors and community members.
- The Advancement Team is working to secure sponsorships for the 185th Blue Diamond Ball and Homecoming. Two new sponsorships were being secured.
- An update of the recent trip to Atlanta, Georgia where we hosted our first Alumni & Friends Reception and preliminary plans were made to develop an Alumni Chapter in the area.
- Summer of Fun 2024 for Alumni – Sunset Cruise and Worcester Red Sox game.
- Quarterly Dashboard presented - \$2.2MM in gifts and grants have been received.

- Capital Campaign – WSU is working with an outside consultant, Kathy Howrigan Consulting, to assess what Advancement needs to so to be ready to begin a campaign. A focus on institutional priorities, staffing needs, advancement services, marketing, etc.
- This past year new alumni relationships have been created in Boston and Atlanta, Georgia with the hopes that chapters like the new Cape Cod and Washinton DC area chapters started last year will begin.
- A discussion regarding the RIDE Center coming under Advancement was had – partnering students with external stakeholders and community leaders. Focusing on accessibility for all students and non-student groups.

Dr. Rice discussed WSU rebranding and prospective students. Partnering with BVK, national firm doing higher education, and hospitality. At first stage of planning and discovery, to ask who are we? Do we have enough information to move forward, does it align with our core message? Hoping do develop a brand/new logo that will last 10 years or more.

Strategic investments include multiple advertising initiatives, engaging with our brand. Billboards, PVRTA buses, and radio/tv with Dr. Thompson’s voice. Digital advertising for transfer students focusing on competitive schools. Dr. Rice presented to the Board a “welcome box” sent to prospective students.

Discussion around marketing focusing on graduate and part time students, Dr. Rice explained that marketing is currently focusing on branding and will in the future, spend time on graduate studies being promoted.

MOTION made by Trustee Montemayor, seconded by Trustee Alvarado, to adjourn the meeting. There being no discussion, a roll call was conducted, **Motion passed unanimously**

Meeting adjourned at 9:27 AM.

Attachments:

- Draft Minutes of April 25, 2024
- 185th Anniversary Rack Card
- Save the Date-Blue Diamond Ball
- Alumni Update
- Q4 Dashboard to 6-12-24
- WSU Campaign Presentation
- RIDE Rack Card (1)
- RIDE Rack Card (2)
- RIDE Annual Report 2023-24
- MarComm BoT June 24

Secretary’s Certificate

I hereby certify that the foregoing is true and correct copy of the approved minutes of the Westfield State University Board of Trustees Advancement, Marketing, and External Affairs Committee meeting held on June 20, 2024.

Daniel Currier, Secretary

Date

Institutional Advancement



(413) 572-8645

westfield.ma.edu

FY25 1st Quarter (July 1, 2024 - September 30, 2024)

