



Board of Trustees

Enrollment Management, Marketing & Student Affairs Committee

June 11, 2025

11:15 PM

Conference Rooms A & B, University Hall

Committee Members: Chair William Reichelt, Vice Chair Tessa Lucey, Secretary Jason Queenin, Daniel Currier and George Gilmer

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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| 1. Call to Order | Trustee William Reichelt |
| 2. Approval of Minutes | Trustee William Reichelt |
| 1. April 22, 2025 | |
| 3. Items for Information | Dr. Kevin Hearn |
| a. Fall 2025 Undergraduate admission projection | |
| b. DGCE Admissions | |
| c. New Student Orientation Overview | |
| d. Marketing update | |
| a. Social media strategy | |
| b. LinkedIn Tutorial | |
| 4. Open Discussion | |
| 5. Adjournment | |