



BOARD OF TRUSTEES
Enrollment Management & Student Affairs Committee

December 9, 2024

Minutes

1:00 – 2:30 PM

Loughman Living Room, Scanlon Hall

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

MEMBERS PRESENT:

- Committee Chair William Reichelt
- Vice Chair Tessa Lucey
- Secretary Jason Queenin
- Trustee Daniel Currier
- Trustee George Gilmer

Also present were;

- Westfield State University President Dr. Linda Thompson
- Vice President of Enrollment Management and Student Affairs Dr. Kevin Hearn
- Director of Admissions, Mike Mazeika
- Senior Executive Director, Westfield World Wide, Dan Forster
- Director of Student Activities, Involvement, and Leadership, Matt Dellea
- Provost, Dr. William Salka
- Vice President of Administration & Finance, Stephen Taksar
- Vice President of Institutional Advancement, Lisa McMahon
- General Counsel, Melinda Phelps
- Chief of University Police, Tony Casiano,
- Police Captain, Mike Foyle
- Dean of Students, Maggie Balch
- Director of Marketing, Leslie Rice
- Assistant Dean of DGCE, Jessica Tansey
- Director of Counseling Services, Brian Cahillane
- Director of Health Services, Kelly Palm

Trustee Reichelt called the meeting to order at 1:00 PM. A roll call was taken of the Trustees participating as listed above and it was announced that the meeting was being livestreamed and recorded.

MOTION made by Trustee Currier seconded by Trustee Lucey, to approve the minutes of the October 23, 2024 meeting. There being no discussion, a roll call was conducted, **motion passed.**

Enrollment Marketing

Dr. Kevin Hearn spoke about enrollment marketing which is dependent on institutional marketing which builds off the brand we build. Multiple hyper-personalized approaches to communicating with potential students through social media platforms, texts, emails, and AI platforms available 24/7. Focusing on students and their affinity or emotions. Continuous assessment and investment into digital forms is critical.

73 prospective students attended a Saturday Tour event held this past Saturday (December 7, 2024) with 137 total visitors. Positive feedback for the Westfield State University promotional commercial held on national television during a MIAA football game.

DGCE Admissions

Senior Executive Director, Westfield Worldwide, Dan Forester spoke about the programs at the graduate level. He updated the committee regarding Spring 2025 applications, putting us ahead from last year.

Vision Point Marketing has been acquired for research in marketing strategy for adult learners. They will be doing an inquiry survey to understand why a customer engaged, or did not engage with Westfield State University. Vision Point will assist in preparing for the launch of a new program for Master of Arts in Counseling for Law Enforcement Co-Response Concentration along with a certificate program.

Department Reports: Counseling Services

Director of Counseling Services, Brian Cahillane, spoke about historical data from 2008 regarding number of appointments, and types of services. Today the types of services have remained the same, but the intensity and severity have increased. The numbers of appointments and after-hours counseling calls have increased leaving the counseling department understaffed.

The department offers, a nutritionist, a private room to have off-site remote counseling services (booked 122 appointments FY2024-2025 semester already), massage therapist, UWILL (on call afterhours counselor, satellite counseling center in athletic department, suicide prevention training for faculty/ staff, mental health liaison program to work with others, peer to peer programs- Togetherall, and The Bandana Project to train students to be listeners.

Department Reports: Health Services

Counseling services and health services work hand in hand due to the side effects from mental health issues. Four Nurse Practitioners run Health Services which is a hybrid of Urgent and Primary Care services. In the past, students would be sent back to their PCP for basic needs but now on-campus health services supply many options for health care needs. On the rise, health services see more allergies, sexually transmitted infections, unplanned pregnancies, eating disorders, GI issues, respiratory illnesses, diabetes, and blood draws. Newly added are emergency room follow-ups.

MOTION made by Trustee Currier, and seconded by Trustee Lucey, to adjourn. A roll call was completed, motion passed **unanimously**.

Meeting adjourned at 2:24 PM

Attachments:

October 23, 2023 Meeting Minutes

PowerPoint Presentation

Secretary's Certificate

I hereby certify that the foregoing is a true and correct copy of the approved minutes of the Westfield State University Board of Trustees meeting held on December 9, 2024.

Jason Queenin, Secretary

Date