Executive Summary



\$870,443 Total Gifts & Grants
 \$159,792 Gifts
 \$710,651 Grants



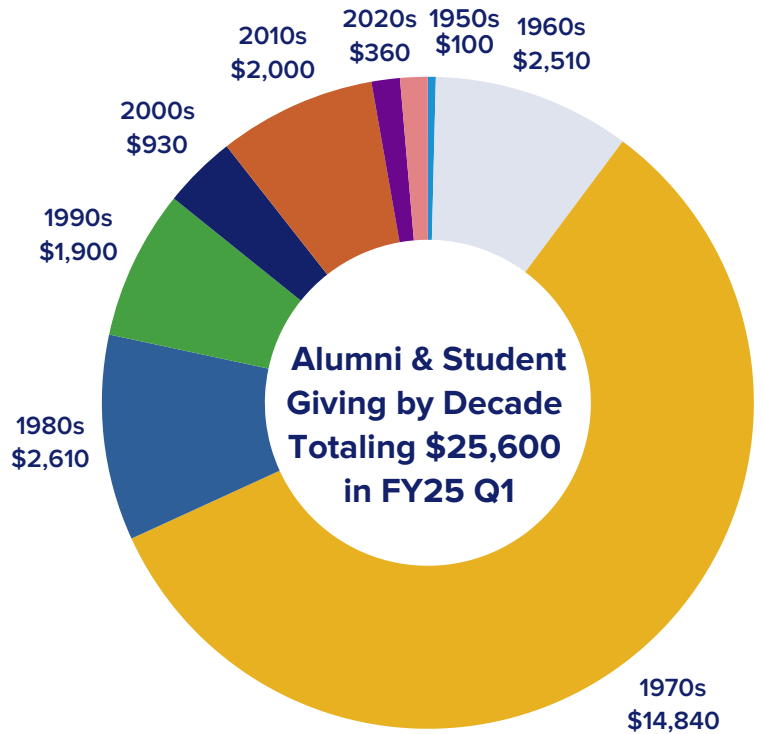
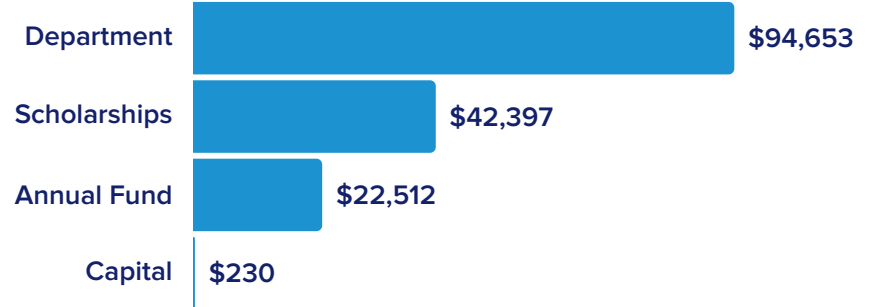
346 Donors
 149 Alumni & Students*
 67 Employees*
 152 Friends & Organizations

* A donor may be both an alumni and employee



\$248.51 Average Gift

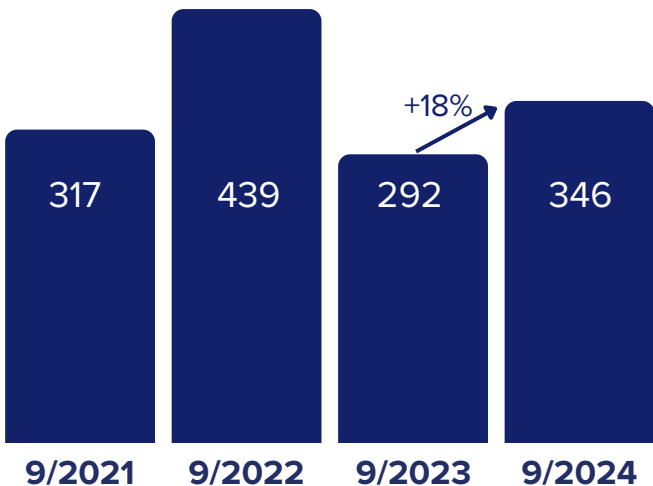
FY25 Gifts by Giving Area, totaling \$159,792



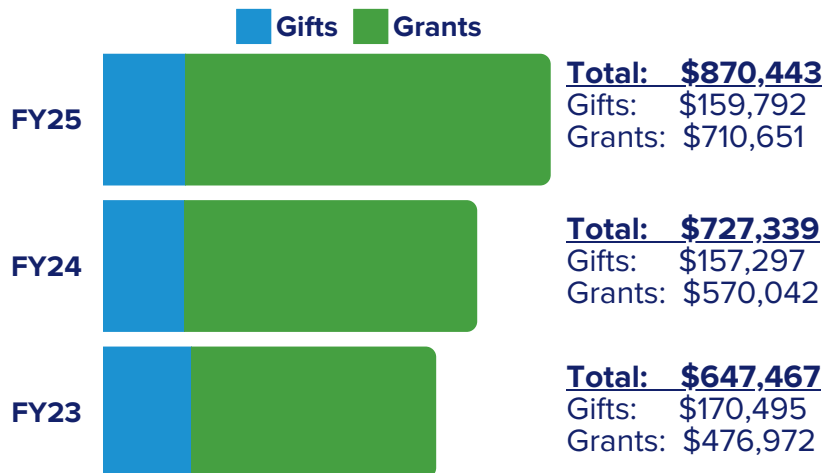
Highlights

- **20% increase in Total Gifts & Grants** (\$870K vs. \$727 in FY24 Q1)
- **18% more donors than last year** (346 vs. 292 in FY24 Q1)
- **60% more Alumni & Student donors** (149 vs 93 in FY24 Q1)
- **110% Increased Crowdfunding** (\$9K vs. \$4K in FY24 Q1)

