



Board of Trustees

Advancement, Marketing, and External Relations Committee

Minutes

June 11, 2025

10:45 AM

University Hall, Conference Rooms A & B

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 Michael O'Rourke, Trustee Jason Queenin, and Board Chair Ali Salehi, ex-officio member

Also present and participating were Westfield State University President, Dr. Linda Thompson, and Vice President for Institutional Advancement, Lisa McMahon.

The meeting was called to order at 10:54 AM by Committee Chair Dr. Gloria Williams and it was announced that the meeting was being livestreamed and recorded.

MOTION made by Trustee Queenin, seconded by Trustee Currier, to approve the minutes from the December 9, 2024 and February 20, 2025 meetings. There being no discussion, **a roll call was conducted**, all in favor, the **Motion passed**.

Fundraising and Campaign Planning Status

- Tasked by President Thompson and the Board of Trustees to develop a case for campaign support, a goal, how to achieve that goal, and determine staffing/resource needs.
- Engaged with Foster Avenue to develop the campaign message during the discovery phase.
 - Shared written materials, engagement pieces, recruitment pieces, impact reports, events, and strategic plans with them.
 - Held interviews with donors, administrators, alumni, Board of Trustees, cabinet members, faculty/staff, Foundation directors, Westfield State University Alumni Association group, and President Thompson.
- Foster Avenue presented to the Institutional Advancement team last week.
 - Scheduled to meet Thursday June 12, 2025 to present a draft.
 - Draft will address "why now? Why here at Westfield? And you know, why these things? What is the urgency? What is going to happen? What is it going to mean?"
- Developed a campaign committee outlining proposed membership and expectations.
 - Will reach out to the chairs to ask two representatives to come to this group.
 - Will work with the Institutional Advancement Team and consultants out of that portfolio through December 2026.
- Will reach out to constituents and focus groups for feedback once a solid message is established.

- Reached out to faculty, staff, and donors who were also alums (both engaged and not engaged).
- Elizabeth Rich, Director of Advancement Services, is working to clean up data, conducting robust screening of the database, and finding lost prospects.

Prospect Segmentation

- Portfolio analysis to identify alumni.
 - Over 100 people uncovered, many across the United States.
- Focused on prospect analysis, hoping to identify 75 to 100 prospects for major location.
 - The art of science will be applied.
- External feasibility testing to determine aspirational goals for fundraising, engagement, and alumni relations.

Dashboard Summary

- As of January 4, 2025, four 1.5 million gifts/grants received.
- Continuous increase over the previous three years:
 - 2022: 1.5 million
 - 2023: 1.9 million
 - 2024: 2.2 million
- Hoping to bring in 2.3 million this year.
- Waiting on the state to request a dollar match (\$555,555) for every two dollars raised.
- Anticipating a \$600,000 gift from Donor Trust around December 16, 2025.

Grants and Annual Fund

- Waiting on official letters and checks for outstanding grants.
- Bill Hynes, Executive Director, Institutional Advancement and Westfield State University Foundation, along with Sarah Wakelin, Senior Annual Giving Coordinator, had an annual fund Give-A-Group Day this year with a good turnout.
 - Each area of engagement was higher than the previous year.
- Marnie Dacko, Major Gifts Officer, secured two planned gifts and is working on closing two more.

Alumni Team

- Ryan Meersman's, Director of Alumni Association, alumni team welcomed Elle Bukosky, Recent Alumni and Reunion Coordinator, who is new to the Alumni Department.
 - She set up a brewery tour for young alums.
- Annual trip to Florida welcomed members from all boards.
- Criminal Justice Hall of Fame collaborated with Jenyka Spitz-Gassnola, Director of Belonging, Inclusion, and Learning.
- Ryan Meersman took a trip to Denver, Colorado, for a Physicians Assistant student conference and connected with Georgia program alums.
- Ride Center has its second full enrollment open.

No further discussion,

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

Meeting adjourned at 11:07 AM.

Attachments:

- a. Draft Minutes of December 9, 2024

- b. Draft Minutes of February 20, 2025
- c. Alumni Relations Update.docx
- d. WSA IA Gifts and Grants FY25 as of 06-04-2025.pdf
- e. RIDE Center Impact report

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 11, 2025.

Barney Garcia, Secretary

Date