Q1 Donors over Time



Gifts & Grants over Time (Q1)



Conference & Event Services Summer 2024

Overnight External Groups Summer 2024

- **Massachusetts Foreign Language Association (MaFla)** – June 23 to June 26
- **Western Wind** – June 23 to June 30
- **Elite Throws Coaching** – June 26 to June 29
- **Heaven Musical Group** – June 30 to July 7
- **Northeast Regional Law Enforcement Educational Association (NERLEEA)** – July 13 to July 20
- **George N. Parks Drum Major Academy** – July 22 to July 26

Overnight Internal Groups Summer 2024

LEADs - June 24 – August 8 (Monday to Thursday)

- Assisted with Check in/out
 - Book staff for about 6 hours (Student and Professional)
- Hand out t-shirts to all students
- Assisted with room confirmation and reservations
- Conferences does not receive any revenue

Successes/Highlights

- **Frequent/Open Communication**

- Bi-weekly/monthly meetings
- Teams with constant updates for 30 members of Campus
 - Includes: Facilities, Residence Life, Marketing, Admissions, LEADs, IT, Media, Athletics, Public Safety, ERT, Alumni, Dining Services
- Several emails to fac/staff and university communications throughout Spring Semester
- Campus Feedback form distributed to all key departments

- **Changes to Contracted Staff position**

- Used only student workers
- Removed 24 desk coverage to Partial Desk Coverage and phone coverage which had no impact on guests
- Partnership with Residence Life
- Used staff for prep rather than strictly desk work

- **Key Partnerships**

- Residence Life
- Admission Partnership
- Dining Partnership
- Facilities Partnership

- *T-shirts to ETC, NERLEEA, GNP Drum Major Academy, LEADs to expand our brand*

Revenue

Total Revenue	\$361,970.54
Chargebacks to Dining (including Catering)	\$90,143.91
Rentals	\$1,887.75
Chargebacks to Facilities	\$6,870.00
Chargebacks to Residence Life	\$12,836.60
University 13%	\$47,056.17
Assistant Director Full Salary with Fringe Benefits	\$110,121.96
Contracted Student Employees	\$13,401.63
Total Chargebacks	\$282,318.02
Net Profit to Conference and Event Services	\$79,652.52

*DRAFT – Working through Final Amounts and Chargebacks through 2 Fiscal Years

Revenue by Group

Group	Revenue
MAFLA (FY24)	\$17,594.50
WESTERN WIND (FY24)	\$12,440.00
ETC (FY24)	\$22,500.00
HEAVEN (FY25)	\$30,764.08
NERLEEA (FY25)	\$202,971.96
GNP-DMA (FY25)	\$75,700.00
Total	\$361,970.54

Additional Revenue/Campus Partnerships

Past Events:

- **Public Consulting Group:** 1/30/24, 3/19/24, 4/25/24
 - \$500 each time in MPR (\$1500 total)
 - Catering for Breakfast, Lunch in DC (paid by participants)
- **Crisis Intervention Team Recertification:** 6/12/24
 - Sponsored by University and Dining
 - WSU Officers were able to attend the training and given priority
- **YMCA Annual Fundraiser:** 6/21/24
 - Sponsored by University
 - Catering was paid by YMCA
- **50th Wedding Anniversary:** 7/6/24
 - \$375 for Loughman Living Room
 - Catering for Lunch

Upcoming:

- **Girls on the Run:** 11/24/24
 - \$3000 (does not include police detail)
 - South Lot, Dower Lot, Entirety of Campus Outdoor Space
- **Crisis Intervention Team Recertification:** 6/4/2025
 - Sponsored by University
- **The Western Massachusetts Racial Equity Summit:** 6/12/25
 - \$5000 (does not include dining/catering)
 - Wilson Auditoriums, Dever, Various Classrooms, SBH, and LLR

Summer 2025 Overnight

Confirmed

- Western Wind (June 15 – June 22) ~50
- Massachusetts Foreign Language Association (June 22 – June 25) ~100
- Elite Throws Coaching (June 25 – June 28) ~75
- New England Weavers Seminar (July 8 – July 13) ~200
- NERLEEA – (3-year extension) (July 19 – July 26) ~350
- Drums – (July 28 – August 1) ~200

Questions?